

Broadcasting Sep 5

HOW TV STATIONS CAN GET A PIECE OF THE **DBS** ACTION

please turn to page 3 for details

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networks go anchor to anchor
evening news battle
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USSB

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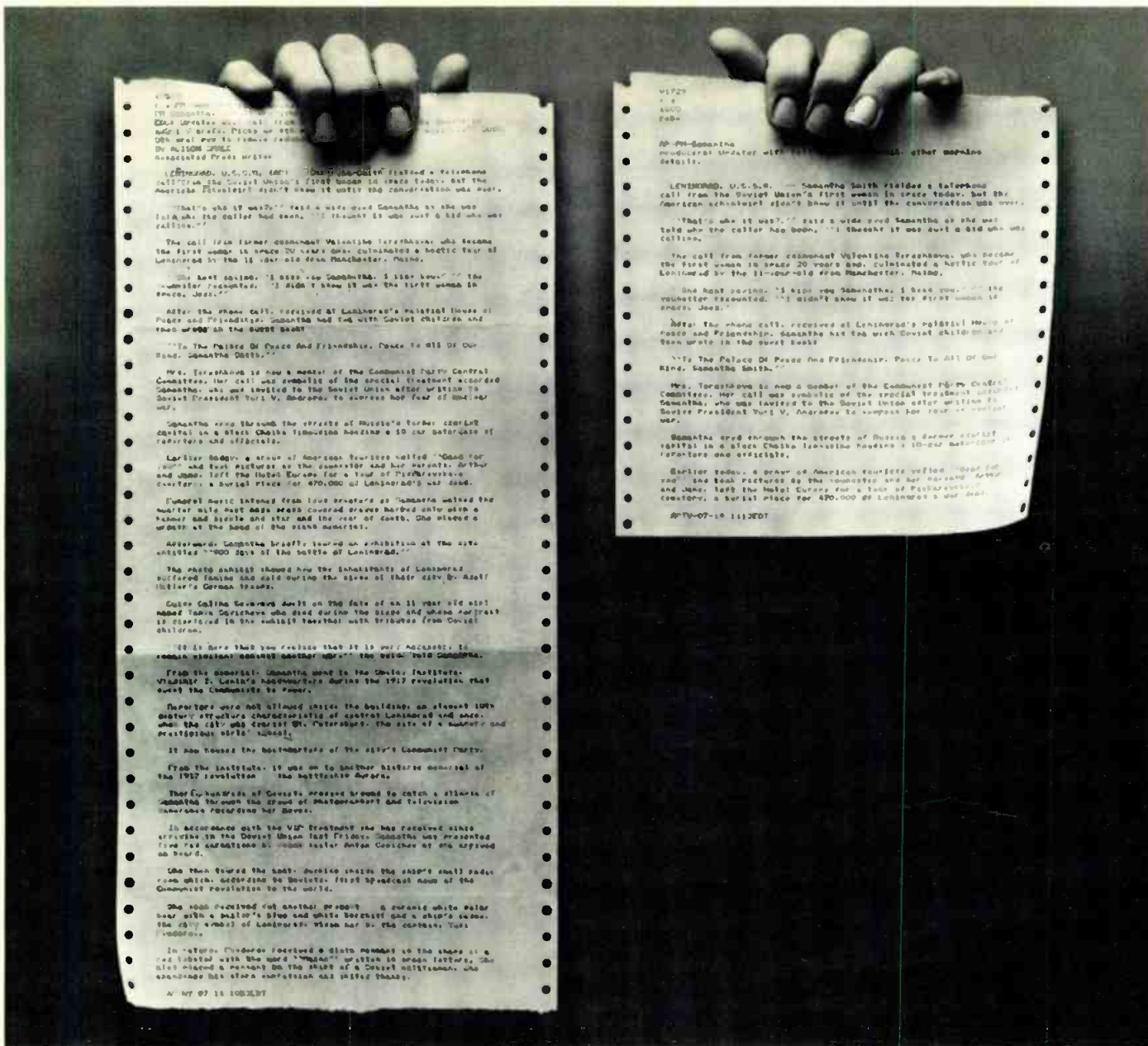
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Broadcasting **4** Sep 5

Subscription television falls on tough times □

Network news takes on single-anchor look □

Music video: the rage of 1983 □ **RPC coverage** □

STV STUMBLES □ Businesses are cutting back and dropping out of STV arena in face of cable competition and economic pressures. **PAGE 35.**

LABOR DAY PREMIERE □ Sept. 5, 1983, finds all three network news operations with single-anchor formats. Day also marks premiere of PBS's *MacNeill/Lehrer* hour-long nightly newscast, which is vying for viewers with networks and local stations. **PAGE 36.**

THE BEAT GOES ON-AIR □ Warner Amex's Music Television has spawned many imitators on cable, broadcast networks and TV stations. **PAGE 38.**

FAIRNESS VIEW □ NCTA pushes for elimination of fairness doctrine for cable; public interest groups disagree. **PAGE 40.**

LOGGING CAMPS □ FCC rulemaking on radio logging requirements draws mixed comments from broadcasters; NAB backs FCC-type plan for minimum requirements. **PAGE 42.**

ALL EARS □ NAB's Radio Programming Conference gathers over 2,000 at Westin St. Francis hotel, to digest Reymer & Gersin study on listening and hear Sony's AM stereo receiver. **PAGE 48.** An in-depth look at the Radio W.A.R.S. study by R&G appears on **PAGE 50.** What that study means to individual stations (contemporary, beautiful music, AOR, urban contemporary, country and news) appears on **PAGES 50-54.** Panelists explore how AM radio stations can regain ratings ground. **PAGE 55.** Consultants Carroll and Christy discuss ways to make new music work for stations. **PAGE 56.** Sharp and Secrest preview upcoming regulatory activities from Washington. **PAGE 58.** Coleman

study finds that Music Television can both help and hurt radio stations. **PAGE 60.** Experimenters using digital compact disks give technology high marks. **PAGE 62.**

ABC DRAMA □ Man enters ABC News bureau in Washington, brandishing gun and asking to speak with 'top reporter.' **PAGE 64.**

SPECTRUM CRISIS □ Three authors say spectrum management is in chaos; preview future business and regulatory courses. **PAGE 72.**

RENEWAL TAPE □ Case on channel 14 in Washington back up in air after FCC Review Board decision. **PAGE 74.**

ID AFFIRMATION □ Appeals court, with reservations, backs FCC in West Virginia dual-city notification rule. **PAGE 78.**

ATLANTA BOUND □ Eastern Cable Show set to open in Atlanta with marketing dominating the back-to-basics convention. **PAGE 85.**

NIELSEN NUMBERS □ Cable penetration in July is pegged at 39.3% of U.S. TV homes. **PAGE 90.**

STEPPING DOWN □ William Tanner takes leave of absence to assess allegations against his company. **PAGE 92.**

MARKETING SPECIALIST □ Trygve Myhren believes in making the most of what one has, putting that philosophy to work as head of American Television and Communications by concentrating on quality. **PAGE 111.**

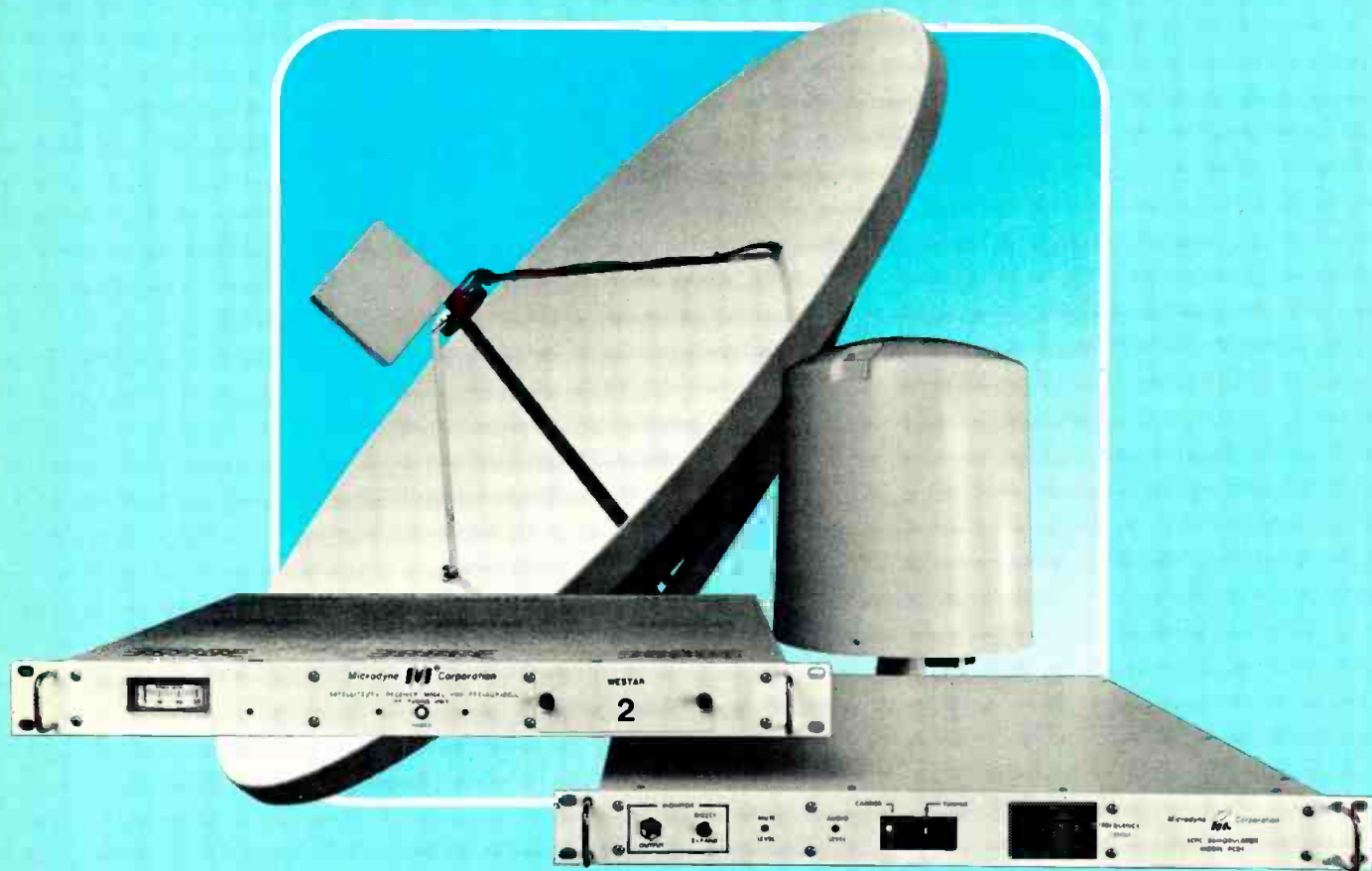
INDEX TO DEPARTMENTS

Business Briefly	14	Editorials	114	In Sync	68	Programming	85
Cablecastings	8	Fates & Fortunes	107	Journalism	64	Riding Gain	44
Changing Hands	80	Fifth Estater	111	Law & Regulation	72	Stock Index	84
Closed Circuit	7	For the Record	94	Monday Memo	30	Telecastings	82
Datebook	20	In Brief	126	Open Mike	28		

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INDEX TO ADVERTISERS ■ ABC Owned Television Stations Third Cover □ American Railroad Foundation 55 □ Antenna Technology Corp. 11 □ Associated Press Broadcast Services 4 □ Barclays American Business Credit 89 □ Blackburn & Co., Inc. 80 □ Broadcast Information Bureau, Inc. 46 □ Broadcast Personnel, Inc. 107 □ Capital Cities Communications/Human Family Institute 24-25 □ Classified Ads 98-106 □ Columbia Pictures Television 15 □ Communications Equity Associates 9 □ Continental Electronics 44 □ The Disney Channel 12-13 □ Doubleday Broadcasting Co. Fourth Cover □ Embassy Telecommunications 54 □ The Fetzer Stations 34 □ Firstmark Financial 83 □ Group W Satellite Communications The Nashville Network 27 □ Hitachi Denshi America, Ltd. 78 □ Kalil & Co., Inc. 79 □ MSG Network 53 □ Magnicom Systems Second Cover □ Robert O. Mahiman, Inc. 81 □ Microdyne Corp. 6 □ Motorola 45 □ Music Magazine Foundation 56, 82 □ Professional Cards 97 □ RKO Radio Networks 57-59-61-63-65-67-69-71-73-75 □ Reach, Inc. 47 □ Rohn 66 □ SRDS Co-op Source Directory 91 □ Satellite News Channel 19 □ Service Directory 96 □ Sports Ticker 49 □ Howard E. Stark 12 □ Joe Sullivan & Associates, Inc. 28 □ William B. Tanner Co., Inc., 109 □ Tektronix, Inc. 16-17 □ Telepictures Corp. 10, 18, 20, 22, 23, 26, 51, 58, 64, 76-77 □ The Tobacco Institute 70 □ USA Cable Network 32-33 □ United Press International 31 □ United States Satellite Broadcasting Co., Inc. Front Cover 3 □ Warner Bros. Television Distribution 21, 29 □ Western Union Westar Satellite Services 43 □ World Wide Bingo, Inc. 14 □

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STL's, ENG's safe

FCC this week takes up question of where to move 12 ghz microwave users that might be displaced by direct broadcast satellite service, which has been authorized in 12.2-12.7 ghz band. Indications are FCC will allow those users to move into cable auxiliary relay service band, 12.75-13.25 ghz. It also is expected to permit displaced 12 ghz users to move into 18 ghz band, where cable operators also will be able to expand their auxiliary relay service. Broadcast auxiliary service frequencies in 2 and 7 ghz bands, which are used for studio-to-transmitter links and to send signals from electronic news gathering equipment back to studios, are expected to be protected.

Bird watchers

Affiliate groups of TV broadcast networks have formed joint committee to investigate costs involved in networks' plans to move from terrestrial to satellite program distribution. One way or another, affiliates know, they will be asked to share costs of satellite distribution and, as one committee member said: "We ought to understand what the hell we are paying for." To make evaluation of networks' plans, committee has hired Satellite Systems Engineers in Bethesda, Md.

If price is right

Torbet Radio may soon be sold by its parent company, Bonneville International. Although national radio representative firm is not officially on block, Bonneville has decided to entertain bids due to what Torbet Radio president Peter Moore described as "heavy interest" among other concerns to buy rep company.

Out already?

Notice of proposed rulemaking seeking comment on whether women should receive lottery preferences now accorded minorities is expected to be adopted by FCC at open meeting Sept. 22. Proposal isn't expected to get much farther than that, however. Consensus at FCC seems to be that idea has three strikes against it. First, it is said that legislation authorizing lotteries, and legislative history, appear to exclude women from eligibility. Second, granting women preferences would dilute preferences minorities receive. Finally, it would be difficult for FCC to distinguish

when female applicant was real party of interest, or was merely fronting for husband or other male.

Snags

Reports persisted last week that developments were brewing in projected deal, now 11 months old, in which Gannett Co. would acquire KRON-TV San Francisco from Chronicle Broadcasting in exchange for KOCO-TV Oklahoma City and \$100 million (BROADCASTING, Oct. 4, 1982). One version said deal was in trouble because of Gannett's ownership of *USA Today* and local paper north of San Francisco—issue raised last fall by Scripps newspaper interests despite Gannett's promise to sell area's *Oakland Tribune* (which it has since done). Another report suggested KRON-TV might be spun off to another entity. Other sources said they'd been told original deal was essentially on track and would proceed either as is or with modifications. Gannett officials refused to comment. So did Chronicle representatives.

Money finder

Direct Broadcast Satellite Corp. has taken important step forward in plan to launch common carrier direct broadcast satellite system in 1986 or 1987. According to sources, A.G. Becker Paribas, New York-based investment banking firm, has agreed to represent DBSC on Wall Street and help find hundreds of millions of dollars it will take to put three-satellite system in orbit. Announcement of agreement is expected this week.

Showdown in prospect

Representative Tim Wirth (D-Colo.) may have assured himself of procedural wrangle when his Telecommunications Subcommittee gathers to consider broadcast deregulation bill. Under understanding reached with Chairman John Dingell (D-Mich.) of parent Energy and Commerce Committee, subcommittee is to report bill—which will have quantification of nonentertainment programming as its main feature—by end of October. But some members take exception to Wirth's describing measure as "consensus bill." He used term in letter to National Association of Broadcasters President Eddie Fritts blaming NAB for poor broadcaster response to subcommittee survey of public interest programming (BROADCASTING, Aug. 29). He also used it in letter to subcommittee

member Tom Tauke (R-Iowa) (BROADCASTING, Aug 15). Wirth is said to believe consensus support by subcommittee is necessary to move bill through full committee to House floor.

But Tauke recalls no agreement on attempt to reach consensus. He notes that under consensus anyone can block action on bill by refusing to support it. His view is that consensus should be reached where possible, and, where it is not, that majority vote should prevail. When Congress reconvenes, he said, "we'll have to iron this out."

More football

International Football League, proposed third professional circuit to play in spring, has hired Alvin Cooperman, former vice president, special programs, NBC, as consultant to pursue TV-cable rights pact. Pact that had been proposed to William B. Tanner subsidiary, Tanner Sports Network, fell through in wake of allegations that parent company may have engaged in illicit business practices (BROADCASTING, Aug. 22). Cooperman will attempt to put together rights deal that includes network television, syndication and "multiregion" cable coverage for IFL. Among primary prospects are NBC and Group W Broadcasting & Cable.

Other side

Committee for Prudent Deregulation has shifted focus of its campaign to retain FCC's financial interest and syndication rules from House to Senate. It's been lobbying Senate staff during summer recess to gain support for bill introduced by Senator Pete Wilson (R-Calif.) that would protect rules from repeal (BROADCASTING, Aug. 1). One proposed gambit: to attach language to continuing resolution, containing FCC's fiscal 1984 budget, that would remove FCC's ability to spend any funds to repeal rules.

Contest

William O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., is considering running again for seat on National Association of Broadcasters radio board. O'Shaughnessy, who served on radio board before, is planning to challenge incumbent, Gary Stevens, president of Doubleday Broadcasting, New York. Stevens, whose term is up in June 1984, is expected to seek re-election. It could be close race.

Cable castings

Seeding the market

RCA Americom is considering giving away up to 5,000 earth stations to cable operators in an effort to make its Satcom IV the number-two cable programming satellite.

By giving away thousands of earth stations, RCA Americom could increase dramatically the number of cable systems able to receive signals from Satcom IV and thereby increase the attractiveness of the satellite to cable networks, which seek to reach as many cable systems as possible.

According to an RCA Americom spokesman, John Williamson, only some 800 of the industry's 6,200 cable systems have earth stations aimed at Satcom IV. RCA Americom will decide whether to go ahead with the plans in a month or two, he said.

In response to a request for proposal, RCA Americom received Aug. 26 bids from several earth station manufacturers for a minimum of 1,000 and, in increments of 500, a maximum of 5,000 earth stations, comprising dish, mount and low-noise amplifiers. Although RCA Americom would not comment on the probable cost of the earth sta-

tions, it is expected to be several million dollars.

RCA Americom's Satcom III-R—Cablenet I—is the unchallenged number-one cable programming satellite, relaying most of the cable services to thousands of systems across the country. RCA Americom launched Satcom IV with the expectation that it would handle the Satcom III-R's overflow and quickly establish itself as Cablenet II. For various reasons, not the least of which is severe competition for cable business from Western Union and Hughes Communications, Satcom IV never fulfilled the hopes RCA Americom marketers had for it. Today only a few minor cable services are distributed via the satellite.

In a similar effort to lure cable programmers to Satcom IV, RCA Americom proposed a new tariff with attractive lease terms. Under terms of the tariff, which goes into effect this week, programmers may lease a transponder for five years from \$150,000 per month. What's more, programmers who lease five or more transponders will get a 10% discount and those who lease three or more will get a 5% discount. The new tariff is

apparently a winner. According to Williamson, several cable programmers have already stepped forth to lease Satcom IV's six vacant transponders.

Close to home

Members of the Cabletelevision Advertising Bureau were invited last week to "the most sales-productive day you'll ever spend." Plans for 10 of those days, in fact, were outlined. They're to be a series of no-frills, no-footing workshops, without lectures or panels, focusing on local advertising sales and held around the country at locations "within relatively short driving or flying time for most people."

"There is no longer any doubt in our minds that advertising is well on its way to becoming a major revenue source for the cable industry," John Walkmeyer of ATC, head of CAB's local sales advisory board, and Susan Wallace of Metrovision, head of the local advertising sales ad hoc committee, said in their letter to CAB members. "But as we all know, it isn't easy. Creative thinking and a continuing flow of informa-



Marching to a different beat. The dichotomy between national broadcast and cable news was never more evident than it was Aug. 27 when 300,000 people assembled before the Lincoln Memorial in Washington to petition the government for "jobs, peace and freedom." While only one of the three broadcast news departments—ABC News—aired a live report on the day-long event, the three cable news networks—C-SPAN, Cable News Network and Satellite News Channel—pulled out all the stops to carry large portions of it live.

The coverage afforded the demonstration by the cable news networks reflected the characteristics of each. C-SPAN carried the main rally, which started shortly after 1 p.m. NYT and lasted until 7 p.m., without interruption and without comment. CNN and SNC arrived on the scene with the first of the demonstrators early in the morning and stayed all day. CNN's live cut-ins in the morning gave way to extensive coverage of the main rally in the afternoon. Unlike C-SPAN's gavel-to-gavel coverage of the rally, CNN's coverage was interspersed with



commentary from an on-site anchor booth (left, foreground), interviews with some of the speakers from "backstage" and videotape features relating to the demonstration and its participants. It was also interrupted frequently by commercials and by seven-to-10-minute news updates. In keeping with its cyclical 18-minute format, SNC used cut-ins throughout the day, 90% of which were live.

For each of the cable networks, the coverage of the demonstration was unprecedented in its scope. "Logistically, it's the biggest thing we've ever done," said SNC Bureau Chief Lou Cioffi. SNC had four cameras, including three live ones, on the scene throughout the day, he said. Said Kenny Reff, executive producer of the CNN coverage: "It was the most ambitious, most technically complicated remote that this network has ever done." CNN used five unilateral and three pool cameras for its coverage, he said. C-SPAN captured the afternoon rally with three unilateral cameras and one pool camera. The C-SPAN camera behind the speaker platform was manned by Roxane Belair (right).

April, 1983

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July, 1983

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tion and ideas are needed."

That's the purpose of the workshops. They "were designed by and for people involved in the day-to-day process of developing greater advertising revenues for cable," and will follow a roundtable format "to allow for a free exchange of information and ideas between attendees, with experts in various areas on hand to contribute when needed." There also will be "breakfast sessions that concentrate on the specific job functions involved in advertising sales," CAB said. Among the topics: new information on the impact of basic programing; avoiding the "ratings trap;" turning objections into sales; selling with success stories; using co-op dollars to boost sales and preparing presentations that sell.

Workshop dates and sites: Oct. 6, East Hartford Holiday Inn, Hartford, Conn.; Oct. 11, Airport Holiday Inn, San Antonio, Tex.; Oct. 13, Sheraton KCI hotel, Kansas City, Mo.; Oct. 18, Sheraton Atlanta, Atlanta; Oct. 26, Drake Oakbrook hotel, Chicago; Oct. 27, Daytonian Hilton, Dayton, Ohio; Oct. 31, Airport Hilton, San Francisco; Nov. 1, Airport Hilton, Seattle; Nov. 2, Airport Hilton, Los Angeles; Jan. 11, Philadelphia, hotel to be announced.

Registration fees for CAB members are \$90 for one registrant, \$80 each for two or more from the same member company. For nonmembers the fee is \$125 per person.

Laughs on hold

CENTS, the all-comedy cable network, postponed its launch date last week for financial reasons. The Minneapolis-based service had promised to be in business on Sept. 30. It set no new date, saying only that one would be announced soon. "The delay is due to Cable Investment Inc., the company's investment bankers, refining our business plan and securing additional finances," CENTS said in its brief announcement. In the meantime, CENTS said it would continue to secure programing and sign affiliates.

Not worth considering

The National Cable Television Association asked the FCC last week to dismiss a petition of the American Radio Relay League calling on the FCC to prohibit cable from using amateur radio frequencies. "ARRL's motion," the NCTA said, "is infected with empty rhetoric and false accusations."

The conflict between the two organizations is over signal leakage. ARRL has claimed that signal leakage from cable systems is interfering with amateur radio operators and that the cable industry has made no serious effort to solve the problem.

In its request for dismissal last week, the NCTA said the "allegations are, at best, uninformed and unfounded." The NCTA was particularly sensitive to the charge that it hasn't done anything about the problem. In addition to conducting a campaign to educate its members about signal leakage and its repercussions, it said, it has "successfully investigated to conclusion all but 15" of the 57 complaints about signal leakage interference set forth by the ARRL in comments to the FCC in September 1982. It continues to investigate the remaining cases, it said.

"Thus, it cannot be said that NCTA has

not cooperated to the fullest with ARRL in pursuing an efficient, nonregulatory solution to cable/amateur interference problems," NCTA said. "Nor is it accurate to conclude that the only effective remedy to cable/amateur interference problems is to prohibit cable from using amateur frequencies. As the absence of complaint referrals to NCTA in the past seven months emphatically implies, the program implemented by NCTA has been extremely effective."

Fernando favorite

Denver-based United Cable Television emerged last week as the odds-on favorite to win the hotly contested East San Fernando Valley cable franchise in Los Angeles. A final city council vote on the 165,000-home franchise could come as soon as this Tuesday. Last Monday (Aug. 29), the council's cable committee recommended unanimously that United be awarded the franchise, estimated to be worth at least \$100 million, over competing East Valley Community Cable. East Valley's parent company, Cable America, has the franchise for the adjacent West San Fernando Valley, with about 150,000 homes. The same city council committee had recommended East Valley be granted the franchise in a vote earlier this year, after which a decision was made to reconsider the matter.

NCTA opposition

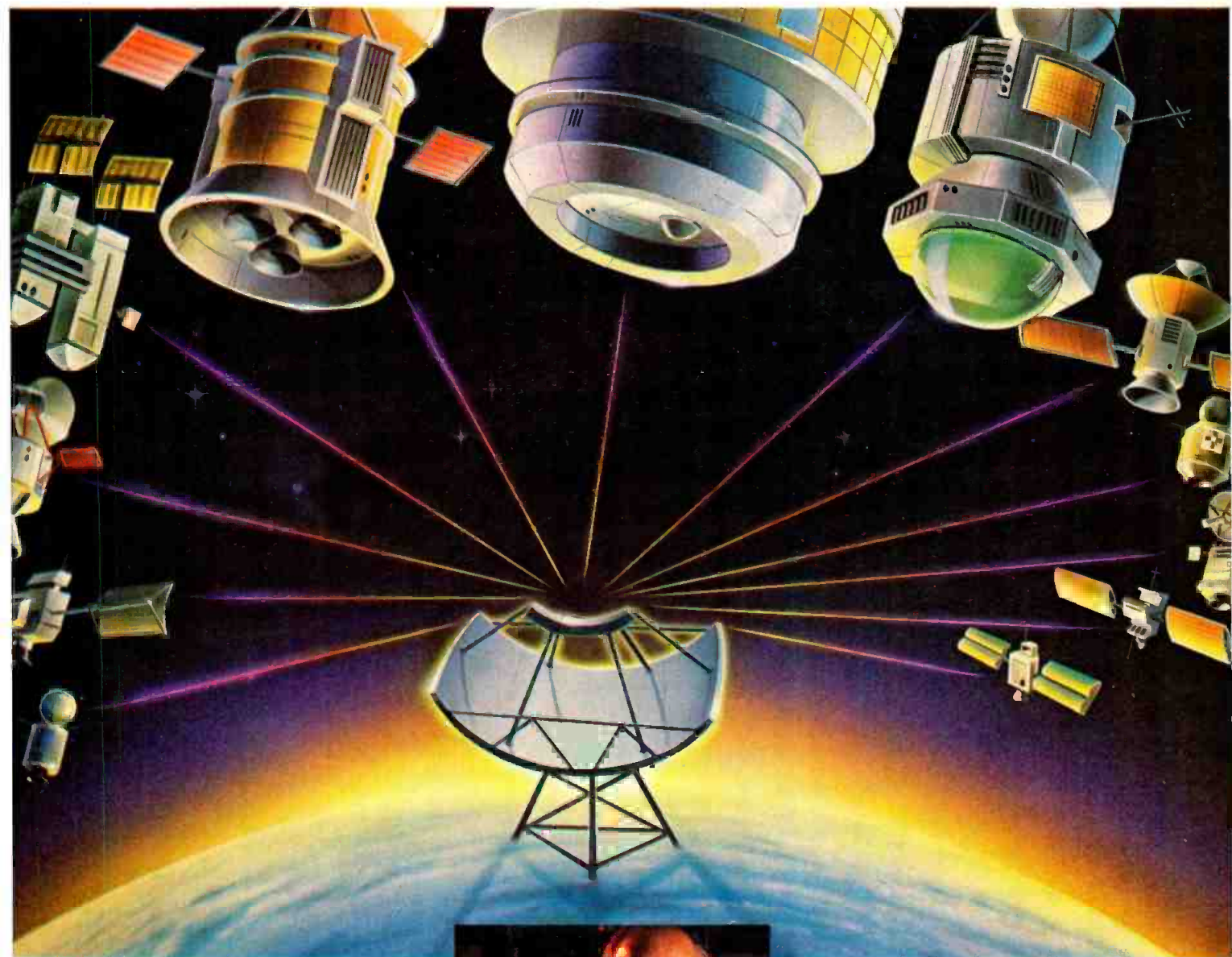
The National Cable Television Association has opposed a proposal by the Rural Electrification Administration aimed at permitting REA borrowers—small telephone companies and co-operatives—to invest in nontelephone telecommunications facilities like cable systems (BROADCASTING, July 4). According to an NCTA filing at the REA, the proposed rule would result in indirect REA funding of rural telco entry into the cable TV business. "Since the Rural Electrification Act prohibits funding of nontelephone services, the proposed rule would violate REA's statutory authority. Beyond this statutory prohibition, the proposed rule would frustrate federal communications policy by favoring publicly funded telco entry into an otherwise competitive marketplace," NCTA said.

Learning about school

Airing just after school has ended for the day, (3-3:30 p.m.), the Learning Channel premieres a new monthly series, *Inside Your Schools*, tomorrow (Sept. 6). The half-hour magazine will feature reports on "the developments that shape public education," including on-location classroom video segments, guest teacher moderators and examining creative teaching methods. A "Scrapbook" feature will present celebrities describing the teacher who "most influenced their lives." Actors Ed Asner and Pat Harrington, former Vice President Walter Mondale and President Reagan will be featured speakers. Students will be highlighted in the "Kids in Performance" segment, which focuses on their activities and athletics in public schools.

Inside Your Schools is produced by the American Federation of Teachers, Washington.

"WITH SIMULSA, WE CAN PICK UP ALL SATELLITES AT ONCE."



SIMULSAT is the multi-beam antenna from Antenna Technology Corporation, that can simultaneously see all domestic satellites at once with consistent broadcast quality performance. It is being heralded as a major breakthrough by broadcast and cable operators everywhere.

Listen to what Chief Engineer Gerald Dreger of KTVO, one of SIMULSAT's more than 200 nationwide customers has to say:

"We purchased SIMULSAT, eight months ago. We're very pleased with it. SIMULSAT does everything



Mr. Gerald Dreger
Chief Engineer
KTVO, (ABC affiliate)
Post Corporation
Kirksville, Missouri

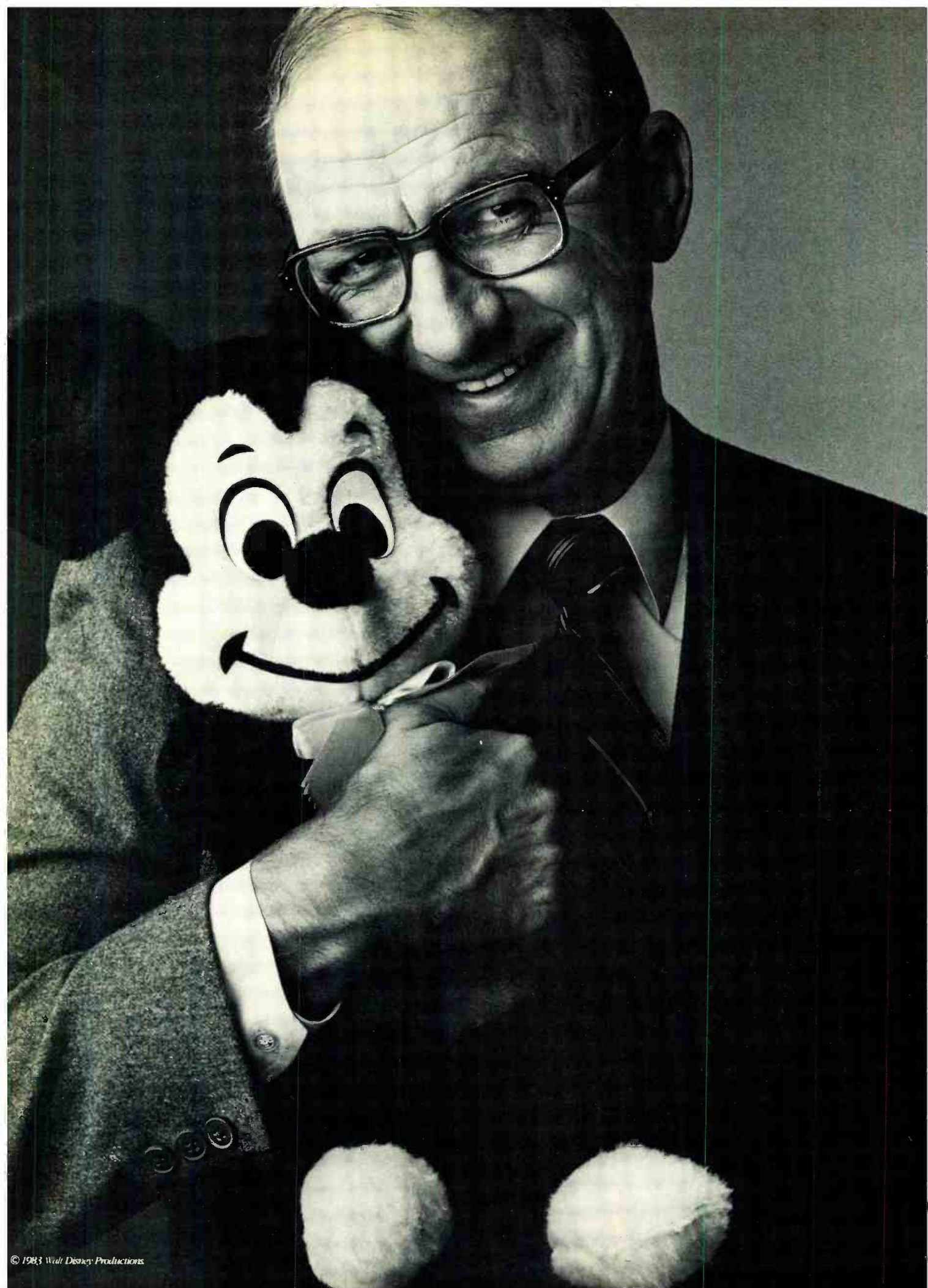
I was told it would do and more. We now pick up 5 satellites simultaneously, and also run our low power station K40AI off SIMULSAT, which, before was impossible. On top of that, it has the capabilities to help us

expand even more. We could reach 13 (domestic) satellites at once. SIMULSAT will pay for itself over and over again."

Call or write Antenna Technology Corporation for a full-color brochure, and information on turn-key installation and two-year warranty for 3m, 5m and 7m SIMULSAT.

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"WE SURPASSED OUR GOALS FOR THE DISNEY CHANNEL BY AT LEAST 50%."

*Joe Tennesen, General Manager
Greeley Cablevision*

Joe Tennesen is the general manager of Greeley Cablevision in Greeley, Colorado. Recently, Joe and a close friend of his recounted the details of Greeley's successful Disney Channel launch.

In the area of penetration, Greeley had set themselves a not immodest goal of 12%. After just three weeks, they had 18%—that's 50% more than expected—and by the end of three months had reached 21%. Joe confidently predicts "We're certain to double our goal by the time we finish marketing to our non-subscribers."

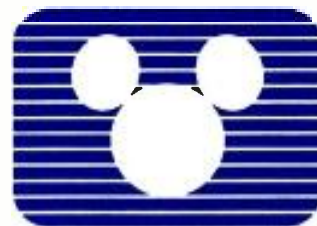
Joe also points, with understandable enthusiasm, to The Disney Channel's extremely low churn rate. Greeley's Disney Channel customers, it seems, are satisfied customers. They also tend to add Disney rather than replace another service, as evidenced by its equally low switchout rate.

In recent months, Joe has also experienced growth in his revenue per home. And since there were no other contributing factors during that time, Joe's convinced it's essen-

tially due to The Disney Channel.

And how has The Disney Channel affected Greeley Cablevision's standing in the eyes of Greeley? Joe smiles. "There are times when parents get upset with cable operators because of content and suitability of programming. It's nice to have a couple thousand happy people talking to us. Disney has a Grade-A sterling reputation... and that has to have a positive effect on your community relations."

One of the most inspiring things about a success story like Joe's is that it could just as easily be yours. And all you have to do to get started is call your Disney Channel regional manager at one of the following numbers: Eastern, Vivian Goodier, 212-758-3833. Central, Neal Weintraub, 312-944-4800. Western, Judi Klosek, 213-840-7883. Southwestern, Garnet Rich, 214-869-1726. Southeastern, Bob Mason, 404-329-0087.



THE DISNEY CHANNEL

Business Briefly

Advantage

ACTacts again. Alleging that running of trailers promoting cigarettes in movie theaters is taking "unfair advantage" of children, Action for Children's Television last week filed complaint with Federal Trade Commission, requesting that cigarette manufacturers be barred from promoting their products alongside movies with general and parental guidance ratings. Peggy Charren, ACT president, said there was no rule prohibiting such promotional uses now. ACT is concerned, however, since practice of running promotional trailers in movie theaters seems to be on increase. One theater in Massachusetts, she said, had even run trailer promoting Brown & Williamson's Kool cigarettes before showing of "Snow White." "Peddling cigarettes to young moviegoers is the worst kind of unscrupulous advertising," Charren said, contending that FTC should move in immediately to "protect this vulnerable audience."

Utility use of TV ads. Survey by Television Bureau of Advertising reports advertising by electric and gas utilities increased 17% during first half of 1983 over same period in 1982. Percentage increase translates into advertising expenditures of \$12.3 million during this year's January-to-June period, versus \$10.5 million last year. Top utility advertiser so far this year is Consolidated Edison Co., with total of \$1.1 million. Second place goes to Pacific Lighting Corp., which spent \$812,700. Duke Power Co. commanded third largest TV ad budget, \$812,700. Following Duke was C.E.I./Ohio Edison Co., which spent \$640,000 on TV advertising. TVB also noted increasing number of utilities are using issue-advocacy advertising on television. Survey of 54 utility companies points to 54% of issue-advocacy dollars went to TV in 1982, while 42% went there in 1980.

New quarters. Grey Direct International, direct marketing subsidiary of Grey Advertising, has opened new office in Chicago. New office will be in same building as Grey-North offices: Merchandise Mart, Chicago, Ill. 60654. (312) 527-5030.

GM sponsors KenCen. General Motors will be full sponsor of *The Kennedy Center Honors: A Celebration of the Performing Arts* broadcasts on CBS for 1983 and 1984. Annual events have been presented on CBS since they began in 1978.

FCB's plans for NCK. Foote, Cone & Belding has agreed in principle to acquire the NCK Organization Ltd., London, in stock transaction. Deal is complicated by NCK's majority ownership of Altschiller Reitzfeld Solin, New York. *New York Times* reported Aug. 29 that Altschiller announced it was severing ties with NCK. NCK did not confirm announcement. When merger is completed, NCK's chairman, Edward Roncarelli will become president of FCB's multinational business group. Emine Messiqua, former president of NCK Europe, will become president of combined European operations.

TV ONLY

Red Wing Shoes □ Campaign will begin Sept. 17 in Western markets for three weeks. Air times are weekends and sports. Target: men, 18-plus and men, 25-34. Agency: William L. Baxter Advertising, Minneapolis.

Sperry & Hutchinson □ Promotion for green stamps collection and trade-in will air in Harrisburg, Pa.; Dallas; Tampa; Miami; Orlando, Fla.; Providence, R.I., and Tulsa, Okla. Spots will air in early and late fringe beginning Sept. 6 and running through Sept. 25, and again from Oct. 10 to Oct. 30 and then from Nov. 14 to Nov. 27. Target: women 18-49. Agency: A. Eicoff & Co., Chicago.

Jockey International □ Campaign for new line of women's underwear, "Jockey for Her," will run in 34 markets for five weeks, beginning Sept. 19. Spots will air in early and late fringe. Target: women 18-49. Agency: Campbell-Mithun Inc., Minneapolis.

Murphy Phoenix Co. □ Spots will air for Murphy's oil soap, household cleaning product, in about 100 markets from mid-September to mid-November. Flight comprises daytime, early news and prime access. Target: Women 18-49. Agency: John Goulet Advertising, Cleveland.

Aramis □ "Hairnecessities," line of hair grooming products, will be introduced beginning Sept. 22. Air times include daytime and fringe in markets throughout country. Target: Adults 18-49. Agency is AC&R Advertising, New York.

Cheseborough Ponds □ Introduction of new product, Ragu Pizza Quick, boxed "pizza kit," will begin Sept 26 in approximately 65 markets. Spots will air in various dayparts and early fringe. Target: women 18-49. Agency: Waring LaRosa, New York.

Central Soya Inc. □ Golden Fresh chicken will be promoted for four weeks in test run in Richmond, Va. Spots will run in all dayparts starting Sept. 26. Target: all women. Agency: Bonsib Inc., Fort Wayne, Ind.

The Peoples Store □ Various products will be promoted in two upcoming flights scheduled for late November and again in early December. Spots will run during all dayparts in Seattle



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The model above is pictured with the optional battery pack.

Tektronix introduces a new product to help improve your signal quality: The 1740 series portable waveform/vector monitor.

We know that in-studio or out on remote, space is critical. And the smaller the equipment is, the better. So we've combined our waveform and vector monitoring functions, and integrated them into one compact, go-anywhere package.

HALF THE RACK SPACE.

At 8½ inches wide and 18 inches long, the 1740 series uses only half the normal rack width. That means you gain more usable space and more flexibility than ever.

To change from waveform mode to vectorscope mode and back, just press a button. Couldn't be simpler.

There's a brighter CRT display on the 1740 series, too. Viewing is easy even in high ambient light.

And, because it operates on either AC or DC, the 1740 can go wherever you go.



TWO-IN-ONE ECONOMY.

Using one monitor where two were needed before lowers your equipment costs. And because the 1740 series is completely portable, it makes a sensible purchase for either studio or field use.

And there's more. The 1740 series operates on only 50 watts of power. And that means less heat build-up (which is important in crowded equipment racks).

And in addition, there's a single line display preset for monitoring VIRS.

SEE FOR YOURSELF.

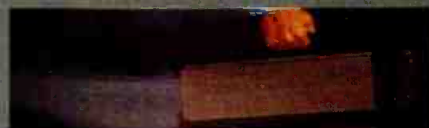
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and Yakima, Wash. Target: women 25-49. Agency: Evergreen Media, Edmonds, Wash.

RADIO ONLY

Sunkist Growers □ In back-to-school promotion, Valencia oranges will be highlighted in Boston; Hartford, Conn., and Buffalo, N.Y., for two weeks. Campaign begins Sept. 12 using all dayparts, Monday through Saturday. Target: women, 25-49. Agency: Foote Cone & Belding, Los Angeles.

Associated Milk Producers Association □ Campaign for "fluid milk products" will air in 35 markets from Sept. 19 to Oct. 16. Late night and weekend spots are planned. Target: men and women, 12-34. Agency: Crume & Associates, Dallas.

RADIO AND TV

Gannett Corp. □ Extensive campaign for *USA Today* newspaper will begin Sept. 5 for several weeks in Boston and Cleveland markets. Spots will run in prime time for TV and drive times for radio. Target: upscale adults, 25-54. Agency: Young & Rubicam, New York.

Michigan Travel Bureau □ Television campaign for fall travel will begin Sept. 6 and run for six weeks. Radio spots will run for four weeks starting Sept. 13. TV and radio markets are the same: Chicago; Indianapolis; Fort Wayne, Ind.; Cleveland, Dayton and Columbus, all Ohio; Milwaukee; Green Bay and Wausau, both Wisconsin, and Minneapolis-St. Paul. TV air times will be early and late fringe. Radio spots will run 6 a.m.-7 p.m. Agency is Ross Roy Inc., Detroit.

Family Fitness Centers □ Campaign will begin Sept. 6 for various weeks through mid-December, promoting fitness and club membership. TV spots will run in all dayparts; radio spots will air during mix of drive and midday times. Markets include: Seattle; Portland and Eugene, both Oregon; Spokane and Yakima-Tri Cities, both Washington; Boise, Idaho; San Francisco, and San Jose, Calif. Agency: Evergreen Media, Edmonds, Wash.

Independent Lennox Dealers □ Group advertising campaign for pulse furnaces is set to begin in mid-September and continue through Dec. 1. Spots will air in more than 25 markets in Midwest, East and Southeast. All dayparts will be used. Target: homeowners. Agency: Deppe & Associates, St. Louis.

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David N. Whitcombe, *vice president*
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New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Kathy Haley, *bureau news manager*
Stephen McClellan, *assistant editor*
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John Lippman, *staff writer*
Marie Leonard, Mona Gartner,
advertising assistants

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

Richard Mahler, *correspondent*
Tim Thometz, *Western sales manager*
Sandra Klausner, *editorial-advertising assistant*



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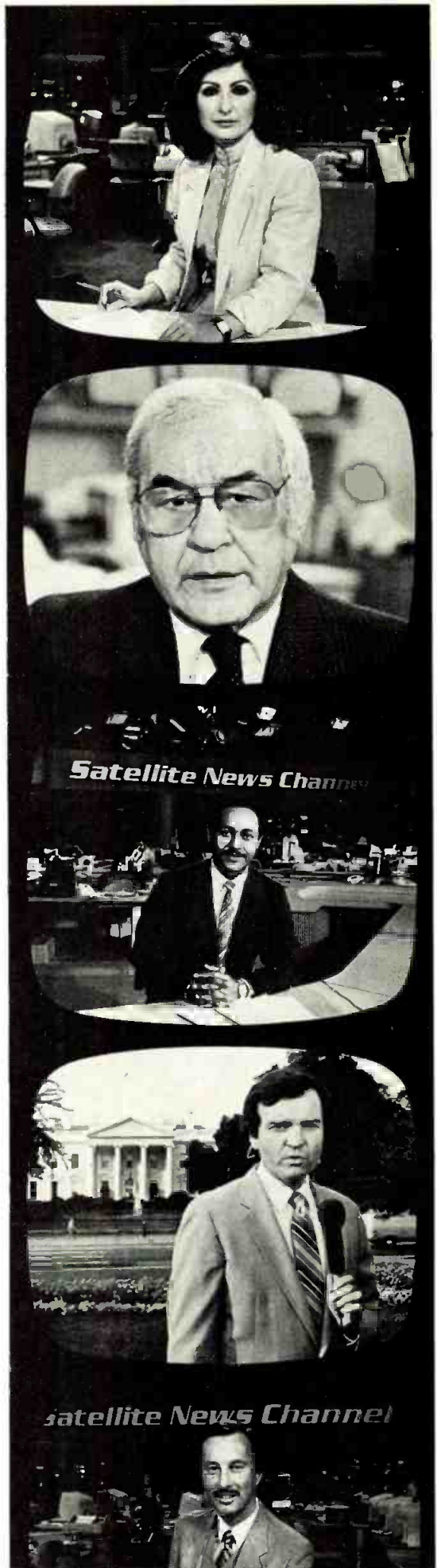
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Datebook

This week

Sept. 7—"Super Track Day," sponsored by *Cable Television Administration and Marketing Society*. Atlanta Hilton, Atlanta.

Sept. 7—*Ohio Association of Broadcasters'* "Small Market Potpourri." Stouffer's Avalon Inn, Warren, Ohio.

Sept. 7—*New York TV Academy* luncheon. Speaker: Kay Koplovitz, president, USA Cable Network. Copacabana, New York.

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan Cable TV Association*. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, (618) 249-6263.

Sept. 8-9—*National Association of Broadcasters* broadcast investment seminar. Information: (202) 293-

3584. Century Plaza hotel, Los Angeles.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 9—Inaugural lecture of "Everett C. Parker Lectures on Communications" series, sponsored by United Church of Christ, Office of Communication. Lecturer: Daniel L. Ritchie, Group W. Interchurch Center, New York. Information: Eugene Schneider, (212) 683-5656.

Sept. 9—Deadline for entries in 26th annual *International Film and TV Festival of New York*, for broadcast television and cable advertising, programing and promotion. Information: 251 West 57th Street, New York, N.Y., 10019; (212) 246-5133.

Sept. 9-10—*Radio-Television News Directors Association* region five meeting with *Mary College*, Bismarck, N.D. Mary College campus, Bismarck, N.D.

Sept. 9-11—"Economics Issues" conference for journalists, sponsored by *Foundation for American Com-*

Major Meetings

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, Grand Hyatt, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

Oct. 2-5—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

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. 3-5—*Society for Private and Commercial Earth Stations (SPACE)* second annual convention and international exhibition. Sheraton Twin Towers, Orlando, Fla. Information: (202) 887-0600.

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

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

Dec. 11-12—*National Cable Television Association's* National Cable Programing Conference. Biltmore, Los Angeles.

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

Jan. 14-18, 1984—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

Jan. 15-20, 1984—*National Association of Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

Jan. 28-31, 1984—*Radio Advertising Bureau's*

managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

Feb. 9-14, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

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; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

May 7-9, 1984—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 13-16, 1984—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-22, 1984—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

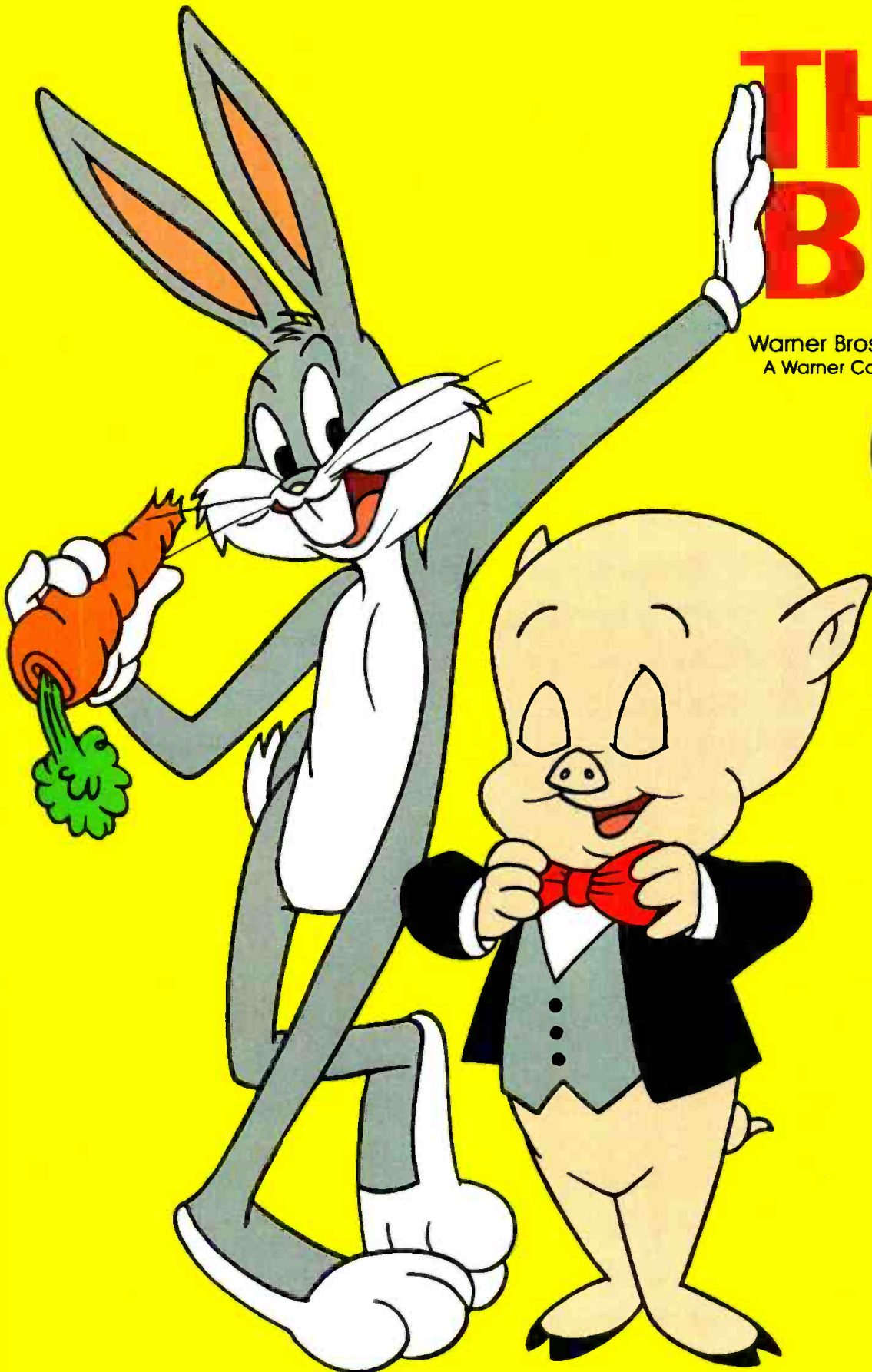
June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 10-15, 1984—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.

■ **Aug. 26-29, 1984**—*National Association of Broadcasters'* Radio Programing Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

THE BEST

Warner Bros. Television Distribution
A Warner Communications Company



Under ownership change for KIEL(AM) Jacksonville, Ark. in Aug. 29 "For the Record" (page 116), Washington attorneys **Bruce Eisen** and **James Weitzman** were incorrectly identified as having interest in **WXKS-AM-FM Medford, Mass.**

public understanding of peaceful uses of nuclear energy." Information: Diane Tarnef, AIF, 7101 Wisconsin Avenue, Bethesda, Md., 20814; (301) 654-9260.

Sept. 15—Public Service Satellite Consortium seminar, "Buying Your Earth Station: Making the Right Decision." Shoreham hotel, Washington.

Sept. 15—Ohio Association of Broadcasters Toledo managers' luncheon. Toledo Athletic Club, Toledo, Ohio.

Sept. 15—Radio Advertising Bureau retail and co-op workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 16—Deadline for applications for certification exams of **Society of Broadcast and Communications Engineers**. Information: Certification secretary, SBCE, P.O. Box 50844, Indianapolis, Ind., 46250.

Sept. 16—Ohio Association of Broadcasters Akron-Canton managers' luncheon. Quaker Square hotel, Akron, Ohio.

Sept. 18-20—National Association of Black Owned Broadcasters seventh annual fall broadcast management conference, "Politics and Profits: Looking Ahead to Campaign '84." Keynote speaker: Representative Mickey Leland (D-Tex.). Sheraton Washington hotel, Washington.

Sept. 19—Syracuse University chapter of National Academy of Television Arts and Sciences "distinguished visiting professor" lecture series. Speaker: Jerome Dominus, VP, CBS Television Network Sales, S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Sept. 19-20—Public Telecommunications Financial Management Association regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Holiday Inn Denver Downtown, Denver. Information: Robert Simmons, (803) 799-5517.

Sept. 19-20—Minnesota Broadcasters Association fall convention. Sunwood, St. Cloud, Minn.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by **Comsat, International Telecommunications Satellite Organization, American Institute of Aeronautics and Astronautics, IEEE Communications Society, IEEE Aerospace and Electronic Systems Society**. Phoenix Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 19-23—Second annual London Multi-Media Market. Gloucester hotel, South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

Sept. 19-28—Western Public Radio radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation. WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

Sept. 20—"Television Journalism in the 80's," seminar sponsored by **Global Village**, nonprofit video production group and media center. Panelists include Bob Ferrante, executive producer, **CBS Morning News**; Mary Alice Williams, VP, Cable News Network; John O'Connor, **New York Times** TV critic, and Dave Marash, correspondent, **WNBC-TV**. Global Village headquarters, New York.

Sept. 20—Radio Advertising Bureau retail and co-op workshop. Registry hotel, Minneapolis.

■ **Sept. 20—New York Women in Communications** meeting, "Discrimination in Broadcasting—Then and Now." Summit hotel-Penthouse, New York.

■ **Sept. 20—National Academy of Television Arts and Sciences** news and documentary Emmy awards presentation. Roosevelt hotel, New York.

Sept. 20-21—Society of Cable Television Engineers seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data

communications and co-sponsored by **Capital Cities Foundation** and **AP Broadcasters**. Dallas/Fort Worth Hilton Conference Center. Information: (213) 851-7372.

Sept. 10—National Academy of Television Arts and Sciences, St. Louis chapter, Emmy awards presentation. Chase Park Plaza hotel, St. Louis.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by **JVC Co. of Japan**. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 10—California Associated Press Television-Radio Association conference, "How to Prepare for Earthquakes and How to Cover Them." Hyatt Regency, Oakland, Calif.

Sept. 10-13—Nebraska Broadcasters Association annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

Also in September

Sept. 11-13—Illinois Broadcasters Association annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—New Jersey Broadcasters Association 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—Washington State Association of Broadcasters fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of National Religious Broadcasters. Los Angeles Marriott, Los Angeles.

Sept. 11-13—Nevada Broadcasters Association fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by **England's Society of Cable Television Engineers, Cable Television Association of Great Britain, Electronic Engineering Association** and **The Economist magazine**. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 12—National Academy of Television Arts and Sciences engineering Emmy awards dinner. Sheraton Center, New York.

Sept. 12—Deadline for entries in **Television Bureau of Advertising's** competition for best local or regional commercials. Information: TVB, 485 Lexington Avenue, New York, N.Y., 10017.

Sept. 12-13—Alaska Broadcasters Association convention. Captain Cook hotel, Anchorage, Alaska.

Sept. 13—17th annual World Communications Day, sponsored by **United States Catholic Conference, Communication Committee.** Speakers include Ambassador Abbott Washburn, chairman of U.S. delegation to Regional Administrative Radio Conference. Intercultural Center, Georgetown University, Washington.

Sept. 13—"Overview of Cable Television," seminar sponsored by **Bay Area Cable Club** and **Northern California chapter of Women in Cable.** Gallagher's, Jack London Square, Oakland, Calif.

Sept. 13—Ohio Association of Broadcasters Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

■ **Sept. 13—Women in Cable, Delaware chapter,** meeting, "Cable Marketing Trends: Telemarketing and Cablestores." Marriott hotel, Philadelphia.

Sept. 14—Ohio Association of Broadcasters Cleveland managers' luncheon. Bond Court hotel, Cleveland.

Sept. 14—New York TV Academy luncheon. Speaker: John Moffitt, producer-director, **Not Necessarily the News**, HBO. Copacabana, New York.

Sept. 14-16—CBS Radio Network affiliates board meeting. Waldorf Astoria, New York.

Sept. 15—New York Market Radio Broadcasters Association seventh annual radio festival. Sheraton Center, New York.

Sept. 15—Deadline for entries in 15th national Abe Lincoln awards sponsored by **Southern Baptist Radio and Television Commission.** Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 15—Deadline for entries in "Forum Award," sponsored by Atomic Industrial Forum, honoring "significant contributions by the print and electronic news media to

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WGR-TV Buffalo

WJAR-TV Providence

WVUE New Orleans

WPCQ-TV Charlotte

WCMH Columbus, OH

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WZZM-TV Grand Rapids

WREG-TV Memphis

WBRC-TV Birmingham

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and networking, feedforward, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.

Sept. 20-22—Washington Journalism Center's conference for journalists. "Politics '84: Issues and Candidates." Watergate hotel, Washington.

Sept. 21—International Radio and Television Society newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria, New York.

Sept. 21—Women in Cable, Washington chapter, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel, Washington. Information: Judy Cohen, (202) 887-0909.

Sept. 21—National Press Club luncheon. Speaker: TV producer Norman Lear, chairman, People for the American Way National Press Club, Washington.

Sept. 21-22—Television Bureau of Advertising sales advisory committee meeting. Indian Lakes, Chicago.

Sept. 21-23—Midwestern regional convention of National Religious Broadcasters. Sheraton-West Port Inn, St. Louis.

Sept. 21-24—Telocator Network of America 35th annual convention. Speakers include William McGowan, chairman and chief executive officer, MCI Communications Corp., and Robert Galvin, chairman and chief executive officer, Motorola Inc. Chicago Marriott-Downtown, Chicago.

Sept. 22—Radio Advertising Bureau retail and co-op workshop. Sheraton Southfield, Detroit.

Sept. 22—Philadelphia Cable Club meeting. Speaker: Frank Biondi, president, Home Box Office. Adams Mark hotel, Philadelphia.

Sept. 22-23—Institute of Electrical and Electronics Engineers Broadcast Symposium 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-23—Public Telecommunications Financial Management Association regional workshop, featuring sessions on requirements for Corporation for Public Broadcasting's annual financial report and on unrelated business income. Galt House, Louisville, Ky. Information: Robert Simmons, (803) 799-5517.

Sept. 22-24—Radio-Television News Directors Association 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

Sept. 22-24—American Advertising Federation district five conference. Sheraton, Columbus, Ohio.

Sept. 22-25—Third annual National Video Festival, sponsored by Sony. American Film Institute campus, Los Angeles. Information: (213) 856-7787.

Sept. 23—Southern California Cable Club third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

Sept. 23—Society of Broadcast and Communications Engineers central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 23—FCC, in cooperation with American Women in Radio and Television, symposium, "Women in the Electronic Media." Ownership opportunities will be primary topic. FCC, Washington.

Sept. 23—"The Lawyer and the New Video Marketplace II," sponsored by American Bar Association Forum Committee on Communications Law. Grand Hyatt New York, New York.

Sept. 23—"State of the American Music Market," seminar sponsored by Burkhardt/Abrams/Michaels/Douglas. London Hilton, London.

Sept. 23-24—Seventh annual "South Dakota Broadcasters Day," sponsored by South Dakota State University. SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 688-4191.

Sept. 23-25—Maine Association of Broadcasters annual convention. Speakers include James Rosenfield, executive vice president, CBS/Broadcast Group, and Eddie Fritts, president, National Association of Broadcasters. Sebasco Resort, Sebasco Estates, Me.

Sept. 23-25—North Dakota Broadcasters Association annual meeting. Ramada Inn, Minot, N.D.

■ **Sept. 23-25**—National Academy of Television Arts and Sciences annual chapter presidents meeting. Hotel Ponchartrain, Detroit.

Sept. 24-25—"Copyright in the 21st Century," seminar sponsored by U.S. Copyright Office, for members of House and Senate Judiciary Committees. Williamsburg, Va.

Sept. 24-27—International Institute of Communications annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba, West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual Emmy Awards, sponsored by Academy of Television Arts and Sciences, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-27—Kentucky CATV Association fall convention. Marriott Resort, Lexington, Ky.

Sept. 25-28—Broadcast Financial Management Association 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

Sept. 26-27—Practising Law Institute seminar, "Campaign '84: Advertising and Programming Obligations of the Electronic Media." Embassy Row hotel, Washington. Information: Nancy Hinman, (212) 765-5700.

Sept. 27—International Association of Satellite Users monthly meeting. Speaker: Otto Hoernig Jr., assistant VP, American Satellite Co. Twin Bridges Marriott, Arlington, Va.

Sept. 27—Programming seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallagher's. Jack London Square, Oakland, Calif.

Sept. 27—Radio Advertising Bureau retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky).

Sept. 27-29—University of Wisconsin-Extension 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.

Sept. 28—Orlando (Fla.) Radio Broadcasters Association seminar, "Radio: The Sound Alternative." Harley hotel, Orlando, Fla.

Sept. 28-30—Southeastern regional convention of National Religious Broadcasters. Stone Mountain Inn, Atlanta.

Sept. 29—Radio Advertising Bureau retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.

Sept. 29-Oct. 2—American Advertising Federation Western region conference. Vacation Village, San Diego.

Sept. 30—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by WOSU-AM-FM-TV Columbus, Ohio, Ohio State University. Information: Institute for Education by Radio-Television, 2400 Olentangy River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.

■ **Sept. 30**—National Academy of Television Arts and Sciences, Philadelphia chapter, Emmy Awards. Adams Mark hotel, Philadelphia.

Sept. 30-Oct. 1—Massachusetts Broadcasters Association annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—American Advertising Federation district nine conference. Holidome, Topeka, Kan.

Sept. 30-Oct. 2—"Voting for Democracy" symposium on American voter participation and election reform, sponsored by John F. Kennedy School of Government of Harvard University and ABC News. Former Presidents Gerald Ford and Jimmy Carter are scheduled to address symposium. Wilson Center, Smithsonian Institution, Washington.

Sept. 30-Oct. 2—American Women in Radio and Television Southeast area conference. Clearwater Beach, Fla.

October

Oct. 1—"East Coast Hispanics in Telecommunications" symposium, sponsored by National Association of Broadcasters' minority and special services department. New York Hilton, New York. Information: Dwight Ellis, NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3584.

Oct. 1—Deadline for entries in U.S. Television Commercials Festival. Information: 841 North Addison Ave-

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43	KWTV	Oklahoma City
44	WAVE-TV	Louisville
45	KENS-TV	San Antonio
46	WOWK-TV	Charleston
47	WAVY-TV	Norfolk
48	WHP-TV	Harrisburg
49	WBRE-TV	Wilkes Barre
50	WRGB	Albany

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54	KTHV	Little Rock
55	WXEX-TV	Richmond
56	KTBS-TV	Shreveport
57	WIXT	Syracuse
58	KTUL	Tulsa
59	KAKE-TV	Wichita
60	WTOL	Toledo

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Stay Tuned

A professional's guide to the intermedia week (Sept. 5-11)

Network television □ PBS: (check local times) *MacNeil/Lehrer Newshour**, Monday, 6-7 p.m.; ABC: *Lottery**, Friday, 8-9:30 p.m.; NBC: *We Got It Made**, Thursday, 9-9:30 p.m.

Cable □ HBO: *When Women Kill* (documentary), Wednesday, 8-9 p.m.; *Between Friends* (dramatic special), Sunday, 8-10 p.m.; Arts: *Women in Jazz part I* (four-part music series), Friday, 11-11:30 p.m.; BET: *Video Soul** (music video program), Monday, 9-11 p.m.; Learning Channel: *Inside Your School**, Tuesday, 3-3:30 p.m.

Syndication □ (check local times) *Thicke of the Night** (Alan Thicke talk show), Monday, 11:30 p.m.-1 a.m. [100 markets cleared].

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Oct. 1 (extended); HBO: *The First 10 Years*, return of earlier exhibit, Tuesday-9/17.

*indicates a premiere episode

nue, Elmhurst, Ill., 60126; (312) 834-7773.

Oct. 1-3—*Southern Educational Communications Association* conference, "Bridge to 1984," Peabody hotel, Memphis.

Oct. 2-5—*Association of National Advertisers* annual meeting, Homestead, Hot Springs, Va.

Oct. 2-5—*National Radio Broadcasters Association* annual convention and exposition, Hilton hotel, New Orleans.

Oct. 3—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "media professionals series." Speaker: Gene Jankowski, president, CBS/Broadcast Group. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Oct. 3-5—*Ohio State University's* third annual conference on videotext, "Videotext III: Implications for Marketing." Hyatt Regency hotel, Columbus, Ohio.

Oct. 3-5—*Electronic Industries Association* 59th annual fall conference, Fairmont hotel, San Francisco.

Oct. 3-6—*Southern Educational Communications Association* 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.

Oct. 3-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

Oct. 4—*Radio Advertising Bureau* retail and co-op workshop, Holiday Inn-O'Hare, Chicago.

Oct. 4-6—*LPTV East*, fourth national conference sponsored by *National Institute for Low Power Television*. Sheraton Washington hotel, Washington.

Oct. 5—*National Press Club* luncheon. Speaker: FCC Chairman Mark Fowler. National Press Club, Washington.

Oct. 6—*National Coalition on Television Violence* conference, "Violence on Television: A National Health Issue?" George Washington University, Washington.

Oct. 6—*Radio Advertising Bureau* retail and co-op workshop, Sheraton Denver-Airport, Denver.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

Oct. 6-9—*National Black Media Coalition* 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chaseman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting; and Felicia Jeter, CBS's *Nightwatch*. Hyatt-Regency, Washington.

Oct. 7-9—"Economic Issues" conference for journalists sponsored by *Foundation for American Communications* and co-sponsored by *Gates Foundation* and *Colorado Broadcasters Association*. Keystone Conference Center, Keystone, Colo. Information: (213) 851-7372.

■ **Oct. 8**—*Illinois News Broadcasters Association*

annual meeting. Speaker: Joseph Dembo, VP, CBS Radio News. Holiday Inn Convention Center, Decatur.

Oct. 8-9—Third annual National Video Festival, sponsored by Sony. Kennedy Center, Washington.

Oct. 8-11—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

Oct. 10-12—"Children's Television: Still Growing Strong," seminar sponsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club* and *Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 11-15—58th Grand Ole Opry birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

Oct. 12—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 18—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Oct. 18—*Southern California Cable Association* meeting. Speaker: Ed Horowitz, vice president, operations, Home Box Office. Airport Hilton hotel, Los Angeles.

Oct. 18-20—*Mid-America Cable TV Association* annual meeting. Hilton Plaza Inn, Kansas City, Mo.

Oct. 18-20—*Washington Journalism Center's* conference for journalists, "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

Oct. 19-20—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington, Ky.

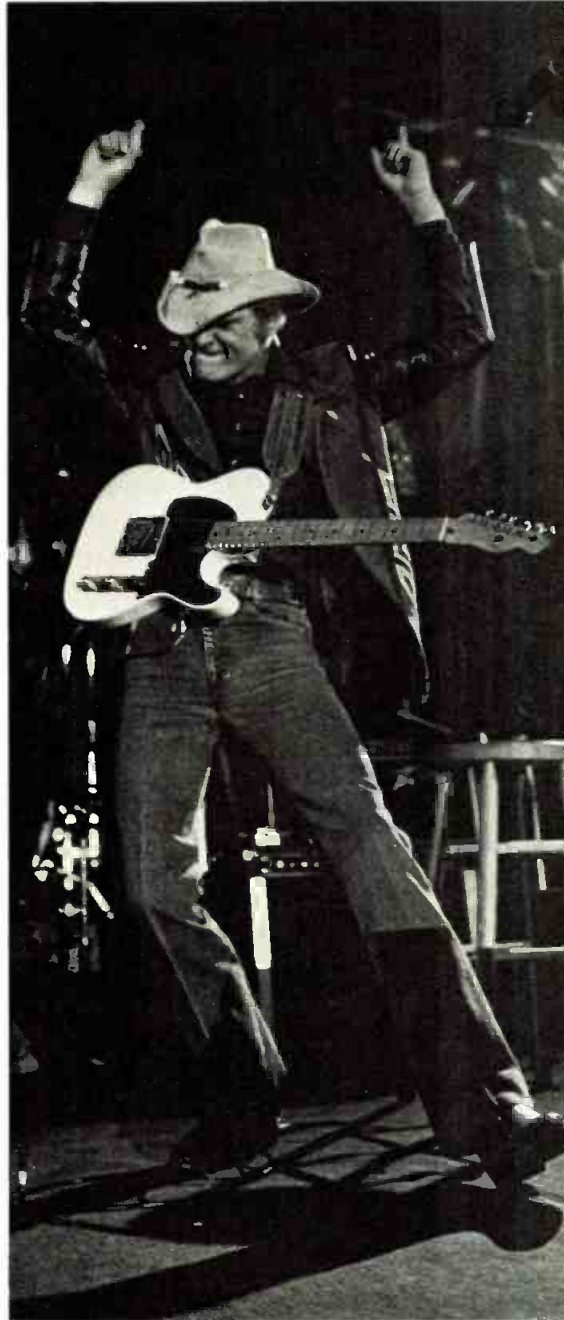
Oct. 19-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services

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Two cable systems in Portland, Oregon, Liberty Cable Television and CableSystems Pacific, also experienced The Nashville Network's drawing power. They joined together and held an enormous country fair, "Nashville Northwest." The results? Over 8,000 people attended! Community and non-profit organizations benefitted

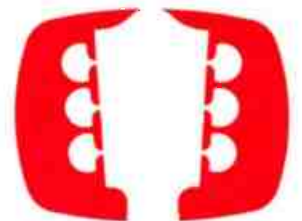


from their participation. Country fans enjoyed a day of country fun. And the cable systems walked away with good publicity, greater visibility, happier subscribers, and more responsive potential customers.

In short, they won the respect and goodwill of the community.

So, if you're looking for a way to warm your community to the idea of cable, give us a call today at (800) 243-9141. We'll be glad to show you how The Nashville Network can attract some attention in your community.

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by Satellite Inc. (SatServe). Washington Hilton, Washington.

Oct. 19-21—*Tennessee Association of Broadcasters* annual convention. Marriott hotel. Nashville.

Oct. 19-22—*National Broadcast Association for Community Affairs* convention. Sir Francis Drake hotel, San Francisco.

Oct. 20—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Oct. 20-21—*Pittsburgh chapter of Society of Broadcast and Communication Engineers'* 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

■ **Oct. 21**—*Caucus for Producers, Writers and Directors* annual general membership meeting. Chasen's, Los Angeles.

Oct. 21—*Radio-Television News Directors Association* meeting with region 12. Sheraton Center, New York.

Oct. 21—*New York Women in Communications* meeting, "The Video Communications Revolution," co-sponsored by *New York University*. Speakers include Drew Lewis, Warner Communications; Daniel Ritchie, Westinghouse Broadcasting and Cable; Gerald Levin, Time Inc.; William Scott, Satellite News Channel; Mary Alice Dwyer, Daytime/Arts, and Mary Alice Williams, Cable News Network. New York University, Washington Square campus, New York.

Oct. 21—12th annual Broadcast Day, sponsored by *Colorado State University*. Speaker: Edward McLaughlin, president, ABC Radio Networks. CSU campus. Fort Collins, Colo. Information: (303) 491-6140.

Oct. 21—Deadline for entries in *Women in Cable, Chicago chapter*, annual video competition. Information: (312) 674-4600.

Oct. 25-27—International Broadcast Equipment Exhibition sponsored by *Electronic Industries Association of Japan*, co-sponsored by *National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.)*. Tokyo Ryutsu Center, Tokyo.

Open Mike

Fair fairness report

EDITOR: I want to commend you for your very good article on the criticism that Accuracy In Media, the American Legal Foundation, The American Business Media Council, the Conservative Caucus and the Leadership Council directed at the FCC's misguided plan to gut the fairness doctrine (BROADCASTING, Aug. 22). Yours was the only account that reported what we emphasized at our press conference that the opposition to the FCC's move comes from both conservative and liberal organizations.

You quoted an aide to Mark Fowler as saying that I didn't know the facts when I criticized Fowler for not enforcing the fairness doctrine. He was quoted as saying: "We act on every fairness doctrine complaint."

The question is, how many of the complaints do they simply reject and how many result in adverse actions against licensees. For some strange reason, the FCC won't divulge the data for 1982, but in 1981, only five complaints resulted in adverse actions. That amounted to less than one-half of 1% of the complaints filed.

AIM's experience is that it's a total waste

of time to file fairness complaints with this commission. The most carefully documented cases are brushed aside. For example, the FCC refused to take any action on our complaint against CBS for smearing the FBI and refusing to air the other side of the story on the ground that smearing the FBI is not a controversial issue of public importance. They were not at all impressed by a thick file of newspaper clippings showing that papers throughout the country had treated the case as important and controversial. I could only conclude that Mr. Fowler has no interest in enforcing the law which he has urged Congress to repeal.—*Reed Irvine, chairman, Accuracy In Media, Washington.*

Dereg declaration

EDITOR: Deregulation a myth? Hardly! If anything, deregulation is one of the most pleasant realities in memory (BROADCASTING, Aug. 15).

The license of this small market daytimer was recently renewed for seven long years, and all I did was fill out a simple postcard. The eight times I had renewed this station's license previously are now but a bad memory.

The point that seems to escape so many people is that complying with the burdensome rules and regulations in radio prior to deregulation was never the problem so much as the required documentation. Performance was one thing... proving it every three years was something else again. That so many broadcasters have not noticeably altered broadcast patterns or routines comes as no surprise. We haven't either. But the beauty of deregulation is that we can change whenever we please, and we don't have to clear it with a Washington lawyer, either. Perhaps this causes their cynical skepticism, or is their cautious concern turning to panic? It seems to me that the real myth is for broadcasters to believe they need a Washington lawyer on retainer to stay in business. Not anymore, Seymour.

Thank you, FCC's past and present for deregulation, and a plea to help NAB's efforts to have Congress codify it with votes overriding Tim Wirth.—*Bev E. Brown, KGAS (AM) Carthage, Tex., and NAB board member.*

Good planning?

EDITOR: Based on the recent weather conditions in South Texas and the results of hurricane Alicia, it does seem prophetic and apropos that an applicant for channel 48 in Galveston, Tex., should be Ark Communications (BROADCASTING, Aug. 15).—*John C. Herklotz, Herklotz & Associates, Pacific Palisades, Calif.*

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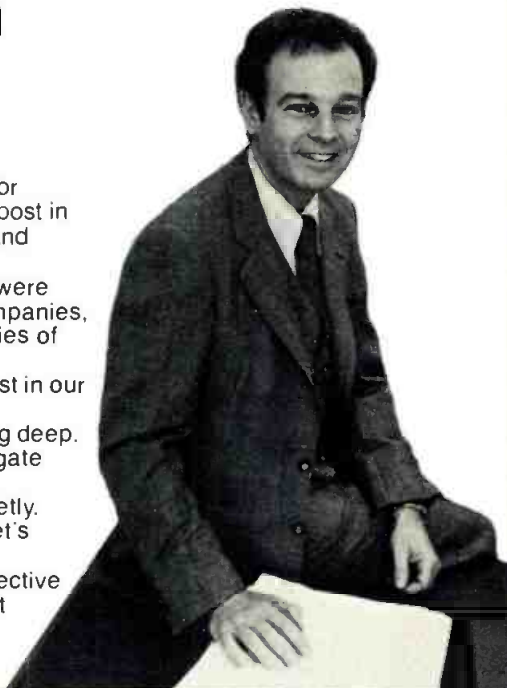
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A broadcast awards commentary from Gerald M. Goldberg, president, International Film & TV Festival of New York

Using awards to gather recognition, not just dust

When your name explodes through the public address system, you jump for joy. All your friends and colleagues are there, and they're applauding you wildly. Through the swirling spotlights and extended hands you manage to stagger onto the stage, where a smiling face hands you a glistening medalion, or maybe a shimmering statuette. You bow gracefully, and the smiling face points you toward the cameras, which flash at you like super novae. You knew your stuff was good, and now your peers have singled out your achievement as one of the year's best. But look, the super novae have singed your eyebrows and scorched your rented tuxedo.

You've won an award. Now what?

When you come right down to it, that's why people enter awards competitions (for the excitement, not the singed eyebrows). But when the next morning arrives, you've got a choice: You can rest on your laurels, tuck your award away in that empty illuminated display case in the office lobby, and shove a brief and forgettable memo onto the boss's desk; or you can make your award work for you by aggressively marketing your company's creative resources and services.

As an expression of what you can do, an industry award can carry you many miles, or can sit collecting dust. Opt for the former. It won't take a lot of time and energy, and you won't have to hire an outside agent.

Each year, many of the stations and companies that win awards in our International Film & TV Festival of New York do a credible job of letting the world know about their success. This goes for their on-air promotion, as well as their programming. Although we're equipped to publicize our winners to some extent, this can't be done on an individual basis. I'm sure that after winners are announced in our 26th annual competition next Nov. 9-11, many companies will again make an effort to broaden awareness of their achievements. But just as many will do nothing at all. So taking that extra marketing step guarantees that it will shine in its own light, giving you the individual exposure you've earned.

Networks, large-market stations and the bigger producers will have plenty of people around to create publicity and trade advertising, in addition to the other components of awards marketing. But here, for those talented and award-winning broadcasters and producers not blessed with these resources, are some simple steps to follow when preparing to market your award.

■ Prepare a press list of those publications that are important to you and your industry. Then put together a press release with all the pertinent details about your winning produc-



Gerald M. Goldberg is president and festival director of both the International Film & TV Festival of New York and the International Radio Festival of New York. He has been involved in film and videotape production for 30 years as communications consultant to broadcasters, advertising agencies, corporations, associations and production companies. He began his career with Screen Gems, the Columbia Pictures subsidiary in New York, and subsequently was vice president and principal of public relations agencies specializing in broadcasting, production, advertising and publishing. From 1962 to 1969, he directed public relations activities for Westinghouse Broadcasting Co., Westinghouse Learning Corp. and WENS(AM) New York. In 1970 he joined Richard Weiner Inc., a New York public relations agency, where he was executive vice president. He resigned to assume his position with the festival in May of 1979. The International Film & TV Festival of New York was founded in 1957.

tion (the names and roles of employees or associates involved in its genesis and execution; how and why it was produced). Make sure it's neatly typed and double-spaced. And don't forget to include information on the competition itself, such as the category in which you won; the number of entries in the category; and background information on the nature of the competition. The donors of awards will be happy to provide you with fact sheets and other materials to help you put your release together.

Include, if possible, a captioned photo of your particular award presentation. The caption should include the name of the award presenter and the name and title of the recipient, as well as a short summary of what the release gives in detail. Both the caption and release should have a contact person's name and phone number, just in case an editor has a question or two about your award. If you'd prefer, a still from your winning production will do just as well.

More in-depth pieces, in the way of a

"case study," are attractive to editors, and offer insights to your company's creative processes and resources. They'll also support your other press materials.

■ It's always nice to tell your audience that "you done good." Use local print media to convey your message. Don't be too reluctant to brag a bit on the air, either. The fact that your local wares have earned international recognition should be something worth mentioning. It wasn't just your production that won, but your service to your viewers as well.

■ Trade advertising is an effective means of telling your peers, competitors and advertisers about your achievement. Your ad might include: a photo of your award; the competition's logo; a photo of the employees involved; a photo of the awards presentation; a still from the winning production, and so on. More so than in publicity, advertising is a truer reflection of your goals and philosophy, and merits more attention. If you're a syndicator or independent producer, you may want to offer a screening of your winning production.

If you're informed by a particular competition that you're up for an award and you're interested in advertising, make sure you inquire about ad deadlines well in advance.

■ Trade ads and publicity play a role here. Your employees read the trades just as you do, but so do prospective employees. Seeing their names or photos in print bolsters morale, and makes those involved feel they're actively sharing the award. Winning an award should illustrate your commitment to excellence in news, public service or entertainment programming; and this, no doubt, will catch the eye of top-notch prospects.

And if you're in an especially jubilant mood, you might want to obtain duplicate awards for those involved. Duplicate awards are visible, tangible reminders of an employee's personal contribution. (The boss would probably love one too.) If you're big enough to have a house organ, make sure the editor receives notice of your award, along with employees' names, functions and other details.

I'm sure you've noticed by now that none of this is earth-shattering news. Pretty straightforward, you say. Well then, why do so many winners sit back on their busts, medals, statues, obelisks, plaques, globes and other shiny artifacts, doing nothing? Perhaps in the busy world of broadcasting it's too easy to overlook the obvious while clamoring for the difficult.

Since you worked your tail off making your creative vision a reality, and then sweated so much wondering how it would fare against its competition, there's no reason why you shouldn't make your awards continue to be a viable marketing vehicle. So why shouldn't you use your award to garner the recognition you deserve? ■

UPI UPDATE (# 18)
What's Up at UPI?

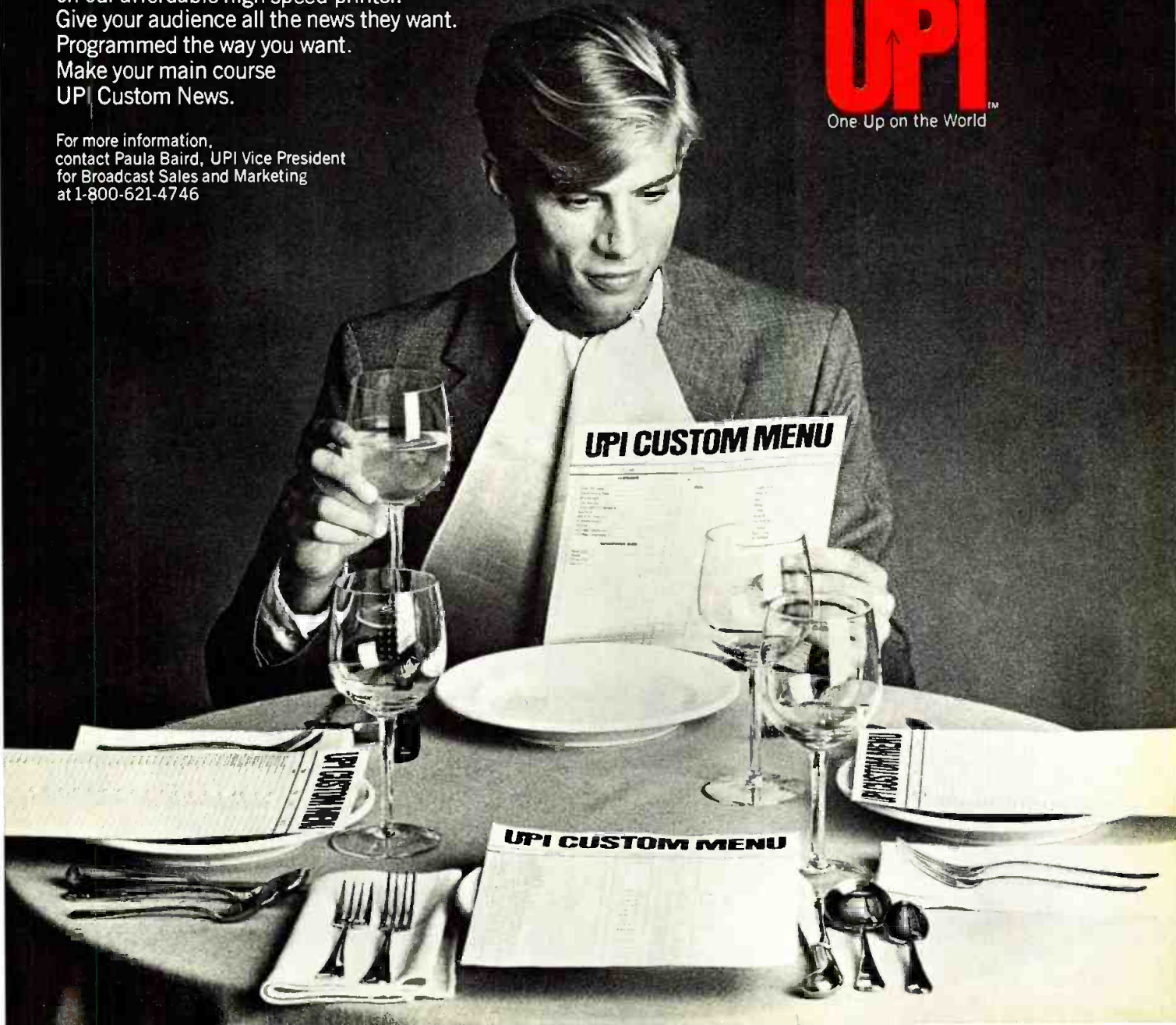
Presenting news a la carte.

UPI CUSTOM NEWS SERVES ONLY THE NEWS YOU WANT. WHEN YOU WANT IT.

UPI now has the way to satisfy your audience's hunger for news—and your craving for ratings. UPI Custom News. We call it the "clutter cutter" because it allows you to pick and choose the news you want without wading through copy. State news. National news. Farm news. Sports. Weather. Business. Entertainment. Just about any news category you can think of is on the UPI Custom News menu. From the list of hundreds of available items, *you* make all the specific selections of what you would like to receive and what you don't want to see. UPI Custom News delivers your maximum daily news requirement via satellite, on our affordable high speed printer. Give your audience all the news they want. Programmed the way you want. Make your main course UPI Custom News.

For more information,
contact Paula Baird, UPI Vice President
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UNITED PRESS INTERNATIONAL
UPI
One Up on the World





OUR AUDIENCE IS ALWAYS HOME.

At 11 AM this morning, the Rolling Stones played to an empty house. At 2 PM, Nolan Ryan pitched a no hitter to no one, and at 3, the day's news fell on deaf ears.

No doubt you need 24 hours of sports, news, weather and music.

But now what you need is 24 hours of audience.

You've always called them subscribers. But a subscriber who isn't part of an audience isn't happy. And an unhappy subscriber is a potential disconnect.

At USA, we've solved this basic problem. We've programmed every single moment of the day to appeal to the audience that's home at the time.

Like Daytime for women. We start the morning with shows like "Alive and Well" to exercise the body and follow with "Sonya" to exercise the mind.

Then mornings and afternoons after school, we feature "Calliope" and "Cartoon Express" expressly for kids.

And in prime time, we offer prime sports for men. We have exclusives on NHL hockey and Major League Baseball. All live.

Then late at night we have cult entertainment on "Night Flight" and rock and roll night club acts on USA "Hot Spots" for teens—as well as for teens at heart.

That way, no matter what the time, we give you an audience that's changing with it.

It's an idea that's made the USA Cable Network the one network that's getting a sitting ovation. And a family audience that's applauding your programming is a family that'll keep on subscribing. Then of course, the more people you have who are happy with cable, the more new people you can sign up.

So if you think you're ready to add a 24 hour audience to your cable schedule, call us.

But please, don't rush into a decision. Take 24 hours and think about it.

USATM
CABLE NETWORK
WE FEATURE A 24 HOUR AUDIENCE

Come meet Sonya at our booth #1450 at the Eastern Show



From the wheelchair to the slopes.

The sensation of moving with speed and grace is a dream made possible for the handicapped through a special ski program at Winter Park, Colorado. And when KOLN-TV/KGIN-TV in Lincoln, Nebraska, heard about the program, it organized a trip for two local people and sent a production crew to record their experiences.

Cameras followed the 7-year-old boy, a victim of cerebral palsy, and the young paraplegic woman throughout the week. The station then devoted several segments of its daily public affairs and news program, "10/11 Mornings," to the story. Highlights of the trip were also aired during the prime-time, "Etc.," and tapes featuring the boy have been shown on local children's shows.

KOLN-TV/KGIN-TV publicized the free Winter Park ski program to encourage handicapped people to participate. Helping make people aware of opportunities to enhance their lives is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

Broadcasting Sep 5

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TOP OF THE WEEK

Bloom is off STV rose

Some companies are cutting back, while others are getting out of the business altogether; coming of cable, economic climate blamed

There was optimism about the future of STV a year ago, when the FCC decided to change four of its rules governing STV operation (BROADCASTING June 21, 1982). In a unanimous vote, the commission ended the requirement that STV stations air at least 28 hours of conventional programming, allowed STV operations in markets with fewer than four conventional stations, ended the requirement that STV operators ascertain community programming needs and permitted operators to sell decoders to subscribers, an action opposed by the industry.

The consensus within the industry and at the FCC today is that the deregulatory action passed by the commission has done little to affect the prospects of the industry. Instead, a number of factors have surfaced to indicate that the STV window may close sooner than expected. Cable penetration, operating expenses and, to a lesser degree, piracy are cited as the primary factors hurting the business. In response to declining subscriber bases, several major STV players this year have either bailed out or pruned back their operations in markets across the country.

Among the operations that have closed so far this year: STAR shut down its operation in Boston; Oak shut down in Dallas and Phoenix; United Cable ended its STV operations, closing systems in Chicago, Cincinnati-Dayton and Minneapolis, and American Television and Communications sold its Cleveland system. Industry-wide, the STV subscriber base is down 30% from the year before. By way of comparison, MDS subscribers increased during the same period from 500,000 to 530,000 and cable subs from 27.9 million to 32.9 million.

■ Oak Media Corp., a subsidiary of the Calif.-based Oak Industries Inc., incurred an \$8.7 million loss from the termination of its Dallas and Phoenix stations last quarter. In addition to facing the industrywide problems, Oak ran up against contractual disputes with the Dallas and Phoenix station licensees from which it leased time and, in April, announced their closings. The subscriber base for its five ON TV operations, which during 1982 had increased slightly to 582,000, had, by April, decreased to 522,000 and was reduced another 45,000 with the Dallas and Phoenix terminations.

Oak blamed subscriber reduction on a "high disconnect rate," which the company said was 3% per month in 1981, 5% in 1982 and is now estimated by one analyst to be 7%.

The company said it has abandoned expansion plans previously announced in its most recent annual report. It has three remaining systems: Los Angeles, with 285,000 subscribers the largest system in the country; Chicago, with 112,000, the second largest, and Miami with 35,000. In a response to declining subscribership in Los Angeles, down 100,000 from a year before, ON TV, which also provides pay TV programming to other STV operations, cut its adult programming there in half and pushed it into a later time slot.

■ United Cable Television Corp., a Denver-based MSO, has announced it plans to divest its 80% interest in HEN Inc., an operator of three STV stations, which it bought from Buford Television in January 1982 for \$20 million.

United reported that although it had record revenue and operating income for the

STV operation on April 1 because "we made a mistake," according to Michael Kievman, senior executive vice president, Cox Broadcasting. He said the STV operation, which was launched in June 1982, never attracted a strong enough subscriber base. He cited the 1982 recession along with the "ever growing awareness" that multi-channel cable would one day penetrate most of St. Louis as reasons potential customers said: "I'd rather wait."

Cox estimated it would have taken 50,000 to 60,000 subscribers before its St. Louis STV operation, broadcast over Cox-owned KDNL-TV, would turn a profit, Kievman said, far more than the 15,000 it had at shut-down time last April. Cox "did a great deal of research before discontinuing," Kievman added, but concluded "the business had a limited life span."

■ Wometco Enterprises operates the oldest modern STV operation in the country—a 100,000-subscriber system in New York that also covers New Jersey and Connecticut. It also operates a 10,000-subscriber system in Philadelphia, but the licensee from which it leases time is in receivership and the station is up for sale. Although the New York operation is believed to be one of a handful in the country (along with Oak's Chicago system

“We made a mistake.”

—Mike Kievman, Cox Broadcasting

year ended May 31, it incurred a net loss of \$30,419,000 due to a \$33,008,000 loss attributable to HEN.

United's principal problem was subscriber disconnects and operating expenses. According to Paul Beckelheimer, executive vice president of HEN, the Chicago STV operation is down to 50,000 subscribers from a peak of 61,000, while the Cincinnati-Dayton system is down to 20,000 from a peak of 38,000. Minneapolis-St. Paul is at 25,000. He said the company had taken several steps to tighten HEN's "operational belt" and that, "consolidated and individually," all three STV operations are making a profit.

Beckelheimer explained that when United bought HEN, "its growth opportunities fit . . . the company's overall corporate plans, but then all the industry went flat at the same time." Beckelheimer emphasized that United is a cable company "and their business is cable."

■ Cox Communications closed its sole

and SuperTV in Washington) that is making money, the Philadelphia operation is reported to be putting a strain on Wometco.

Wometco had high hopes for the New York system when it was launched in 1977, based then on the premise that cable for most of the city was far off. Now, a Wometco spokesman notes, "cable is the major factor that will make this business extinct." Wometco, he indicated, "has not completely decided" on the future of its New York system, although it has no reason to abandon it in the short term. It also has no intentions of expanding STV into smaller markets, he said.

■ Golden West TV owned systems in Oklahoma City and Dallas, the former discontinued and the latter sold within the past year. Anthony Cassara, president of Golden West, said: "We don't want to get within a hundred miles of that business again." At the time the Oklahoma City system was shut off it had 32,000 subscribers, not half of the 80,000—20% of the market—the company projected it would need to turn a profit. Cas-

sara said Golden West invested had "a lot" in its operations. He volunteered that he felt prospects for the incipient DBS industry were much the same.

STV industry executives feel that the FCC's decision to deregulate the business last year has had negligible effect on the course of events. More frequently blamed are economic and market forces. Alan Cole-Ford, a pay TV analyst with Paul Kagan Associates, Carmel, Calif., noted STV's problems "have been percolating for some time." The real "Achilles heel," he said, is single-

executive director of the Subscription Television Association in Washington. She notes that some of the problems STV operators faced were of their own making: "There had been a lot of mismanagement, they have changed their way of advertising and marketing. Previously companies had a huge number of people and a big budget. The industry was going great guns two years ago; everything was looking rosy."

Another major problem chipping away at STV is piracy, but just how major is a matter of differing opinion. And while the FCC's

authorized decoder boxes. They visited 65 outlets, Wiggins reported, and three reported having decoder boxes available, but only one had a unit for sale immediately. "The marketing of boxes remains a clandestine operation," he said, and he believes most are crudely manufactured in basements and garages.

Exact piracy figures are difficult to come by. Randall Sherman, an attorney for Oak Media, commented: "We've never been able to put a tag on it. It's like asking Sears how many shoplifters it has." At present, he said, Oak "has dozens of cases, many with multiple defendants," that it is litigating. Sherman reported decoder boxes in Los Angeles have been selling on the street for \$200 and \$350 a unit.

Comments from FCC officials indicate the commission has no further major plans affecting the industry, although it has announced its intention to consider changing two rules: the information requirements for STV applicants and the rule currently exempting them from TV technical requirements. Randy Nichols, chief of staff to FCC Chairman Mark Fowler, said, "It's quite clear that deregulatory efforts haven't done anything but help. STV problems, as best as I understand them, are strictly economic. They have always had a difficult competitive issue. With the rules gone there is nothing that the FCC has to do with them. The STV [industry] hasn't asked us to do anything lately. The marketplace makes some [alternate programming systems work] and cuts some of them." □

"We don't want to get within 100 miles of that business again."

— Cassara of Golden West TV

channel programing.

Based on his research, Cole-Ford said there are at present 19 STV stations in operation, eight fewer than at this time last year. The national STV subscriber base has declined to 985,560 from 1,410,977 the year before, he added. And, since the FCC's ruling last year, Cole-Ford said, not a single new STV operation has been launched, indicating that no one is rushing to fill the markets with fewer than four conventional TV's opened up by the commission's rule change.

The erosion in the national STV subscriber base is confirmed by Kathleen Cherney,

decision allowing operators to sell decoder boxes to the public is believed not to have turned into the nightmare the industry first expected (few operators have elected to sell them), it's still a concern.

"It's not at all clear to me the extent deregulation has contributed to the piracy problem," said Frank Wiggins, a communications attorney with Cohn & Marks, Washington. "Piracy predates deregulation. It's a problem that has been mounting." Wiggins, who represents Wometco, said he sent investigators to Manhattan retail outlets to make inquiries about the availability of un-

Fresh start for fall in evening news

Commercial networks square off with single-anchor formats while PBS treats the medium to its first hour-long news in prime time; continuing changes come under heading of business as usual

Today (Sept. 5) marks several turning points in television network journalism. On an operational level, ABC's Peter Jennings and NBC's Tom Brokaw join CBS's Dan Rather as sole anchors of their respective network evening newscasts, with all three based in New York. It's the first time that all three networks will be competing among each other with the same format in seven years. And on a more historic level, today marks the launch of the first hour-long news in prime time—the newly retitled *MacNeill/Lehrer NewsHour*, which will be seen on 280 PBS stations across the nation, and which one network news executive concedes may take away a number of commercial network news viewers. The expanded *NewsHour* will be fed at 6 and at 7 p.m.

Network news executives tend to downplay the significance of the events that will unfold today, and see the so-called intensified competition that has been reported so widely as simply the nature of television journalism.

"It's never business as usual," said Ed



Members of the 'NewsHour' team: correspondent Kwame Holman, co-anchor Robin MacNeil, correspondent Charlayne Hunter-Gault, co-anchor Jim Lehrer and correspondent Judy Woodruff.

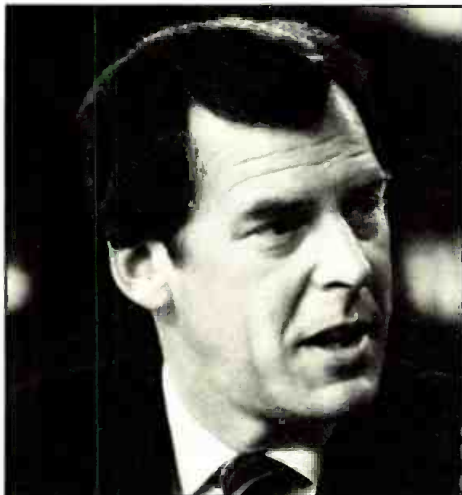
Joyce, executive vice president, CBS News. "We wake up hungry every morning. And on Monday we should continue to do exactly what we have been doing."

In assessing the changes in format of CBS's two competitors, Joyce speaks as one sitting in the catbird seat. He compares the *CBS Evening News* to a Broadway show and the NBC and ABC news programs as "road company versions, which aren't as good."

William Wheatley, senior producer at *NBC Nightly News*, said that a few modifications would be in place on the set for Bro-

kaw's debut as sole anchor, but that no major overhauls were planned. The graphics chart that had appeared behind Brokaw will be moved up front and to his side, while the chart's aspect ratio, which was much longer than wide, will be reapportioned much along the lines of a television screen.

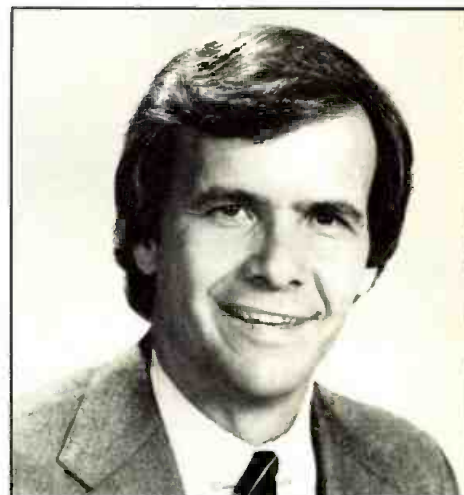
"Editorially," said Wheatley, "we have strengthened our special segments (long form) staff with two new producers." He said that with the added staff, *Nightly News* will perhaps produce 12 special segments per month compared to the eight specials



ABC's Jennings



CBS's Rafter



NBC's Brokaw

that have been the norm. He indicated that it's possible a special segment may air today or perhaps within Brokaw's first week as sole anchor.

Wheatley added that NBC will also be doing more "backgrounding" stories on complex issues that may help viewers more fully understand breaking events.

The network news business "becomes more competitive all the time," suggested Wheatley, as the world becomes more complex. "And we are entering a period of increased competition now," he added, "but I think that it leads to improvements in our coverage.

"It's difficult to characterize all of this," said Robert Frye, executive producer of *ABC World News Tonight*. "It represents a watershed in the sense that all three networks have sole-anchor formats, but more importantly for us, the point of departure is the move to New York. That provides us with an opportunity to consolidate our resources and get to work." In New York, Jennings will be seated at a desk and behind him will be the new ABC newsroom, although the two will be separated by a glass wall.

Editorially, the news teams will be developing a number of special assignments that had to be put off when Frank Reynolds became ill last April. "Because of the summer we've been through, we had to put a lot of things on hold," said Frye.

Frye also claimed that in the future more stories will try to provide an explanation for events and not just facts. "Network journalism has evolved to the point where we aren't just a headline service," he said.

Expansion of the MacNeil-Lehrer broadcast involves even more elaborate changes. (The show is produced by WETA-TV Washington, WNET-TV New York and MacNeil-Lehrer-Gannett Productions.) Instead of looking at one story in depth each night, says executive producer Lester Crystal, "we'll be able to look at two or three." And to enhance the coverage, the program will implement live and taped reports from the field, giving the program the feel, perhaps, of a noncommercial *Nightline* (ABC's late night news series). Robin MacNeil remains in New York and Jim Lehrer in Washington.

The program has added two new corre-

spondents recently, Judy Woodruff, former White House correspondent for NBC, and Kwame Holman, from WTOG-TV Savannah, Ga. Woodruff will be the show's chief Washington correspondent, doing studio interviews, field reporting and occasional anchoring. Holman, former on-air reporter and public affairs producer for WTOG-TV Savannah, Ga., will cover the Midwest, Southwest and far West from a newly established production center in Denver. The New York-based reporter will be Charlayne Hunter-Gault, who has spent the past four years as general correspondent and back-up anchor for *MacNeil/Lehrer Report*.

Although executive producer Crystal sees the program more as an alternative to the commercial offerings, NBC's Wheatley said of the expanded program, "there's a chance the program could take some of our viewers" (referring to the three commercial networks).

According to Crystal, the philosophical approach of *MacNeil/Lehrer* remains the same—to provide "in depth" coverage—but the intent is to do more of it.

With public television "journalistic decisions will not be made implicitly or explicitly...with ratings in mind," Crystal says—a circumstance that permits greater news freedom. AT&T is underwriting the program with \$10 million, the largest corporate grant to public television in a single year, PBS said. The Corporation for Public Broadcasting is chipping in another \$4 million and member stations about \$5 million. Over 270 stations will be carry the show.

The MacNeil/Lehrer team is aware that there's a downside involved. As Jim Lehrer told *BROADCASTING* in an "At Large" interview last November, "We're risking seven years of having built this program the way it is. [But] if you watch us for an hour, there's not a necessity to watch anybody else." □

Metromedia's movie makeup

Metromedia has lined up eight movies for the *Metromedia Movie of the Month* series it plans to launch on an ad hoc network early next year, and has salesmen out selling the barter package to stations and commercial time to national advertisers.

Stations will get four minutes per hour for local sale while Metromedia gets six. Officials said both advertisers and stations were showing high levels of interest but that it is too early to identify any of either. The stations are expected to be primarily independents, but with at least a sprinkling of network affiliates in the lineup.

Metromedia authorities said they were shooting for a January launch, and that they are committed to a full year's worth. As yet they have no U.S.-made feature films in the field. Eventually, as they have said before, they hope to go from a monthly to a weekly frequency.

Metromedia Movie will be two hours long, and the deal with stations provides for two runs of each movie within a specified week or 10-day period.

The eight movies set thus far include three

made-for-HBO movies announced earlier (*BROADCASTING*, June 27), plus "Breaker Morant," the award-winning Australian film, from Quartet Films; "Lions of the Desert," about the World War II Italian campaign in Libya, from World Horizon Television; *The Edward R. Murrow Story*, which Alan Landsburg Productions is making for Metromedia, and which is currently being cast; *Squaring the Circle: The Lech Walesa Story*, and *The Glory Boys*, an international spy thriller being underwritten by Metromedia, Landsburg Productions and Yorkshire Television of England. Officials said one of these, "Lions of the Desert," is a long film and may be presented in two parts.

The HBO films in the package are *The Terry Fox Story*, which premiered on HBO in June; *Right of Way*, starring Jimmy Stewart and Bette Davis, which is expected to be shown by HBO this fall, and *The Cold Room*, starring George Segal, which is likely to be seen on HBO early next year. These are three of eight HBO premiere films that Metromedia has acquired rights to broadcast on its network over the next two years. □

Video sells the radio stars

Cable music service has spawned hundreds of video music shows on other cable networks, broadcast networks and local stations; record promoters and stations say trend is beneficial for both industries; genre making inroads on LPTV stations

Spurred by the resurgence of top 40 music radio, hundreds of broadcast stations and cable systems across the country are now programming their own video music shows. Record companies report they are mailing out "hundreds" of promotional videotapes each month to broadcast and cable outlets, while program directors on the receiving end report viewer attention is catching fire. Many of the locally produced video music programs also are done in conjunction with a co-owned or co-located radio station.

Besides Music Television (MTV) and locally produced shows, the video music program field is also becoming crowded with other players. NBC has introduced *Friday Night Videos*, its weekly program of video music clips and wrap-around segments, and last June, superstar WTBS(TV) Atlanta started featuring *Night Tracks*, six hours of video music programming every Saturday and Sunday morning beginning at midnight. Also, Time Inc.'s pay-cable service, Cinemax, will introduce *Album Flash* a weekly half-hour series showcasing album recording artists in a video music-based format debuting Sept. 13.

Scheduled for cable launch Sept. 15 is The Music Channel, a joint venture between Tulsa, Okla.-based Satellite Program Network and Phoenix-based Community Television Network. The satellite-fed video music service will provide seven hours of programming each weekday with an adult contemporary format over the SPN network.

In addition, Viacom's pay-cable service, Showtime, has been using video clips for segments called *Take Five*, which it uses as a "filler" between longer feature programming. It also recently introduced *Showtime Video Rock*, a series of two, one-hour specials every month on rock and popular music.

Last March, advertiser-supported USA Cable Network introduced a half-hour evening strip called *Radio 1990* which, besides relying on video clips, also reports on popular fashions and interviews rock musicians. Since 1981, USA has also been running *Night Flight*, a marathon eight-hour block of video music, concert footage, interviews and popular culture every Friday. And Saturday night beginning at 11 p.m. Both *Radio 1990* and *Night Flight* are produced by ATI Video in New York.

Washington-based Black Entertainment Television, an advertiser-supported cable programming service in more than 4.5 million homes, today (Sept. 5) is launching a two-hour, three-times-per-week video music and entertainment program called *Video Soul*. It's designed to spotlight popular black musicians and groups, which its creators charge are ignored by MTV and other nationally distributed video music program services.

However, just as much action in video music programming is occurring at the local level, where television stations and cable systems are serviced without charge by the record companies with video music tapes and compilation reels. According to both sides, everyone benefits: The record companies consider it good promotion and exposure for their artists, and the outlets see it as a source of free programming in which they can sell advertising.

Record companies are quick to add, however, that their video music promotion efforts do not supplant their traditional music promotion campaigns coordinated through radio stations. And although record companies report no hard research has been done on the subject, early signs indicate that video music promotion is becoming essential to introducing new acts and selling records.

CBS's Columbia Records division is servicing about 100 local broadcast and cable outlets with promotional videos, according to Debbie Newman, director of artist development/video promotion at Columbia. "It's proliferating to such a degree that we can't keep track of them any more," she said, echoing an often heard remark. Newman said she's "more concerned with servicing a VHF network affiliate or independent than a cable system with 7,000 subscribers," but noted also that other factors, tie-ins with local radio stations and the outlet's responsiveness, go into deciding whom to service.

At Capitol Records, promotion department staffers estimate they're currently servicing over 200 different video music shows, including those on cable networks and syndicated programs. Michelle Peacock, national director of press and artist development at Capitol, said about 100 are local broadcast and cable outlets, with 75% of them local television stations that produce their own video music programs. She calls the 100 outlets a "conservative" estimate. "It really has happened in this last year," Peacock said. "The year before we could see it coming, but with the success and recognition of MTV, everyone wanted to get on the same bandwagon." Warner Bros. Records estimates it is servicing about 50 local outlets. Jo Bergman, vice president, video, termed the current situation "volatile." She said Warner Bros. has "been servicing quite a few local shows that seem to be on the air for three and four months and then disappear." Bergman added, however, that "since the advent of MTV we noticed a subsequent interest on the local level."

Bergman agreed with Peacock that it was still too early to measure the promotional benefits. "We can't tell you, outside of MTV, how effective this is from a promotional point of view. Frequently we don't have the information back from these local people to tell us . . . It would help if we were aware exactly how it was handled."

Although the record companies decline to discuss how much is being put into video music promotion, it's clearly substantial. It may also not be enough. Promotion departments claim they are swamped with requests



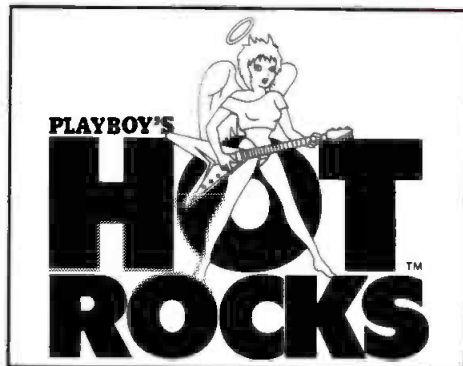
The one that started it all



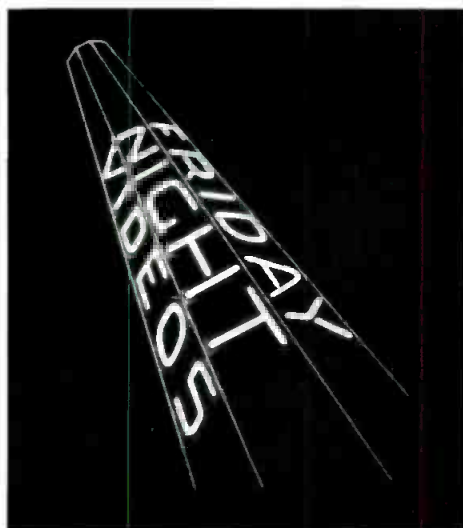
WIBW-TV Topeka



WXYZ-TV Detroit



Playboy's new entry



NBC's Friday fixture

from local broadcast stations and cable systems, which they cannot service fast enough.

Television stations are tailoring video music programs to their individual markets. At independent WPHL-TV Philadelphia, station manager and program director, Zvi Shoubin, said he did his own survey and discovered an urban contemporary format would play best. He puts together two half-hour strips daily, one at 7 a.m. and the other at 11 p.m., both "wall-to-wall music." Unlike many stations that borrow an announcer from a co-owned or co-located radio station to introduce the videos, Shoubin said he wanted "minimum interruptions" and decided to go with straight music videos played back to back. Shoubin claims the program is so successful that he's entertaining offers to syndicate it.

And like others on the receiving end, Shoubin is not happy with NBC's offer to pay the record companies a fee for the videos it broadcasts on *Friday Night Videos*. That sets a bad example, Shoubin thinks. "Once you start paying, you kill the golden goose," he said.

On Friday, Aug. 16, WDMV-TV Washington introduced *Video Music Connection*, a one-hour video music show produced in cooperation with co-located WKYS(AM), the number-one ranked urban contemporary station in the market. Cable penetration in the Washington market is only 13%, said Ed Jones, WDMV-TV's program director, so the station "made the decision to lock in the franchise." Jones explained that "we're looking to become the local MTV." The show, which airs at 8 p.m., is "being looked at very hard for access," he said. Jones also said that most of the syndicated video music programs he looked at were barter deals, and he didn't like the idea of giving up more commercial inventory. Even after production costs, he noted, the station still comes out ahead.

Four of the five ABC-owned-and-operated television stations are producing their own video music shows in cooperation with co-owned or co-located radio stations. According to Rick Sklar, vice president of ABC Radio, who also is consulting the ABC-owned TV stations on producing their own video music shows, the phenomenon is "not just a flare-up on the horizon." Each of the ABC-owned TV's is producing video music programs suited to the audiences in its respective market, he said, WABC-TV, for example, calls its locally produced show, *New York Hot Tracks*, and programs it with an urban contemporary format. It's hosted by Carlos deJesus, program director and announcer at WKTU(FM) New York, an urban contemporary station. *Hot Tracks* runs opposite *Friday Night Videos* on WNBC-TV and, according to WABC-TV, has beaten it in the ratings for three consecutive weeks last month. Based on Nielsen overnights, WABC-TV said, on Friday, Aug. 26, *Hot Tracks* scored a 4.6/17 to *Friday Night Video's* 3/12. However, neither did as well as the CBS late movie on WCBS-TV, which that night scored a 6.5/21.

WABC-TV is not the only television station with a ratings success story for its locally produced video music program. WJET-TV

Erie, Pa., an ABC affiliate, is beating the other two network affiliates early Saturday afternoon when it runs its own *Video Rock* in association with co-owned WJET(AM). (The show bears no relation to WPHL-TV Philadelphia's *Video Rock*.) Ken Fanazini, program director at WJET-TV, reported *Video Rock* scored an average 6/35 in the July Arbitron, ADI, better than the 5/8 *American Bandstand* scored preceding it. During the same time period, the NBC affiliate had a 5/32 with a sports program, and the CBS affiliate a 2/10 with a children's program.

Carlos Fernandez, program director at WIBW-TV Topeka, Kan., reports that his station's locally produced, *FM Vision*, is in its 15th week and averaging 20 request letters per show. "That's phenomenal in this market," he said. The July Arbitron book

showed *FM Vision* with an average 24 share, beating the *Tonight Show with Johnny Carson*, which claimed a 21 share for the same period, he said. The station's investment in the program was \$150, Fernandez said, and that went to an artist to design a logo. One advertiser just bought two positions per show for the next 12 months. The half-hour airs Fridays at 11 p.m.

Booker Wade, the former FCC attorney who is now president of The Music Channel, said that 17 low-power television stations and two full-power stations have already signed on for that service's scheduled Sept. 15 launch. He added that he expects the number of low-power stations to double within a month. The adult contemporary formatted video service will have eight minutes of commercial time available each hour, he

What hath MTV wrought?

Warner Amex Satellite Entertainment Co. launched Music Television (MTV) on Aug. 1, 1981, sending the service into 2.5 million homes—it's now available in more than 14 million. Record company promoters credit it with making music videos a household word and spawning subsequent video music program services and locally produced shows.

Some of the nationally distributed services include NBC's *Friday Night Videos* and superstation WTBS(TV) Atlanta's *Night Tracks*. Cable distributed services include *Showtime Video Rock* on Showtime, along with its *Take Five* "fillers" between longer feature programming. USA Cable Network features *Radio 1990* and *Night Flight*, which mix popular culture entertainment with video music. The Playboy Channel last month launched *Hot Rocks*, featuring videos it describes as "suggestive, not explicit." Cinemax, beginning Sept. 13, will have a weekly half-hour series titled *Album Flash*, and starting today (Sept. 5), Black Entertainment Television is programming 15 hours of *Video Soul* each week (see below). Also, The Music Channel, a joint venture between Tulsa, Okla.-based Satellite Program Network and Phoenix, Ariz.-based Community Television Network, a low-power TV operator, is scheduled to launch over Satcom IV, transponder, 3, on the SPN network beginning Sept. 15.

At the local level, four of the five ABC owned and operated stations are programming their own video music shows, with the fifth expected to add one soon.

Some other stations that also are programming their own video music shows at least once a week are: WDMV-TV Washington (*Video Music Connection*); WPHL-TV Philadelphia (*Video Rock*); KAUT-TV Oklahoma City (*Rock Street*); WSMV-TV Nashville (*Miscellania*); WATL-TV Atlanta (*36 Juke Box Video*); WJET-TV Erie, Pa. (*Video Rock*); WTMJ-FM Milwaukee (*Video Music Machine*); WIBW-TV Topeka, Kan. (*FM Vision*) and KMOX-TV St. Louis (untitled, to launch Sept. 24).

Two low-power stations operated by Community Television Network in Mobile, Ala. (ch. 69) and Phoenix (ch. 61) are programming 18 hours per day with video music and soon will expand that to 24 hours. In addition, Community Television Network plans to do that with CP's that have been granted for LPTV stations in Reno; Flagstaff, Ariz., and Shreveport, La.



said. It will program seven hours per day, Monday through Friday, and, at additional cost, stations have the option of taping the seven hours and repeating the programming. Cable systems that pick up the service will also be charged a carriage fee of three to five cents per subscriber, he said, while low-power stations will be charged a flat rate of \$500 to \$3,000, depending on market size. In addition, he said, the programming will include music news, interviews and "video jocks" introducing the videos.

While it may sound like a clone of MTV, Wade disagrees. He said it would have more of a top 40 format, like contemporary hit radio, which is currently experiencing a resurgence in radio (BROADCASTING, Aug. 15). He views The Music Channel as "complementary, not competitive," to MTV.

At present, at least two low-power stations are programming 18 hours a day of straight music videos. They are operated by the Community Television Network, to which Wade is also a consultant.

One of the low-power stations, TV 69 in Mobile, Ala., reaches 245,000 homes in a nine-mile radius, and has an antenna 300 feet above average terrain, Wade said. However, according to Ray Miller, program director at the station, the signal can be picked up "across the bay 12 miles away." Miller said he surveys the record stores in the area to see what's selling to get an idea of the audience's musical taste. TV 69 signed on the air last March 14, Miller said, and considers itself "more a radio station you can watch."

The low-power station also thinks like a radio station, Miller explained, by programming different formats during the day. In the morning it will start off with an adult contemporary format, he said, then move to top 40 in the afternoon and to harder rock in the evening.

The Community Television Network is doing the same with a low-power station it's operating in Phoenix, as well as three more it plans to operate in Flagstaff, Ariz.; Shreveport, La., and Reno.

According to Wade, advertising sales at the Mobile and Phoenix stations are about "85% of what we projected." He pointed out that they're attracting "much more the traditional radio advertiser."

At Black Entertainment Television, Bill Speed, the producer of *Video Soul*, is also looking at the programming in terms of radio. He explained that the videos will be played on a rotational basis and be guided by a color chart, just as is done with records at a radio station. The program, which will run for two hours three times a week, will also showcase nonprofessional black musicians and feature amateur videos.

WSMV-TV Nashville is in its 15th week of programming *Miscellania*, its weekly hour-long video music program, which airs on Saturday at midnight. "MTV is too heavy-metal oriented. I wanted to produce a program a little more watered down, mainstream, but still basically playing AOR radio," explained Jimmy Carter, executive producer of *Miscellania*. According to the July Arbitron book, Carter said, the first half

of *Miscellania* beat Paramount's *Solid Gold*, which ran opposite it. *Miscellania* averaged a 3/30 against *Solid Gold's* average 3/28, Carter said. *Solid Gold* was followed by *America's Top 10*, which managed to tie the second half of *Miscellania* with a 3/30. The third network affiliate averaged a 1/8 for the period.

Miscellania also features announcers from local radio stations. *Miscellania* follows *Saturday Night Live*, Carter said, and "I'm seeking basically the same audience."

As video music crops up on local television stations, cable systems, low-power TV outlets and cable networks, record company promoters wonder where it all will end—if, indeed, it will. Most see the programming segmenting as local outlets increase—much as radio did, they say. And there are a lot ques-

tions unsettled, promoters and program directors warn, about how artists will eventually be compensated. But most feel that, as in the record industry, a solution will be found. If fees are imposed on the use of videos, many broadcasters say the programming could be dropped. At the moment, however, record companies and outlets agree all benefit.

"The whole thing has grown so fast that it's caught people by surprise, and that in itself is a little scary because we don't want it to do that," noted Capitol Record's Peacock. "This has been developing over the last three years, but it's just in the past six months, when you see a story about the video revolution on *60 Minutes* or *20/20*, that you know it's hit the average American...It's not a fad."

Back and forth on fairness

Comments on FCC plan to relax rules for cable draw support from industry, objections from various citizens groups

The FCC's proposal to re-examine its application of the fairness doctrine and equal time rules to cable television has drawn a predictable response in comments at the FCC: Cable operators are for getting rid of those obligations, but public interest groups are against it.

Among the questions the FCC's notice raised was whether the fairness obligations should be scrapped altogether (BROADCASTING, April 4). The commission also asked whether cable operators can meet fairness doctrine and equal time obligations by providing access channels.

The National Telecommunications and Information Administration, which in a 1980 petition had urged the commission to delete the application of the fairness doctrine to cable systems that voluntarily offer an unrestricted access channel to the public, endorsed that proposal again. "Access channels will encourage vigorous debate over a broad spectrum of community concerns," the NTIA said. "The use of access channels is, therefore, an appropriate method by which cablecasters can meet fairness goals."

The American Newspaper Publishers Association endorsed the elimination of all the obligations that aren't "suitable" or required by law. "Competition and maximum editorial freedom will provide consumers with the greatest number of choices and the most extensive interplay of ideas, consistent with paramount First Amendment objectives," the ANPA said.

The National Cable Television Association urged the commission to repeal the cable fairness doctrine completely. "Because cable fairness is a commission policy rather than a statutory obligation, the commission has complete authority to free the cable industry from onerous and unnecessary fairness requirements," the NCTA said in an opinion disputed by others. "By so doing, the commission will vindicate the First

Amendment rights of cable operators and spare itself from the senseless task of deciding which cable programs should trigger fairness obligations."

Viacom International Inc. supported complete elimination of the obligations. It also opposed basing repeal upon access obligations. "If the commission can require cable operators to provide access channels as a condition to exemption from burdensome rules, it can insist on this condition for the grant of other authorizations to operate," said Viacom. "It is irrelevant that some cable operators provide access in response to franchise provisions."

"The commission proposal takes one step forward and then two steps backward," Viacom continued. "Because the fairness and political cablecasting rules are unconstitutional and unnecessary, they should be eliminated, not used as a bludgeon to induce cable operators to achieve other commission policy goals which the courts have determined to be beyond its jurisdiction."

Time Inc., which owns American Television and Communications and Home Box Office, said there was no statutory mandate that cable systems comply with the fairness doctrine. Also, according to Time, the FCC cannot constitutionally impose fairness doctrine or equal time opportunities on cable. "However," said Time, "if the commission decides that it is not constitutionally prohibited from applying these requirements to cable television and chooses to continue applying them, it should not adopt rules specifying the manner in which cable must comply. Cable television can meet the objectives of the fairness doctrine and equal opportunities requirements without the imposition of the rule proposed in the notice or any specific rules."

Group W Cable also urged the FCC to reject the access trade-off. "NTIA's proposal would provide access by speakers to an audience, not access by the audience to ideas, and therefore could not provide a reasonable substitute for the fairness doctrine," said Group W. "The solution is not to substitute a meaningless exercise for an undesirable

Tug-of-war over 83°

policy. The answer is to repeal the undesirable policy."

Group W also said that any effort by the commission to impose programing obligations on cable systems through program suppliers would "simply shift the constitutional, jurisdictional and administrative deficiencies to impact other parties."

The American Legal Foundation, which identifies itself as the only pro-free-enterprise public interest legal center in the nation devoted exclusively to media issues, said Section 315 of the Communications Act prohibited outright repeal of the fairness rule, but did not limit the FCC's discretion in applying it. "ALF respectfully recommends the adoption of NTIA's proposal that cable system operators be permitted to discharge the political cablecasting obligations by providing an access channel on an uncensored, first-come, first-served basis and the repeal of the cable fairness rules as unnecessary."

The Telecommunications Research and Action Center and the International Union, UAW, opposed the commission's proposals, which they said "misinterpret constitutional law, legislative history and explicit statutory language."

A "reasonable" application of the fairness doctrine and equal time obligations to cable would be to apply them to all locally originated cablecasting, including advertising, they said. In addition, both rules should be applied to issue and political ads on channels provided by national cable programers via satellite.

The Office of Communication, United Church of Christ, and the Communication Commission of the National Council of Churches of Christ in the U.S.A., said "each of the commission's proposals in this proceeding places a strain on the statutory limitations of its authority."

The United States Catholic Conference said the application of the fairness doctrine to "origination cablecasting"—offerings over which cable operators may exert editorial discretion in some manner—was mandated by statute and cannot be eliminated by the commission. "The conference urges that the rationale which initially impelled the commission to impose fairness obligations on origination cablecasting, and Congress subsequently to endorse that action by enacting the fairness doctrine into law, is still meritorious."

The Public Media Center urged retention of the rules and "vigorous" enforcement of them. "This is the unambiguous mandate of Section 315 [of the Communications Act], the law of the land," the center said.

In comments submitted ahead of the deadline, the National Association of Broadcasters gave the proposal an ambivalent endorsement, criticizing its suggestion that application of equal time and fairness doctrine obligations is more justified for broadcast than cable (BROADCASTING, Aug. 15). "NAB supports the commission in its efforts to repeal Section 315 and the fairness doctrine as applied to cable television operations, broadcast licensees and all other components of the electronic press," the NAB said. □

U.S. and Cuba are in a race for that 4/6 ghz satellite slot

Last Friday, FCC staffers were rushing to complete work on documents to be mailed to the governments of Canada and Colombia and to the International Telecommunications Satellite Organization, with copies to be sent to the International Frequency Registration Board, in Geneva. The mailings would be the first move in the second step of the procedures prescribed by international radio regulations for notifying the IFRB of plans for the operation of a satellite in the fixed satellite service. The satellite involved—RCA Americom's Satcom IV—has been operating in the 4/6 ghz band, in its orbit at 83 degrees west since June 1982. But FCC and State Department officials brush that off as a technicality. Their concern is moving fast enough to foreclose a claim by Cuba to the spot (BROADCASTING, Aug. 29).

Commission officials say the Cuban proposal poses "no problem." However, Cuba's "advance publishing," on July 19, of word of its plans for a satellite at 83 degrees west—

the first step in the three-step notification process—has spurred the U.S. government to an unaccustomed sense of urgency in completing that process in connection with Satcom IV. Of the 19 U.S. satellites in the fixed service, the U.S. has completed the notification procedure in only six cases—and officials say each of the six satellites has been relocated without formal notification to the IFRB. "No one is affected, so why bother with the paperwork?" is how one commission official put it.

The second step of the notification process calls for coordination of a satellite proposal with the existing and planned services of other countries. The material, which the commission staff hoped to mail out on Friday to the parties affected, contains a detailed description of the Satcom IV operation. Officials say coordination with Intelsat has already been completed under that organization's procedures and that informal talks with Canada and Colombia indicate those governments' satellite plans pose no problem.

The U.S. hope of preventing Cuba from

Sex discrimination in the news

A U.S. judge last week upheld the \$500,000 jury award to former television anchor Christine Craft, who said Metromedia Inc. had been guilty of fraud in hiring her for KMBC-TV Kansas City, Mo. (which it has since sold), on the basis of her journalistic credentials and then insisting she change her appearance and wardrobe (BROADCASTING, Aug. 15). Judge Joseph E. Stevens denied Metromedia's motion for a directed verdict. Stevens has yet to rule on what Craft considers the "core" of the case—her claim that Metromedia was guilty of sex discrimination. The jury has advised Stevens to rule in the affirmative on that issue. Metromedia within the next week will also ask him to rule on a request either to reconsider his rejection of its request for a directed verdict or to order a new trial. It has not decided whether to appeal to a higher court.

Now, another case involving alleged sex discrimination has been filed, this one by a former woman anchor in Topeka, Kan., who named her former employer, the Kansas State Network Inc., in the complaint she filed with the Kansas Commission on Civil Rights and the U.S. Equal Employment Opportunity Commission. Mary Loftus Freeman, who worked for more than six years for KSNT(TV) Topeka, and its predecessor, KTSB(TV), said in her complaint that she had been told on June 10 that she was being terminated because the station wanted to pursue a "new image." She was told it was "not her fault," according to the complaint. Freeman, 31, said she learned of the station's decision from KSN executives about three hours after she returned home from the hospital following the birth of her child. She also claimed she was paid less than her male co-anchor. Freeman does not make a specific request in her complaint. However, the state commission can award actual damages and order reinstatement; the federal commission's authority is limited to issuing a "right to sue" letter. Freeman now works for WIBW-TV Topeka but not as an anchor. She produces a noon informational program and does a five-minute morning news spot. Al Sandubrae, executive news director for the six KSN stations, said the complaint raises "a highly emotional issue, but we feel it has no basis in fact."

Craft is not working as an anchor either. She had left KMBC-TV rather than take a demotion to reporter, and returned to her former anchor job at KEYT-TV Santa Barbara, Calif. However, she took an unpaid leave of absence to pursue her suit against Metromedia. Following the trial and jury verdict, Craft said she "was unable to give myself 100% to the station." She has been sought after for interviews and for appearances on television talk shows. She said she was also absorbed in continuing developments in her litigation. So she left KEYT and is focusing in the near term on writing magazine articles and undertaking a "limited number of lectures." She also plans a book on her experiences. As for the judge's decision last week, she said, "I'm thrilled, excited and surprised." She said she had been "prepared for the worst."

laying claim to the orbital slot occupied by Satcom IV—which relays signals of all three major broadcast networks and a number of cable television services—rests on completing the coordination step by mid-January. But the U.S.—and RCA Americom and the Satcom IV customers—could find themselves in a dicey situation as the new year approaches.

The regulations call on affected parties to respond to the coordination request within four months of the IFRB's publication of the coordination documents—to state whether or not they regard the proposal as compatible with their existing or planned satellite operations. If they do not regard it as compatible, the process could drag on for months and even years. But U.S. officials expect the coordination of Satcom IV to be completed well within the four-month response period. Since the IFRB usually publishes coordination documents in satellite proceedings within two months of receiving them, the U.S. could complete the process now beginning in less than six months. And that would be soon enough, U.S. officials believe, to bar Cuba's effort to start coordination by refusing the necessary agreement. For the regulations provide that an objection to a proposal that has been "advance published" would prevent the government involved from beginning the coordination phase until six months after it had begun the notification process. (Without an objection, the process could begin four months later.) And the U.S. is certain to claim the Cuban proposal would cause problems for Satcom IV. But even under that optimistic scenario, the U.S. could win the race for the high ground by no more than a matter of days.

The Cuban proposal has done more than inspire the government to action on the Satcom IV matter.

The first satellite—after Satcom IV—for which the U.S. will initiate the coordination process is Hughes's Galaxy II. It has not yet been launched, but it is to be inserted into an orbit at 74 degrees west, nine degrees from the orbit Cuba is seeking and that Satcom IV is occupying. Coordination with Canada, Colombia, Intelsat and possibly Brazil would be required. To foreclose a Cuban problem, the U.S. wants the Galaxy matter taken care of promptly. One commission official said the documents might be ready for mailing this week.

One question not yet resolved is whether the failure to complete the notification process before placing satellites in operation jeopardizes U.S. rights to the orbits involved. The third and final step—notification to the IFRB, which then must determine that all requirements have been met—must be completed three months before the satellite is placed in operation. One commission official said the failure to meet that requirement presents "no problem." Another official said, "If we complete the coordination process before Cuba starts its, our store is less susceptible to being raided. But there is risk." Then he said the U.S. is in "a gray area—the radio regulations don't foresee launching a bird" before completing the procedures. □

FCC's logging plan splits broadcasters

NAB basically likes commission idea requiring list of issues and programing; networks say plan will be overly burdensome

The FCC's further notice of proposed rule-making aimed at coming up with some sort of radio logging requirement that can pass muster with the Court of Appeals has drawn a divided response from broadcasters.

In comments at the FCC, the National Association of Broadcasters endorsed a plan much like the FCC's. NBC, however, warned that the FCC's proposal could discourage broadcasters from relying on formats presenting a lot of news and information programing.

As part of its "radio deregulation" order, the commission originally had dropped its program log-keeping requirement. It still required radio broadcasters to provide coverage of issues responsive to their communities, even though the only documentation the commission required was a list of five to 10 community issues along with examples of programing aired to address those issues—the "issues program list"—which broadcasters were to place in their public files.

The court questioned the decision to eliminate the log-keeping requirements, contending that the issues program list didn't give an overall view of what the licensee was doing, leaving both the FCC and the public without any method, outside of completely monitoring a station's programing, to gauge a station's overall public service performance (BROADCASTING, May 16).

In its further notice of proposed rule-making, the commission's favored, if only tentative, proposed solution was to require licensees to maintain the issues program list and a log of all issue-oriented programing aired, including the date, time and duration of those programs and a description of the issues addressed (BROADCASTING, July 4).

In its comments at the FCC, the NAB recommended that radio broadcasters be required to maintain only "simple, individually tailored" records of issue-oriented programing aired, in addition to an annual list of between five and 10 of the issues addressed, to insure compliance with the court's remand.

According to the NAB, the issues list would set forth many of the issues addressed by the licensee; the record of issue-oriented programing would provide a "reasonable" basis for public analysis of licensee responsiveness. By eliminating the programs portion of the annual issues program list, the FCC would avoid the duplication that would result if the new record of issue-responsive programing simply added to the existing issues-program list, NAB said.

The National Radio Broadcasters Association said it opposed the concept of imposing new or additional logging requirements

on broadcasters. Nonetheless, it thought that, if the commission determined that more programing information was necessary, it should be left to the discretion of the licensee to determine the format in which this information should be kept. "Whatever the format, the licensee ought to be free to select the methodology that imposes the least burden possible consistent with the basic objective of insuring that the pertinent information is maintained."

NBC opposed the commission's tentative proposal that radio broadcasters be forced to retain records of all issue-oriented programing, contending that requirement could discourage formats that rely heavily on discussion of major local and national issues, such as all-news, call-in or talk formats.

"NBC does not have an exact estimate of the cost of keeping a comprehensive written listing of issue-responsive programing. However, based on actual experience, we believe that for stations with all-news or all-talk formats, the costs of preparing and maintaining such a record system would be enormous," NBC said.

ABC also thought the FCC's tentative proposal to be unnecessary and overly burdensome. "Rather than instituting a new record-keeping requirement totally separate from the issues-program list, and designed to tabulate all issue-responsive programing (a requirement far greater than existed under the prior program logging requirement), we believe such list should be retained as the sole requirement, slightly revised to encompass significant issue-responsive programing broadcast during the previous 12-month (or, at most, six-month) period. The exact scope of these periodic listings would be left to licensee discretion, dictated by the nature of each individual station's program format."

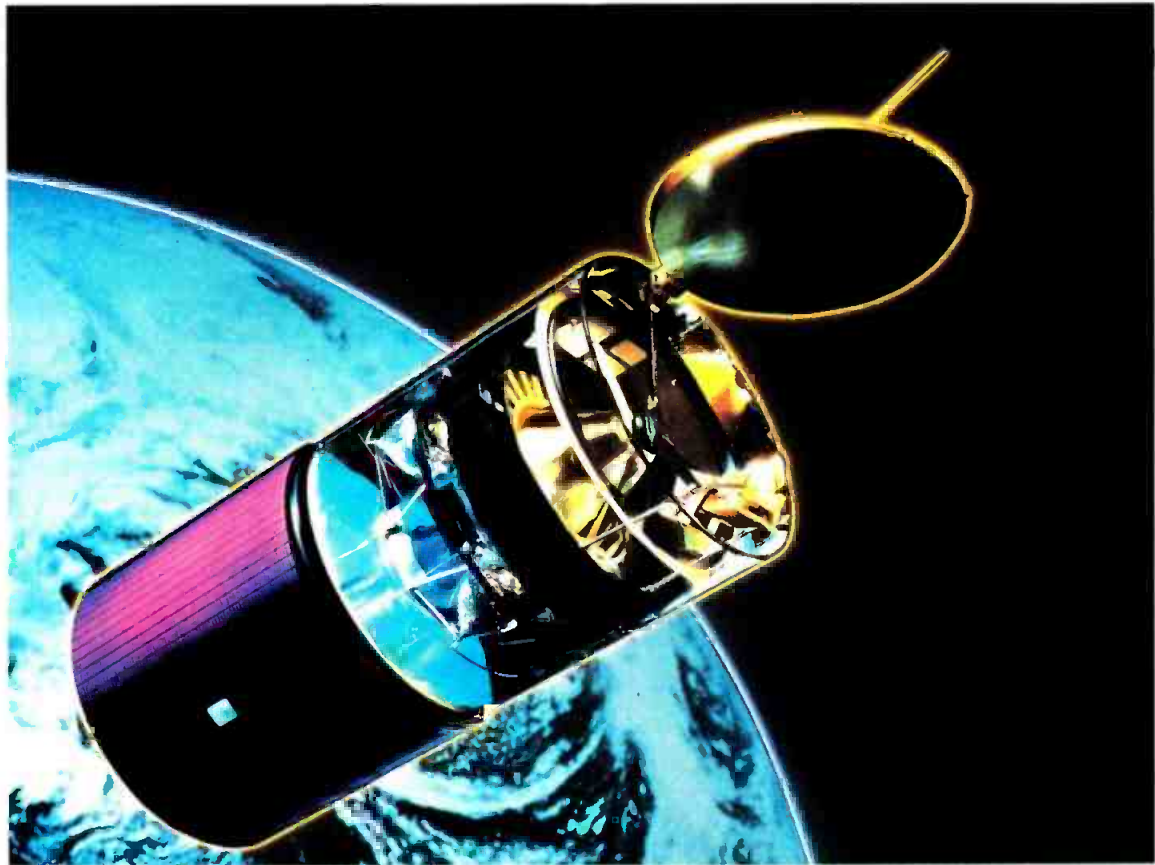
CBS urged the FCC to reject all of the proposals offered for comment. "CBS is of the view that the appropriate response to the court's remand is for the commission to re-examine the logging issue and provide a more complete and coherent rationale for its initial action in the matter," it said.

A group of radio licensees, including Argonaut Broadcasting Co., Forward Communications Corp. and Infinity Broadcasting Corp., also said the FCC's tentative proposal was unnecessary and would result in substantial and unjustified practical burdens.

Broad Street Communications Corp., Cosmos Broadcasting Corp., Cox Communications Inc., Plough Broadcasting Inc. and WGBI Inc. said the court's concerns could be satisfied by new record-keeping requirements to maintain program logs that listed issue-oriented programing, with licensees having discretion as to what programs—news programs, public affairs programs, and other types of nonentertainment programs—are included. "Such logs would indicate each listed program's title, date, time and duration, together with such additional information as the licensee, in its discretion, deems necessary to identify adequately the issues dealt with (such as, for example, the program's guests or topics). Specific designation of a particular issue or issues would be permitted but not required," they said. □

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Arbitron cume expansion

Members of the Arbitron Radio Advisory Council will meet this fall with leaders of radio trade organizations and major station groups in search of financial support for a full-scale field test of methodology for producing four-week radio audience cume reports. Preliminary tests by Arbitron last year indicated that in some cases four-week cumes produced audience numbers 40% higher than present one-week cumes ("In Brief," Dec. 13, 1982).

The decision to proceed with a presentation and solicitation was underscored at a council meeting in Afton, Okla., in mid-August. The council's ad hoc committee on the cume question, headed by Chairman Ted Dorf of WGAY(AM) Silver Spring, Md.-WGAY-FM Washington, will meet with leaders of the National Association of Broadcasters, the National Radio Broadcasters Association, the Radio Advertising Bureau and the Station Representatives Association, among others. Total cost of a full-scale test was put at about \$750,000. With Arbitron expected to absorb about \$250,000, the goal is approximately \$500,000. A date for the

meeting has not been set.

In other developments at the council session, Arbitron officials said they would introduce Arbitrends—the new name for their three-month rolling reports to be delivered via computer—this winter in the 22 markets that now get winter books. Every 28 days, Arbitron will deliver a report providing averages for the immediately preceding three-month period. These will replace the reports that in the past have dealt only with the immediately preceding month, and Arbitron's plan is to have them available via computer rather than in hard copy.

Arbitron also said it will put into effect in 1984 its new limitation on the use of slogans for station identification in listener diaries. The limitation will permit use of a slogan no more than 25 characters in length. Arbitron also reported that it plans, in the fall of 1984, to revise its market definitions to reflect changes the government has made in defining some metropolitan areas.

Council members expressed concern over declines in Arbitron radio sample sizes. The council urged the company to take steps to reverse the trend—and to publish, in each report, the sample-size goals as well as the

size actually achieved, so that users may know whether the survey exceeded or fell short of its objective, and by how much.

In cement

Mutual Broadcasting announced plans last week to add permanent, satellite uplink facilities in New York, Chicago, Los Angeles, San Francisco and Houston to its national satellite system, to go along with its complex in Bren Mar, Va. According to Mutual, satellite services have already begun from Houston with technical test and final integration plans expected to be completed at the other sites by Nov 30. The uplink dishes will allow Mutual to originate broadcast as well as nonbroadcast signals from six sites.

Shortwave reach

A high-powered top 40 shortwave rock station licensed to the Pacific island of Saipan is attracting attention this summer, according to Doug Flodin, promotion manager for Canoga Park, Calif.-based radio producer/syndicator Drake Chenault Enterprises,

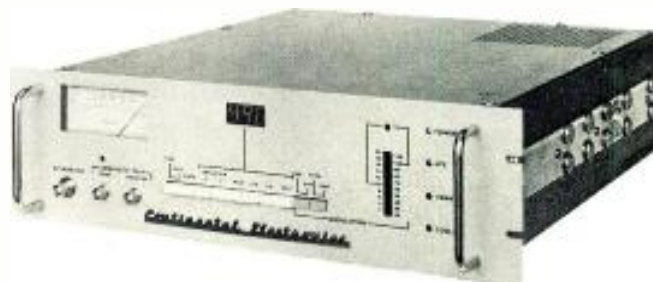
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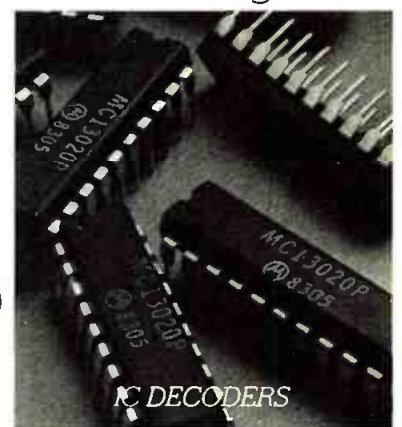
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which is programing a specially customized version of its XT-40 format (top 40) over the station. The facility, known as KYOI, is transmitting at 7.5 million watts covering all of Asia and Europe as well as Australia and parts of North America. Nearly 300 letters a month from listeners arrive at Drake Chenault headquarters in California, reports Flodin, who also acts as KYOI's programing consultant.

The station airs a weekly two-hour new wave show and a weekly three-hour countdown show, both of which are hosted by Flodin and a Japanese host. Songs are identified in both English and Japanese—the latter because of the island's proximity to Japan.

KYOI, which is owned by Marcom, is an automated facility airing its programing 24 hours a day, seven days a week. The station signed on the air last December.

Radio 'post'

Special radio programing drawn from the archives of *The Saturday Evening Post* will soon be in the works due to a \$600,000 agreement between Dallas-based Otis Conner Productions, a producer of radio station jingles and commercial music packages, and Curtis Publishing, publisher of *The Saturday Evening Post*. The deal, which was completed on Aug. 27, calls for Otis Conner Productions to produce and distribute the programing. The first project is the production of a six-hour Christmas special which blends narration with seasonal music. In the works for next year are a July Fourth holiday special called *A Celebration of America*, and

an Olympic series timed for next summer's games in Los Angeles. In addition, Otis Conner Productions plans to launch a weekly three-hour contemporary hit music countdown show.

Vintage radio

A total of 260 new short-form series documenting the "true" circumstances surrounding the birth and development of popular hit songs from the 1930's to the present is being readied for a 1984 debut by the Brooklyn-based Musical Sound Review Ltd. Each feature or "song essay" is about three minutes long and stations can choose from five categories: 1930 to '49, 1950 to mid-'55,

mid-'55 to '59, 1960 to '69, and 1970 to the present. The original hit song by the original artist is included in each song essay, according to Francis Chick Pallotta, company president. The series will be sold on a barter or cash basis in the top 100 markets.

Olympic activity

The AP Sports Network announced it will broadcast more than 500 special reports from the site of the 1984 Olympics in Sarajevo, Yugoslavia and Los Angeles. This is in addition to AP Sports' 512 regularly scheduled sportscasts, which also will originate from the sites of the summer and winter games while they are in session. The live specials, titled *Going for Gold*, will be two-and-a-half minutes long and include a 30-second commercial availability. AP Sports also will produce three daily wrap-up reports, each three-and-a-half minutes long, including a 30-second commercial availability. The series will be fed live hourly from 7:06 a.m. (NYT) through 8:06 p.m. each day of the winter games (Feb. 7 through Feb. 19). During the summer games, the series will be fed live hourly from 7:06 a.m. (NYT) until 2:06 the following morning, from July 28 through Aug. 12. AP Sports is sending seven broadcasters to the winter games and 10 to the summer games.

TV jingles

TM Productions of Dallas is syndicating two new television commercial packages for radio stations. The "I Love My Country" campaign is a series of life-style vignettes available for country formatted stations. The "Hot Lips" campaign, a series of scenarios depicting people singing along with hit songs, is available for both adult contemporary and contemporary hit radio stations. Prices start at \$4,500. Both commercial campaigns, which can be customized, were demonstrated at last week's NAB Radio Programming Conference.

N.Y. view

The Satellite Music Network was slated to open a New York office last Thursday (Sept. 1), to be run by the company's new vice president, Elyn Ambrose. The network, which is headquartered in Dallas, has over 240 affiliates with one of three full-time format offerings.

Southwest buy. Clear Channel Communications Inc., San Antonio, Tex., owner of seven radio stations in Texas and Oklahoma, has signed a letter-of-intent to buy 40% of the outstanding shares of SunGroup Inc. (formerly Mooney Broadcasting Inc.), which has six radio stations in Alabama and Tennessee. Under the letter of intent, Clear Channel has agreed to make a tender offer for 40% of the 700,307 outstanding shares of common stock to all SunGroup shareholders on a pro rata basis of \$9.75 per share. Also, Clear Channel has agreed to purchase a \$1.5-million 14% subordinated capital note from SunGroup with detachable warrants to buy an additional 153,800 shares of SunGroup common stock, also at \$9.75 per share. Both companies said the letter of intent represents an agreement in principle, specifics of which are to be set forth in a formal document. Final consummation will be subject to approval of the FCC and filing of appropriate documents with the Securities and Exchange Commission. SunGroup's over-the-counter stock had risen the past month in anticipation of such an announcement. President of the Knoxville, Tenn.-based company is George P. Mooney. SunGroup stations are WERC(AM)-WKXX(FM) Birmingham, Ala., WLUY(AM)-WYHY(FM) Lebanon, Tenn. (Nashville), and WSEV(AM)-WMYU(FM) Sevierville-Knoxville, Tenn. Clear Channel is a closely held Texas corporation owned by L. Lowry Mays (president), B.J. (Red) McComb and John W. Barger. Clear Channel Texas stations are WOAI(AM)-KAJA(FM) San Antonio, KPZZ(FM) Austin and KTXC(AM)-KHYS(FM) Port Arthur. In Oklahoma it owns KBBJ(AM)-KMOD-FM Tulsa.



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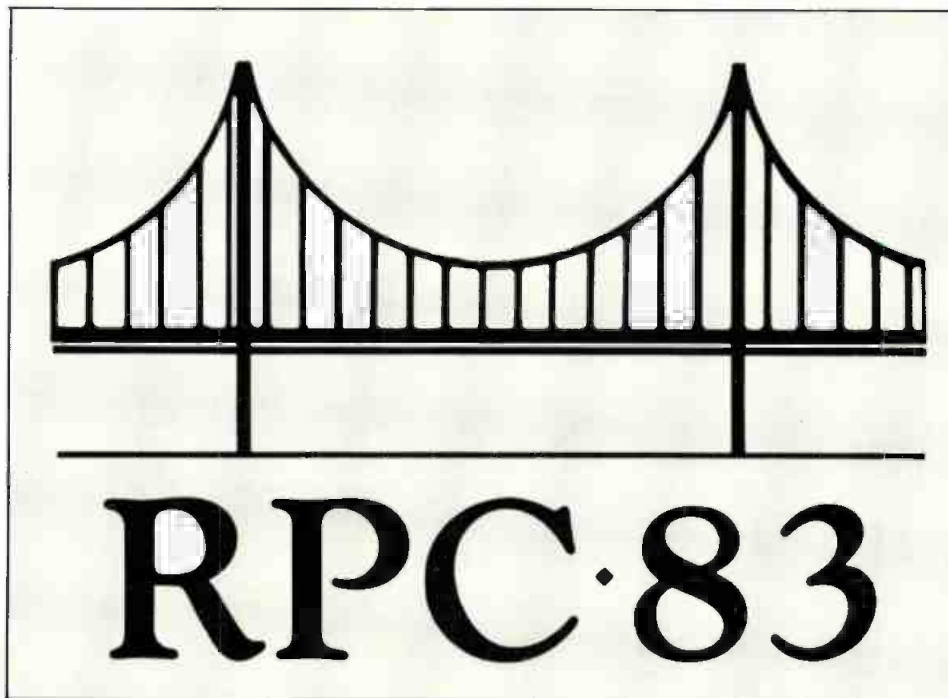
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'W.A.R.S.' and MTV top topics at RPC

Competition in the radio industry, which is heating up to an intensity not seen in a number of years, took a brief hiatus last Sunday through Wednesday (Aug. 28-31), as many of the competitors travelled to San Francisco's St. Francis hotel for the sixth annual National Association of Broadcasters Radio Programming Conference. More than 2,000 programmers, managers and other radio executives attended this year's event, which, in addition to offering updates on the latest in programming services, featured the unveiling of new research, commissioned by the NAB, into why people listen to different radio formats.

Although attendance was up at this year's convention, the number of companies exhibiting their wares in hospitality suites was down. A small exhibit hall housed about the same number of companies as did last year's RPC in New Orleans. Among the hall's major attractions was Kahn Communications, which demonstrated a new Sony receiver capable of receiving all four

of the AM stereo systems currently on the market. Official figures put this year's attendance at 2,227, up 143 from last year's.

Dominating discussion at the conference was a new research study, "Radio W.A.R.S.," commissioned by the NAB and conducted by the Southfield, Mich.-based firm of Reymer & Gersin. The study, unveiled during the opening general session last Monday (Aug. 29), outlined the "psychographic" makeup of the listeners of nine radio formats: album-oriented rock, adult contemporary, top 40, country, beautiful music, nostalgia, urban contemporary, news/talk and full-service. The purpose of the study was to give stations an idea of how to tailor their formats and marketing to the wants of their target audience.

R&G used a nationwide sample of 1,300—100 listeners in 13 markets. Programmers were sharply divided in their reaction to the survey. Those from stations with youth-oriented formats, such as AOR and top 40, which are very heavily

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The psychology of formats

researched, criticized the size of the sample, saying it was too small, especially for dividing listeners into subgroups of each format. Other executives such as Dick Ferguson, president of Katz Broadcasting, found it "motivating."

"The study accomplished what we wanted it to accomplish—to make the radio programmers think," said Wayne Cornils, vice president/radio for the NAB. The fact that some attendees disagree with the results is healthy, he said.

With the study being discussed in each of the seven format rooms and since those sessions were rolled back into the regular day agenda instead of being held at night like last year, attendance was very good, peaking, perhaps, in both the AOR and top 40 workshops. However, several people expressed disappointment that the format workshops did not concentrate on enough programming issues.

A session that drew one of the larger audiences was that on Warner Amex's Music Television cable service. Les Garland, MTV's vice president for programming, announced the results of research on MTV's impact on radio listening. The cable service's effect on radio listening was also the topic of a study conducted by Dallas-based researcher Jon Coleman and released just prior to the opening of the RPC (see story, page 60).

Another highlight of the conference were the two sessions on the value of network programming organized by Maurie Webster, special consultant to the Radio Network Association.

Home Box Office, which is conducting a feasibility study on whether or not it should launch cable audio services, was noticeably in attendance, represented by three of its consultants: Bob Henneberry, Joe Capobianco and Sam Holt, who all have radio programming backgrounds.

Traffic in the exhibit hall and in the 53 hospitality suites was characterized as very light to moderate. However, many of the people manning booths and hosting suites said that those who came by were the "decision makers." Several syndicators noted that business conducted in their hospitality suites during the three-and-a-half day event was very brisk. And while last year 33% of those attending were managers, said NAB's Cornils, "I'm sure that figure is much higher this year."

What caught the attention of many in the exhibit hall was Sony's new SRF A-100 AM stereo receiver which can receive all four AM stereo systems. The set was being demonstrated by Leonard Kahn of Kahn Communications, who, along with Magnavox, Motorola and Harris, is vying to win the AM stereo battle.

A new addition to this year's conference was a closed circuit contemporary hit top 40 radio station called KRPC, which broadcast live to three hotels from the exhibit hall during the day and from the hospitality suite of Audio Independents during the night. Programmers were able to critique the station's performance on Monday and Tuesday.

An in-depth look at the goings on at RPC 83 follows. □

Radio W.A.R.S. study examines differences between listeners of major types of stations

Radio station operators have to understand the varied psychological makeup of their listening audiences to improve programming and production in an increasingly competitive marketplace. That was the message conveyed by an NAB-commissioned study on the psychographics of listeners unveiled during the opening general session last Monday (Aug. 29). The study, entitled "Radio W.A.R.S.: How To Survive in the 80's," examined characteristics of radio listeners of different formats as well as similarities and differences among those who listen to the same format.

Conducted by the Southfield, Mich.-based research firm of Reymer & Gersin Associates, the study focused on listeners of nine major formats with results compiled from a nationwide telephone survey of 1,300 people in 13 markets (100 per market)—a sample size which came under sharp criticism by many broadcasters.

Among the study's more surprising findings for many attendees was that beautiful music fans are "emotionally involved" with their radio stations—a conclusion that conflicts with the widely held notion that beautiful music outlets attract uninvolved listeners. According to the study, beautiful music fans are among radio's most loyal.

The following are some of the "life styles" findings of other format listeners highlighted in the study:

■ **Album rock**—Listeners to this format are characterized as radio's "most socially motivated listeners" who give in to peer group pressure by listening to the same music station as their friends. AOR fans consider themselves "music experts" who are the first to try a new station. Perhaps the most interesting characteristic of these listeners is that they prefer traditional hard rock performers to new wave artists.

■ **Contemporary hit radio**—Listeners have less ego involvement in a radio station than AOR fans, and their musical tastes are far more balanced.

■ **Nostalgia**—Listeners are very much like those of AOR in that they are very opinionated about music and consider themselves music experts. Nostalgia format listeners also tend to be highly interested in news and personalities.

■ **Adult Contemporary**—Listeners are less involved with their radio station than the fans of any other format examined in the survey. A/C fans want a radio station that doesn't demand too much of their attention and often use the format for background at work.

■ **Urban contemporary**—Listeners of this format see their radio station as a role model—something to "look up to." They are radio's heaviest listeners and they pay a lot of attention to the music. Additionally, urban contemporary listeners, more than any other

group surveyed, use radio to change their mood.

■ **Country**—Listeners are today's middle-of-the-roaders who like a traditional, more "folksy" station. More than any other kind of radio listener, they tend to be the most loyal to their format.

■ **News/talk**—Listeners consider themselves realists. They listen to learn so they can impress others and they want reporting to "rock the boat" and challenge the establishment. "There is a huge desire" among news/talk listeners for investigative reporting, according to the study.

■ **Full-service**—Listener composition is a hybrid of news/talk fans and music fans. Although full-service listeners seek the same intellectual stimulation that news/talk fans do, they still like to use radio for companionship, not a major motivation of news/talk listeners.

The study was presented by three executives of Reymer & Gersin Associates: Harvey Gersin, executive vice president; Douglas Clemensen, vice president/research, and Mark Kasoff, senior research analyst. All three presented more details on the listeners of each format at clinics held throughout the conference. □

The contemporary hit radio audience: from rockers to romantics

Contemporary hit or top 40 radio listeners fall roughly into four categories, according to a Reymer & Gersin study outlined last week during the Radio Programming Conference: "get me up rockers," 26%; "new music trendies," 22%; romantics, 24%, and funny DJ lovers, 28%. Most of the discussion during the session devoted to that format centered on whether the Radio W.A.R.S. study offered insight of any value, with some programmers arguing it was excellent for provoking thought, but others maintaining it paled in comparison with much more sophisticated research being conducted at many local stations today.

Get-me-up-rockers are younger than most other top 40 listeners, and tend to be men more often than women, said Harvey Gersin. They are heavy listeners who prefer lively, up tempo music—hard or urban rather than soft rock—and current records over older ones. News and information are not necessary to attract such listeners and although they enjoy contests, they dislike chatter and jingles.

New music trendies are a heavily white collar audience, about half of them women over 18 and most of them tend to switch the dial often. Trendies listen to top 40 for a mood change and also to keep up with their peers.

Romantics, on the other hand, tend to be blue collar in makeup and cross over into adult contemporary formats. Softer rock does better with the romantics, as does a sound that includes more talk and familiar



Clear Image. In today's increasingly competitive media marketplace, too many radio stations are failing to identify themselves clearly in their listeners' minds, according to the presidents of three research firms, who cautioned that the consequences of such poor positioning are call letter confusion and lowered ratings. Because radio listening is "seldom planned" and often done in concert with other activities, stations must "establish benchmarks" in their programming, such as an identity as the "more music" station, if they are to stand out in listeners' minds, said Rob Balon, president, Robert E. Balon & Associates, Austin, Tex. At the same time, stations must market themselves as simply and directly as possible to avoid confusing listeners, he said. Ted Bolton, president, Ted Bolton Associates, Philadelphia, cautioned against promoting too many attributes or meaningless attributes in a station's advertising campaign. A listener will remember only two or three of a station's attributes, he said, and to promote five or six will often lead to confusion. To identify and keep track of a station's position in its marketplace, Jhan Hiber, president, Hiber, Hart & Patrick, Pebble Beach, Calif., recommended professionally conducted focus groups. Showing tapes of a recent focus group his firm conducted in Chicago, Hiber cautioned radio operators to define clearly for a researcher the demographic group to be targeted in a focus study. "Never in the history of research," he said, "has something been so misunderstood as the use of focus groups." Pictured (l to r) at the session were: moderator Ellen Hulleberg, McGavren Guild Radio, New York, Balon, Bolton and Hiber.

music.

About 30% of the top 40 audience listens for funny DJ's. Much of this segment is white collar, between the ages of 25 and 34, and its members tend to use radio less than other top 40 fans. This is the only top 40 segment, Gersin said, in which radio personalities are a major motivator for listening.

Dan Vallie, group programmer for EZ Communications, and Paula Matthews, program director, KIQQ(FM) Los Angeles, both expressed some skepticism about the survey's findings, although both indicated it was meant more to provoke thought than instigate changes at stations. "A case could be made that the 'get me ups' are the only true top 40 fans in the group," said Vallie, while the other segments might be fans of other formats who cross over frequently. "The most important thing to any listener is the position a station establishes," he said, and the key to doing that is playing the right music.

Matthews noted that questions asked in the Radio W.A.R.S. study sounded too leading to solicit usable responses from participants, and advised radio operators to "use a bit of caution" in interpreting the results.

One member of the audience was much harder on the survey, saying its simplistic approach "took a step backward" from the far more sophisticated research being done at some group operations and at local stations. Another audience member, however, said he thought discussion at the Radio Programming Conference had been greatly stimulated by the survey results, especially in the format sessions in which he said discussion tended to be much more serious.

About the only discussion of the top 40

format itself came from ABC Radio Vice President Rick Sklar, who told fellow programmers he is happy to see the current resurgence of the format. Top 40 "has potential to encompass all four groups" identified in the W.A.R.S. study, he said. "It can span all the demos and be the biggest format of them all and that's where the real money is."

Beautiful music listeners tend to be loyal, finding a safe haven with the format

Beautiful music listeners are very "involved and loyal" and consider the rest of radio "obnoxious," said Douglas Clemensen, vice president/research for Reymer & Gersin Associates, who helped lead a clinic on the format. Basing his comments on the Radio W.A.R.S. study conducted by his firm (see page 50), Clemensen noted four subgroups of beautiful music listeners: background music fans (35%), predominantly white, aged 65 and over, and traditional beautiful fans who are intensely loyal; cross-overs (26%), mostly women, 35-44, who have a higher than average tendency to cross-over from adult contemporary; anti-talk escapists (22%), who listen to feel better and forget their problems, and nostalgic radio nuts (17%), old fashioned MOR listeners, most of them 44- to 64-year-old men who have very little tolerance of new kinds of radio formats. "There's plenty of room in the marketplace for more than one kind of beautiful music station," said Clemensen.

"I don't think a beautiful music station can appeal to all those listeners," said Rob Edwards, vice president/programming for Bonneville International's FM California

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Station Division which comprises beautiful music outlets KBIG-FM Los Angeles and KQRT-FM San Francisco. "We don't have a lot of luck appealing to nostalgic fans," he said.

Dave McKinsey, program director for Shamrock's KABL-AM-FM San Francisco, maintained, however, that it is essential for beautiful music radio to target all groups. The Radio W.A.R.S. study is valuable, he said, because it tells a programmer what type of people are listening. McKinsey wondered whether the results of the study painted a composite picture of one beautiful music listener suggesting that people "are different things at different times."

Clemensen appeared to agree, saying "people have different priorities at different times."

Several attendees in the audience were disappointed that the discussion did not focus more on the issue of adding more vocals to the beautiful music mix. McKinsey noted that more listeners accept them today, but that they still tend to prefer the traditional instrumental sound.

Out of a sample size of 1,300 people, approximately 200 responded that beautiful music was their favorite radio format. □

AOR listeners follow the crowd, R&G study shows

Album-oriented rock radio listeners fall into six different categories, according to Reymer & Gersin's Radio W.A.R.S. survey, which found that AOR listeners like to follow the crowd more than listeners of any other format.

"DJ and dinosaur lovers" who constitute 13% of the AOR audience, like funny personalities who make them think, according to the survey, but they are the most conservative of AOR listeners, preferring the music of past years, often referred to as "dinosaur rock" by AOR programmers.

Uninvolved disloyals, 22% of the audience, use radio strictly for music, but tend to prefer softer rock. Social crossovers (11%) want a station they can look up to and also prefer softer rock. Plugged-in smarts (18%) consider themselves hip, trendy, and intelligent and look for a music mix that includes new music. "Mindless loyals" (22%) use radio to escape. They look for lots of up-tempo music, including new music, and dislike chatter, news and jingles. "Cheerful trendy followers" (14%) look for a lively station that gets them up and includes music much like that preferred by mindless loyals, but are more tolerant of contests and jingles.

As in most of the other format clinics, programmers disagreed about the validity of Reymer & Gersin's survey results, among them Bobby Hattrik, program consultant to Doubleday Broadcasting's seven FM stations, who argued that the sample size used for the survey was too small.

Not all discussion centered on the survey's results, however. Beau Phillips, program director at Kaye-Smith Broadcasting's KISW(FM) Seattle, warned that the AOR format is in trouble today because programmers "didn't pay attention to what was going on

out on the streets." To the disappointment of some attendees, however, panel members spent little time on the future direction of the format. □

The growing pains of urban contemporary

The urban contemporary format is still searching for an identity. That was the overwhelming consensus of participants during a session where the results of the Radio W.A.R.S. study were discussed. According to the study, urban contemporary listeners "admire" radio and use the medium to "get them in the mood they want to be in." Even after hearing the results of the study, however, many participants felt that the format is largely misunderstood.

On the panel were Mark Kassoff, Reymer & Gersin, which conducted the study, Barry Mayo of WRKS-FM New York, and Donnie Simpson of WKYS(FM) Washington. Kassoff reported that the urban contemporary audience was split into four groups: "involved experts," 32%; "music followers," 27%; "escapist individuals," 29%, and "mellow admirers," 12%.

The involved experts, he said, "think they know more about news and music than others." This group wants plenty of news and call-in talk, he said. Kassoff suggested stations play primarily current songs and some oldies, to satisfy this group.

Music followers are interested in "keeping on top of the music," he said. Give this group mostly music, and cut news and talk "to the bone," he said. Kassoff recommended that broadcasters present this group with cheerful and upbeat personalities and play current music.

Kassoff also recommended that broadcasters air more oldies for the escapists who listen to radio to take their minds off their

problems. They want a more relaxed sounding station, like mellow admirers, he said. Kassoff said, mellow admirers are the most "laid back" urban contemporary listeners. He told stations to be "folksy and serious" for this group.

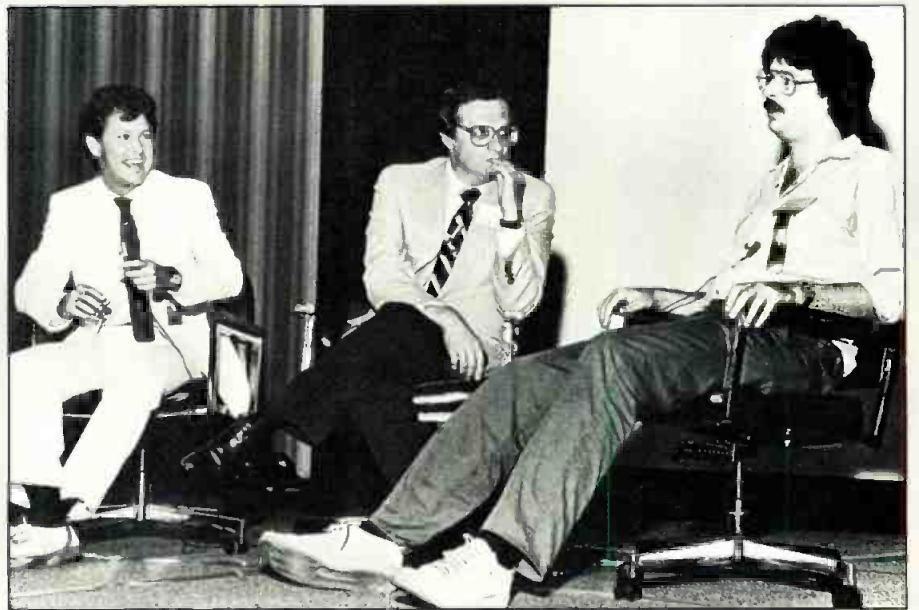
After Kassoff examined the various segments, he listed a number of questions he thought broadcasters should be asking about their local markets:

- How large are the segments?
- Which segments do you have now?
- Whom can you get?
- What voids exist in the market?

Once those questions are answered, Kassoff told the participants, it is necessary to define a strategy to capture listeners. Kassoff said promotional messages could be used to attract the different segments. For the involved experts, he said, a station should be positioned as the one where "smart people keep up with what's going on." A message that might be used to motivate the music followers group is to tell them that the station is the place to "keep up with music," he said.

Mayo discussed the urban contemporary definition and its sometimes misunderstood image. "Urban means something so different in almost every market," Mayo said. He asked Kassoff what definition of urban contemporary was used in the study. Kassoff said the study followed the definition used in the Arbitron ratings book. He pointed out that comments from urban contemporary fans were used in the study if they identified an urban station as "my favorite station." The purpose of the study, he noted, was to probe the psychology of the listener.

Mayo noted that many times urban contemporary suffers from the definition white advertisers give to it. Mayo insisted that even though the urban contemporary format has "black roots," it has a cross section of



Outrageous personalities. Two of radio's most well-known air personalities Rick Dees (l), KISW-FM Los Angeles and Howard Stern (r), WNBC(AM) New York, were featured at the "Making \$\$\$ With Your Mouth" discussion at Monday's luncheon. Mutual's Larry King (center), moderated.

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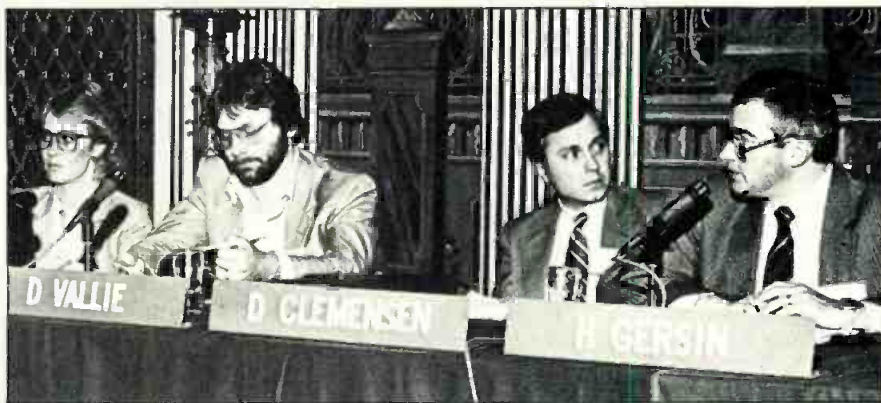
listeners from several ethnic groups. Another issue among black programmers that has arisen since the advent of urban contemporary is the feeling by some that there is less commitment to the black community, Mayo said. □

Finding and programing to the nuances of country listeners

As a rule, country music listeners tend to be more traditional, folksy and loyal to their favorite radio station than other major format listeners. But not all country fans are alike and stations need to be able to recognize the differences and program accordingly.

Those were some of the findings of the "Radio W.A.R.S." research study conducted by Reymer & Gersin on behalf of the NAB and presented during an RPC panel session by R&G's Harvey Gersin and Dave Clemensen who were joined by Joel Raab, program director of WHN(AM) New York.

Gersin reported that country fans fell into four groups: "radio worshippers," 27%; "full-service thinkers," 29%; "continuous music-onlies," 36%, and "hip switchers," 8%. He described each of the groups' listening habits and expectations. Radio worshippers, he said, are heavy listeners and women, who consider music an important part of their lives. "There is not much they actually



How-to helpers. Offering advice on how to program top 40 radio were (l-r); Paula Matthews program director, KIQQ(FM) Los Angeles; Kan Vallie, group programmer, EZ Communications, Fairfax Va., and Dave Clemensen and Harvey Gersin, Reymer & Gersin, Detroit.

dislike. They are infatuated with radio," Gersin said. He recommended that the broadcasters give them "cheerful and folksy" personalities and keep the emphasis on familiar and current music.

Full-service thinkers, on the other hand, are predominantly men, he said. They switch a lot to full-service stations and listen to radio for "mental stimulation." "They are really into news; give them lots of news and talk. They like the older songs more than some of the current ones," Gersin explained.

At the other end of the spectrum are the continuous music onlies, Clemensen said. "All they are really looking for is music." He suggested that broadcasters keep news and disk jockey chatter to a minimum and play more modern country songs. The last category, hip switchers, appeared to cross over to other major formats most frequently, Gersin reported. "They are the music experts. These are the country sophisticates looking for the latest in country music," Clemensen added. Clemensen recommended stations air newer and unfamiliar songs.

On a whole, the panel participants were receptive and interested in the study. Raab, however, had some doubts about certain aspects of the report. He thought it might be difficult to gain high ratings by concentrating on only one of the four segments. Raab felt the varied segments could and should be combined. He agreed that stations should program more toward the radio worshippers. He warned, however, that stations must be careful not to overplay oldies to satisfy one group and risk "burnout" of heavy listeners.

Raab, a successful country music programmer, also suggested stations supply more information about recording artists and "keep it fresh and up to date." For hip switchers, he said, "you might want to create specialty programs."

Raab asked about the criteria used in determining the definition of a country music fan.

Fans, Clemensen explained, are listeners who said their favorite station is country, but that does not mean they are exclusively country listeners. Because the research was conducted in only 13 markets, Clemensen

noted that the percentages of these groups would vary somewhat in other markets. □

Fitting the news into the programing mix

Abandoning news "is falling on a knife," insisted NBC Radio's Jerry Nachman during a Monday morning workshop, "Selling the News." If nothing else, the news executive stressed, such programing is needed to distinguish the station from a jukebox.

Responding to an audience member who was considering dropping local newscasts, Nachman said it is not a myth that news is important to listeners. "News is not an instant tune-out. People are desperately looking for information—more so than ever before," he claimed. "Not only is news not a tune-out, but listeners will make a decision about what station to listen to based on news and information considerations."

Nachman criticized news staffers for distancing themselves from others within their stations—particularly general managers and sales people—and their listeners.

"The newsroom is not a holy shrine that only the ordained can enter," Nachman declared. "Start talking to each other, and find the similarities among yourselves."

A particular sore point for Nachman is the overreliance on "journalese," a "strange series of buzzwords" that he said can be avoided if the writer simply asks himself or herself what the story means. He warned news directors to steer clear of "Afghanistanism," the tendency to focus on events or issues that have little impact on listeners' lives.

Observing that music formats appear to be changing with increasing frequency, Nachman said news can take on added significance as a means of differentiating stations and maintaining an enduring community image.

"Records are available to everyone," he pointed out, noting that many music-oriented stations find newscasters are the most popular personalities on the air. "People will emotionally vibrate" when newscasts touch on the "common maladies of modern living," Nachman said. "There are certain

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common chords that your news department can strike with people in the audience. . . . You've just got to go beyond the theory that news is holy." He reminded his listeners that 70% of the population is of average or below average intelligence and will tune out if newscasters try to impress the world with inflated language or obscure facts.

The news should complement the rest of a station's programming, he said, which can be better accomplished if news staffers pay attention to demographic profiles prepared by sales departments and rating services. Nachman also suggested that news personalities be used in promotion of the station and in cultivating relationships with potential advertisers. "The cachet of news is enough to justify its being sold at a premium," Nachman believes.

He also predicted that radio networks may eventually phase themselves out of selling news programming on the same basis as they do today. "I don't think we're going to have commercial networks in a few years," Nachman speculated. The time may come, he ventured, when stations are able to retain time for local sales now turned over to the networks, purchasing network programming with cash by cherry-picking.

In a second Monday session, Gil Gross of RKO Radio stressed the need to make newscasts relevant to a station's particular demographic profile.

"It's not your job to be a social worker and re-order their priorities," he said. It does no good to broadcast information the news department considers to be of social value if no one is listening, Gross advised. "Don't regurgitate what's on the wire. . . . Always ask yourself, 'How does this story affect my audience.' "

At the same time, Gross added that rules are made to be broken and stories should not be tailored to be too short or too narrowly defined. According to Gross, station management too often avoids promoting news personalities and making them feel a part of the station's overall image. "Promote them, show your interest in them, and get them to stop speaking journalese," he urged.

Another member of the panel, Vic Bremer, KIRO(AM) Seattle news and program director, also stressed the need for management and news staffs to work together toward common goals. The news department's credibility will suffer, he said, if it cannot deliver on promises made by the station's management and promotion department.

"You can't buy credibility," said Bremer. "You must be credible." Gross recommended interaction between air personalities and newscasters, "as long as their credibility is not undermined." Such repartee can improve program flow, make the news more palatable and enhance the perceived value of the newscast itself. As a result of deregulation, Gross believes it is more important to justify the relevance of the news to the station's listeners.

During a Tuesday morning session on the "newspaper/jock relationship," midday personality Bob Collins and newsmen Tom Peterson of WGN(AM) Chicago played and discussed airchecks illustrating their repartee

before and after newscasts.

"Credibility is the biggest issue," said Collins. "We never mess with the body of the newscast. And if the lead story is a heavy one, we don't kid around going in."

The pair, with the encouragement of WGN(AM) management, informally discuss news items on a regular basis, with Collins often asking follow-up questions about the newscast's content. "I don't feel that I have lost any credibility doing what we do on the air," Peterson said. The listener benefits from the newscaster being made "more hu-

man," he feels, through the expression of personal opinions and the ability to relate the news to the daily lives of the audience. "The key is—you can't force it," he advised. "It takes time to develop rapport with the jock. It's not an overnight thing." Peterson does not feel inhibited about expressing editorial opinions outside the newscast, "within reason," and Collins finds the interchange refreshing. "I don't think it presents a credibility problem for the newsmen to have an opinion," said Collins. "Too often," Peterson added, "the newsmen is an automaton."

Fighting back with AM radio

RPC panel examines way AM stations can regain a ratings foothold

AM radio today is "like trying to turn a battleship around in a mud puddle," said Kevin Metheny of WNBC(AM) New York during a clinic on the future of the original radio service. Metheny, along with consultant Todd Wallace of Todd Wallace Associates; John Lander of KKBQ(AM) Houston, and By Napier of WCCO(AM) Minneapolis appeared in a clinic called "Where Now, AM?"

Metheny suggested that AM broadcasters "take some chances in order to win big." Most AM broadcasters, Metheny said, are confronted with keeping the public from listening to FM. "What we have to do is rethink the marketing of AM," he said. Frequently,

Metheny said, AM is the second choice. However, many FM's don't have the coverage that AM's do, he said.

To win, AM stations need to dominate in music, advertising, promotion, news and sports, Metheny stated. "You must be involved in all those areas to stay competitive." Personalities can also play a major role in AM's survival, according to Metheny.

When asked what keeps WNBC competitive, Metheny replied, "Imus," referring to morning air personality Don Imus. Metheny said air personalities should be included in the decision-making process and that program managers must trust their sensibilities and judgments.

One broadcaster asked Metheny how an AM station could remarket itself. "Personal-

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ities are one of the best ways to present something nobody else has," he answered. He was also asked when AM's attrition rate would stop. Metheny replied: "Not until some of us do some very aggressive things. We all have to do some spectacular things to reverse the trend."

Lander disagreed on one count. Lander thinks the formula for success is to make the station the star, not the personalities. Lander said KKBQ/generates excitement as a station. "We put entertainment on the air," he said.

Lander said that KKBQ hires no high-priced personalities. It tries to relate to people. "A little bit of talk doesn't bother us—it's how a station moves," he said. Lander also stressed the importance of being local.

Napier had his own formula for a successful AM station. "I am happy to report that full-service AM radio is alive and somewhat well. It's not in the best of condition, but the vital signs look good," Napier said.

He said programing is not "as much fun as it used to be." He warned against looking for solutions by using temporary formats. "My feeling is that the programing philosophy that keeps WCCO going is valid for the future. I think we should stay in the mass audience business."

Napier insisted that stations must maintain a human factor in their programing. WCCO finds the best people money can buy and allows them to be free to be themselves, he said. It's not the extraordinary things radio does; it's the ordinary things, he added.

"Radio is entertainment, information and companionship," Napier said.

Napier was asked what impact AM stereo might have on his station. WCCO, he said, is prepared to go with AM stereo, but has not selected a system.

Wallace also noted that in some instances, narrowcasting has been successful on AM. He cited the example of the all-Beatles music station, KBTL(AM) Houston, whose ratings have improved dramatically. Wallace aired some spots from several Houston television stations, which aired news specials on the station when it began broadcasting continuous Beatles music.

Wallace agreed KBTL(AM)'s format may not be a successful long-term investment, but, he said, it may be the answer for some stations. Wallace is responsible for the development of the format. He urged the broadcasters to try new things. □

Making the new music work

Consultants Carrol and Christy review successes and failures on new programming trend

Is new music a format or simply a genre of music that can add excitement to top 40, adult contemporary and album-oriented rock formats? For Rick Carroll and Paul Christy, program consultants who have installed



Blore and much more. One of the more popular RPC sessions was "TV or Not TV" presented by Chuck Blore of Chuck Blore & Don Richman, Hollywood-based radio commercial production firm. Blore captured programers attention as he discussed how TV spots can promote radio and project a positive image for a station.

variations of the format at about 30 stations around the country, it appears to be both.

The format, according to Carroll, who originated it several years ago at KROQ(FM) Los Angeles and now oversees its execution in several variations at 14 stations, is song-rather than artist- or LP-oriented the way AOR radio is. It appeals to active trendy people and places—a high priority in breaking new groups, he said, to the extent that it has staffers in the United Kingdom who send new releases to the U.S. before they are released here by the record companies.

"New music" is a poor term for the format, said Carroll, because many of the selections played are familiar to listeners because of prior exposure on Warner Amex Satellite Entertainment Co.'s Music Television. Carroll picks music for his format, entitled "Rock of the 80's," primarily by gut feeling. "We're from the top 40 school of radio," he said. "No \$250,000 call-out research budgets" go into adding records, he said, although he noted that call research does go into determining how often to play each song and when to remove it from active rotation. Noble Broadcast Consultants of San Diego, which distributes "Rock of the 80's," also conducts focus groups to determine the format's positioning in each market in which it is programed, said Carroll.

"Rock of the 80's" failed at WIF(FM) Philadelphia, said Carroll, because the company had banked on an "overnight success" at the station, which was to change hands only a few months after the new format went on the air. Sharp competitors in the market, including rocker WMMR(FM) and several urban contemporary stations reacted quickly and programed enough new music in their formats to blunt the impact of WMMR(FM)'s new format, he said.

The format recently suffered a decline in ratings at KROQ(FM), said Carroll, who

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blames the problem on a top-heavy commercial load—13 minutes an hour—which is to end soon when a new general manager comes on board, he said.

Carroll said he is currently adjusting the oldies mix in his format, which has tended to stress current music heavily. Now that the format has been airing for several years, he said, there are some older selections that are very popular among listeners.

Christy, who programs 15 stations including WABX(FM) Detroit where he is based, is also adjusting his format's use of older music. He, too, programs by ear rather than by

employing extensive music research, he said, although the decision to add a song is influenced by air personalities and other station personnel in addition to his own judgment.

Carroll, who said he has turned over much of his day-to-day radio consultancy to Noble Broadcast Consultants, created an hour-long music video program based on the "Rock of the 80's" format, which premiered on Showtime last Friday. He is also producing pilots for network television, he said, but would not reveal which of the networks have projects in the works. □

The view from Washington

Sharp and Secrest run down upcoming regulatory activities

Radio broadcasters can expect the FCC to clear away more "regulatory underbrush" and to promote increased competition from cable and low-power television next year. Those were a few of the predictions made by two Washington attorneys, former FCC Commissioner Steve Sharp of Skadden, Arp, Slate, Meagher & Flom and Larry Secrest of Wiley, Johnson & Rein, during a panel session at the radio programming conference last week.

Sharp and Secrest discussed a number of regulatory and legislative changes broadcasters can expect to see in 1984. "We'll see more deregulation," Sharp said. He thought the commission would continue trying to get rid of "detail regulations," to work toward repeal of the multiple ownership and attribution rules. Radio deregulation, however, "was never designed to get rid of broadcasters' public service obligations," Sharp said.

Both Sharp and Secrest maintained that FCC Chairman Mark Fowler would continue to push ahead on deregulation despite pressure from Congress to desist. Sharp noted the chairman has "taken the heat" from Congress before and will likely continue to. Secrest told the group not to "underestimate" what the commission has already accomplished. Secrest felt the FCC would also

consider repeal of the political attack rules.

They also felt FM subcarrier channels would present moneymaking opportunities in 1984 for radio stations. Sharp, in particular, believed cable audio could provide radio with additional business opportunities. He suggested broadcasters explore the potential of services like MTV. "I have a feeling that MTV is something that can be exploited," Sharp said.

Despite predictions of increased opportunity for radio, Secrest and Sharp foresaw some potential roadblocks. Secrest believes that if the proposed Radio Marti bill passes Congress, it could pose the most serious threat to the industry next year. "It's something that radio stations across the country ought to be concerned about. It could cause substantial disruption."

Sharp, on the other hand, thinks the legislation won't clear Congress. He believes low-power TV is an even greater threat to radio. "Low-power TV has the opportunity of setting up video that will be priced competitively with radio," Sharp said.

Neither Sharp nor Secrest thought Congress would codify radio deregulation this year or next. "I think there is a solid base of support for radio deregulation in the Congress," Sharp said. But, he noted, it has become intertwined with television deregulation—a proposal with far less support in Congress. The chances of legislative relief



L-r: Secrest, Sharp and Krasnow

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in 1984, are even more slim, he said, because it is an election year. He urged the broadcasters to talk to their congressmen about deregulation and "keep the pressure on them."

The attorneys also agreed that the impact of the FCC's spectrum allocation proposals would be minimal. They doubted the number of FM's and AM's would increase as rapidly as predicted. "I think it will have a minimal impact in 1984," said Sharp. "The commission is so short on engineers and everybody is so busy upgrading, the commission will never have time to take care of new applications."

Secrest predicted that rural areas would feel the competition more. "It's not the urban areas; it's the rural areas where one or two stations have been added" that will be affected, he said.

They both believed the FCC will increase

nighttime power for class IV stations at night from 250 watts to 1 kw. In addition, they thought, the commission will extend broadcast hours for daytime only stations.

Sharp predicted that AM stereo would "take off" in 1984. He also defended the commission's marketplace approach AM stereo, "I think it proved to be a workable solution. If the commission had selected a particular application, we still wouldn't have a standard because of the number of reconsideration petitions that would have likely been filed," Sharp said.

"The jury may still be out on that decision," Secrest said. He insisted that it was still uncertain whether the performance of multisystem receivers would be as good as that of a single system. Secrest is counsel for Motorola, one of four AM stereo system proponents.

The divestiture of AI&T would have a

limited impact on radio broadcasters, according to both attorneys. Secrest suggested the group keep an eye on the proceedings but said it may not necessarily affect radio operators. Sharp noted that broadcasters will likely pay some additional costs, due to divestiture, but he argued that most of the increase was due to costs incurred by the phone companies whose facilities and equipment need upgrading.

The FCC's rule of sevens, they said, would also likely be changed. But, they pointed out, it is a politically sensitive issue. Congress, Sharp said, may not like to see the rules repealed. "If we get rid of it entirely, that means the big boys will be in a position to buy a lot of stations." Secrest noted that even the broadcasting industry is divided on the issue. Many small market broadcasters are opposed to relaxation of the rules, he said. □

Examining the MTV phenomenon and its effects on radio

The impact of MTV, the Music Television cable service of Warner Amex, may both help and hinder rock-oriented radio stations, if the results of a study by Dallas-based researcher Jon Coleman are accurate (BROADCASTING, Aug. 29).

Coleman presented findings of the 600-interview survey during last week's NAB Radio Programming Conference in San Francisco, based on responses among 12-to-40-year-olds in 15 markets nationwide, both with and without MTV service. The questions were answered between July 10 and 25.

The survey found 43% of MTV viewers indicating they watch the music-oriented program service at times when they used to listen to the radio, but there was no statistically significant difference between viewers and nonviewers in time spent listening to the radio. Overall, in fact, there was slightly more time spent with the radio in MTV cities.

"We're talking about a percentage point here and a percentage point there," Coleman told BROADCASTING. "There was no dramatic shift [away from listening]."

Coleman speculated that MTV viewers become more interested in music as a result of their viewing, listen to more radio, and buy more records. Some viewers, he noted, watch MTV four-to-five hours a day, listen to the radio a similar amount, and buy 10 records each month. "About 20% said exposure to MTV made radio listening even better," Coleman reported.

The survey found radio is perceived as having more variety and better music overall than MTV, with the latter perceived as being too repetitive but generally more entertaining than radio. However, said Coleman, the 12-to-24 age group, particularly teen-agers, strongly prefers MTV to radio when given an "either/or" choice. "Two-thirds of teen-agers would choose MTV over radio if they had to choose one medium," Coleman said.

The survey concluded that MTV is still seen as the earliest source of new music re-

leases, but viewers are split about whether they feel they can get the same music on radio. "The product is losing its uniqueness on MTV," Coleman feels. He said there is also some evidence that viewers are anxious for new types of music on MTV and restless about the service's limited video inventory.

MTV is perceived as much less commercial than radio, according to the study. Thus far, advertisements on the video service are not perceived as having a negative impact.

"Seventy-six percent of MTV viewers [surveyed] would pay \$1 a month to continue receiving it," Coleman disclosed. "More than two-thirds would pay \$2 a month to have it, and about half would pay \$3 a month

for the service."

Coleman feels the most significant finding is that audience satisfaction and interest seem to grow over time. "If anything, you could say there is resistance to MTV in new cities. People like it most in cities that have had it the longest," he said.

Most viewing—about 42%—takes place between 7 p.m. and midnight, followed by afternoon hours, 3-7 p.m. The study found a large segment of the MTV audience—22%—switches to the service during commercials when they are watching broadcast television. One-third of the teen-agers always turn to MTV during commercial breaks. □

Using networks as a tool

Station operators hear how they can benefit from affiliation

"If the 1940's were the golden age of radio, the 1980's will be remembered as the platinum age," said Glenn Morgan, director of programming for the Mutual Broadcasting System, in addressing a Tuesday morning (Aug. 30) session on the value of network radio and its effect on building listenership.

Morgan noted there is a boom under way in long-form programming, especially weekly music countdown shows. During a later session on network radio, Corinne Baldassano, director of programming for ABC Radio's Contemporary and FM networks, measured the growth of long-form programs in terms of ABC's single offering in 1978 to its more than 400 today.

"There's a lot more to network radio than what is fed at the top and bottom of the hour," said David Cooke, RKO Radio Networks. The right short-form features, when promoted and programmed properly, can put a station a cut above the competition, Cooke said. He urged station managers to look at these features as a "tool" to build audience

Another audience builder is sports programming, according to the panelists. "Did you know that last year's World Series attracted a record 58.2 million adult listeners?" asked Frank Murphy, director of programming for the CBS Radio Network, who cited results of a study of the network's coverage of the annual baseball event. "Audiences like that don't happen every day... not even on television," he said.

Looking at the sales side of network-delivered sports programming, Murphy noted there is a tremendous opportunity to sell local commercials. "You have avails within play-off events and within or adjacent to sports features," he noted. Network sports events also offer special opportunities for sales promotional tie-ins and packages that can extend into the station's local sports programming. "In fact, the possibilities for making money with network sports for your station are limited only by your imagination," Murphy told the group.

James Farley Jr., vice president/NBC Radio News, told conference delegates that "To be competitive, stations need news from a network." An NBC-commissioned study re-

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leased last April showed that 80% of radio listeners consider national news important while 70% stress world news, said Farley, who noted that in the past year, more than 1,000 stations became affiliated with one of the major networks.

The key to greater success of "format" networks is to reduce local station operating costs leading to bigger profits and better promotions, said Ellyn Ambrose, vice president of the Dallas-based Satellite Music Network. Ambrose talked about the different kinds of block network programming—from 10 to 24 hours per day—offered to local stations via satellite in exchange for commercial inventory.

There are now more methods of distribution allowing program producers to form instant "ad-hoc" networks overnight, said Norm Pattiz, president of the Culver City, Calif.-based Westwood One Co.

Frank Cody, director of program administration for NBC's Source Network, underscored the value of promoting long-form programming. "It's an opportunity to make a statement to a specific segment of the audience," he said. Cody also predicted that there will be "an unbelievable amount" of live concert programming in the future from all network sources.

Consider the psychological target of the station in selecting long-form programming, added said Daniel Griffin, vice president and director of programming for the RKO Radio Networks. "No one is in the business to force you to carry something that won't work," he said.

Regarding satellite technology, Pattiz said that as an independent program producer and distributor, he is hoping to serve the overflow of stations that disaffiliate from the traditional networks when they drop their land lines this year (ABC, CBS and NBC). "A lot of stations still prefer to get their long-form programs on disks," he said. But, Pattiz admitted that his company might capitalize on the switch only in the short term. Looking at it long range, he said, "satellites are the way to go." □

Update on audio odds and ends

Panel session explores state of digital disks, SCA's, cable audio

The first FM radio stations to use digital compact disks on a regular basis are uniformly pleased with the performance of the new music playback system, according to results of a survey unveiled at last week's NAB Radio Programming Conference.

Steve Traiman, executive director and vice president of the Recording Industry Association of America, which conducted the survey, presented the findings during a "new technology" seminar last Monday. Of 31 stations responding to the survey (70 stations using the disk players were queried), none said they regretted using the laser-based disk units on the air, and 22 rated their exper-



Minding the store. Judy Meehan (center), director of publications at NAB, helped staff the RPC store at last week's convention. She is pictured with customers and members of the San Francisco convention bureau.

iences as "very positive." Nine said they felt "somewhat positive" about the disks.

The major complaint among stations was the scarcity of the disks themselves, especially in the rock genre. The technical quality of the various elements in the playback system drew some negative comments, but it was generally acknowledged that patience is helpful since the new technology is still under development.

The RIAA survey included 20 classical music stations, five album-oriented formats, two adult contemporary outlets, three National Public Radio affiliates and one adult-contemporary/classical station. The stations were located in 17 states and the District of Columbia.

"This [system] is certainly not the savior of the record industry," Traiman admitted, "but it is certainly a great improvement over existing technology." He noted that the introduction of compact disks represents an unprecedented partnership of hardware, software and merchandising principles in the recording industry to promote a new technology.

According to Traiman, a new catalogue of compact disk titles is being issued in September by RIAA's compact disk group. The catalogue will contain 450 titles from 13 companies and three manufacturers. He said the number of titles should increase to about 1,000 by the end of next summer. He also predicted "Walkman-type" disk players and automobile playback units, should be on the market by mid-1984. Broadcasters will also be able to order playback machines specifically designed for studio use within the next year.

Traiman said broadcasters are cooperating in the discouragement of off-the-air taping of the compact disks by refraining from broadcasting the disks in their entirety.

"[The disk] is virtually a perfect master for the pirate," he advised, claiming the quality of a digitally mastered disk "is equal to the quality of prerecorded cassettes." Stations have generally agreed not to play whole sides of the disks at one time.

A bullish attitude toward SCA (subsidiary communications authorization) was projected by Joe Meier, vice president of operations for Radio Data Systems, a subsidiary of

Bonneville Communications specializing in data transmission via subcarriers. "There is a significant market for digital data SCA transmission," declared Meier, "and stations can make a substantial profit from it."

Meier said that, in general, FM stations in small and medium markets may find more success with paging applications because data services may not be interested in smaller markets. In the larger cities, multipath problems and entrenched competitors may make data transmission more profitable than paging via SCA.

"The competition is murderous for paging," Meier conceded. "The big companies are well established and have millions of dollars tied up in conventional technologies." He noted that in some urban areas, SCA paging may prove to be only 5% reliable, as compared to 95% reliability using older technologies.

The Bonneville Datastream SCA network now consists of 40 stations, said Meier. The company has been involved in data transmission via SCA since 1971 and, according to Meier, is convinced previous concerns about crosstalk, heterodynes and diminished signal reach have been resolved. Meier compared the range loss experienced with an SCA as much less than that involved in switching from mono to stereo transmission and within the normal fluctuation experienced without an SCA as a result of atmospheric changes.

"You are in much greater danger of losing listeners from playing the wrong record than from using an SCA," said Meier.

A third panelist, consultant Dennis Waters of Waters & Co., predicted that cable-only audio services might soon garner 5% of the listening audience, becoming direct competitors to radio broadcasters. He said 16 existing cable-delivered audio services—plus FM drops for existing audio and video services—take in about \$30 million in revenue. Waters said a few of the nation's estimated 25 cable-only radio stations have attracted audiences large enough to get into Arbitron rating books. (As a matter of policy, however, Arbitron does not tabulate cable-only stations.)

Direct broadcast satellites also have the potential for becoming competitors for over-the-air radio, Waters said. United Satellite Communications, according to Waters, plans to introduce a 10-channel audio service along with its video programming within the next few years.

Another possible threat to existing stations, Waters believes, is digital audio transmission. The limited bandwidth of FM broadcasting puts the medium at a disadvantage to cable in terms of fidelity. Cable-delivered digital material can be transmitted using greater bandwidth, he said, which could make new audio services more attractive to both record companies and listeners.

In response to a question, Waters estimated it will be four or five years before digital recording and/or memory storage systems are widely available to broadcasters. They will probably rely on bubble memory rather than digital technology when they arrive, he predicted. □

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Journalism

Close call at ABC News

**Armed man enters Washington bureau
in attempt to speak to 'top reporter';
surrenders later to police**

For about an hour on Monday evening (Aug. 29), the area around ABC's Washington news bureau on DeSales Street (a few doors down from BROADCASTING's headquarters) resembled a setting for one of those shoot-'em-up cop shows ABC and the other networks offer. Dozens of police swarmed around the \$20-million structure, as a Special Operations team armed with shotguns entered the building and a helicopter hovered overhead, and radio and television news teams, local and network, converged on the scene.

A man had entered the building at about 6:15 p.m., some 15 minutes before the first feed of *World News Tonight* was to air, pulled a .45-caliber automatic from a gym bag and gotten the drop on two security guards, and walked one of them up six flights of stairs to what he had been led to believe was the studio. He had said he wanted to go on the air to deliver a message to the American people.

It all ended peacefully about an hour after the incident began. The intruder, David John Mullin, 25, of Mount Pleasant, S.C., surrendered to the 24-year-old security guard who had walked the six flights with the gun pointed at his back—and with whom Mullin had discussed music and numerology. And the guard, Greg Dority, turned him over to police. The gun, it developed, was empty. And an inspection revealed that the gym bag did not contain the "bomb" Mullin said it did.

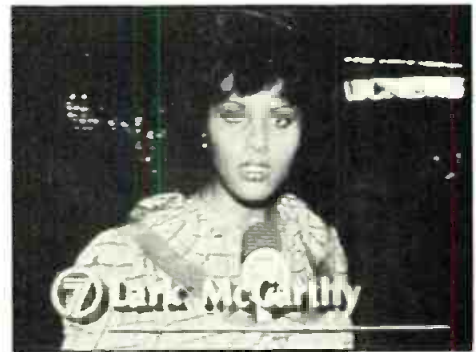
Dority, who was later praised for his "courage" and "professionalism" by ABC News President Roone Arledge and bureau chief Edward Fouhy, said the incident began when Mullin walked into the lobby entrance and told the guard at the desk, Roy Whitlow, he wanted to see ABC's "top reporter." He mentioned specifically Max Robinson, who in the three-anchor days of *WNT* anchored the show from Chicago. Dority said he approached the man at that point and, as he normally does in such situations, suggested he write a letter. But the man was not appeased. He drew the gun from the bag, pointed it at the guards, and said, "I'm serious. I want to talk to somebody."

Then he said, "One of you is going to take me to the studio." Dority said he volunteered to escort Mullin "up" to the studio, and led him to the stairs—he advised Mullin he might be spotted as an intruder on the elevator—heading for the sixth floor, as far away from the below-ground-level studio as possible. When they reached the locked door to the sixth floor—an area he knew was un-

sued—Dority said he pounded on the door and shouted to be let in.

When the shouts went unanswered, Dority said, Mullin said he wanted to talk to someone on the telephone. So the guard escorted him to the fifth floor, to an area used by the building's cleaning crew. Meanwhile, the two men were talking, discussing Mullin's interest in rock and roll music—"what the contents mean"—and in numerology. "He wanted someone to listen to him," Dority said. "He said he had written letters but no one paid attention. His idea was to go on the air, and millions of people would hear him." What he would have said was not clear, but Dority said Mullin claimed his knowledge of numerology enabled him to predict earthquakes.

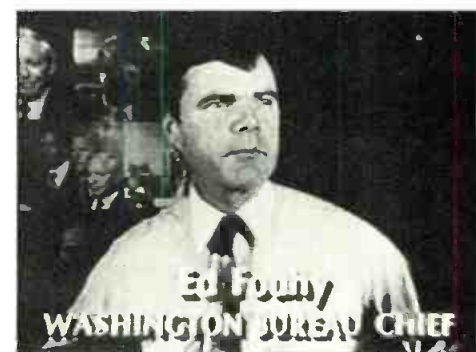
Over the course of the 45 minutes the two spent together, Dority evidently won Mullin's confidence, for he persuaded Mullin to



WJLA-TV Washington's Lark McCarthy reporting from ABC News's Washington bureau



Jennings



Fouhy

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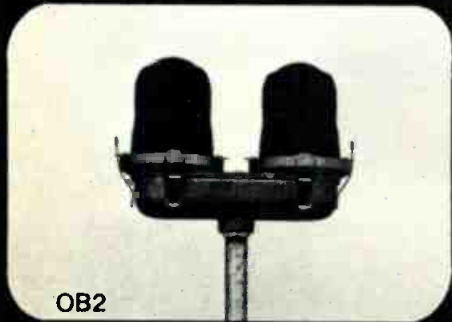
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Paper backing. The American Newspaper Publishers Association has given its support to an FCC proposal to repeal its personal attack and political editorializing rules. "ANPA agrees with the commission and other commentators that the rules should be repealed as inimical to the public interest and the First Amendment goals they purport to effectuate," it said in a filing at the FCC. "Regulations that result in timid treatment by the press of people in public life and events that most affect the public must not be retained absent compelling reasons to do so. This is particularly so where the rules thrust the FCC into day-to-day oversight of basic editorial decisions."

give himself up. Dority, a 1981 graduate of North Carolina State University, at one point invoked Henry David Thoreau and his concept of peaceful civil disobedience as a means of affecting public policy. "I told Mullin his approach to his problem is not what Thoreau had in mind," Dority said. And, he added, Mullin agreed. Police later reported that Mullin said he had decided to give himself up since it was past 6:30, and the newscast was already on the air. By this time, Whitlow had called the police, who arrived in force. And Dority, who took possession of the gun and gym bag, walked Mullin down the stairs, and turned him over to police he met on the second landing. Police X-rayed the bag and found no explosives.

It was a nerve-tingling experience for those in the building. The police evacuated about 50 and instructed about 150 others to lock themselves in their offices. Fouhy, when he learned of what was developing, was concerned that ABC's new sole anchor, Peter Jennings, might be in danger, only minutes before he was to go on the air. "I wanted to get Peter to the studio," Fouhy, whose office is on the seventh floor, found him on the way there when he got to Jennings' office on the third floor.

ABC News did not mention the drama unfolding in the Washington news bureau until shortly before the second feed ended at 7:30 p.m. Jennings reported: "Finally, if we seemed a little tense this evening, it is because during much of the broadcast a man with a gun has been in the ABC News bureau here in Washington, though not in this studio. He took a security guard hostage. The police came and found him. He's been taken into custody, the security guard is safe, and even us reporters, we don't know much else." Adding to Jennings' sense of unease was that his four-year-old daughter, Elizabeth, was in the control room.

The story had been broken locally almost an hour earlier by WDMV-TV, during its early evening news program. Anchor Maureen Bunyan read a brief announcement of "an apparent hostage situation" at the ABC News bureau. Then, five minutes before the end of the program, WDMV-TV's Gary Reals did a live report from the scene. As the police were taking Mullin away, crews from WJLA-TV (ABC's affiliate) and WRC-TV, as well as radio stations and reporters from the print press began covering the story.

As for Mullin, he was arraigned before a

hearing commissioner on Tuesday on a charge of armed kidnapping, and ordered held on \$50,000 bond. He was also transferred to D.C. General Hospital for 60 days of psychiatric observation. □

ABC uses Ku band for shuttle launch

Feed, with the help of VideoStar, comes off without a hitch

ABC enlisted the services last week of Atlanta-based VideoStar Inc. to transmit live coverage of the Challenger space shuttle launch via the Ku band, said to be the first time a major news event was covered with a Ku band transmission. The network covered the event simultaneously with Ku band and C band feeds, switching back and forth at random for comparative purposes. Ku band technology has been hailed as a potentially useful newsgathering tool because the send and receive units are more portable than C band units and there are no frequency coordination requirements since the band is not shared with terrestrial users. The one drawback with the Ku band is that significant signal degradation can take place when transmitting during heavy rainstorms.

Mitch Davis, a producer with ABC News special events, said there was "essentially no difference" in the quality of the signals transmitted via the two bands during ABC's coverage of the shuttle launch. He noted, however, that during tests in the hours preceding the live-on-air coverage, there was significant and "objectionable" interference with the Ku band signal from heavy rainstorm activity in the Orlando, Fla., area, where the craft was launched. But overall, he said, "we were quite satisfied" with the Ku band signal transmission. "It's one more tool we have at our disposal," he said, adding that, "we won't hesitate to use it during the 1984 elections."

VideoStar provided a five-meter transportable Ku band uplink at the launch site and a three-meter downlink in New York to transmit ABC's signal and also arranged for satellite time on SBS III. VideoStar's executive vice president, Jim Black, said that the signal-to-noise ratio of ABC's Ku band signal was measured at 55 db during the shuttle launch coverage. He said that a comparable C band signal-to-noise ratio measures in the 49 db to 51 db range.

"We are not proponents of using the Ku band for a regular network feed," he said, given the band's unreliability in bad weather. The Ku band is perhaps best applied by the broadcaster for the "quick reaction" news event, he said, noting that the requisite frequency coordination for any C band feed can cost up to \$2,000 and take as long as 10 hours to complete. "It extends electronic newsgathering to a national scope," he said.

Black said VideoStar expects to do additional Ku band tests with the networks in the future. The company now has one transportable Ku band uplink in operation and two more on order, and 40 transportable downlinks in locations around the country. The company's main business is supplying video communications services to corporations. □

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Turn it up

In joint comments at the FCC, the National Association of Broadcasters, Westinghouse Broadcasting and Cable Inc. and National Public Radio have recommended that the commission permit FM broadcasters to increase their modulation levels to 110% to offset the impact of transmitting one or more services over their subcarriers.

According to those groups, a technical study they have prepared demonstrates that peak modulation may be increased to 110% with no adverse impact or reception degradation on adjacent channel stations, whether those are normally spaced or short spaced. The group recommended that the commission adopt the following approach: "When one or more subcarriers are used in addition to the main channel program, the main channel modulation shall be reduced by one half the total deviation of all subcarriers. The maximum peak modulation would thus be 100% plus one half the total subcarrier modulation. In addition, peak modulation under any modulation condition is not to exceed 110%."

The Consumer Electronics Group of the Electronic Industries Association said it wouldn't object to a 10% increase in the maximum deviation when two SCA's are present.

More time, please

Applications for multichannel MDS are due this Friday (Sept. 9), just 45 days after the FCC created the new service. But some feel leaving that short a time to prepare and file application is not fair.

Harry J. Pappas, president of the Fresno, Calif.-based TeleProductions and owner of KMPH(TV) Visalia, Calif., is among those crying foul. In a petition for partial reconsideration at the FCC, Pappas has

asked that the deadline be extended another 45 days until Oct. 24.

According to Pappas, the Sept. 9 deadline left him, and other businessmen with limited personnel, without sufficient time to prepare and file quality applications. "Only a few large companies have the resources to prepare and file multiple applications in such a short time. Even fewer can afford to risk such expenditures prior to the commission's decision in the rulemaking proceeding," he said. "Such preparations may be pocket change for large companies, but would be prohibitively expensive for smaller ventures."

In a counterfiling, the Washington law firm of Pepper & Corazzini disagreed. "A longer time period would only allow more speculators and large companies to prepare a mass of applications to increase their chances of being chosen in a lottery," it said. "Extending the filing period beyond Sept. 9 would only result in an avalanche of speculative, poorly prepared applications, requiring further commission review and handling."

No-tube camera

The three-chip CCD color camera, introduced by NEC America Inc. at the National Association of Broadcasters convention in Las Vegas last spring, is now available. The SP-3 can be coupled with either the half-inch Betacam or M-format videocassette recorder to form a compact and lightweight recording camera or used with a three-quarter-inch U-matic recorder.

In place of tubes, the camera uses three specially designed charge coupled devices—a solid-state image sensor with 376,320 pixels (768 by 490). Two chips are used for the green channel and one for the combined red and blue channels. "The dual-green system, which can only be realized



NEC's CCD

with a mechanically locked registration system, provides much higher resolution and sensitivity than can be obtained from a conventionally structured red-green-blue system," NEC said. Inherent in the use of the image-sensing chips is freedom from burn-in and comet tails and improved stability. "We think we've finally got the one ENG camera that offers the mechanical stability of CCD and the freedom of choice in videotape interface without dictating your style of operation," says Dennis Fraser, vice president and general manager of NEC America's broadcast equipment division. The SP-3, which boasts a signal-to-noise ratio of 54 decibels, is priced at \$19,000.

RCC protectionism

The National Association of Broadcasters has asked the FCC to dismiss a petition by the Telocator Network of America seeking reconsideration of the commission's action deregulating the use of FM subcarriers (BROADCASTING, May 2).

According to NAB, Telocator's argument that FM subcarriers will have an unfair technical advantage over radio common carriers is speculative and fails to consider that broadcast ownership restrictions prohibit FM licensees from operating multitransmitter networks similar to those of RCC's. Instead of seeking even-handed treatment for competitors, Telocator wants an environment "where established RCC's can launch 'pre-emptive strikes' against all competitors," NAB said.

Taking responsibility

Edward M. Johnson Associates Inc., the Knoxville, Tenn.-based communications consulting firm, has offered support for an FCC petition by the Telecommunications Research and Action Center for a rulemaking aimed at bringing anyone who helps prepare a broadcast application, "or other submission to the commission for remuneration," under the FCC's disciplinary authority (BROADCASTING, May 30). "EMJ heartily supports the need for a code of professional conduct to be established for firms or individuals who prepare or assist in the preparation of filings before the FCC," it said.

"EMJ is aware of several situations where

Telebook. The deregulation and impending breakup of AT&T, the rise of competitive telephone companies and the regular introduction of new telephone equipment and services can be overwhelming. But there's a new book out that can help with "information age" angst: "The Phone Book," written by Larry Kahaner and former BROADCASTING reporter Alan Green and published by Penguin Books (\$7.95).

The 191-page paperback covers the dynamic telephone industry in enough depth to be of value not only to consumers, but also professionals in the industry looking for a quick overview. "It's a basic here's-what's-happening-in-the-industry kind of book," says co-author Kahaner, a Washington reporter for *Business Week*.

The book explains how and why AT&T is losing its grip on its long-held telephone monopoly. It tells how long-distance networks work and how to shop around for a less expensive alternative to AT&T. It describes "a mind-boggling array" of new telephone accessories. It shows how to hook up telephone equipment. It examines the use of the telephone network for such non telephone services as data communications. And it explores the future of "beepers" and mobile telephone.

The type is broken up by numerous line drawings and sidebars filled with statistics, bits of telephone history and other offbeat information. For instance, one sidebar tells how to use bugs and wiretapes, while another, just 12 pages later, tells how to check for them.

The "Yellow Pages"—the last 48 pages—are a directory of companies offering telephone services and equipment and telephone-related associations and agencies. The directory is interspersed with numbers for dial-it services ranging from Dial-a-Devotional in Baton Rouge to something called Dial-a-Phenomenon in Washington.

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the technical witnesses for competing for competing applicants have attacked the other party's technical witnesses rather than attacking the application itself," the petition said. "This conduct is not permissible and is certainly unethical if done by an attorney to other attorneys."

Finding that Johnson's company has been offering engineering services in violation of state law, the Tennessee State Board of Architectural and Engineering Examiners has ordered him to "cease and desist" (BROADCASTING, Aug. 22).

Relocating

The Eastern marketing and sales offices of Wold Communications have relocated to 875 Third Avenue, 18th Floor, New York 10022. The new telephone number is (212) 832-3666. Wold's operations center will remain in the Empire State Building.

All rolled into one

Technicians who want to take a look at the video signal passing through camera control units, videotape recorder bridges, production switchers and other pieces of studio gear have a new way of doing so: the Tektronix new two-in-one waveform monitor/vectorscope. According to the Beaverton, Ore., manufacturer, the 1740 delivers the same performance as the its 528A waveform monitor coupled with its 1420 vectorscope, but the 1740 is smaller and cheaper. Tektronix is offering a battery pack (BP1), which attaches to the bottom of the unit and makes it truly portable. (With the battery



Tektronix's 1740

pack, the unit weighs 24 pounds.) It costs \$4,000 and should be available by the end of October. The 1740 is designed to handle NTSC video, but variations for PAL (1741) and PAL-M (1742) video will also be available.

Bells and whistles

MCI/Quantel, Palo Alto, Calif., announced last week that five television stations have taken delivery of its DLS 6030 digital library system. The five: KXJB-TV Fargo, N.D.; WXYZ-TV Southfield (Detroit), Mich.; WHIO-TV Dayton, Ohio; WTAE-TV Pittsburgh, and WOWT(TV) Omaha. The DLS 6030, featuring special effects capability, is the most powerful of the MCI/Quantel series of digital still stores.

Big apple uplink

Netcom Enterprises, a growing satellite networking company based in Burbank, Ca-

lif., will have an easier time uplinking or downlinking transmission in the New York area. It announced last week the signing of two-year agreement giving it 24-hour-a-day access to one of the several Home Box Office earth stations in Smithtown, N.Y. The contract allows Netcom to use the steerable antenna for all but cable transmissions.

Mutual benefit

Delta-Bensco-Cascade, Rexdale, Ont., and Emcee Broadcast Products, White Haven, Pa., have agreed to represent each other's line of translators and other low-power TV transmitters in their respective countries. DBC President Dennis Atha and Emcee Executive Vice President James L. DeStefano said the reciprocal agreement will enable both companies to better compete for a share of the growing LPTV market in North America that they expect will exceed \$60 million for translators and transmitters alone.

When it doesn't work right

ComSonics Inc. has expanded into the repair of satellite receivers. The Harrisonburg, Va., firm, which has been servicing cable television equipment and designing cable systems, decided to go into the new business after it moved into new headquarters and beefed up its staff. "The company has installed sophisticated new receiver testing and repair equipment," said ComSonics President Warren Braun, "and has added a satellite earth station for off-satellite testing capabilities.

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- Host Dave Roberts blends 80% music and 20% exclusive interviews

- into a new show every week.
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Telecommunications in disarray, three authors charge

Diamond, Sandler and Mueller preview future of spectrum management and First Amendment

Telecommunications in the U.S., according to the title of a new book published by the Cato Institute of Washington, is "in crisis." Spectrum management, one of the three authors says, is "in chaos." And apart from what they say is the inefficiency of the present system, all three make much of what they regard as the infringement of the First Amendment by existing regulations.

But "Telecommunications in Crisis: The First Amendment, Technology and Deregulation" (\$6, Cato Institute, 113 pages) does not, for all of that, forecast the collapse of the existing system of telecommunications. Indeed, two of the authors, Edwin Diamond and Norman Sandler, in the first section of the book, predict that regulation will continue, although in a somewhat different form, as the government stays on its current deregulatory course.

In the second section, Milton Mueller

urges a radical change in the regulatory scheme: the replacement of the present centralized planning concept with a free-market system, which would be created by defining freely transferable property rights in the electromagnetic spectrum. That way, with spectrum allocated according to price and demand rather than planning, he says, lies efficiency. But Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, in his introduction to the book, suggests that the political problems standing in the way of such a change are awesome.

Diamond, a senior lecturer in political science at the Massachusetts Institute of Technology, and Sandler, a White House correspondent for UPI, say that "the new form" of regulation that is developing "will have a different mix and different sources of economic, technical and social concerns"—one designed to "minimize impediments to growth while retaining enforcement powers" in some areas.

They mention three areas where they believe regulation will diminish:

- Business practices, managerial decisions and ownership. "Diversification of the marketplace and increased competition have seriously weakened the rationale used for years to regulate ownership of media proper-

ties," they say.

- Centralization. "Regulatory authority will be spread among a greater number of agencies at the federal level, each with its specialized responsibilities."

- Passive regulation. "Much of the emphasis will shift from direct control to a more benign oversight function, where regulation may be ordered when market conditions or other factors warrant."

But Diamond and Sandler believe government will continue to rely on regulation to deal with problems created by the new technologies. They cite antitrust and market domination, copyright infringement and signal "pirating," spectrum management, and privacy and information security.

Although the developments of technologies is generally regarded as the factor most likely to affect communications and commerce, Sandler, in a separate, concluding observation, says that "creating an atmosphere conducive to that development" is the key. He says economists, politicians and industry leaders generally agree that the important thing to consider about the future of telecommunications "is the possible inhibiting effects of federal laws."

Diamond, in his concluding observation, stresses the importance of securing traditional First Amendment rights for broadcasters. But he believes that the broadcasting establishment, "like other enlightened capitalists in other industries," prefers regulation it can control. As a result, he says, most of the push to exclude the government from the editing process in broadcasting will have to come from "old style" conservatives and "new style" liberals in Congress.

He believes it will come toward the middle or end of the 1980's, as "the new technologies finally undercut the old scarcity-based arrangements." Or "more precisely," he says, government will be excluded when ABC, CBS and NBC "complete the switch of their interests to the new cable-satellite-home-communications systems, probably in the late 1980's."

Mueller, a graduate student at the Annenberg School of Communications at the University of Pennsylvania, is not propounding a new idea in urging the creation of a market in radio communication. The idea has been discussed at least since the 1950's. But it has never attracted much attention, probably because, as Packwood says in his forward, "any attempt to establish such a system would almost certainly lead to political and economic battles that would make those [already experienced in the deregulation movement] look mild by comparison."

Such a realistic appraisal does not seem to dampen Mueller's enthusiasm. He says the chaos in spectrum allocation that the government set to cure by creating the Federal Radio Commission in 1927, developed in the absence of property rights. And the new government agency ended the chaos by establishing technical standards and rigidly

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limiting the number of transmitters, he notes. "But the locus of the chaos," he adds, "merely shifted, into the corridor" of the FCC's successor agency, the FCC. The commission, he says, has been unable to keep up with the pace of change in radio communications since the end of World War II.

Mueller contends that introduction of a free market concept into broadcast allocation would end the "chaos." He says the incentives and signals created by market prices would lead "to more efficient rationing and to conservation of this scarce economic good." He also says that definition of property rights "would make open entry into radio communication services possible, thereby introducing more competition into

the field."

Beyond the matter of efficiency, Mueller says the issue of property rights is "implicit" in the argument over the fairness doctrine and equal time law, which broadcasters, he says, consider violations of their First Amendment rights. "Clearly," he adds, "the broadcasters' claim of First Amendment rights will not be perceived as legitimate unless they own the channels they use."

The Cato Institute, named for the libertarian pamphlets, "Cato's Letters," published in the American colonies during the 18th century, was established, it says, "to broaden public policy debate by sponsoring programs" to aid scholars and lay persons in analyzing questions of political economy. □

Franchising advice in wake of S. 66

New England Cable TV Association hears Ted Turner on the shakeout of cable services, Brotman and Sununu on negotiating franchise renewals

Predicting that cable operators will be paying for all the services they offer by 1986, Ted Turner told the New England Cable Television Association's annual convention last week that "you'll have to decide who you want to see survive."

The Turner Broadcasting System head argued that a few healthy services are better for the cable industry than many weak ones. "Cable is premium television," Turner said during the convention's three days of social events and discussion in Hyannis, Mass. "You want to get \$30 to \$50 [a month] for your package, so cable offerings should be greater in quality as well as in quantity."

Turner, professing confidence that he will win what he termed the "news war" against Westinghouse Cable's and ABC's Satellite News Channel, believes cable operators should emulate his philosophy of trying for 100% of the market.

"Two companies aren't going to survive in the cable news business. I'm committed to winning," he declared. And cable operators should do the same, Turner added: "Don't ever be satisfied until you get 100%."

Other speakers at the convention, which drew some 700 cable operators, staffers and suppliers, warned that pending deregulation legislation is no panacea for industry problems.

New Hampshire Governor John H. Sun-

unu and Communication Strategies Inc. President Stuart N. Brotman said passage of S. 66 will simply shift the focus of franchise renewal interest from national to local.

"Despite S. 66, states and public utility commissions are interested in regulating cable," said the New Hampshire Republican. □



Brotman

"The action during the next decade will be at the state level." Sununu said the cable industry has failed to advertise its own merits, advising operators to educate lawmakers and the public about what it is doing. "You own the medium that transmits the message," the governor said. "You have an obli-

gation to help yourself."

Brotman, head of a Cambridge, Mass., consulting firm, made the similar point that an operator's main task is to educate local officials about what they're doing. City officials are "genuinely open to new dialogue," Brotman said, adding that even if S. 66 passes, cable will remain a local medium in which officials have "tremendous authority over public opinion." He cautioned operators against an "us versus them" mentality, suggesting instead that sophisticated public officials can be an advantage to a competent franchise holder during the renewal process.

"The days of promises are ending," Brotman said. "We've been through the franchising wars. Now, cities are interested in upgrading their systems, and ideally you should begin the franchise renewal process the day you sign the [initial] franchise agreement. A renewal process is a relationship, a summary of all you've done—it can't and shouldn't evolve in a year before refranchising. A big mistake is to expect a city to be unsophisticated and just lie down [during the renewal process]. Don't underestimate city officials." □

Washington's channel 14 still up in the air

It's not over yet.

It's been a decade since the FCC revoked the license of United Broadcasting Co., owned by the late Richard Eaton, for WFAN-TV Washington (ch. 14).

Earlier this year, an administrative law judge chose WSCT-TV Inc. over six other applicants to build a new station on the channel (BROADCASTING, Jan. 31), finding that its proposal for integrating ownership into management put it a step ahead of the rest.

But in another decision released last week, the FCC Review Board has asked ALJ Edward Kuhlmann to take another look.

For starters, the board said, it thought Kuhlmann had been too "hasty" in completely disqualifying one of the applicants, Urban Telecommunications Corp., on a financial issue. The board said Urban should be afforded an "appropriate opportunity" to support an amended financial plan. "Urban proposes the full-time integration of its solitary black stockholder, Theodore R. White, and, if found qualified, would be a likely front runner in this contest on other relevant comparative criteria," the board said.

The board also questioned whether Kuhlmann had given WSCT-TV's integration proposal too much weight. In addition, the board recommended that the ALJ make an "additional inquiry" into whether it should accept "the latest" integration proposal of yet another applicant, Washington Television Inc.

Although the board, in an opinion written by board member Norman Blumenthal, noted that it is "institutionally disinclined" to remand proceedings for further hearing, it said in this case it had decided "to heed its own Polonian caveat that 'it is better to be

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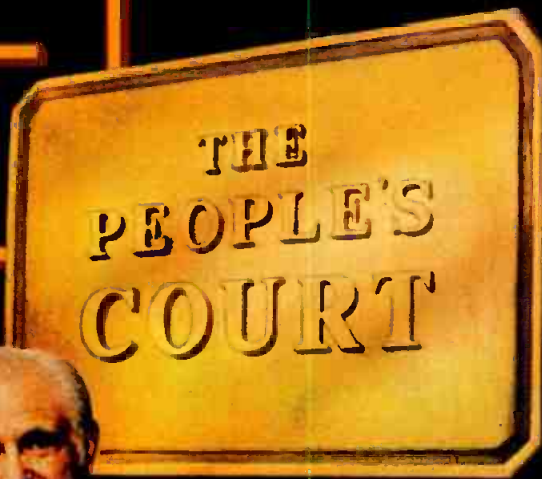
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Washington Watch

Hearty contribution. Gannett Foundation donated \$30,000 to Institute for Freedom of Communications for development of teaching materials on First Amendment for high school teachers. IFC is Freedom of Expression Foundation's research arm and is conducting number of projects aimed at disseminating information on First Amendment and on electronic media's efforts to achieve full First Amendment rights (BROADCASTING, Aug. 1). National Association of Broadcasters is hosting reception in New York, Sept. 26, for major station group operators on behalf of FEF. Senator Bob Packwood (R-Ore.), foundation's creator, will be featured guest.

Channel appeal. Public Broadcasting Service has urged FCC to reconsider decision authorizing reallocation of instructional television fixed service spectrum for creation of two, four-channel multichannel multipoint distribution service systems (BROADCASTING, May 30). In petition at FCC, PBS said record didn't support reallocation of any channels from educational use. However, it said if any ITFS channels must be reallocated, only four from G groups should be. "The record does not establish the need for more than one four-channel system, and selection of the G group will minimize the interference to ITFS operations," it said.

Refinement. FCC has reorganized Field Operations Bureau. Under new layout, violations division has been incorporated as branch of enforcement division. Investigation and inspection branches have been combined into single branch in enforcement division. Regional services division has been renamed public service division.

safe than sorry,' and to remand the proceeding so as to assure to the extent possible the precision of the factual bearings on which the ultimate decision will turn."

WSTC-TV is a subsidiary of Formula Telecommunications Inc., a minority-controlled firm headed by George Corbin III, who is chairman, president and 36.72% owner. Other major stockholders include Thomas Farrand (13.77%), Armando Rendon and Van Alexander (11.47% each) and Bill

Tucker (4.61%). All plan to be involved in full-time operation of the station.

Theodore White, Urban's sole stockholder, is an applicant for a low-power television station in Charlottesville, Va. He has no broadcast experience.

Lonnie Murray is president and 16.5% owner of Washington Television Inc. He also is an owner of WWIW(AM) New Orleans. Joann Anderson owns 53.6% of Washington Television. She is black and, according to

the initial decision, worked as a program officer for the Public Telecommunications Facilities Program at the National Telecommunications and Information Administration.

The other applicants are Washington's Christian Television Outreach Inc., Century Communications Inc., Capital Communications of Washington Inc. and Grant Broadcasting Corp. □

Appeals court backs FCC on dual city ID

It does so with reservations, partly in belief rules will be changed

The U.S. Court of Appeals in Washington has affirmed an FCC decision rejecting a waiver of its dual-city notification rule—but only reluctantly and largely because the commission is considering two rulemakings about the wisdom of the commission's action," said a three-judge panel in a unanimous opinion, "it survives the limited judicial scrutiny here."

At issue was the waiver request of Thomas Radio Co., license of WOAY(AM) Oak Hill, W. Va., which wanted to identify itself officially as WOAY Oak Hill-Beckley. Oak Hill, located in the mountains 40 miles southeast of Charleston, has a population of some

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5,000. Beckley, four times as large, is 15 miles south of Oak Hill.

WOAY does not put the kind of principal city signal over Beckley's business district required by the rule—a 25 mV/m signal contour. But Thomas, in seeking the waiver, suggested Beckley's is not the kind of business district contemplated by the rule. Thomas said it consists principally of two- and three-story buildings and is suburban in nature. Furthermore, Thomas said, WOAY puts a strong signal over all of Beckley—one greater than 5 mV/m, which is the rule's minimum requirement for coverage of a city's residential areas.

The commission staff, then the commission itself, on appeal, rejected the waiver request. Waivers had been granted in the past under similar circumstances, but the commission said those decisions were not well founded. It said that neither the provision of the strong signal to the second community nor the suburban nature of Beckley's business district justified dual-city identification when principal city coverage is lacking.

The commission also contended that denial of the waiver imposed no real hardship on Thomas, since the station was permitted to identify "promotionally" with Beckley. It could say, "WOAY Oak Hill, serving Oak Hill and Beckley."

The court, in an opinion written by Judge Malcolm Wilkey, was lukewarm in its opinion affirming the commission. The court said it doubted the "soundness" of the action and expressed the view it "demonstrates very little practicality."

Accordingly, Wilkey added, the court is encouraged by the fact the commission is in the process of reformulating dual-city identification policies. Under one proposal, the commission would permit such identification without regard to the signal coverage of the second city. Under the other, it would delete the requirement that an AM station place a 25 mV/m signal contour over the second city.

The court noted that the commission has conceded there is little difference between the hyphenated dual-city identification, which the FCC denied Thomas, and the promotional identification with the second city, which the commission would permit. "Given that slight difference to the listening public and thus to competing stations, we hope the FCC's new rulemaking will consider the judicial time involved in the litigation of denials of waivers as well as the time expended by its own staff in processing waiver requests," the court said.

The court also expressed concern about "the reasonableness" of the rule's distinction between business and residential areas when applied "to nonurban communications." "Our deference to the FCC in this case," Wilkey wrote, "is influenced by the FCC's assurances to us that it is revising its policy on signal coverage requirements for dual-city identification, and we hope that it will consider these factors in its reformulation of policy."

Joining Wilkey in the opinion were Judge Ruth B. Ginsburg and Judge Daniel M. Friedman of the U.S. Court of Appeals for the Federal Circuit. □

FCC grants KCET renewal; dismisses license challenge

Retracing much the same steps it has taken before, the FCC Mass Media Bureau has granted the 1980 renewal of Community Television of Southern California for non-commercial KCET(TV) Los Angeles, dismissing a petition to deny by Sue Gottfried, who had alleged the station was not adequately meeting the needs of the hearing-impaired.

Gottfried, had petitioned to deny KCET's 1977 renewal on similar grounds. The FCC granted renewal that time around. On appeal, the Supreme Court affirmed the renewal (BROADCASTING, Feb. 28), noting that while television stations might have obligations to address the needs of the hearing-impaired, a rulemaking would be a better vehicle for coming up with policy standards in that area than an isolated renewal proceeding.

The main thrust of Gottfried's concern this time around, was that not enough of the station's programing was broadcast with captions. She also charged, among other things, that the licensee lacked the requisite qualifications to remain a licensee for allegedly conspiring to "obstruct the rights of the deaf and hearing-impaired" to petition the FCC and seek redress in the courts.

In its current decision, the bureau said it agreed with the reasoning of the Supreme

Court, contending this renewal proceeding was not the proper forum for exploring the pros and cons of adopting specific specialized programing standards for the deaf and hearing-impaired. Although the bureau said it agreed that the needs and the interests of hearing-impaired should be considered, it also said that to apply a strict standard retroactively to KCET would be unfair, especially since all other stations aren't facing specific standards.

While Gottfried would have the bureau focus on KCET's service to the hearing-impaired alone, the bureau said its review of KCET's performance had to be broader, including programing addressing "pertinent" problems and needs, not just the narrow interest in captioned programs. "Based on KCET's performance for the period prior to the filing of its 1980 renewal . . . we find that KCET has reasonably exercised its discretion as a licensee in responding to the needs and interests of its area," the bureau said. That Gottfried would have KCET provide more extensive captioned programing for the deaf and hearing-impaired does not detract from KCET's prior overall performance in this regard. In view of the foregoing, we believe that no material or substantial question requiring further commission inquiry has been raised with respect to KCET's program performance during the 1977-1980 license term."

An FCC official, said that, to his knowledge, no one had petitioned the FCC to come up with the industry wide standards the Supreme Court had mentioned as a possibility. □

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WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. □ Sold by A.H. Belo Corp. to LIN Broadcasting Corp. for \$104,900,000 plus working capital. **Seller**, publicly traded and based in Dallas, owns one AM, one FM and three TV's. It recently bought, subject to FCC approval, six TV's of Dun & Bradstreet's Corinthian Broadcasting Group (BROADCASTING, June 27). It also plans to spin off WTVC(TV) Chattanooga and KFDM-TV Beaumont, Tex., both VHF's, to comply with FCC rules. It recently bought KOA(AM)-KOAQ(FM) Denver for \$22 million (BROADCASTING, Aug. 15). Belo also owns cable system in Clarksville, Tenn., and is publisher of *The Dallas Morning News*. **Buyer**, publicly-traded and based in New York, owns five AM's, five FM's and five TV's, two UHF's and three VHF's. It is also active in radio common carrier and specialty publishing businesses. WISH-TV, VHF, is CBS affiliate on channel 8 with 316 kw visual, 42.7 kw aural and antenna 990 feet above average terrain. WANE-TV, UHF, is CBS affiliate on channel 15 with 144 kw visual, 28.2 kw aural and antenna 830 feet above average terrain.

WVFM(FM) Lakeland, Fla. □ Sold by Lakeland FM Broadcasting Inc. to Root Communications for \$3.1 million. **Seller** is equally owned by Frank (Bud) Kurtz Jr., president; Duane McConnell, and H.R. Todd. None

have other broadcast interests. **Buyer** is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises and headed by Chapman S. Root. It has no other broadcast interests. WVFM is on 94.1 mhz with 100 kw and antenna 500 feet above average terrain. **Broker: Reggie Martin & Associates.**

WDSC-AM-FM Dillon, S.C. □ Sold by Cy N. Bahakel Jr. to Dailey & Associates Inc. of Florence, S.C. for \$1.55 million. **Seller** has no other broadcast interests. **Buyer** is owned by W.C. Dailey, Florence real estate developer and investor, who has no other broadcast interests. WDSC is daytimer on 800 khz with 1 kw. WDSC-FM is on 92.9 mhz with 100 kw. **Broker: R.A. Marshall & Co.**

KIST(AM) Santa Barbara, Calif. □ Sold by KIST Properties Ltd. to J.P. Wardlaw for release of promissory notes for about \$1.21 million, plus other considerations. **Seller** is headed by Stanley Neimark, president. It has no other broadcast interests. **Buyer** is former owner of station who has no other broadcast interests. KIST is on 1340 khz with 1 kw day and 250 w night.

WLEE(AM) Richmond, Va. □ Sold by Nationwide Communications Inc. to The Gilcom Corp. of Virginia for \$950,000. **Seller** is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., based in Columbus, Ohio, and headed by Frank Sollars, chairman. It owns three AM's, six FM's and

three TV's. **Buyer** is owned by Edward T. Giller, president. It also owns WFBG-AM-FM Altoona, Pa., WEIR(AM) Weirton and WPQZ(AM) Clarksburg, both West Virginia, and is applicant for new FM at Shinnston, W.Va. WLEE is on 1480 khz with 5 kw full time. **Broker: Robert O. Mahlman Inc.**

WOTB(FM) Middletown, R.I. □ Sold by Bay Broadcasters Inc. to Leisure Market Radio Inc. for \$700,000. **Seller** is owned by Ronald L. Hickman, president, and wife, Barbara (89.8% jointly), and Michael Collins (10.2%). It has no other broadcast interests. **Buyer** is group of East Coast investors, headed by Robert Richer, president (10%). He is former vice president and general manager of Group W Radio Sales. WOTB is on 107.1 mhz with 3 kw and antenna 270 feet above average terrain. **Broker: William B. Schutz Jr.**

KMOM(AM) Monticello, Minn. □ Sold by Tri-County Radio Inc., debtor in possession, to KMOM Radio Inc. for \$515,000. **Seller** is headed by Ross G. Eggstein, president. It has no other broadcast interests. **Buyer** is headed by David H. Lund, president, who is Minnetonka, Minn.-based high school teacher and local Dairy Queen franchisee. It has no other broadcast interests. KMOM is on 1070 khz with 10 kw day and 2.5 kw night.

KLFM(FM) Great Falls, Mont. □ Sold by Northern Sun Corp. to KLFM Inc. for \$475,000. **Seller** is owned by Bill Reier, president. It also owns KBOZ-AM-FM Bozeman, Mont., and is applicant for new FM at Billings, Mont. **Buyer** is principally owned by William J. Luzmoor III (70%). It also owns KEIN(AM) Great Falls. KLFM is on 92.9 mhz with 100 w and antenna 450 feet above average terrain.

KNEL(AM)-KIXV(FM) Brady, Tex. □ Sold by Radio Brady Inc. to SEC/CESS Broadcasting Inc. for \$450,000, including non-competive agreement. **Seller** is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. **Buyer** is owned by Stephen R. Everett, president (60%) and Travis M. Roach Jr. (40%). Everett is general manager of KBIL-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and CPA. KNEL is on 1490 khz with 1 kw day and 250 w night. KIXV is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed stations sales include: KTUC(AM) Tucson, Ariz. (BROADCASTING, Aug. 29); KWEI(AM) Weiser, Idaho; KCGS(AM) Marshall, Ark.; KYA(AM) San Francisco (BROADCASTING, Aug. 8); WWFL(AM) Clermont, Fla. (BROADCASTING, Aug. 15); WNPC(AM) Newport, Tenn.; KDCD-TV Midland, Tex.; WVBK(AM) Herndon, Va., and KLWY(TV) [CP] Cheyenne, Wyo. (see "For the Record," page 94).

APPROVED

KCBD-TV Lubbock, Tex., and its satellite, **KSWs-TV Roswell, N.M.** □ Sold by KCBD Associates to Caprock Telecasting Inc. for \$10.75 million. **Seller** is owned by The State-Record Co., Columbia, S.C.-based newspaper publisher which disposed of its only other broadcast station, WCBD-TV Charleston, S.C., early this year (BROAD-

COMMCOR, Inc.

has acquired

WGH AM/FM

Newport News, Virginia

for

\$3,200,000

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9/5/83

CASTING, Jan. 24). Ben Morris is chairman and Frank Harden president of broadcast subsidiary. Following approval of deal, KSWs-TV will be spun off to Stanley Hubbard Trust (BROADCASTING, June 27). Buyer is subsidiary of Holsum Inc., owned by Gene Reischman, president (44.67%) and family, who also own KBIM-TV Roswell. KCBT-TV is NBC affiliate on channel 11 with 316 kw visual, 60 kw aural and antenna 760 feet above average terrain. KSWs-TV is NBC affiliate on channel 8 with 316 kw visual, 52.5 kw aural and antenna 1,760 feet above average terrain.

KXA(AM)-KYYX(FM) Seattle □ Sold by O'Day Broadcasting of Washington, debtor in possession, to Madison Park Broadcasting Ltd. for \$5.5 million. Seller is owned by Pat O'Day, H. Rand Ginn, Brent T. Larson and Robert Bingham. Ginn and O'Day have interests in KORL(AM) Honolulu. Larson and Bingham have no other broadcast interests. Buyer is principally owned by Richard B. Pratt and Daniel D. Nelson, Seattle businessmen with no other broadcast interests. Ginn will retain 1% interest in station. KXA is on 770 khz with 1 kw full time. KYYX is on 96.5 mhz with 81 kw and antenna 1,220 feet above average terrain.

WNAV(AM)-WLOM-FM Annapolis, Md. □ Sold by Rau Radio Stations Inc. to ABW Broadcasting Inc. for \$2.8 million. Seller is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It also has sold, subject to FCC approval, WBBB(AM)-WPCM(FM) Burlington, N.C. (BROADCASTING, Aug. 15); WETQ(FM) Oak Ridge, Tenn. (BROADCASTING, Feb. 21), and WDOV(AM)-WSDS(FM) Dover, Del. (see below). It also owns WATO(AM) Oak Ridge, Tenn., and WPDx-AM-FM Clarksburg, W. Va. Buyer is principally owned by J. George Cuccia, Annapolis businessman; Damian Einstein and Marvin Rosenbloom, part of group that sold WHFS(FM) Bethesda, Md., to Outlet Co. for \$2.1 million (BROADCASTING, June 20), and Robert Urquart, executive with C&P Telephone. Cuccia and Urquart have no other broadcast interests. WNAV is on 1430 khz with 5 kw day and 1 kw night. WLOM-FM is on 99.1 mhz with 47 kw and antenna 360 feet above average terrain.

WKZE-AM-FM Orleans, Mass. □ Sold by K-Z Radio Inc. to Cape Media Inc. for \$2.4 million. Seller is equally owned by Donald Wilks, Michael Schwartz and Albert Makkay. Wilks and Schwartz also own WIXY(AM)-WAQY(FM) Springfield, Mass.; WKRZ-AM-FM Wilkes-Barre, Pa.; WZFM(FM) Briarcliff Manor, N.Y., and WPET(AM) Greensboro, N.C. Makkay has no other broadcast interests. Buyer is owned by David Roth, Boston neurosurgeon, who also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla., and KCBN(AM)-KRNO(FM) Reno. WKZE is 1 kw daytimer on 1170 khz. WKZE-FM is on 104.7 mhz with 50 kw and antenna 300 feet above average terrain.

WDOV(AM)-WSDS(FM) Dover, Del. □ Sold by Rau Radio Stations Inc. to Dover Broadcasting Inc. for \$2.3 million. Seller has also sold WNAV(AM)-WLOM-FM Annapolis, Md. (see above). Buyer is owned by Barry J. Dickstein and Joel M. Harstone, principals of

Bottom Line

Action Increase. Acton Corp., Acton, Mass.-based MSO and electronic equipment manufacturer, reported second-quarter net income rose 35% to \$369,000, or six cents per share, on revenue of \$5,656,000, down 2.7%. Acton said revenue decline in second quarter was due to discontinuance of two telephone interconnect sales and service offices during first quarter.

□

Adams-Russell numbers. Adams-Russell, Waltham, Mass.-based MSO and manufacturer of microwave and digital equipment, reported fiscal third-quarter earnings of \$4,968,000, or 81 cents per share, on sales of \$25,485,000. Earnings in quarter included nonrecurring gain of \$3,100,000, or 51 cents per share, from sale of wrrv(tv) Youngstown, Ohio. Cable TV revenues increased 61% over last year to \$6,160,000 but posted "small" after-tax loss for quarter due to startup costs associated with new systems in Harrison, N.Y., and Westwood and Acton, Mass., company said.

Hartstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. WDOV is on 1410 khz with 5 kw full time. WDSB is on 94.7 mhz with 50 kw and antenna 360 feet above average terrain.

WBLN(TV) Bloomington, Ill. □ Sold by Grace Communications Corp. to Midwest Television Associates for \$1,907,000. Seller is headed by Bruce W. Dunn, president. It has no other broadcast interests. Buyer is owned by group of 26 Illinois investors, headed by Paul Misch, president (20%), Bloomington attorney. It has no other broadcast interests. WBLN is independent on channel 43 with 1,200 kw visual, 240 kw aural and antenna 579 feet above average terrain.

WGGA(AM) Gainesville, Ga. □ Sold by Radio

Station WGGA Inc. to WDUN Radio Inc. for \$750,000. Seller is owned by Kirk Broadcasting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLT(FM) Gainesville. They are selling WDUN (see "For the Record," page 95). WGGA is on 550 khz with 5 kw day and 500 w night.

□ Other approved station sales include: WDUN(AM) Gainesville, Ga.; WRNZ(FM) Wrens, Ga.; KFMP(FM) Cape Girardeau, Mo.; WRDG(TV) Burlington, N.C.; WABV(AM) Abbeville, S.C.; WSJK-TV Sneedville, Tenn., and KTHE(AM) Thermopolis, Wyo. (see "For the Record," page 95).

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TELECASTINGS



Children's hours

With some two million children reported missing each year in the U.S., NBC-TV is launching a missing children project to alert viewers to the size of the problem and to ways of reducing it. Some 110,000 copies of a "TV Alert" pamphlet have been mailed by NBC to day-care centers, nursery schools, guidance counselors and others directly involved with children, offering background and tips on preventing this problem. The alert also calls attention to upcoming NBC programs that will deal with the subject. One is a *Real People* program to be rebroadcast this week (Sept. 7, 8-9 p.m. NYT), which includes a segment dealing with a technique in which police give safety tips to school children. Segments in two other *Real People* programs will deal with other aspects of missing children, and *Adam*, a two-hour TV movie to be shown in October, will dramatize the story of a boy who disappeared. Approximately 110,000 viewer guides relating to *Adam* are to be distributed before that broadcast. In addition, a 40-minute video-

tape, *Missing Children*, which includes the *Real People* segments, is being made available to NBC affiliates and nonprofit organizations for local airing.

Theft alert

Piracy of satellite-delivered programs by consumers gets a lot of headlines, but Westinghouse Broadcasting and Cable's satellite-delivered Newsfeed service has trained its sights on piracy of another kind. Newsfeed officials said last week they had launched a two-point program. First, they've asked Newsfeed members to monitor their markets and try to catch any stations that are using satellite-transmitted material without permission. Second, they say they will introduce a resolution at the Radio-Television News Directors Association convention later this month asking broadcasters to re-examine their own practices to see whether they are themselves guilty of video piracy—unknowingly, of course.

Olympic inserts

The Olympic Winning Moment, a package of 50 thirty-second sports inserts featuring highlights of past Olympic games, has been cleared in over 70% of U.S. homes. Produced and syndicated by MG Films and Perin Enterprises—who also produced *The Winning Moment*—the inserts have been placed in 18 of the top 20 markets, including the CBS O&O stations. Syndicated on a barter basis, full sponsorship is being picked up by M&M/Mars for its M&M's and Snickers line of candies. This is in addition to M&M/Mars' previous network buy and purchase of rights to be known as "The Official Snack Food" of the Olympics. Ted Bates & Co., which handled purchase of M&M/Mars, will keep at least one 30-second spot and a four-second promo for M&M/Mars. Stations are permitted to run the 50 inserts as many times as they choose, but piggyback sales to other competitive products are prohibited. The inserts are available Oct. 1 and will run through the end of the summer games on Aug. 12, 1984.

World Series pre-empt

Elections this year for Boston's mayor, city council and school committee fall on Oct. 11, the opening night of the World Series, and as a result, ABC affiliate WCVB-TV Boston has decided to pre-empt first game coverage of the fall classic. It is expected, however, that another station in the market will pick up the game. The coming elections, said S. James Coopersmith, vice president and general manager of the station, are perhaps among "the most important in the city's history. And although the World Series is of great interest to many of our viewers, channel 5 has always been committed to providing immediate coverage of the major news and events affecting the greater Boston community. Our coverage and analysis of this year's election is no exception." WCVB-TV will resume coverage of the series the following night when game two is played on Oct. 12.

Opinion to back numbers

A total of 1,917 viewers participated in the 30th annual program survey of the American Council for Better Broadcasts, a national nonprofit consumer organization that goes beyond the quantitative likes and dislikes of the public. The polling also elicits reasons for respondents' likes and dislikes of individual shows. Copies of the reports are furnished to network programming executives to enhance their perception of public attitudes toward current fare. In comments on the commercials, the responding evaluators were especially critical of ads for feminine protection products as "offensive, in poor

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taste and embarrassing." Copies of the report, at \$5 each, are available from ACBB, 120 East Wilson Street, Madison, Wis. 53703.

J.F.K. remembered

Stations in 40 markets covering 75% of U.S. have signed up for the two-hour retrospective, *America Remembers John F. Kennedy*, which will be available for broadcast this fall. The production is a joint venture among Group W Television, RKO Television and On the Air and features Hal Holbrook as host. The program presents extensive footage of Kennedy in both his public and private lives and features interviews with members of his administration such as Maxwell Taylor, Pierre Salinger, Arthur Schlesinger, as well as former Presidents Jimmy Carter and Gerald Ford. The current station lineup includes all of the top 10 markets.

PTL sale

FCC has affirmed a 1982 action approving the sale of WJAN(TV) Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingstone Missionary Foundation Inc. for assumption of \$1.3 million in debt. (BROADCASTING, Dec. 6, 1982). The National Black Media Coalition, National Association of Black Owned Broadcasters, the Stark County and Akron branches of the National Association for the Advancement of Colored People, United Church of Christ's Office of Communication, Commission for Racial Justice and the Office of Church Life and Leadership and UCC Trinity Church in Canton had petitioned for reconsideration.

Mini move

Production is scheduled to begin Sept. 12 on *Master of the Game*, a nine-hour mini-series based on the Sidney Sheldon novel of the same name to be shown on CBS-TV during the coming season. The three-part series, about a family which turns a fortune in diamonds into a corporate empire, stars Dyan Cannon in the lead role as family matriarch. The mini-series is being produced by Rosemont Productions.

Picked up

Battle of the Video Games, a one-hour television special from Golden West Television, has cleared more than 100 markets, including eight of the top 10. Among stations picking up the barter program are WPIX(TV) New York, KTLA(TV) Los Angeles and WGN-TV Chicago. Five national minutes in the special have been sold to Atari, Coleco and Activision. The show is produced by Hunt-Jaffe Productions in association with KTLA(TV) and distributed by Golden West Television.

Carson excused

A federal judge in Los Angeles dismissed all claims brought against entertainer Johnny Carson by two of his former partners in a southern California bank. Two principals in the now-defunct Commercial Bank of California had sued Carson alleging he had reneged on a promise to involve himself in actively promoting the Beverly Hills bank. Carson was a principal and shareholder in the bank. The star of NBC's *Tonight Show*

said in a prepared statement that he has instructed his attorneys to prepare to sue the two former partners, Arnold Kopelson and Michael Miller, for malicious prosecution. Claimed Carson: "This meritless suit has unfairly smeared my name and reputation."

PTI expansion

The Pastoral Theological Institute, last week reported that programming of its MarySong Communications will be expanded to New England television stations this fall. Since its start in 1982, programming of the Catholic lay apostolate has been part of the schedules of six cable networks on the East Coast, is being sent via satellite to 39 dioceses throughout the country on the Catholic

Telecommunications Network of America, and is being broadcast on five Eastern radio stations. TV and cable series include *Spirit and the Bride*, in which Dr. William K. Larkin, president of the institute, and recording artist Grace Markay, join different guests to explore issues of psychology and contemporary spirituality. Another series, *MarySon*, is a family program that uses life-size puppets to explore Catholic doctrine and spirituality in contemporary style in fashion of *Sesame Street* and *The Muppet Show*. There is also *Devotion*, 26 half-hours that combine thoughts for the day, prayers, music and a montage of scenes in keeping with the program. Institute's MarySong Communications is at 1074 Durham Road, Madison, Conn. 06443; telephone 203-421-3462.

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Stock Index

	Closing Wed. Aug 31	Closing Wed. Aug 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC.....	55 7/8	56 3/4	- 7/8	- 1.54	9	1,620
N Capital Cities.....	141 3/4	139 5/8	+2 1/8	+ 1.52	16	1,886
N CBS.....	67 1/8	67 1/4	- 1/8	- .18	10	1,991
N Cox.....	48	47	+1	+ 2.12	18	1,360
A Gross Telecast.....	60 1/4	60 1/4			13	48
O LIN.....	19 3/8	19 7/8	- 1/2	- 2.51	20	403
N Metromedia.....	32 3/4	40 1/4	-7 1/2	-18.63	2	916
N Outlet Co.....	42 1/2	42 3/4	- 1/4	- .58	17	174
O Scripps-Howard.....	27	26	+1	+ 3.84	15	279
N Storer.....	31 3/8	30	+1 3/8	+ 4.58	0	514
O Sungroup Inc.....	6 3/4	7 1/2	- 3/4	-10.00	0	5
N Taft.....	48	49 3/4	-1 3/4	- 3.51	11	436
O United Television.....	11 5/8	11 3/4	- 1/8	- 1.06	15	137

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	25	25 3/4	- 3/4	- 2.91	16	151
A Affiliated Pubs.....	39 3/4	40 1/2	- 3/4	- 1.85	17	320
N American Family.....	22 1/4	22	+ 1/4	+ 1.13	14	303
O Assoc. Commun.....	12 1/2	13 1/2	-1	- 7.40	0	60
O A.H. Belo.....	41 3/4	44 1/4	-2 1/2	- 5.64	14	391
N John Blair.....	41 3/4	42 1/4	- 1/2	- 1.18	18	328
N Chris-Craft.....	23 1/8	22 1/2	+ 5/8	+ 2.77	46	142
N Cowles.....	18 3/4	18 5/8	+ 1/8	+ .67	19	74
N Fairchild Ind.....	20 5/8	22 1/4	-1 5/8	- 7.30	17	272
N Gannett Co.....	61 1/4	60 1/8	+1 1/8	+ 1.87	17	3,266
N General Tire.....	32 1/4	30 1/2	+1 3/4	+ 5.73	13	679
O Gray Commun.....	51 1/2	49 1/2	+2	+ 4.04	15	25
N Gulf United.....	26 1/4	26 3/4	- 1/2	- 1.86	8	741
N Harte-Hanks.....	22 3/4	23 5/8	- 7/8	- 3.70	14	996
N Insilco Corp.....	22 3/8	22 3/4	- 3/8	- 1.64	19	361
N Jefferson-Pilot.....	33 1/4	33 1/2	- 1/4	- .74	7	713
O Josephson Intl.....	17	17 1/4	- 1/4	- 1.44	12	82
N Knight-Ridder.....	57 1/4	56 3/4	+ 1/2	+ .88	15	1,868
N Lee Enterprises.....	24 1/8	24 3/8	- 1/4	- 1.02	15	325
N Liberty.....	20 3/4	20 3/4			15	204
N McGraw-Hill.....	44 1/4	40 1/2	+3 3/4	+ 9.25	19	2,206
A Media General.....	55 1/4	54 1/4	+1	+ 1.84	10	384
N Meredith.....	38 7/8	37 3/4	+1 1/8	+ 2.98	12	365
O Multimedia.....	36	35 3/4	+ 1/4	+ .69	18	599
A New York Times.....	79	81	-2	- 2.46	16	1,021
A Post Corp.....	42 3/8	41 3/8	+1	+ 2.41	17	77
N Rollins.....	15 3/8	15 1/8	+ 1/4	+ 1.65	19	399
N Schering-Plough.....	42 1/4	40 1/2	+1 3/4	+ 4.32	12	2,253
T Selkirk.....	13 5/8	13 3/4	- 1/8	- .90	30	111
O Stauffer Commun.....	46	46			12	46
A Tech Operations.....	36 5/8	37	- 3/8	- 1.01	23	30
N Times Mirror.....	79	75 3/8	+3 5/8	+ 4.80	17	2,711
O Turner Bcastg.....	20 3/4	19 1/2	+1 1/4	+ 6.41	5	423
A Washington Post.....	65 1/4	63 7/8	+1 3/8	+ 2.15	17	924
N Wometco.....	40 3/4	41 5/8	- 7/8	- 2.10	20	707

SERVICE						
O BBDO Inc.....	39	39			14	227
O Compact Video.....	6 7/8	6 1/8	+ 3/4	+12.24	43	22
N Comsat.....	37 1/4	36 1/2	+ 3/4	+ 2.05	12	671
O Doyle Dane B.....	22	22 1/2	- 1/2	- 2.22	16	132
N Foote Cone & B.....	46	46 1/4	- 1/4	- .54	13	129
O Grey Advertising.....	105 1/2	105 1/2			9	62
N Interpublic Group.....	55	54 3/4	+ 1/4	+ .45	14	273
N JWT Group.....	36	36 5/8	- 5/8	- 1.70	138	211
A MovieLab.....	5 7/8	5 7/8			6	10
O A.C. Nielsen.....	31 3/4	31 3/4			15	713
O Ogilvy & Mather.....	48	45 3/4	+ 1/4	+ .54	13	200
O Sat. Syn Syst.....	9	8 1/2	+ 1/2	+ 5.88	225	51
O Telemation.....	8 1/2	8 1/2			9	10
O TPC Commun.....	2 3/4	2 5/8	+ 1/8	+ 4.76	0	3
A Unitel Video.....	10 3/4	10 3/4			15	21
N Western Union.....	37 3/4	36 7/8	+ 7/8	+ 2.37	11	906

	Closing Wed. Aug 31	Closing Wed. Aug 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O Barris Indus.....	5 3/8	6 1/2	-1 1/8	-17.30	60	30
N Coca-Cola.....	51 1/2	51	+ 1/2	+ .98	12	7,004
N Disney.....	58 7/8	57 1/8	+1 3/4	+ 3.06	16	2,035
N Dow Jones & Co.....	53 1/8	49 3/8	+3 3/4	+ 7.59	31	3,393
O Four Star.....	7 1/2	7 1/2			8	6
N Getty Oil Corp.....	69	68 1/2	+ 1/2	+ .72	14	5,460
N Gulf + Western.....	27 3/8	26 1/4	+1 1/8	+ 4.28	8	2,105
O Lorimar.....	18 1/2	18 1/2			14	93
N MCA.....	34 1/2	35 1/2	-1	- 2.81	9	1,659
N MGM/UA Ent.....	15 1/2	15 1/4	+ 1/4	+ 1.63	17	771
N Orion.....	20	21 3/8	-1 3/8	- 6.43	24	184
O Reeves Commun.....	13 1/4	12 3/4	+ 1/2	+ 3.92	7	164
O Telepictures.....	15 3/8	16 1/4	- 7/8	- 5.38	20	89
O Video Corp.....	12	12 1/2	- 1/2	- 4.00	0	20
N Warner.....	21 1/8	20 3/4	+ 3/8	+ 1.80	9	1,363
A Wrather.....	38 1/2	38 3/4	- 1/4	- .64	0	86

CABLE						
A Acton Corp.....	7 7/8	7 1/2	+ 3/8	+ 5.00	44	44
O AEL.....	37	39 3/4	-2 3/4	- 6.91	154	73
O AM Cable TV.....	8 1/4	7 7/8	+ 3/8	+ 4.76	2	1,634
N American Express.....	42 1/2	40 5/8	+1 7/8	+ 4.61	8	8,416
N Anixter Brothers.....	24 5/8	24	+ 5/8	+ 2.60	31	441
O Burnup & Sims.....	7 7/8	8 1/4	- 3/8	- 4.54	0	69
O Comcast.....	23 1/4	21 3/4	+1 1/2	+ 6.89	24	165
N Gen. Instrument.....	38 1/2	37 1/2	+1	+ 2.66	17	1,207
N Heritage Commun.....	11 5/8	11 1/2	+ 1/8	+ 1.08	25	86
T Maclean Hunter X.....	15 5/8	15 3/8	+ 1/4	+ 1.62	22	576
A Pico Products.....	15 5/8	16 1/8	- 1/2	- 3.10	52	44
O Rogers.....	9 3/4	9 5/8	+ 1/8	+ 1.29	0	215
O TCA Cable TV.....	13	13 1/2	- 1/2	- 3.70	26	86
O Tele-Commun.....	17 7/8	17 1/2	+ 3/8	+ 2.14	22	771
N Time Inc.....	63 3/8	60 1/4	+3 1/8	+ 5.18	18	3,636
O Tocom**.....	4 1/8	7 3/4	-3 5/8	-46.77	0	29
N United Cable TV.....	23 3/4	22 1/2	+1 1/4	+ 5.55	148	263
N Viacom.....	34 5/8	33	+1 5/8	+ 4.92	18	403

ELECTRONICS/MANUFACTURING						
N Arvin Industries.....	26 1/8	25 3/8	+ 3/4	+ 2.95	10	188
O C-Cor Electronics.....	16 1/4	16 1/2	- 1/4	- 1.51	15	57
O Cable TV Indus.....	6 1/2	6 1/2			38	20
A Cetec.....	9 3/8	9 5/8	- 1/4	- 2.59	23	20
O Chyron.....	22	21 3/4	+ 1/4	+ 1.14	24	90
A Cohu.....	8 1/8	7 3/8	+ 3/4	+10.16	18	14
N Conrac.....	20 3/4	16 7/8	+3 7/8	+22.96	15	126
N Eastman Kodak.....	66 7/8	67 1/2	- 5/8	- .92	11	11,071
O Elec Mis & Comm.....	11	11 1/4	- 1/4	- 2.22	0	32
N General Electric.....	51 1/8	47 1/4	+3 7/8	+ 8.20	11	23,278
O Geotel-Telemet.....	2 1/2	2 1/4	- 1/4	- 9.09	23	8
N Harris Corp.....	35 3/4	35 1/2	+ 1/4	+ .70	22	1,129
N M/A Com. Inc.....	28 5/8	25 7/8	+2 3/4	+10.62	30	1,229
O Microdyne.....	13 1/4	14	- 3/4	- 5.35	34	61
N 3M.....	78 3/8	78 1/8	+ 1/4	+ .32	13	9,240
N Motorola.....	130 1/4	126	+4 1/4	+ 3.37	24	5,085
N N.A. Phillips.....	67 1/2	63 7/8	+3 5/8	+ 5.67	12	942
N Oak Industries.....	8 1/4	8 1/4			0	135
A Orrox Corp.....	4 3/4	4 3/4			0	11
N RCA.....	29	25 7/8	+3 1/8	+12.07	14	2,365
N Rockwell Intl.....	27 5/8	28 3/8	- 3/4	- 2.64	12	4,249
A RSC Industries.....	5 7/8	6	- 1/8	- 2.08	196	19
N Sci-Atlanta.....	18 3/8	18 1/4	+ 1/8	+ .68	0	440
N Signal Cos.....	35 3/8	33 3/4	+1 5/8	+ 4.81	24	3,778
N Sony Corp.....	13 1/2	13 3/8	+ 1/8	+ .93	31	3,115
N Tektronix.....	77 5/8	70 3/4	+6 7/8	+ 9.71	30	1,477
A Texscan.....	19 3/4	21 7/8	-2 1/8	- 9.71	24	119
N Varian Assoc.....	54 3/4	49 3/4	+5	+10.05	25	27,442
N Westinghouse.....	45 7/8	42 1/4	+3 5/8	+ 8.57	9	4,020
N Zenith.....	32 5/8	29 1/2	+3 1/8	+10.59	14	619

Standard & Poor's 400						
Industrial Average	185.58	181.83	+ 3.75	+ 2.06		

Notes: A-American, N-N.Y., O-Over the counter T-Toronto (some bid prices by Shearson/AE, Wash.) Prices are for Common (Class A unless otherwise noted). P/E ratios (0 is deficit). Footnotes: ** The outcome of double-barreled announcement last Thursday indicating year-end loss of at least \$8 million on sales of \$25 million, and the breaking off of joint agreement with Times Fiber, which, among other things, would have provided Tocom with \$6 million capital infusion. Mark Jordan, of Underwood Newhouse, said that loss was "in excess of what people were looking for." He added that the breakdown of the joint agreement deprives the company of financing

they need as they "continue to expand their product line... building up overhead costs" and trying to put together a balance sheet that would give prospective customers confidence. Trading in the five market days after the announcement was 178% that for all July. Jordan said that because Tocom was "a pure play to the addressable converter" and with "the peak cable sales period in the spring and summer, the stock should languish somewhere around near current levels." Canadian-based Selkirk Communications Ltd., which owns 19% of Tocom's stock, barely budgeted last week despite \$5 million decline in their equity investment.

Marketing issues headline Eastern Cable Show

Perhaps the most important issue on the minds of cable industry executives these days, certainly one of them anyway, is how best to market cable-related services to consumers. And that issue is reflected in the theme of this year's Eastern cable convention, sponsored by the Southern Cable Television Association, which convenes at the Georgia World Congress Center in Atlanta this week (Sept. 8-10). The theme is entitled, "Connecting People: The Magic of Cable Television."



The general tenor of this year's conference program, according to an SCTA spokesman, will be to focus on "a back-to-basics approach," featuring a number of how-to sessions for managers and technicians. The seminars, which are being put together by the New York-based management consulting firm of Sheldon Satin Associates, will include lessons on time management, subscriber retention techniques, "hands-on" converter repair and programing computers to perform such functions as system design, maintenance and inventory. Two sessions will address public relations: "Influencing the Influencers" and "Establishing Performance Standards for Customer Contact Personnel."

The keynote speaker at the show's Friday (Sept. 9) luncheon will be Herbert A. Granath, president of ABC Video Enterprises. An ABC Video Enterprises spokesman said Granath would touch on a number of subjects, including the need for the cable indus-

try to offer programing that is unique, given today's intensely competitive video program marketplace.

Granath will also share his vision with those in attendance as to the direction in which he sees today's basic services headed and he will also touch upon the working relationship between cable program suppliers and operators in such areas as addressability and marketing.

Two general sessions at this year's Eastern show will focus on issues that have also received a good deal of attention lately—cable deregulation and copyright liability. Thursday morning at 10 a.m. is the scheduled start time for the deregulation session, which will be moderated by SCTA President Sally Davison and will feature two congressmen who will be evaluating proposed cable deregulation legislation in the House during the next congressional term—Representatives Wayne Dowdy (D-Miss.) and Thomas Bliely (R-Va.). Both are members of the House

Energy and Commerce Committee, parent of the Telecommunications Subcommittee, headed by Representative Timothy Wirth (D-Colo.).

At 9:30 a.m. on Friday, Steve Effros, executive director of the Community Antenna Television Association, will moderate a session entitled, "Copyright: You Can Get Some Relief." Participants in that session include two representatives of companies that have been lobbying hard for legislation to alter last year's Copyright Royalty Tribunal rul-

ing which dramatically increased the rates paid by cable operators—Turner Broadcasting's Robert Ross and United Video's Roy Bliss—plus Representative Mike Synar (D-Okla.)

Ed Dunbar, with the Convention & Show Management Co., which is coordinating convention activities for SCTA, said that pre-registration is tracking that of last year's show and that with the expected on-site registration the total should reach, or perhaps surpass, the 5,500 registrants that attended the 1982 convention. Exhibitors registered for the show this year now total more than 220 and account for about 70,000 square feet of exhibit space.

On Sept. 7, the Cable Television Administration and Marketing Society will hold its customary pre-Eastern show track day in Atlanta, focusing on marketing issues.

The following is a list of exhibitors for the show. An asterisk indicates a product new to the market this year.

AIS/American Bell Box 7000, Rm. 528A, Tucker, Ga. 30084	1025	Off-premises addressability, tier guard system, full turnkey construction services, 450 mhz directional taps. Staff: Maqbool Qurashi, Masood Qurashi, Lee Zernick, Tom Burka, Bill Stone, John Dieckman, Lindsay Miller, Ben Benefield, Leo Borin, Roy Dietrich, Jim Emerson, Bob Dickinson.	Cable connectors. Staff: William Orley, Stephen Mitich, Leslie Day.
Alpha Technologies 1305 Fraser St., D-6, Bellingham, Wash. 98226	129		Arvin/Diamond Box 200, Lancaster, Ohio 43130
CATV standby power supply, standard power supply, remote status monitoring. Staff: Fred Kaiser, Johan Dooyeweerd, Randy Pattison, Bob O'Hara, Les Forwood, Steve Miller, Jerry Quinn, Mitch Anderson, Al Laughlin.			Corrosion resistant 450 mhz directional taps and A/B coaxial switches. Staff: Ray Teti, Steve Hester.
American Cable Connection 7979 E. Tufts Ave., Denver 80237	1251	American Splicecco 710 Arendell St., Morehead City, N.C. 28557	Associated Press 50 Rockefeller Pl., New York 10020
AM Cable TV Industries Box 505, Quakertown, Pa. 18951	1047	Anixter Communications 4711 Golf Rd., Skokie, Ill. 60076	AP NewsCable, Washington Executive Report. Staff: Greg Groce, Steve Crowley, John Harris, Cliff Macgowan.
		Armex Corp. 2700 E. Nine Mile Rd., Warren, Mich. 48091	AT&T Information Systems

2300 Northlake Center, Atlanta 30084

Staff: Ginger Forehand, James Holcombe, Greg Hopkins.

Atlanta-Tomberlin 350
3061-A Kingston Ct., Marietta, Ga. 30067

Staff: Anita Tomberlin, Bill Tomberlin, Bill Brown, Ed Dice, Jack Connolly, Emmie Dice, Dolly Karp, Olice White, Jeffrey Gabriel.

Augat CATV Group 1008-10
Box 111, Horseheads, N.Y. 14845

Hardline and drop connectors, addressable taps, apartment amplifiers, traps. **Staff:** John McQuaid, Ken Wood, Mary Bush, Michelle Dillmore, Bill Down, Dave Chavez, Bill Ellis, Dick Prybyl, Peggy Isaacson, Peggy Sharp, Richard Bordeaux, Scott Webb.

Belden 1900-02
2200 U.S. Hwy 27S, Richmond, Ind.

Birdview Satellite Communications 1018-20
908 W. Chestnut, Chanute, Kan. 66720

Staff: Bob Summerville, Ed Gibson, Stan Ross, Bob Lahnstein, Jerry Patterson, John Heacock.

Brad Cable Electronics 1927
1023 State St., Schenectady, N.Y. 12301

Converter repair, buying and selling used converters, converter repair parts, Diamond DW-56 remote converter*. **Staff:** Bob Price, Don Sloan.

Broadcasting Publications 1501
1735 DeSales St., NW, Washington 20036

Burkeen Mfg. 1706
11200 High Pont Cove, Olive Branch, Miss. 34654

Burnip & Sims CATV Products 1436
650 Athena Dr., Athens, Ga. 30601

Business Systems 1001
2720 Wade Hampton Blvd., Greenville, S.C. 29615

Staff: Larry Edwards, Jack Sunderman, Don Strobeck.

C-2 Utility Contractors 2026
3698 Franklin Blvd., Eugene, Ore. 97403

Cable Communications Media 925-27
203 E. Broad St., Bethlehem, Pa. 18018

Program listing guide. **Staff:** Carl Kehler, Russ Funkhouser, David Levin.

CableData 1241
3200 Arden Way, Sacramento, Calif. 95825

Single processor system, home terminal unit. **Staff:** Chuck Newkirk, Jerry Nelson, Maggie Wilderotter, Karl Turner.

Cablefacts 801
Box 11908, Lexington, Ky. 40578

Cable Health Network 1007
1211 Avenue of the Americas, New York 10036

24-hour satellite programming on health, science and better living. **Staff:** Bruce Johnson, David Bender, Bill Padalino, Brenda Gregory, Don Andersson, Doug McCormick, Seymour Kaplan, Jerry Cooper, Les Greenwald, Lynn Woodard.

Cable Product News 1619
Box 2772, Palm Springs, Calif. 92263

Cable product news magazine. **Staff:** John Stone, Jeff Dubin, Steve Tolin.

Cable Security Systems 1820-22
Box 2066, Auburn, Ala. 36831

Cable TV Supply Co. 1414-16
5345 Morse Dr., Decatur, Ga. 30035

Cadco 915
2706 National Cr., Garland, Tex. 75041

Catel 1715, 1814
4800 Patrick Henry Dr., Santa Clara, Calif. 95054

CATV Subscriber Services 2000-02
108 State St., Suite 102, Greensboro, N.C. 27408

CBN Cable Network 735
CBN Center, Virginia Beach, Va. 23463

Family programming network. **Staff:** Tim Robertson, Tom Rogeberg, Ron Harris, Tom Hohman, Mark Solow, Clay Boudreaux, Craig Sherwood, Kim Cooper, Jackie Huddle, Mary Jo Beck, Gwen Wilkerson.

C-COR Electronics 1440, 42
60 Decibel Rd., State College, Pa. 16801

Staff: J.A. Hastings, S.C. Davidson, F.C. Kummer.

C&C Cable TV Enterprises 1635
1707 Route 130 N, Burlington, N.J. 08016

Cable TV construction and installation. **Staff:** David Cihocki, James Cihocki, Richard Cihocki, Larry Whitehead.

C.C.S. Cable 901
5707 W. Buckeye Rd., Phoenix 85043

Century III Electronics 209
610 Neptune Ave., Brea, Calif. 92621

Feedforward and conventional trunk and distribution equipment. **Staff:** Tim Roberti, Steve Brazzil, Joy Carroll, Larry Fry, Ron Solomon.

Channell Commercial Corp. 1225
620 W. Foothill Blvd., Glendora, Calif. 91740

Pedestals, air and water tight underground tap and splitter housings, grade level vaults, conduit, conduit plugs, splice and trap connectors and molding guard. **Staff:** William Channell Jr., Bob Baxter, Gary Zuk, Bruce Rawlings, Mike Hummell, Randy Diggelemann.

Channelmatic 1341
601 Water St., Prairie du Sac, Wis. 53555

Staff: Vernon Bertrand, Roger Heidenreich, Betty Bertrand, Steve Seiden, Peg Engle.

Chapman Associates 1309
1835 Savoy Dr., Atlanta 30341

Cable brokering, appraising and financing services. **Staff:** John Emery, Tom Linder, Mitt Younts, Bob Thorburn, Bill Cate, Ernie Pearce, Brian Cobb.

Colormax Electronic Corp. 1646
180 Northfield Ave., Edison, N.J. 08837

Closed caption decoders, converters, A/B switches, splitters, matching transformers, multitaps, cable accessories, computerized accounting system. **Staff:** Sakae Chang, David Chang, Ron Morone, Felton King, Diane Meehan.

Commerce Service Corp. 923
2567 Central Ave., Augusta, Ga. 30904

Collection services. **Staff:** Jeanette Parkman, R.E. Brown, Vicki Rosier.

Communications Equity Associates 2027
5401 W. Kennedy Blvd., Tampa, Fla. 33609

Computer Utilities of the Ozarks 1904
Box 1062, Harrison, Ark. 72601

Computer turnkey system, management information and accounting system. **Staff:** Herb Lair, Ray Ruess, Sandy Lair, Laura Randall.

Computer Video Systems 1519
3670 West 2150 South, Salt Lake City 84120

Credit Protection Association 1247
Box 2068, Dallas 75240

CWY Electronics 1325
Box 4519, Lafayette, Ind. 47904

Disney Channel 223
4111 Alameda, Burbank, Calif. 91505

Ditch Witch 1601
Box 66, Perry, Okla. 73077

Staff: Gene Briegge, Steve Rosenbaum.

DI-Tech 909-11
48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio/video routing switchers, distribution amplifiers, seven-day computer controller, video detectors. **Staff:** Tony Bolletino, Joe Perullo.

Dow Jones & Co. 1901-03
Box 300, Princeton, N.J. 08540

D.S.A. Electronic Distributors 1006
7621 124th Ave. North, Largo, Fla. 33543

Eagle Comtronics 1418-20
4562 Waterhouse Rd., Clay, N.Y. 13041

Staff: Alan Devendorf, Ken Kennedy, Joseph Ostuni, Chet Syp, Tom Quirk, Greg Lauth.

Eastern Microwave 1335, 1434
3 Northern Concourse, Box 4872, Syracuse, N.Y. 13221

WOR-TV New York superstation. **Staff:** Mary Cotter, Gil Korta, Ann Russell.

Elephant Industries 937
Box 3626, Ft. Myers, Fla. 33903

Underground hydraulic boring equipment, pipe pusher*. **Staff:** William Schosek.

Ellis Tower 1547-49
Box 23217, Fort Lauderdale, Fla. 33307

Communications towers and accessories, CATV towers, earth stations, equipment buildings, complete turnkey projects. **Staff:** H.E. "Bud" Blaksley, Carolyn Douglas.

Encyclopaedia Britannica 234
310 N. Michigan Ave., Chicago 60604

Encyclopaedias. **Staff:** Annette Shrigley, Jack Mundy, Dave Ruggles, Alberto Poee, Bruce Dahlbo, Charles Carruthers, Nancy Flam, Betty Burnsed, Reginald Robinson.

ESPN 2007
ESPN Plaza, Bristol, Conn. 06010

Equipment Innovators 1647
850 Industrial Park Dr., Marietta, Ga. 30062

Financial Collection Agencies 617
3030 Peachtree Rd., NW, Atlanta 30305

First Data Resources 1451
7301 Pacific St., Omaha, Neb. 68114

Forestry Suppliers 1410
Box 8397, Jackson, Miss. 39204
Safety, climbing, dish alignment and lineman equipment, and surveying and engineering.
Staff: Mark Lowe, Robby Dudley.

Fort Worth Tower 1701
Box 8597, Fort Worth, Tex. 76112
Staff: Tommy Moore, Betty Moore, Fred Moore, Carl Moore, Roy Moore.

Gamco Industries 1337-39
19 Walnut Ave., Clark, N.J. 07066
Staff: Carmine Amatucci, Bob Mayes, Marion Carver.

General Cable Co./Apparatus div. 1426-28
5600 W. 88th Ave., Westminster, Colo. 80030
Aerial lift for splicing, maintenance and construction of CATV aerial plant. **Staff:** Leo Nowak, John Carroll.

General Cable/CATV div. 2107
One Woodbridge Center, Woodbridge, N.J. 07095

G.E. Radio Systems 1004
2511 Carroll Ave., Atlanta 30341

Gilbert Engineering 1615-17
Box 23189, Phoenix 85063
Coaxial connectors. **Staff:** Tony Ramsey, Joe Dolan, Gil Hough, Jim Moulin.

Group W Satellite Communications 1419
41 Harbor Plaza Dr., Stamford, Conn. 06904

Grumman Aerospace Corp. 1839
1111 Stewart Ave., Bethpage, N.Y. 11714

Harris Satellite Communications 741
Box 1700, Melbourne, Fla. 32901

Hearst/ABC Video Services 807-09, 906
555 Fifth Ave., New York 10020

HBO 1450
1271 Avenue of the Americas, New York 10020

Home Theater Network 1625-29
465 Congress St., Portland, Me. 04101
Family programming. **Staff:** Ray Murdough, Jerry Smith, Monika Schaaf, Milt Underwood.

Hughes Aircraft Co. 903-05
Box 2999, Torrance, Calif. 90509
Staff: Doug Rasmussen, Jim Taglia, Jim Rushing, Gordon Jett, Marilyn Talley.

International Cable Consultants 127
2999 Piedmont Rd., Suite B, Atlanta 30305
Financial consultant material. **Staff:** John Brennan, Ron Cunningham, Thomas Sanvido, Marcia Spurlock, William Gaffney.

Jackson Enterprises 601
Box 6, Clayton, Ohio 45315

Aerial cable construction and installation tools, mapping services including strand maps, as-builts and system audits. **Staff:** Richard Jackson, John Jackson, Charlie Castilano.

Jerrold 1707
2200 Byberry Rd., Hatboro, Pa. 19040

J.I. Case Co. 2115, 2214
616 Six Flags Dr., Suite 102, Arlington, Tex. 76011

JM Co. 929
Box 266, Smithson Dr., Oakwood, Ga. 30566

Cable construction and engineering services. **Staff:** Josh Miller, Gary Park, Robert Gaines, Steve Vickers, Betty Payne, Pat Tidwell.

John Weeks Enterprises 1716, 18, 20
Box 645, Lawrenceville, Ga. 30245

Pyramid connectors and pedestals, drop material and passives, apartment house closures, cable locators and TDR's. **Staff:** John Weeks Sr., Alice Weeks, John Weeks Jr., Sissy Weeks, Becky Thornton, Ivan Jones, Bill Brookhiser, Gene Harber.

JVC Co. of America 1825
41 Slater Dr., Elmwood Park, N.J. 07407

Katek 1016
215 Wood Ave., Middlesex, N.J. 08846

Klungness Electronic Supply 1022
107 Kent St., Iron Mountain, Mich. 49801

Staff: Marian Gamney, Joe Scrimager.

KMP Computer Systems 1816, 18

703 Central Ave., Los Alamos, N.M. 87544

In-office computer system. **Staff:** Eldon Pequette, Lynn Maas, Richard Kellner.

Learning Channel 1735
1200 New Hampshire Ave., Washington 20011

Staff: Lenda Washington, Mark Siebert, Dorsey Davidge

Leland Computer Services 1726, 28
8601 Dunwoody Pl., Suite 146, Atlanta 30338

Cable management system*. **Staff:** Benjamin Meluskey, Nancy Meluskey, R. William Seitz, Douglas Webb, Gene Beale, Austin Brown, Chuck Morton, Gary Cantrell, Ted Golembieski, Kathi Church, Earl Brightbill, Alan Grus, Mark Hersh, Andrew Warner, Chris Vigna.

Lemco Tool Corp. 1028
R.D. #2, Box 330A, Cogan Station, Pa. 17728

Mechanical tools and equipment for construction and maintenance of cable systems. **Staff:** Bob Brantlinger, Glenn Miller.

O.W. Lindberg Association 609
Box 10185, Sarasota, Fla. 33578

Staff: Bill Lindberg, Brad Lindberg, June Lindberg, Bob Sigler, Dan Wykoff, Duff Campbell, Norm Fish, Matt Kruger, Jim Baunsgard, Jim Baum.

Little Giant Industries 1910
2241 S. Larson Pkwy., Provo, Utah 84601

Telescopic and safety step ladders.

Lundy Technical Center 1034

Broadcasting Cablecasting

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The **Broadcasting/Cablecasting Yearbook** is an indispensable reference and marketing tool for over 28,000 firms and individuals in every phase of radio, television, cable, and satellite broadcasting. Now in production for 1984, the **Broadcasting/Cablecasting Yearbook** is the only single volume offering over 100 in-depth directories covering the entire industry and allied fields of programming, technical, advertising, marketing and other professional services.

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(213) 463-3148

3901 N.E. 12 Ave., Pompano Beach, Fla. 33064

M/A-Com-Comm/Scope 435
Box 1729, Hickory, N.C. 28603

Coaxial cable and dropwire, other specialty cables. **Staff:** Frank Drendel, Bill Barbour, Frank Logan, Gene Swithenbank, Jearld Leonhardt, Joe Teague, Bruce Stanley, Stan Lindsay, George Voehl, Dale Sherrill, Mickey Smith, Tom McMinn, Paul Wilson, Bob Loveless, Chris Huffman.

M/A-Com Prodelin
Box 468, Newton, N.C. 28658

Macom Industries
8230 Haskell Ave., Van Nuys, Calif. 91406

CATV drop material and amplifiers. **Staff:** Danny O'Connell, Mike Holland.

Magnavox CATV Systems 1024, 26
100 Fairgrounds Dr., Manlius, N.Y. 13104

Power doubling, addressable converter with encryption encoding. **Staff:** R. Roscher, C. Mullen, J. Bingham, M. Hart, R. Finnerty, D. Risatu, T. Robinson, E. Rowland, J. Gardner, C. Anderson, S. Loose, R. Townsend, J. Duffy, J. Weller.

Masterack 1327, 29
905 Memorial Dr., Box 100055, Atlanta 30316

Storage interiors and modular storage interiors for commercial service vehicles. **Staff:** Don McNew, Don Walling, Mark Hickman, Dennie Matthews, John Chandler.

MCI 709
2000 M St., NW, Suite 371, Washington 20036

Microdyne Corp. 1847
Box 7213, Ocala, Fla. 32672

Midwest Corp. 1847
One Sperti Dr., Edgewood, Ky. 41017

Mobile TV production truck, three-meter earth station. **Staff:** Paul Nickless, John Loughmiller, Ron Bradley, Pete Rightmire.

Mycro-Tek 1040, 42
820 W. Second St., Wichita, Kan. 67203

Videodisplay information system and related products. **Staff:** Marc Harton.

Nationwide Advertising Service 143
6400 N. Central Expwy., Suite 319, Dallas 75206

Oak Communications 1235
16935 W. Bernardo Dr., Rancho Bernardo, Calif. 92128

Addressable and nonaddressable pay TV converters*/decoders* and operating software. **Staff:** Mike Shaughnessy, Lou Roels, David Eng, David Wright, Dave Barbour, Ron Coppack, Anna Pomiak.

OEM Sales Co. 1422
8230 Haskell Ave., Van Nuys, Calif. 91406

Panduit Corp. 1734
17301 Ridgeland Ave., Tinley Park, Ill. 60477

Parallex 1343
437 Golofloss St., Winston-Salem, N.C. 27107

Phasecom Corp. 1935, 2034
6365 Arizona Cr., Los Angeles 90045

Frequency agile modulator, satellite receiver, mini headend, scrambler, voice modem and point to point modems, HRC prepack headend. **Staff:** Harry Linden, Bert Rosenblum, Earle Davis, Dave Carmichael, Deba Keasler.

Pico Products 425
103 Commerce Blvd., Liverpool, N.Y. 13088

Outdoor terminal addressable system, security products including traps, encoders and decoders, satellite reception systems. **Staff:** B. Hitchcock, G. Knapp, B. Pearson, J. Milne, P. Petrus, I. Burke, J. Mead, R. St. Louis, P. Dicken, B. Hanscomb, E. Pegrum.

Pioneer 627, 29, 726, 26
2200 Dividend Dr., Columbus, Ohio 43228

Home subscriber cable converters, addressable terminals, security systems and audio converters. **Staff:** Tom Calabro, John Lanpher, Bob Adler, Alice Soltysiak, Michael Hayashi.

Poleline 1319, 21, 23
20 Antin Pl., Bronx N.Y. 10462

Prewire apartment house boxes and security enclosures, coring and stripping tools, heat shrink tubing, installation materials, security and aerial construction equipment, ladders, tools, test and measuring equipment, cable and accessories. **Staff:** Bud Campbell, Larry Poepfelmeier.

Power and Telephone Supply 1000
Box 43223, Atlanta 20226

Power Vision 2135, 37
1240 Blue Gum, Anaheim, Calif. 92806

Premium Channels Publications 2035
1265 Sunrise Hwy., Bay Shore, N.Y. 11706

Staff: Richard Wilen, Steve Goldmintz, Rick Beispel, Bob Holtzman, Denise Durante.

Productions Products Co. 1438
133 W. Seneca St., Manlius, N.Y. 13104

500 mhz cable connectors for trunk, distribution and drop. **Staff:** Andy Szegda, Ed Manley, Dave Hayes.

Quality RF Services 1721
825 Park Way, Suite 3, Jupiter, Fla. 33458

Cable replacement components, equipment repair and reprogramming. **Staff:** Fred Rogers, Sylvia Rathbone.

Quanta Corp. 1410
2440 S. Progress Dr., Salt Lake City 84119

G.E. Radio Systems 1004
2511 Carroll Ave., Suite 216, Atlanta 30341

Two-way radio communications equipment and in-car telephone. **Staff:** Jim Fellers, Larry Hill, Steve Barrett, Rae McKibben, Denis McCarthy, David Teal, Sam Hezlep.

Rainbow Programing Services 415
100 Crossways Park West, Woodbury, N.Y. 11797

Bravo, The Playboy Channel. **Staff:** Que Spadling, Earl Spencer, Sandy McGovern, Chip James, Nicole Browning, Rita Katz, Pam Euler.

RCA Cablevision Systems 2001
8500 Balboa Blvd., Van Nuys, Calif. 91409

Reuters 1947, 2046

80 Broad St., New York 10004

Reuters News-View. **Staff:** James Outman, Laurie Lambert. Michael Rahimi.

Ripley Co. 1014
46 Nooks Hill Rd., Cromwell, Conn. 06416

Cable preparation tools, including jacket strippers, coax cable strippers, coring tools, combination core/strip tools, hex crimp tools, conductor cleaners and accessories. **Staff:** Robert Clark, H. Thayer.

RJS Cable Construction 135
Box 120A, R.D. #1, Beverly, N.J. 08010

Turnkey construction. **Staff:** Charles Schwab, Robert Schwab. Stephen Lagasse.

RMR International 1436
Box 1070, Athens, Tex. 75721

RMS Electronics 1315, 17
50 Antin Pl., Bronx, N.Y. 10462

Standby, inverter and AC regulated power supply, 450 mhz line splitters and directional couplers, multitaps, scramblers/descramblers, converters, matching transformer, wall plates and taps, house amplifiers, attenuators, antenna/cable switches, hardware and tools. **Staff:** Ray Perez, Lee Heller, Bill Gamble.

Sachs CATV division
2095 Charrier Ave., Dorval, Que. H9P 1H3

S.A.L. Cable Communications 635
2500 Park Central Blvd., Decatur, Ga. 30035

Cable hardware, earth stations* and headends* **Staff:** Alan Scheinman, Jon Schwartz, Miles Kath, Linda Moser, Libby Page, Dee Dobbs

Scientific-Atlanta 1423
Box 105027, Atlanta 30348

Earth station antennas, receivers, processing equipment, headend, distribution electronics, cable security, coaxial cable, mini-cable, addressable management systems*, feedforward distribution electronics and high-gain amplifiers

Showtime Entertainment 1035
1633 Broadway, New York 10019

Sony Video Communications 1815, 19, 21, 1918
Sony Dr., Park Ridge, N.J. 07656

Southern Bell 1803
675 W. Peachtree St., Atlanta 30375

Local area data transport*, dataphone digital service, telemarketing seminars*, dial-it service* **Staff:** Walt Weyand, Ed Mason, Larry Grant, Steve Shackelford, Sharon Shaw, Phil Ferguson, M. Davis, Jim Rodman.

Southern CATV Sales 907
2886 Kellogg Creek Rd., Acworth, Ga.

Southern Satellite Systems 1909, 11
Box 470684, Tulsa, Okla. 74147

Staff: Bill Rasmussen, Terri Johnson, Karla Mumma, Sharon Ferguson.

Starview Systems
Rt. 3, Box 103G, Pocahontas, Ark. 72455

Staff: John Hastings, Ann Hastings, Virgil Richardson, Mary Richardson.

Superior Electronics 335, 434
2010 Pine Terrace, Sarasota, Fla. 33581

Computer-based FCC compliance testing*, cable repair and engineering services, revamp amplifiers. **Staff:** Randolph Lipp, Dewayne Lipp, Nick Ackerman, Ron Shaddock.

Telecrafter Corp. 1046
Box 30635, Billings, Mont. 59107

Identification cable markers, control seal and lock systems, system audits, marketing, trapping, installations and other drop-related services. **Staff:** Dorit Herman, Thomas Moe.

Tele-Log 1408
1819 Peachtree Rd., NE, Atlanta 30309

Program guide. **Staff:** Beth Newman, Jill Bowman, John Dedds.

Telpar 1607
4132 Billy Mitchell Rd., Addison, Tex. 75001

Character text generator. **Staff:** Kevin Murphy.

Tele-Wire Supply 714, 615
7 Michael Ave., E. Farmingdale, N.Y. 11735

Texscan Corp. 1915
3102 N. 29th Ave., Phoenix 85017

Time Mfg. Co. 746
7601 Imperial Dr., Waco, Tex. 76710

Versalift aerial lifts. **Staff:** John Harrison, Jerald Phillips, Bobby Garrett.

Times Fiber Communications 1407
358 Hall Ave., Wallingford, Conn. 06492

Fiber optic mini-hub system, coaxial cable. **Staff:** Bruce Brown, C. Dean Taylor, Al Kushner, John Holobinko, Frank Hamilton, Jim Morton, Carroll Oxford, Steve Byrd, Jim Oldham, John Hall, Fred Brown, Laura Sensale.

Tocom 202
Box 47066, Dallas 75247

Toner Cable Equipment 2125, 27, 29
969 Horsham Rd., Horsham, Pa. 19044

Headend equipment, character and video graphics generators, standby power supplies, distribution equipment, multitaps, antennas, earth stations, towers and apartment house security cabinets, computer system. **Staff:** Jim Diver, Ernie Worley, BJ Toner, Mike Greninger.

Tower Specialists 2047
Box 649, Waycross, Ga. 31501

Short guyed towers. **Staff:** Grant Balwanz, Shirley Balwanz, Layton Johns, Maria Johns, Bob Balwanz, Carrol Balwanz, Cheryl Kinkaid.

Triple Crown Electronics 1801
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Staff: David Emberson, Earl Russell.

Turner Broadcasting System 1015
1050 Techwood Dr., NW, Atlanta 30318

WTBS(TV) Atlanta, CNN I and II. **Staff:** Terry McGuiirk, Nory LeBrun, Doug McGinnis, Susan Grant, Cathy Burrell, Julia Bedner, Mark Henderson, Bert Ellis, Steve Chamberlain, Scott Weiss.

TV Cable Week 917, 19, 21
123 Main St., White Plains, N.Y. 10601

Staff: C. Meigher, R. Stone, S. Blacker, R. Burgh-eim, H. Rubicam, C. Swickard, M. Johnson, D. Holloway, B. Linekin, K. Weafer, C. Fitzpatrick, J. Berger, M. Klingensmith.

TV Guide 1739
4 Radnor Corp. Center, Radnor, Pa. 19088

TV Host 1449
3935 Jonestown Rd., Harrisburg, Pa. 17109

Cable program guides. **Staff:** David Stefanic, Frank Dillahey.

TV Watch 723
1819 Peachtree Rd., Suite 707, Atlanta 30309

Staff: Hal Butts Jr., Dennis Campo, Paula Home, Patricia Coe, Richard Eidson, John Brady, Dan Bostwick.

TVSM 1041
911 Fox Pavilion, Jenkintown, Pa. 19046

United Press International 242
220 E. 42d St., New York 10017

United Video 1609
3801 S. Sheridan, Tulsa, Okla. 74145

WGN(TV) Chicago, electronic program guide, WFMT(FM) Chicago. **Staff:** Joan Rickett, Cheryl Lambert, Leanne Knowles, Lesa King, Leisha Haworth, Bob Price, Jeff Treeman, Virgle Smith, Anne Tarbel.

Universal Security Instruments 1809, 11
10324 S. Dolfield Rd., Owings Mills, Md. 21117

UNR-Rohn 2010
Box 2000, Peoria, Ill. 61656

Towers and accessories, equipment shelters, obstruction lighting equipment. **Staff:** Ken Cordrey, R. Kleine, Don Rohn.

Vermeer Manufacturing 935
Box 200, New Sharon Rd., Pella, Iowa 50219

Videodisc Broadcasting Co. 1717, 19
1425 Greenway Dr., Suite 210, Irving, Tex. 75062

Two-channel automatic ad insertion equipment. **Staff:** H. Lewis Parsons, Bill Keith, Sharie Parsons, Tom Croft, Paul Parsons.

Warner Amex Satellite 715
1211 Avenue of the Americas, New York 10036

Wavetek Indiana 1723
Box 190, Beech Grove, Ind. 46107

Weather Channel 823
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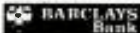
Weather channel. **Staff:** Dan Mohler, Doug Holaday, Cj Sartor, Dave Gunn, Steve Severn, Kathleen Smith, Tammy Zinn.

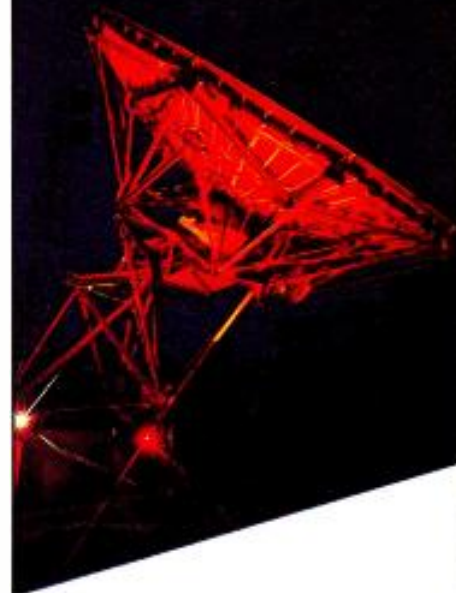
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Zenith Radio Corp. 1906, 08
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Z-TAC baseband addressable converter/decoder system. **Staff:** Chick Eissler, Bob Cunningham.

Nielsen says cable penetration nears 40%, up 18% from 1982

U.S. cable television households increased 18% in the past year, to 32,930,140, or 39.3% of all U.S. TV homes, as of July, the A.C. Nielsen Co. estimated last week.

In July 1982, the total was estimated at 27,884,000, with 34.0% penetration. The figures include Hawaii and Alaska as well as the contiguous 48 states.

A breakdown by designated market area (DMA) showed New York with the most cable homes, 2,020,890, but its penetration rate, 31.2%, wasn't nearly enough to get into the top 50 in the penetration rankings. Highest penetration—77.5%—was in the DMA of Santa Barbara-Santa Maria-San Luis Obispo, Calif.

Los Angeles-Palm Springs was second with 1,195,510 cable homes, representing 27.8% penetration. Philadelphia was third

with 947,030 (39.0%).

Others in the top 10 ranked by cable households were San Francisco-Oakland, 938,660 (46.7%); Pittsburgh, 694,490 (57.3%); Boston-Manchester-Worcester, 612,550 (31.4%); Cleveland, 527,380 (37.2%); Seattle-Tacoma, 519,160 (46.3%); Houston, 494,930 (37.8%), and Chicago, 489,150 (16.4%). Ten markets showed increases by a percentage number of over 10 from last July's ranking (BROADCASTING, Sept. 13, 1982). San Antonio went from 36.6% to 58.5%. New Orleans jumped from 28.5% to 44.1%. Others jumping by more than 10 were Omaha (from 27.3% to 41.3%); St. Louis (12.9% to 26.5%); Erie, Pa. (37.4% to 49.0%); Sioux City, Iowa (29.8% to 41.1%); Chattanooga (34.8% to 45.7%); Biloxi-Gulfport, Miss. (59.2% to 70.6%); Detroit (13.2% to 23.7%), and Little Rock-Pine Bluff, Ark. (32.0% to 42.1%).

Rankings by cable penetration look quite different. After Santa Barbara-Santa Maria-San Luis Obispo's 77.5% came Marquette, Mich., with 74.7%; San Angelo, Tex., with 73.8%; Laredo, Tex., with 73.2%, and Parkersburg, W. Va., with 71.5%.

Rounding out penetration's top 10 were Clarksburg-Weston, W. Va., with 70.8%; Biloxi-Gulfport, Miss., with 70.6%; Johnstown-Altoona, Pa., and Monterey-Salinas, Calif., both with 69.8%, and Odessa-Midland-Monahans, Tex., and Yuma, Ariz.-El Centro, Calif., in a tie for 10th place at 69.7%.

Nielsen said its estimates were based on the most current data available, including subscriber household counts provided by ca-

ble systems or other industry sources; penetration figures from Nielsen Station Index sample households for previous all-market survey periods and subscriber information obtained during local diary-placement telephone interviews.


"Research continues in this area in an attempt to further improve these data," Nielsen said. "As new information and techniques are developed, they will be incorporated in future estimates." □

DMA	% penetration July '83
Abilene-Sweetwater, Tex.	66.5
Ada-Ardmore, Okla.	51.0
Albany, Ga.	49.9
Albany-Schenectady-Troy, N.Y.	53.2
Albuquerque, Farmington N.M.	40.6
Alexandria, La.	53.8
Alexandria, Minn.	38.3
Alpena, Mich.	55.4
Amarillo, Tex.	62.3
Anchorage	15.6
Atlanta	34.5
Augusta, Ga.	45.3
Austin, Tex.	55.9
Bakersfield, Calif.	65.4
Baltimore	24.3
Bangor, Me.	38.4
Baton Rouge	51.0
Beaumont-Port Arthur, Tex.	42.6
Beckley-Bluefield-Oak Hill, W. Va.	67.7
Bend, Ore.	58.1
Billings-Hardin, Mont.	50.9
Biloxi-Gulfport-Pascagoula, Miss.	70.6
Binghamton, N.Y.	62.7
Birmingham-Anniston, Ala.	45.8
Boise, Idaho	36.5
Boston-Manchester-Worcester	31.4
Bristol, Va.-Kingsport, Johnson City, Tenn.	48.0
Buffalo, N.Y.	56.1
Burlington, Vt.-Plattsburgh, N.Y.	50.4
Butte, Mont.	63.1
Casper-Riverton, Wyo.	66.0
Cedar Rapids-Waterloo, Dubuque, Iowa	37.9
Champaign-Springfield-Decatur, Ill.	60.4
Charleston, S.C.	45.8
Charleston-Huntington, W.Va.	58.8
Charlotte, N.C.	32.9
Chattanooga	45.7
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	64.6
Chicago	16.4
Chico-Redding, Calif.	63.4
Cincinnati	30.9
Clarksburg-Weston, W.Va.	70.8
Cleveland-Akron	37.2
Colorado Springs-Pueblo	42.9
Columbia-Jefferson City, Mo.	41.1
Columbia, S.C.	41.0
Columbus, Ga.	50.1
Columbus-Tupelo, Miss.	47.7
Columbus, Ohio	48.7
Corpus Christi, Tex.	51.8
Dallas-Fort Worth	31.2
Davenport, Iowa-Rock Island-Moline, Ill.	47.8
Dayton, Ohio	48.9
Denver	25.0
Des Moines-Ames, Iowa	39.9
Detroit	23.7

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Duluth, Minn.-Superior, Wis.	41.1
El Paso	48.7
Erie, Pa.	49.0
Eugene, Ore.	58.8
Eureka, Calif.	66.8
Evansville, Ind.	46.9
Fairbanks, Alaska	31.9
Fargo-Valley City, N.D.	51.0
Flint-Saginaw-Bay City, Mich.	42.6
Florence, S.C.	47.7
Fresno, Calif.	33.8
Ft. Myers-Naples, Fla.	65.9
Ft. Smith, Ark.	59.1
Ft. Wayne, Ind.	39.5
Gainesville, Fla.	59.2
Glendive, Mont.	62.9
Grand Junction-Montrose, Colo.	58.5
Grand Rapids-Kalamazoo-Battle Creek, Mich.	46.5
Great Falls, Mont.	56.1
Green Bay, Wis.	32.7
Greensboro-Winston Salem-High Point, N.C.	35.0
Greenville-New Bern- Washington, N.C.	41.2
Greenville-Spartanburg, S.C.- Asheville, N.C.	35.8
Greenwood-Greenville, Miss.	62.7
Harlingen-Weslaco, Tex.	39.8
Harrisburg-York-Lancaster- Lebanon, Pa.	54.3
Harrisonburg, Va.	46.2
Hartford-New Haven, Conn.	53.9
Hattiesburg-Laurel, Miss.	43.5
Honolulu	56.1
Houston	37.8
Huntsville-Decatur-Florence, Ala.	47.1
Idaho Falls-Pocatello	48.1
Indianapolis	38.9
Jackson, Miss.	45.7
Jackson, Tenn.	50.8
Jacksonville, Fla.	44.4
Johnstown-Altoona, Pa.	69.8
Jonesboro, Ark.	55.3
Joplin, Mo.-Pittsburg, Kan.	46.2
Kansas City, Mo.	41.2
Knoxville, Tenn.	42.0
La Crosse-Eau Claire, Wis.	49.5
Lafayette, Ind.	64.6
Lafayette, La.	50.8
Lake Charles, La.	56.7
Lansing, Mich.	49.6
Laredo, Tex.	73.2
Las Vegas	13.7
Lexington, Ky.	50.1
Lima, Ohio	65.7
Lincoln-Hastings-Kearney, Neb.	48.7
Little Rock-Pine Bluff, Ark.	42.1
Los Angeles-Palm Springs	27.8
Louisville, Ky.	41.3
Lubbock, Tex.	51.2
Macon, Ga.	55.7
Madison, Wis.	40.5
Mankato, Minn.	54.3
Marquette, Mich.	74.7
Mason City, Iowa-Austin- Rochester, Minn.	41.3
Medford-Klamath Falls, Ore.	57.0
Memphis	36.1
Meridian, Miss.	45.5
Miami-Ft. Lauderdale	34.0

DMA	% penetration July '83
Milwaukee	21.4
Minneapolis-St. Paul	13.9
Minot-Bismarck-Dickinson, N.D.	50.2
Missoula-Butte, Mont.	53.3
Mobile, Ala.-Pensacola, Fla.	46.2
Monroe, La.-El Dorado, Ark.	44.7
Monterey-Salinas, Calif.	69.8
Montgomery, Ala.	49.6
Nashville-Bowling Green, Ky.	31.6
New Orleans	44.1
New York	31.2
Norfolk-Portsmouth-Newport News-Hampton, Va.	41.1
North Platte, Neb.	46.4
Odessa-Midland-Monahans, Tex.	69.7
Oklahoma City	47.3
Omaha	41.3
Orlando-Daytona Beach, Fla.	48.5
Ottumwa, Iowa-Kirksville, Mo.	51.4
Paducah, Ky.-Cape Girardeau, Mo.- Harrisburg, Ill.	45.2
Panama City, Fla.	47.2
Parkersburg, W. Va.	71.5
Peoria, Ill.	55.0
Philadelphia	39.0
Phoenix-Flagstaff	27.1
Pittsburgh	57.3
Portland-Poland Spring, Me.	46.3
Portland, Ore.	30.8
Presque Isle, Me.	61.5
Providence, R.I.-New Bedford, Mass.	26.7
Quincy, Ill.-Hannibal, Mo.- Keokuk, Iowa	44.0
Raleigh-Durham, N.C.	42.0
Rapid City, S.D.	52.3
Reno	58.7
Richmond-Petersburg- Charlottesville, Va.	32.7
Roanoke-Lynchburg, Va.	43.2
Rochester, N.Y.	40.9
Rockford, Ill.	54.0
Roswell, N.M.	66.6
Sacramento-Stockton, Calif.	32.0
Salisbury, Md.	61.0
Salt Lake City	27.8
San Angelo, Tex.	73.8
San Antonio-Victoria, Tex.	58.5
San Diego	60.8
San Francisco-Oakland	46.7
Santa Barbara-Santa Maria- San Luis Obispo, Calif.	77.5
Savannah, Ga.	45.9
Seattle-Tacoma	46.3
Shreveport, La.	45.3
Sioux City, Iowa	41.1
Sioux Falls-Mitchell, S.D.	40.5
South Bend-Elkhart, Ind.	37.5
Spokane, Wash.	48.8
Springfield-Holyoke, Mass.	49.0
Springfield, Mo.	33.8
St. Joseph, Mo.	54.7
St. Louis	26.5
Syracuse-Elmira, N.Y.	58.8
Tallahassee, Fla.-Thomasville, Ga.	46.9
Tampa-St. Petersburg-Sarasota, Fla.	36.5
Terre Haute, Ind.	42.0
Toledo, Ohio	44.0
Topeka, Kan.	62.9
Traverse City-Cadillac, Mich.	38.6
Tucson, Ariz.	24.4
Tulsa, Okla.	51.9
Twin Falls, Idaho	56.0

DMA	% penetration July '83
Tyler, Tex.	59.2
Utica, N.Y.	64.3
Waco-Temple, Tex.	60.2
Washington-Hagerstown, Md.	18.4
Watertown, N.Y.	53.9
Wausau-Rhineland, Wis.	34.1
West Palm Beach-Ft. Pierce, Fla.	57.4
Wheeling, W. Va.-Steubenville, Ohio	62.3
Wichita Falls, Tex.-Lawton, Okla.	59.1
Wichita-Hutchinson, Kan.	58.5
Wilkes Barre-Scranton, Pa.	66.2
Wilmington, N.C.	39.0
Yakima, Wash.	53.3
Youngstown, Ohio	49.0
Yuma, Ariz.-El Centro, Calif.	69.7
Zanesville, Ohio	64.5

Tanner given leave of absence

**He steps down until FBI and IRS
investigations are completed**

William B. Tanner, president of the Memphis-based barter company that bears his name, has stepped down from his executive positions with the firm to give himself time to assess the allegations against him and to prepare a defense.

FBI and Internal Revenue Service agents raided the Tanner Co., which was purchased by Media General, the Richmond, Va.-based communications conglomerate in 1982, earlier this month, seizing cartons full of records amid allegations that the company had been handing out kickbacks to clients and that Tanner had engaged in a variety of schemes to divert millions in company funds from official books and into his own pockets (BROADCASTING, Aug. 22).

No charges had been filed against Tanner or the company as of early last week. Tanner has steadfastly denied any wrongdoing.

According to Alan S. Donnahoe, Media General vice chairman and chief executive officer, Tanner had requested a leave of absence from his official positions, and that leave was granted. Donnahoe added that if no charges are brought against Tanner—or Tanner is not proved guilty of any charges that might be brought against him—the “assumption” is that Tanner will return to his official positions at the company. Tanner is still an employee of the company, Donnahoe said.

Donnahoe also said that Earl J. Funk, the Tanner Co.'s senior vice president and treasurer, had stepped down for the same reasons.

Louis Lucas, Tanner's chief legal counsel, resigned earlier this month to avoid any conflict of interest, feeling he couldn't advise Tanner since he had been accused of wrongdoing as well.

Also according to Donnahoe, James A. Linen IV, Media General senior vice president, has been named acting president and chief executive officer of the Tanner Co. James S. Evans, Media General's president,

has been named chairman of the Tanner Co.'s board. Robert T. Sutton, president and chief executive officer of Media General's Broadcast Division, has been named executive vice president of the Tanner Co. And William Elliott has taken leave from his position as divisional controller for Media General to step in as vice president and treasurer for the Tanner Co.

Selected as counsel to the Tanner Co. was the Memphis law firm of Armstrong, Allen, Braden, Goodman, McBride & Prewitt.

Donnahoe also said Media General's own investigation of the company's activities was "coming along pretty well" even though "it looks like it's going to take some time." □

Close race for fall, predicts Katz agency

Network battle for viewers in fall ratings race to be close call, but CBS should come out ahead, says report sent by Katz to TV stations it represents

Barring major setbacks, the Katz representative firm expects the three TV networks' competition for prime time audiences this fall to provide "the closest ratings race in recent years," with CBS-TV ahead, but narrowly, and with ABC edging NBC for second.

For the fourth quarter, Katz sees the 1983-84 schedules, as laid out, providing CBS with an average 28 share of audience, ABC with a 27 and NBC with a 25.

This forecast is part of a thick volume of program plans and commercial positioning data, network by network, that is being sent to all Katz-represented TV stations. It pulls together the networks' plans not only for prime time but for other major dayparts.

In an introduction, Kim Schlotman, Katz manager of research and network information, says of prime time that the networks, as a result of "backfiring" innovation efforts last year, are "back to tried-and-true programming ideas, borrowing from successful theatrical and previous series."

"What is significant this season," Schlotman writes, "is the positioning of certain programs, for example ABC's scheduling of the veteran *Happy Days* at 8:30 p.m. and with a rookie [*Just Our Luck*] for a lead-in and the move of *Matt Houston* to a later time

period from the one it was just becoming accustomed to.

"Similarly, CBS had its own surprises. Moving the adult-skewing *Mississippi* from 10 p.m. Friday to 8 p.m. Tuesday, scheduling three movie nights and leaving only six comedies on the calendar were all unexpected decisions. While it's possible the third movie night is only until the [baseball] championships and World Series are over, it appears that the net is looking to capture an all-adult audience, leaving ABC and NBC to battle it out for the kids.

"Believing that 'the network that is number one in comedies is number one,' NBC has scheduled 10 half-hours of comedy. . . . However, NBC is already revamping many of its fall programs. *Boone*, *Manimal* and *St. Elsewhere* are being made lighter, less dramatic. *Remington Steele* is being taken on the road [and given more budget and more romance]. *Mama's Family* and *Jennifer Slept Here* are getting additional cast members and *Yellow Rose* is being completely redone."

While recognizing the importance of strong series programming, Schlotman says, the networks also are spending more money than ever before on made-for-TV movies and mini-series.

One possible event that might mess up the race, Schlotman continues, is a threatened strike against NBC by the National Association of Broadcast Employees and Technicians: "If there is a strike and the other unions honor the NABET picket line, the ratings race could be hindered by production problems. NBC also has 15 programs (new and old) in new time periods, so their climb up the ladder will not be easy. But one thing is for sure, they certainly are trying harder."

The report projects audience shares, program by program, in the context of the schedules as currently set. Among ABC's eight new series, *Hotel* gets a 31, *Madeline* a 26, *Just Our Luck* a 23, *Hardcastle & McCormick* and *Webster* 22 each, *It's Not Easy* a 21 and *Lottery* and *Medstar* 20 each.

Among CBS's five new series, Katz sees *After M*A*S*H* as getting a 30 share, *Emerald Point N.A.S.* a 26, *Scarecrow* and *Mrs. King* a 25, *Whiz Kids* a 23 and *Cutter to Houston* a 20.

For NBC's nine new series, Katz anticipates that *Manimal* and *We Got It Made* will each get a 25 share, *Mr. Smith* a 24, *Roustlers* a 23, *Bay City Blues*, *Boone: An American Legend*, *Jennifer Slept Here* and *Yellow Rose* 22 each, and *For Love and Honor* a 21. □

Rates debate. The Los Angeles Olympic Organizing Committee was downplaying a report published in the Aug. 27 edition of *TV Guide* suggesting that the Soviet Union obtained broadcast rights to the 1984 summer Olympics at "bargain rates." The report pointed out that, under terms of an agreement reached last month, the Soviet Union, along with Eastern European nations and Cuba, is paying \$3 million for 250 hours of coverage, compared with the \$225 million paid by ABC-TV for 187.5 hours of origination.

ABC had no immediate comment on the disparity, but LAOOC spokeswoman Amy Corliss said a number of factors are considered in contract negotiations beyond average cost by television set. She noted that state-owned television systems lack the ability to recoup rights costs through advertising, many do not broadcast in color and have traditionally paid rights fees that are triple those negotiated in the previous Olympic games. Corliss said the Soviet Union and the European Broadcasting Union, which is paying about \$20 million for 480 hours of coverage to 31 countries, are both paying fees that are about three times those paid during the 1976 Olympics in Montreal.

Ratings Roundup

In the prime time ratings, this most recent week was like the week ending Aug. 28: Nine of the top 10 programs, 16 of the top 20, 28 of the top 30 and 36 of the top 40 were repeats. The order of finish was not quite a repeat. CBS-TV won again, with a Nielsen average rating/share of 13.1/24, but ABC-TV edged ahead of NBC-TV to take second place with a 12.8/23, while NBC came in at 12.6/23.

ABC News's *20/20*, one of two originals in the top 20, placed second for the week with an 18.1/33. In first place was a repeat of the *Circus of Stars* special on CBS (19.4/33). The other top 20 original was the 90-minute premiere of *Two Marriages* on ABC Tuesday at 9:30 p.m. (NYT) which scored a 15.7/27 to tie (with *Simon and Simon* on CBS and "Godfather Part I" on NBC) for 11th rank (*Two Marriages* now moves to Wednesday at 9-10 p.m.)

Apart from *Two Marriages*, the highest rated entertainment originals were *On the Road with Charles Kuralt* on CBS, which produced an 11.4/22 to rank 40th, and *Reggie*, an ABC limited series, which came in at 11.3/29 and 41st. Two other ABC summer series, *Hamptons* and *Eye on Hollywood*, dropped to 9.6/17 and 8.8/17 respectively, the former ranking 55th and the latter in a three-way tie for 59th. One of those in the three-way tie was CBS's *Our Times with Bill Moyers* summer series (8.8/16); the other was a repeat of ABC's *Happy Days* (8.8/17).

NBC played off *Firm*, a pilot for a projected series that didn't make it, Tuesday at 10-11 p.m. and outpointed an original showing of "Sherlock Holmes" on CBS, 12.7/22 to 9.0/16, although *Two Marriages*'s 15.27 easily won the period.

The First 20

1.	<i>Circus of the Stars</i>	CBS	19.4/33
2.	<i>20/20</i>	ABC	18.1/33
3.	<i>NBC Monday Night Movie—The End</i>		17.8/30
4.	<i>A Team</i>	NBC	17.5/32
5.	<i>60 Minutes</i>	CBS	16.8/36
6.	<i>Fantasy Island</i>	ABC	16.3/32
7.	<i>Jeffersons</i>	CBS	16.3/28
8.	<i>Facts of Life</i>	NBC	16.3/28
9.	<i>Knight Rider</i>	NBC	16.1/30
10.	<i>ABC Sunday Night Movie—The Choirboys</i>	ABC	15.8/28
11.	<i>Simon & Simon</i>	CBS	15.7/27
11.	<i>NBC Sunday Night Movie—The Godfather, Part I</i>	NBC	15.7/27
11.	<i>Two Marriages Special</i>	ABC	15.7/27
12.	<i>Family Ties</i>	NBC	15.3/26
13.	<i>Trapper John, M.D.</i>	CBS	15.2/27
14.	<i>Remington Steele</i>	NBC	15.0/26
14.	<i>Three's Company</i>	ABC	15.0/26
15.	<i>Goodnight, Beantown</i>	CBS	14.9/23
16.	<i>Love Boat</i>	ABC	14.8/26
17.	<i>Benson</i>	CBS	14.7/23

The Final Five

63.	<i>Powers of Matthew Star</i>	NBC	8.4/18
64.	<i>Archie Bunker's Place</i>	CBS	8.4/17
65.	<i>NBC Reports: Machines vs. People</i>	NBC	7.7/14
66.	<i>Casablanca</i>	NBC	7.0/14
67.	<i>Gnomes</i>	CBS	6.8/14

For the Record

As compiled by BROADCASTING, Aug. 22 through Aug. 26, 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

■ Hope Valley, R.I.—Astro Broadcasting System seeks 1180 khz, 1 kw-D. Address: Woody Hill Road, Hope Valley, R.I. 02832. Principal is owned by John J. Fuller who conducts radio program on WMYD Wickford, R.I., WAVP Bloomfield, N.J., and WALN Allentown, Pa. He has no other broadcasting interests. Filed Aug. 17.

TV applications

■ Mesa, Ariz.—Retherford Publications Inc. seeks ch. 12; ERP: 250 kw vis., 25 kw aur., HAAT: 1,714.8 ft.; ant. height above ground: 268.25 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill R. Retherford, president, 96%. It is also applicant for new TV's at Pontiac, Ill.; Hagerstown, Md.; Calumet, Mich.; Jamestown, N.Y.; Sheboygan, Wis., and Cheyenne, Wyo. (see below), and 25 LPTV's. Filed Aug. 18.

■ Pontiac, Ill.—Retherford Publications Inc. seeks ch. 53; ERP: 4,500 kw vis., 450 kw aur., HAAT: 312.44 ft.; ant. height above ground: 272.85 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Principal is also applicant for six new TV's including Mesa, Ariz. (see above). Filed Aug. 18.

■ Hagerstown, Md.—Retherford Publications Inc. seeks ch. 68; ERP: 4,000 kw vis., 400 kw aur., HAAT: 166.03 ft.; ant. height above ground: 275.45 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Principal is also applicant for six new TV's including Mesa, Ariz., (see above). Filed Aug. 18.

■ Calumet, Mich.—Retherford Publications Inc. seeks ch. 5; ERP: 100 kw vis., 10 kw aur., HAAT: 599.55 ft.; ant. height above ground: 262 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill Retherford, pres. It is also applicant for six new TV's, including Mesa, Ariz. (see above). Filed Aug. 18.

■ Jamestown, N.Y.—Retherford Publications seeks ch. 26; ERP: 1,000 kw vis., 100 kw aur., HAAT: 640.38 ft.; ant. height above ground: 522 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Principal is owned by Bill Retherford, president. It is also applicant for six new TV's, including Mesa, Ariz. (see above). Filed Aug. 18.

■ Cheyenne, Wyo.—Retherford Publications Inc. seeks ch. 33; ERP: 4,000 kw vis., 400 kw aur., HAAT: 155.06 ft.; ant. height above ground: 268.5 ft. Address: 8545 E. 41st Street, Tulsa, Okla. 74145. Principal is also applicant for six new TV's, including Mesa, Ariz. (see above). Filed Aug. 18.

TV actions

■ Springfield, Ill.—Henry C. McCall application dismissed for ch. 49; 933.25 kw vis., 9.3 kw aur.; HAAT: 314.5 ft. (BPCT-830204KF). Action Aug. 8.

■ Silver City, N.M.—Sara Diaz Warren application dismissed for ch. 6; 100 kw vis., 10 kw aur., HAAT: 2,000 ft.;

ant. height above ground: 65 ft. Address: 6200 Valeria, El Paso 79912. (BPCT-830608KF). Action July 13.

■ Wenatchee, Wash.—Stanley G. Emert Jr. application dismissed for ch. 27; 1,000 kw vis., 100 kw aur.; HAAT: 1,300 ft. (BPCT-830113KF). Action Aug. 10.

AM actions

■ Cooper City, Fla.—South Florida Broadcasters application dismissed for 860 khz, 1 kw-D, 10 kw-N. (BP-820301AU). Action Aug. 19.

■ Ochlocknee, Ga.—Lifeline Ministries Inc. granted 1020 khz; 10 kw-D. (BP-830112AC). Action Aug. 18.

■ Brookport, Ill.—Samuel K. Stratemeyer returned 750 khz; 500 w-D. (BP-830428AH). Action Aug. 24.

■ Wapole, Mass.—Italian American Communications Co. application returned for 760 khz, 250 w-D. Address: 51 Bennington Street, Boston 02158. (BP-830421AD). Action Aug. 23.

■ Big Rapids, Mich.—James J. McCluskey dismissed application for 1070 khz, 10 kw-D, 1 kw-N. Address: 220 1/2 South Michigan, Big Rapids 49307. (BP-830228AH). Action Aug. 24.

■ New Hampton, Mo.—Jerrell A. Shepherd granted 870 khz, 250 w-D. (BP-821026AE). Action Aug. 24.

■ Huntsville, Tex.—Broadcast Communications Inc. application returned for 800 khz, 1 kw-D. Address: 3120 Montgomery Road, huntsville 77340. (BP-830502AP). Action Aug. 24.

FM actions

■ Eager, Ariz.—Eastern Arizona Broadcasting Co. granted 92.5 mhz, 25 kw, HAAT: 42 ft. Address: 530 East Ninth Ave., Mesa, Ariz. 85204. Principal is owned by Ira M. Lavender (88%), Grant L. Palmer and Eugene L. Schwartz (5% each) and Larry E. Sherwood (2%). (BPH-820730AO). Action Aug. 8.

■ *Grand Junction, Colo.—Western Colorado Public Radio Inc. granted 89.5 mhz; 10 kw; HAAT: 2,879 ft. (BPED-830302AC). Action Aug. 11.

■ *Cochran, Ga.—Georgia Public Telecommunications Commission granted 89.7 mhz, 100 kw, HAAT: 1,008 ft. Address: 1540 Stewart Avenue, S.W., Atlanta 30310. Principal is state agency formed to provide educational and public telecommunications and broadcasting in Georgia that owns nine other TV's, all Georgia. (BPED-830228AS). Action Aug. 3.

■ *Warm Springs, Ga.—Georgia Public Communications Commission granted 88.1 mhz, 100 kw; HAAT: 1,000. (BPED-830228AE). Action Aug. 22.

■ Indianapolis—High Tech Industries Inc. application returned for 107.9 mhz, 50 kw, HAAT: 262.75 ft. Address: 181 E. 87th Street, Suite 201 B, New York 10028. (BPH-830714AU). Action Aug. 17.

■ *Browning, Mont.—Blackfeet Media Inc. granted 88.7 mhz; 100 kw; HAAT: 569 ft. (BPED-830201AE). Action Aug. 12.

■ *Great Falls, Mont.—Great Falls Public Radio Association granted 89.9 mhz, 10 kw, HAAT: 368 ft. Address: Box 3343, Great Falls 59403. (BPED-830303AE). Action Aug. 3.

■ Minto, N.D.—Lib Inc. granted 105.3 mhz; ERP: 100 kw; HAAT: 579 ft. (BPH-821207AB). Action Aug. 8.

■ *Reliance, S.D.—State Board of Directors for Educational Television granted 91 mhz, 46.7 kw, HAAT: 1,480 ft. Address: University of South Dakota, Vermillion, S.D. 57069. Principal is licensee of six TV's. Joseph R. Shields is chairman of board. It is also applicant for new noncommercial FM at Rapid City, S.D. (BPED-820507AZ). Action Aug. 3.

■ Christiansted, St. Croix, Virgin Islands—Radio 95 Inc. granted 95.1 mhz, 50 kw, HAAT: 990 ft. Address: 26 Company Street, Christiansted 00820. Principal: John T. Galanses, who is general manager and 50% owner of

WWUS(FM) Big Pine Key, Fla., and 8.77% owner of WGFT(AM) Youngstown, Ohio. (BPH-830624AD). Action Aug. 19.

Ownership changes

■ KTUC(AM) Tucson, Ariz. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Evan Broadcasting Co. to KTUC Investments for \$825,750 (BROADCASTING, Aug. 29). Seller is owned by Raymond I. Kandel, who has sold, subject to FCC approval, KNDE(FM) Tucson (BROADCASTING, Aug. 22). Buyer is partnership which includes Christopher T. Maloney, Thomas E. Hassey and Thomas A. Maples. Maloney is Tucson doctor; Hassey is Tucson business executive and Maples is general manager of KTUC. Filed Aug. 23.

■ KCGS(AM) Marshall, Ark. (1600 khz, 1 kw-D)—Seeks assignment of license from Marshall Broadcasting Co. Inc. to Rex Elliott for \$50,000 plus other considerations. Seller is owned by Hugh J. Shannon, president. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 1.

■ KYA(AM) San Francisco (1260 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from King Radio Broadcasting Co. to Bonneville International Corp. for \$3.5 million (BROADCASTING, Aug. 8). Seller, based in Seattle, is principally owned by Dorothy S. Bullitt and family. It is group owner of four AM's, four FM's and four TV's. It is spinning off KYA to comply with FCC duopoly rules. It also bought KSFO(AM) San Francisco (BROADCASTING, June 20). Buyer, owned by Corp. of the President of the Church of Jesus Christ of the Latter-day Saints, is headed by Arch L. Madson, president. It also owns four AM's, seven FM's and two TV's. Filed Aug. 23.

■ KIST(AM) Santa Barbara, Calif. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KIST Properties Ltd. to J.P. Wardlaw for \$1,210,250, plus other considerations. Seller is headed by Stanley Neimark, president. It has no other broadcast interests. Buyer is former owner of KIST, who has no other broadcast interests. Filed Aug. 19.

■ WWFL(AM) Clermont, Fla. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from CKS Partnership to K.A.B. Communications Inc. for \$238,000 (BROADCASTING, Aug. 15). Seller is owned by Donald J. Chionchio (25.1%), John E. Kolesar (25%) and H. James Sharp (49.9%). It is applicant for LPTV at Crystal River, Fla. Buyer is owned by Kenneth R. Peach, his wife Ann G., and his parents, Granville F. and Jean Peach. Kenneth Peach is sales manager at WJDM(AM) Elizabeth, N.J. Others have no other broadcast interests. Filed Aug. 18.

■ KWEI(AM) Weiser, Idaho (1260 khz, 1 kw-D)—Seeks assignment of license from Mountain Land Broadcasting to Mountain Land Broadcasting for \$140,000 and assumption of loan obligations. Seller is owned by Danny Kramer, Douglas Raper and David Burton. Raper is selling his interest in company. Buyer is owned by Edward Burton (65%), his son, David (10%) and Danny Kramer (25%). Kramer is announcer and air personality at KSL(AM) Salt Lake City. Filed Aug. 19.

■ KMOM(AM) Monticello, Minn. (1070 khz, 10 kw-D, 2.5 kw0N, DA-1)—Seeks assignment of license from Tri-County Radio Inc., debtor in possession, to KMOM Radio Inc. for \$515,000. Seller is debtor in possession, headed by Ross G. Eggestein, president. It has no other broadcast interests. Buyer is headed by David H. Lund, president, who is Minnetonka, Minn.-based high school teacher and local Dairy Queen franchisee. It has no other broadcast interests. Filed Aug. 23.

■ KLFM(FM) Great Falls, Mont. (92.9 mhz, 100 w, HAAT: 450 ft.)—Seeks assignment of license from Northern Sun Corp. to KLFM Inc. for \$475,000. Seller is owned by Bill Reier, president. It also owns KBOZ-AM-FM Bozeman, Mont., and is applicant for new FM at Billings, Mont. Buyer is principally owned by William J. Luzmoor III (70%). It also owns KEIN(AM) Great Falls. Filed Aug. 24.

■ WOTB(FM) Middletown, R.I. (107.1 mhz, 3 kw,

HAAT: 270 ft.)—Seeks assignment of license from Bay Broadcasters Inc. to Leisure Market Radio Inc. for \$700,000. Seller is owned by Ronald L. Hickman, president, and wife, Barbara, (89.8% jointly) and Michael Collins (10.2%). It has no other broadcast interests. Buyer is group of East coast investors, headed by Robert Richer, president (10%). He is former vice president and general manager of Group W Radio Sales. Filed Aug. 25.

■ WNPC(AM) Newport, Tenn. (1060 khz, 1 kw-D)—Seeks assignment of license from Millard V. Oakley to W.N.P.C. Inc. for \$79,000 plus other considerations. Seller is owned by Millard V. Oakley, Edward M. Johnson and Carroll Wayne Harris. Johnson is trading WCSV(AM) Crossville, Tenn. for WNPC. Oakley has interest in WREA(AM) Dayton, WLIV-AM-FM Livingston, all Tennessee and WKXN(FM) Greenville, Ala. He is also applicant for six new TV's, new FM at Killeen, Tex., and 72 LPTV's. Buyer is owned by Johnson and Harris, president. Johnson has interest in WTNR(AM) Kingston, Tenn., and 15 LPTV's. Filed Aug. 22.

■ KNEL(AM)-KIXV(FM) Brady, Tex. (1490 khz, 1 kw-D, 250 w-N; FM: 95.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Radio Brady Inc. to SEC/CESS Broadcasting Inc. for \$450,000, including noncompetitive agreement. Seller is principally owned by Edgar R. Keeling Jr., president. It has no other broadcast interests. Buyer is owned by Stephen R. Everett, president (60%) and Travis M. Roach Jr. (40%). It has no other broadcast interests. Everett is general manager of KBLL-FM San Angelo, Tex., and Roach is Ballinger, Tex.-based attorney and CPA. Filed Aug. 22.

■ KDCD-TV Midland, Tex. (ch. 18; 1.6 kw max.; 813 kw horiz. vis.; 162 w aur.; HAAT: 390 ft.)—Seeks assignment of license from Midland Telecasting Inc. to Plains Television Ltd. for \$50,000. Seller is headed by Henry C. Darwin, president. It has no other broadcast interests. Buyer is owned by Michael Massey (20%) and W.H. Graham (80%). Graham is publisher of *Leader*, Lovington, N.M. daily newspaper. He also has interest in KDOR-TV Bartlesville, Okla., and has interest in applicant for new TV's at Casper, Wyo., and Gallup and Las Cruces, both New Mexico. Filed Aug. 17.

■ WVBK(AM) Herndon, Va. (1440 khz, 1 kw-D, DA-D)—Seeks assignment of license from United Communications Corp. to Bid and Buy Inc. for not more than \$100,000 to be determined. Seller is owned by Ernest G. Peltz, president, who has no other broadcast interests. Buyer is owned by Albin Richard Bloomberg (Dick Vance), president, who has no other broadcast interests. Filed Aug. 17.

■ [CP] KLWY(TV) Cheyenne, Wyo. (ch. 27; 4,270 kw vis., 427 kw aur.; HAAT: 760 ft.)—Seeks assignment of license from The Chrysosom Corp. to Heart of Wyoming Television Inc. for \$125,000. Seller is headed by Daniel M. Burke, president. It also owns KCWY-TV Casper, KOWY(TV) Lander and KWWY(TV) Rock Springs, all Wyoming. Buyer is principally owned by A.J. Stanton Jr., president, who owns 50% of applicant for new TV at Casper. Filed Aug. 16.

Actions

■ WDOV(AM)-WDSO(FM) Dover, Del. (1410 khz, 5 kw-U; FM: 94.7 mhz, 50 kw; HAAT: 360 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Dover Broadcasting Inc. for \$2.3 million. Seller has also sold, subject to FCC approval, WNAV(AM)-WLOM-FM Annapolis, Md. Buyer is owned by Barry J. Dickstein and Joel M. Hartstone, principals of Hartstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. (BALH-830627HD,E). Action Aug. 16.

■ WDUN(AM) Gainesville, Ga. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WDUN Radio Inc. to WGGA Radio of Gainesville Inc. for \$425,000. Seller is owned by John W. Jacobs jr. and James A. Dunlap, who also own WWLT(FM) Gainesville. They are also buying WGGA(AM) Gainesville (see below). Buyer is owned by Terry W. Barnhardt, president. He is cheese broker, who has no other broadcast interest. (BAL-830621FS). Action Aug. 10.

■ WGGA(AM) Gainesville, Ga. (550 khz, 5 kw-D, 500 w-N, DA-N). Granted assignment of license from Radio Station WGGA Inc. to WDUN Radio Inc. for \$750,000. Seller is owned by Kirk Broadcasting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLT(FM) Gainesville. They are selling WDUN(AM) Gainesville (see above). (BAL-830622FU). Action Aug. 10.

■ WRNZ(FM) Wrens, Ga. (96.7 mhz, 1.05 kw, HAAT: 500 ft.)—Granted assignment of license from Frank L. Ayers to ComCast Inc. for \$286,900. Seller has no other broadcast interests. Buyer is principally owned by Richard

B. Armfield Jr., president (88%). He is former vice president and general manager of WNCT-TV Greenville, N.C., and has no other broadcast interests. (BALH-830630HS). Action Aug. 16.

■ KLER-AM-FM Orofino, Idaho (1300 khz, 1 kw-U, DA-N; FM: 95.3 mhz, 100 w; HAAT: 750 ft.)—Application dismissed for assignment of license from Arthur R. Hunt to Clearwater Broadcasting. (BALH-830718HF,G). Action Aug. 10.

■ WKZE-AM-FM Orleans, Mass. (1170 khz, 1 kw-D, DA; FM: 104.7 mhz, 50 kw; HAAT: 300 ft.)—Granted assignment of license from K-Z Radio Inc. to Cape Media Inc. for \$2.05 million. Seller is owned by Donald L. Wilks, president, Michael E. Schwartz and Albert J. Makkay (one-third each). Wilks and Schwartz also own WXY(AM)-WQY(FM) Springfield, Mass.; WKRZ-AM-FM Wilkes-Barre, Pa.; WZFM(FM) Briarcliff Manor, N.Y., and WPET(AM) Greensboro, N.C. Makkay has no other broadcast interests. Buyer is owned by David A. Roth, Boston neurosurgeon, who owns WIRA(AM) and WOVV(FM) Fort Pierce, Fla., and KCBN(AM)KRNO(FM) Reno, Nev. (BALH-830628HB,C). Action Aug. 15.

■ KFMP(FM) Cape Girardeau, Mo. (102.9 mhz, 24 kw, HAAT: 680 ft.)—Granted assignment of license from Communications Systems Inc. to Zimmer Broadcasting Co. Inc. for \$70,000. Seller is owned by Lionel D. Speidel, president (50.2%) and wife, Edna (49.8%). They have no other broadcast interests. Buyer is owned by Jerome B. Zimmer, president (52%), his sons, Jerome R. and John P. (10% each). It also owns KZYM(AM) Cape Girardeau. (BALH-830701HD). Action Aug. 18.

■ [CP] WRDG(TV) Burlington, N.C., (ch. 16, 4,502 kw max. and 3,646 kw horiz. vis., 450 kw max. and 365 kw horiz. aur., HAAT: 520 ft.)—Granted assignment of license from National Group Telecommunications of Burlington to Louis J. Kearm and family for \$22,834, less other considerations. Seller is headed by N. John Douglas, who also owns 54% of KSTS(TV) San Jose, Calif. Buyer is owned by Louis J. Kearm; his wife, Shirley C., and their children, Robert L. and Janet L. Louis Kearm has 10.4% interest in seller. (BAPCT-830620KI). Action Aug. 18.

■ WABV(AM) Abbeville, S.C., (1590 khz, 1 kw-D)—Granted assignment of license from Abcco Inc. to Lively Broadcasting Inc. for \$100,000. Seller is principally owned by William Brissey, president, Norman Whamm, Paul S. Mimms and William Thompson. None has other broadcast interests. Buyer is principally owned by Edward Lively, president (58.65%), who is engineering director for Jimmy Swaggart ministries, licensee of 3 FM's and 4 AM's. (BAL-830617FJ). Action Aug. 10.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total*
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

■ *WSJK-TV Sneedville, Tenn. (ch. 2, 100 kw vis., 20 kw aur., HAAT: 1,760 ft.)—Granted assignment of license from Tennessee State Board of Education to East Tennessee Public Communications Corp. Seller is noncommercial educational TV, headed by Robert L. McElrath, chairman. It also owns WCTE(TV) Cookeville, WTCI(TV) Chattanooga, and WLJT Lexington, all Tennessee. Buyer is non-profit corporation, headed by Charles Davis, chairman. It has no other broadcast interests. (BALCT-830708KF). Action Aug. 17.

■ KTHE(AM) Thermopolis, Wyo. (1240 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Big Horn Basin Broadcasting Co. Inc. from Bruce R. Long (100% before; none after) to Longrier Radio Inc. (none before; 100% after). Consideration: \$250,000, including noncompetitive agreement. Principals: Seller also owns KURA(AM) Moab, Utah, and CP's for new FM's at Moab and Thermopolis, latter one is included in this sale. Buyer is owned by B. Edward Longrier, president and his wife, Dee Ann (51% jointly); his brother, Paul, and Paul's wife, Jeri (49% jointly). Edward Longrier is announcer and engineer at KELA-AM-FM Centralia, Wash., Dee Ann Longrier is medical technologist; Paul and Jeri Longrier are public school teachers. (BTC-830621FQ). Action Aug. 16.

Facilities changes

AM applications

Tendered

- KKMC (880 khz) Gonzales, Calif.—Seeks CP to increase night power to 5 kw. Ann. Aug. 26.
- WJCM (960 khz) Sebring, Fla.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 5 kw; install DA-2, and make changes in ant. sys. Ann. Aug. 25.
- KNCW (1380 khz) Fairway, Kan.—Seeks CP to change hours of operation to day-time only; change power to 2.5 kw; change to non-DA; change TL, and change ant. sys. Ann. Aug. 25.
- KJCB (770 khz) Lafayette, La.—Seeks CP to increase day power to 10 kw and change to DA-2. Major environmental action under section 1.1305. Ann. Aug. 26.
- WHSM (910 khz) Hayward, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Ann. Aug. 26.

Accepted

- WIZY (1560 khz) Gordon, Ga.—Seeks modification of CP (820803AG) to change TL. Ann. Aug. 22.
- WRTH (590 khz) Wood River, Ill.—Seeks modification of license to change RC. Ann. Aug. 24.
- WRNB (1490 khz) New Bern, N.C.—Seeks modification of license (BL-80123AB) to change main SL. Ann. Aug. 26.
- KISD (880 khz) Medford, Ore.—Seeks modification of CP (800827AC) to change main SL and request waiver of section 73.1125(B)(2) of rules.
- WNIS (1350 khz) Portsmouth, Va.—Seeks modification of CP (BP-21003) to change main SL and request waiver of section 73.1125(B)(2) of rules. Ann. Aug. 25.
- WAMV (1420 khz) Amherst, Va.—Seeks modification of CP (810731AJ) to change main SL. Ann. Aug. 22.

FM applications

Tendered

- WRPN-FM (90.1 mhz) Ripon, Wis.—Seeks CP to increase power to .231 kw and change from class A to class D. Ann. Aug. 26.

Accepted

- KNDE (99.5 mhz) Tucson, Ariz.—Seeks modification of CP (BPH-820915AH) to change ERP to 75 kw; change HAAT to 172 ft., and change coordinates. Ann. Aug. 24.
- WXCS (106.9 mhz) Hagerstown, Md.—Seeks CP to change ERP to 14.94 kw; change HAAT to 866 ft., and change coordinates. Ann. Aug. 24.
- WFMV-FM (106.3 mhz) Blairstown, N.J.—Seeks CP to change ERP to .34 kw and change TPO. Ann. Aug. 24.
- KNFB(94.3 mhz) Nowata, Okla.—Seeks modification of CP (BPH-820326AX) to change ERP to 3 kw; change

HAAT to 107 ft., and change coordinates. Ann. Aug. 24.

■ WCNV (107.9 mhz) Amherst, Va.—Seeks modification of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Ann. Aug. 24.

■ KEYF (98.5 mhz) Grand Coulee, Wash.—Seeks modification of CP (BPH-820503AR) to change TL and change coordinates. Ann. Aug. 22.

TV applications

Accepted

■ KIEM-TV (ch. 3) Eureka, Calif.—Seeks CP to change ERP aural to 10 kw and change ant. sys. Ann. Aug. 25.

■ WBFF (ch. 45) Baltimore—Seeks MP (BPCT-810924KE, as mod.) to change ERP to 3,925 kw vis., 785 kw aur. and change antenna type. Ann. Aug. 25.

■ KDOR (ch. 17) Bartlesville, Okla.—Seeks MP (BPCT-820712KL) to change ERP to 103.4 kw vis., 10.3 kw aur.; change HAAT to 538 ft., and change TL. Major environmental action. Ann. Aug. 25.

AM actions

■ WEXI (1280 khz) Jacksonville, Fla.—Application dis-

missed to change hours of operation to unlimited by adding night service with 1 kw; install DA-N; change TL, and make changes in ant. sys. Major environmental action under section 1.1305, section 73.37(E)(2) of rules. Action Aug. 15.

■ WRTH (590 khz) Wood River, Ill.—Granted modification of license to change RC. Action Aug. 22.

■ WJIN (1180 khz) Newburgh, Ind.—Granted modification of CP (810529AD) to change main SL and request waiver of section 73.1125(B)(2) of rules. Action Aug. 22.

■ WEZJ (1440 khz) Williamsburg, Ky.—Granted CP to increase power to 2.5 kw. Action Aug. 19.

FM actions

■ KLYR-FM (92.7 mhz) Clarksville, Ark.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 292 ft.; specify RC at SL, and make changes in ant. sys. Action Aug. 12.

■ *KCSB-FM (91.5 mhz) Santa Barbara, Calif.—Granted CP to change ERP to .62 kw; change HAAT to 1,879 ft.; change type transmitter, and make changes in ant. sys. Action Aug. 12.

■ WQCS (88.3 mhz) Fort Pierce, Fla.—Granted CP to

make changes in antenna system; change TL; change type antenna; decrease ERP to 1.3 kw; increase HAAT to 483 ft., and decrease TPO. Major environmental action under section 1.1305 of rules. Action Aug. 12.

■ WSBI-FM (100.7 mhz) Brunswick-St. Simons Island, Ga.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Brunswick-St. Simons Island. Action Aug. 11.

■ WWGC (90.7 mhz) Carrollton, Ga.—Granted CP to change TL; change ERP to .5 kw; change HAAT to 494 ft., and make changes in ant. sys. Action Aug. 11.

■ WPGA-FM (100.9 mhz) Perry, Ga.—Granted CP to change TL and make changes in ant. sys. Major environmental action under section 1.305. Action Aug. 11.

■ *KSMU-FM (90.5 mhz) Mankato, Minn.—Granted CP to change ERP to 5 kw; change to class B operation, and change TPO. Action Aug. 3.

■ KCGN (101.5 mhz) Ortonville, Minn.—Granted modification of CP (BPH-820903AG, as mod.) to make changes in antenna system and change studio location. Action Aug. 12.

■ KBLL-FM (92.1 mhz) Helena, Mont.—Granted modification of CP (BPH-830127AD, as mod.) to change TL; decrease HAAT to 369 ft., and change coordinates. Action Aug. 11.

■ KIAE (103.1 mhz) Aurora, Neb.—Granted CP to change TL; change ERP to 3 kw (H); change HAAT to 280 feet (H) and make changes in ant. sys. Action Aug. 3.

■ WCJK (103.1 mhz) Bath, N.Y.—Granted CP to make changes in antenna system; increase ERP to .79 kw; decrease HAAT to 531 ft., and change SL. Action Aug. 12.

■ WKJA (92.1 mhz) Belhaven, N.C.—Granted waiver of section 73.1201(B)(2) of rules to identify as "Belhaven-Bath, N.C." Action Aug. 11.

■ WZYC-FM (103.3 mhz) Newport, N.C.—Application dismissed to make changes in antenna system and change SL. Action Aug. 16.

■ KQDJ-FM (95.5 mhz) Jamestown, N.D.—Granted modification of CP (BMPH-821026AF, as mod.) to make changes in antenna system; increase ERP to 100 kw; increase HAAT to 398 ft.; change height, power, and change type of antenna coverage increase. Action Aug. 11.

■ WNPO (95.5 mhz) New Philadelphia, Ohio—Application dismissed for CP to make changes in antenna system; change TL; decrease ERP to 2 kw, and increase HAAT to 403 ft. Action Aug. 12.

■ *KOAP-FM (91.5 mhz) Portland, Ore.—Granted CP to change TL; change ERP to 100 kw (H); change HAAT to 1,581 ft. (H); change TPO, and make changes in ant. sys. Action Aug. 12.

■ WWDM (101.3 mhz) Sumter, S.C.—Application returned to change TL. Major environmental action under section 1.1305. Action Aug. 16.

■ KQRK (98.3 mhz) Bandera, Tex.—Granted CP to change TL; change ERP to 1.82 kw; change HAAT to 387 ft., and make changes in ant. sys. Action Aug. 17.

■ *KUHF (88.7 mhz) Houston—Granted CP to make changes in antenna system; change TL; change type trans.; change type antenna; increase HAAT to 1,564 ft., and change TPO. Action Aug. 3.

■ WTU (107.1 mhz) Bellows Falls, Vt.—Granted modification of CP (BPH-780929AM) to change SL and request waiver of section 73.1125(B)(2) of rules. Action Aug. 11.

■ WIZN (106.3 mhz) Vergennes, Vt.—Granted CP to make changes in antenna system; increase ERP to .710 kw; decrease HAAT to 554 ft.; change TL, and change coordinates. Action Aug. 12.

■ KMNT (102.9 mhz) Centralia, Wash.—Granted CP to change TL; change ERP to 100 kw (H), 40 kw (V); change HAAT to 1,057 ft., and make changes in ant. sys. Action Aug. 3.

■ KZZK-FM (102.7 mhz) Richland, Wash.—Granted CP to make changes in antenna system and reduce HAAT to 1,100. Action Aug. 12.

■ KCGY (96.1 mhz) Laramie, Wyo.—Granted CP change TL. Action Aug. 12.

TV actions

■ *KRWG-TV (ch. 22) Las Cruces, N.M.—Granted CP to change ERP to 1,550 kw and 155 kw aur. Action Aug. 15.

■ WSNL-TV (ch. 67) Smithtown, N.Y.—Granted MP (BPCT-820422KF) to change ERP to 2,612 kw vis., 261.2 kw aur. Action Aug. 22.

■ WRDG (ch. 16) Burlington, N.C.—Granted MP (BPCT-801208K1) to change ERP to 3,390 kw vis., 339 kw aur., and change TL. Action Aug. 22.

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Looking for sales manager for established AM in SLC, Utah, soon to add class C FM. Send resume to Gene Guthrie, KRGQ, 5065 West 2100 South, West Valley City, UT 84120. EOE.

A young, rapidly expanding chain in the Northeast is currently in need of sales management for a medium market situation. Experience is a must for this position that pays in excess of \$30,000. Send resume today to Box A-196. EOE.

Station manager. Strong sales-oriented manager needed for established station in northwest Louisiana. Please send resume to James Behard, Box 910, Coushatta, LA 71019.

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Traffic manager (program assistant II), university radio station. Requires high school or GED and two years' experience in radio or television traffic, continuity or operations or a Bachelor's degree and one year of applicable experience. Position requires typing and general clerical skills. Starting salary \$1142/month, with generous benefits. Apply to the Office of Staff Personnel, Washington State University, Pullman, WA 99164-1014, 509-335-4521. Deadline for receipt of applications: September 22, 1983. An EOE.

Sales-oriented manager for small market, class A in Iowa. Investment and ownership opportunity. Write Box B-31.

Solid, progressive AM/FM seeks small market street fighter with management skills to direct AM sales effort. Personal list, community involvement and open mind a must. Group operator offers good salary plus incentive, excellent benefits and opportunity to move up. Nice Southeast area and climate (NC). EOE. Box B-37.

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Ground floor opportunity in sales management. You should be experienced in hiring and motivating a high quality, stable, sales staff. You should know how to use the latest sales tools and technologies. You need expertise as a sales person, teacher, coach, and team player. Major Southwest market. Send resume with references to Sales Manager, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

Florida. AM/FM needs 2 professional radio salespeople, each with at least 3 yrs. fulltime radio street sales experience. Begin at income you're now making. Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

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Sunbelt AM/FM adding new market seeks sales manager and sales to replace those being promoted. Minimum 2-3 years radio sales required. Resume and earnings history to Box A-179.

Hard hitting, hard working, non clock watching account rep to take over number one list on number one modern country FM in Indiana! Call Sales Manager, 317-724-7716, or send resume to WAXT, P.O. Box 111, Alexandria, IN 46001.

Sales manager. Energetic, aggressive, promotion-minded for medium market FM near Chicago. Strong salesman with ability to motivate. Good compensation, plus opportunity to grow. Send resume to P.O. Box 14697, Chicago, IL 60614-0697.

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FM radio station in Midwest seeking problem-solving sales account executive. Top 10 market. Must be able to plan and implement profitable sales promotions. Will receive major account list. Our sales staff awaits another team player. Submit resumes in confidence to Box B-17.

Fayetteville, Arkansas, is looking for a general sales manager. Must be willing to prospect and service new accounts, motivate a staff of four. Salary plus override. Resume to: Randall Caselman, POB 550, Fayetteville, AR 72702.

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General sales manager. AM/FM in Fargo-Moorhead market. A Forward Group station. Write: Howard Hansen, Pres./GM, Box 97, Moorhead, MN 56560.

Broadcast sales account execs-expanding agency seeks experienced reps with following, for New York Metro territory. Must have 2 to 3 years of similar experience. Excellent salary, liberal commission and full company benefits. Send resume with complete details of current compensation to Box B-28.

Group station needs experienced sales pro. Big city professionalism in pleasant medium city. Self motivators with proven track record only. Contact: Joe Taylor, General Manager, WIZE, Springfield, OH 513-399-4955.

HELP WANTED ANNOUNCERS

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Morning personality-AM country. Iowa's largest daytime coverage. Must have copywriting/production skills. Air check, resume & salary requirements to Dale Eichor, Operations Director, KWMT, Box 578, Ft. Dodge, IA 50501.

KDIA, San Francisco's premiere black formatted radio station, has immediate opening for a 7 to midnight announcer with background in high-energy radio. Tapes and resumes to Jeff Harrison, P.O. Box 8432, Oakland, CA 94662. No calls. EEO.

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Sunbelt adult contemporary needs morning man. Professional will be compensated with major market salary. Resume only to Box B-39.

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Class C FM in major Southwest market needs competitive, quality-oriented chief engineer. Successful applicant will be experienced in construction, installation, and maintenance of state-of-the-art studio and transmitting equipment. Send resume with references to Engineering, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

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Strong anchor/reporter for morning drive. Must have 2 years' experience and be team player in competitive market. Send tape and resume to Dale Woolery, KRNT, Box 1350, Des Moines, IA 50305. EOE, M/F.

2nd news position needed to be filled in Michigan at award-winning station. Looking for at least one year experience. Equal opportunity employer. Tape and resume to Bill Gilmer, WHLS, P.O. Box 807, Port Huron, MI 48060.

News director. Medium market FM near Chicago needs bright, hard-working person to institute comprehensive local news operation. Experience, journalism degree preferred. Send resume and tape to P.O. Box 14697, Chicago, IL 60614-0697.

Small market radio station with medium market approach to news and award-winning news department seeks news director. RKO & AP, good news equipment. Great starting salary. Beautiful area, 90 minutes from Washington. Contact Rick Watchel, General Manager, WRNR, PO Box 709, Martinsburg, WV 25401.

Director of news and public issues. The University of Houston System is seeking a director of news and public issues for KUHF-FM Radio. The position will create, organize, produce, and execute a news and public issues program for the station. Qualification requirements include a bachelor's degree and demonstrated broadcast station experience in journalism program production, on-air broadcasting, audiotape recording and editing, supervisory experience, and FCC restricted radiotelephone operator permit. Send resume to Judy Jankowski, General Manager, KUHF-FM Radio, University of Houston System, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. Equal opportunity employer.

WEBR, award-winning all news station, looking for producer/host for live interviews and half-hour public affairs programs. Requires strong interview, production and delivery skills. Full time news staff of 21. Resume, non-returnable audition tape including interview samples, and references to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

HELP WANTED NEWS CONTINUED

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News bureau director. University of Wisconsin-Oshkosh. Writes annually 200+ news releases/features, edits in-house pub, contacts media, supervises scly./student assts., manages budget/planning. Bachelor's degree req. Pref. min. 7-10 years' experience reporting/editing for daily newspaper, radio or TV. Preferred candidate in this national search will have excellent journalism & management skills, maturity of judgement, extensive knowledge of print/electronic media operations & procedures. Start by Dec 1. Salary: high teens-low twenties. Send (1) cover letter stating management experience in delegation/budget/planning and/or statement of management philosophy (2) copies of 3 published articles (not returnable) or 3 aired tapes. (3) resume (4) names of 3 references. Send to: News Director Search/Screen Committee, Dempsey 237, Dept. C, UW-Oshkosh, Oshkosh, WI 54901, by closing date of Sept. 15. AA/EOE.

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WBGO-FM, the only full-time jazz station in the New York area, has an opening for program director. The successful candidate will have experience supervising on-air personnel, working with audience research, and a knowledge of jazz. Send resume to: Robert Ottenhoff, WBGO, P.O. Box 8, Newark, NJ 07101.

WRP-FM, Dallas' fulltime classical music station, has an immediate opening for an experienced commercial producer, familiar with all aspects of production. Air shift may be required. Flex. hours. Send tape and resume by Sept. 16 to: Staffing Manager, Personnel Department, City Hall, Dallas, TX 75201.

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Dedicated professional with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

Group management. Resourceful, imaginative and practical developer of people and properties. 16 Years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

High performing general manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box A-154.

Mature, aggressive and successful GM with excellent sales record. Best references from industry leaders. Write Box A-183.

Sales/general manager. Experienced in all phases of radio. Seek stability & growth potential. Degree, references, initiative. Write Box B-2.

Dynamic affiliation wanted. Strong, imaginative GM seeks major market opportunity to develop fine facility to its maximum. Exceptional leader. Compelling credentials. Seasoned in the business. Mid 30's. Experienced with CBS, ABC, NBC, Metro, and other very formidable broadcasters. Management, sales, and talent backgrounds. Company must have highest standards of quality, along with undaunted growth drive. If you want an inspiring, people-oriented leader to make your station soar, write today to Box B-5.

GM with strong sales background. SE, SW and Midwest only. Can rebuild or start from scratch. Small to medium markets. Box B-10.

Very successful CEO-GM. AM/FM/JHF/TV, ground up, turn around AM/ FM/ TV. Impeccable credentials, budget trained, people oriented. Will consider GM in any combination AM/FM/TV. Some equity in lieu of compensation package. Write Box B-15.

Seasoned pro. MBA from a leading university. Deep knowledge of broadcasting law. Brilliant manager of people and problems. GM position desired. Write Box B-40.

SITUATIONS WANTED SALES

Challenging sales management opportunity wanted, small/medium market. Sales pro, skilled administrator, "can do" attitude. Will relocate. 703-448-9623

SITUATIONS WANTED ANNOUNCERS

Creative personality. Broadcasting school trained. Hard working jock/communicator. Great commercial production. Interested? Don, 312-787-1880.

Young announcer with first phone & over 5 yrs experience. Willing to go anywhere. Write Box A-174.

Versatile announcer seeks position in small to medium market. AC, MOR, country, news. Call Jim. 412-846-4964.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave, anytime. 201-777-0749.

Male DJ looking for country or rock station in middle Tennessee. Excellent knowledge of music, love working midnight shift. Steve Grayson, 312-864-3304.

Male announcer, 23, broadcast school trained, desires starting position with AOR-CHR format, small market FM. Good production, promotion skills. Will relocate. Call Jeff, 717-839-7448, anytime

Dependable announcer, 10 years' experience. Professional sound. Mike. 373 Williams. Daytona, FL 32018 904-255-6950.

Excellent employee. PBP sportscasts, features Dan Magnotta, Box 234, Mt Pocono, PA 18344. 717-839-6608, anytime

Female announcer looking for position in Indiana. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Bright, reliable, talented female: college grad, independent worker. One year's experience all phases radio broadcasting. Seeks announcer, deejay, or news position. Reply Box B-30.

SITUATIONS WANTED TECHNICAL

Engineer, 18 years' experience, wants permanent position as chief or maintenance. AM/FM directionals. Available immediately. Phone Don, 614-427-4024.

SITUATIONS WANTED NEWS

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Sports director looking for good opportunity. PBP experience; will consider news combo. Bob, 703-943-5939.

Experienced news director/reporter looking for medium market position. Graham, 3617 Walapai, Flagstaff, AZ 86001. 602-774-9058.

Sportscaster excelling in hockey play-by-play. Broadcast journalism graduate, Univ Of Missouri. Contact: Hockey, P.O. Box 801, Chesterfield, MO 63017. 314-878-1136.

Two-man sports talk show, drawing top numbers in medium market. Looking for major or medium market with major college or professional sports. Call Chris, 904-744-1280.

News announcer seeking job. Will relocate. Dependable, ambitious. Reporting, interviewing, sports. Indiana, Midwest preferred. 219-874-8285.

Top-notch female newscaster. Excellent voice with sparkle. New York Univ B.A. degree radio/television. FCC license. Write Box B-32.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major market air personality seeking great station. Strong track record. Exceptional voice, appeal and sophistication. Known nationwide. Audience growth power for 18-49. Excellent appeal for women. Oriented to classy entertainment format, or celebrity talk. Well-informed. Knows music. Warm, witty, comfortable to be with. Weaves a very cohesive flow. Team-oriented. Wish to join very intelligent, aggressive, high-class operation. Stable, committed and thoroughly professional. Desire NY, LA, SF, DC, or Bos. Explorative contacts welcome. Mail your card to Box B-6.

Programming pro: 10+ years experience A/C country, CHR. Promotion and marketing knowhow. Profit oriented. Degree. First phone Thom Davis, 704-827-0300.

TELEVISION

HELP WANTED MANAGEMENT

Public affairs director-strong, distinguished NBC affiliate seeks primary liaison between station and community. Director is involved in production, public speaking & internal station direction for public service commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, knowledge of Seattle/western Washington community, demonstrated production skills required. Resume only please to: Personnel Director KING-TV, 333 Dexter Ave N Seattle, WA 98109 KING-TV is an equal opportunity employer.

Director, television division, for Prairie Public Broadcasting. Responsible for television programming, production and broadcast operations for a six-station network. Public television programming experience essential. Salary \$30,000+, DOE. Closing date: September 30, 1983. Send letter of application, resume, and references to: Dennis Falk, President, Prairie Public Broadcasting, 4500 South University Drive, Fargo, ND 58103

General Manager— hands-on manager for 150-200th market in SW. Demonstrated success in sales, budgeting, programming and personnel management. Excellent salary and benefits with multi-operator. Reply Box B-14.

Sales Manager— hands-on manager for 150-200th market in SW. Demonstrated success in sales. Excellent salary and benefits with multi-operator. Reply Box B-34.

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, possible relocation, team spirit a must! Please send resumes to: Department S, 8950 Kirby Drive, Houston, TX 77054. EOE.

Station or operations manager - dependent upon candidate's accomplishments and experience. Group operator, medium sizes, Midwest network affiliate. Requires strong production - commercial, program and news. Prefer two years' experience as production manager or operations manager, smaller market. Must be energetic and creative. Don't reply unless you can mold a team devoted to top quality on air look. Degree preferred. Equal opportunity employer. Reply Box B-35.

HELP WANTED SALES

Account executive. Strong ABC affiliate in major Southeast market looking for experienced professional. Previous broadcast sales experience required, with a strong track record in agency in the development of new direct business and in television vendor support programs. Must have management potential and be well versed in research and rating information. Minimum of 3 years' experience required. Send resume to Box A-23. EOE.

Experienced local sales manager for group-owned, network affiliated television station in mid-forties market. Must be leader, motivator, innovator. Write Box A-153. EOE.

Salesperson willing to relocate or presently living in Los Angeles area to cover small West Coast markets for syndicated television sales. Write: King World Productions, Inc., 480 Morris Avenue, Summit, NJ 07901.

Wanted now: National sales representative for successful TV series currently running on satellite networks & broadcast stations. Highest commissions paid to strong time sales closer. Expenses your own—work from home. Resume to: The Action Line Group, Box 2991, W. Palm Beach, FL 33409

Local sales manager. Small market Southeast Station has opening for leader of sales staff. Must have high self-motivation. Write Box B-18. EOE.

HELP WANTED SALES CONTINUED

Local sales manager. Must have experience to train, direct, sell. Modern VHF station and equipment. Small market in Rocky Mountain state. Send resume to Box B-19. EOE.

Outstanding sales opportunity, selling national TV ad time to national sponsors. Other marketing and sales positions also available. Write Box B-36

HELP WANTED TECHNICAL

Assistant chief engineer—strong background in broadcasting a must! Some administrative responsibilities mixed with future planning and growth of station. Engineering department is young and growing. Excellent opportunity for the right person to get on board, as the station will be remodeled very soon. Salary commensurate with abilities. Send resume to Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

Maintenance engineer—minimum of 3 years in broadcasting and FCC license required. Responsibilities include repair and maintenance of ENG equipment and reconfiguring of master control and production control. Send resume to: Rod Hughes, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701. Equal opportunity employer.

New UHF station in start-up phase seeking experienced chief engineer. Position available approximately October 15, 1983. Submit resume, references, and salary history to: Dres Media Inc., Channel 21, P.O. Box 26815, Las Vegas, NV 89126-0815.

Need immediately! Top quality video/audio production company requires top notch maintenance engineer. This person must have experience on CMX, Ampex VPR-2-VPR-20, Ampex cameras, ADO & Ampex switching, Rank-Cintel, etc. Salary & benefits substantial for right person. Contact: Kartes Video Communications, 10 East 106th Street, Indpls., IN 46280. 317-844-7403.

TV master control operator and technician. Previous on-air operation experience essential. Must be familiar with FCC rules and technical standards. General radio-telephone license and UHF transmitter operation experience preferred. Contact D. Lung, Dir. of Engineering, KSCI, 1954 Cotner Avenue, West Los Angeles, CA 90025. 213-479-8081. An EOE/M-F.

UHF transmitter engineer, New England. Installation and maintenance experience a must. Studio Maintenance a definite plus. Must be a self-starter and able to work unsupervised. One of New England's finest areas. Resume to Box B-1.

Maintenance technicians, PBS, PBS currently has openings for maintenance technicians. Our ideal candidate should have a minimum of 2 years successful full-time employment in electronic maintenance after completion of degree or training program. Candidate must be current and competent in the operation, troubleshooting, and installation/construction of current state of the art broadcast equipment including, but not limited to, digital electronics, microprocessors and computer controlled equipment. Past experience with Ampex A/R-1 and VPR-2 video tape machines and Grass Valley Group distribution equipment is desirable. Duties will include routine maintenance and repair of all equipment within the PBS technical plant. If interested, submit letter of interest, resume, and salary requirements to: PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. EEO/AA.

Assistant chief engineer—Southeast, VHF network affiliate. Excellent wages and benefits. Must have strong maintenance background and supervisory experience. Also accepting applications for other engineering positions. Send resume and salary history to: Box B-11. EOE.

Chief for new UHF start-up needed. Construction experience and knowledge of RF systems necessary. Must be hands-on manager and work within budgets. Send resume to General Manager, Great Plains Media, 8901 Indian Hills Drive, Omaha, NE 68114.

Rank Cintel operator Experienced professional familiar with T.O.P.S.Y. color correction needed immediately for busy production house. Call 408-734-2485.

Need experienced TV transmitter engineer to maintain RCATT50A/H in remote area of Michigan's Upper Peninsula. Must have experience with similar unit. Reply Box B-26.

Wanted: TV transmitter engineer. Maintain VHF transmitter plant in San Francisco. Rotten hours, good pay. Must have a minimum of 5 years' TV transmitter maintenance experience. FCC license a must. Send resumes to Roy Trumbull, Assistant Chief Engineer, KRON-TV, P.O. Box 3412, San Francisco, CA 94119.

Southern California. Christian satellite and broadcast network has openings for master control engineers. Minimum two years' experience required. Send resume to Ben Miller, Director of Engineering, Trinity Broadcasting Network, Inc., P.O. Box "A", Santa Ana, CA 92711. An Equal opportunity employer.

HELP WANTED NEWS

News director—looking for right person to take charge of major market news department. Group owned station. Equal opportunity employer. Send resume only to Box A-170.

TV reporter with minimum one year on-camera assignments. For instructional series of news documentaries on Maryland government. Salary base: \$17,000. Starts November 1 for approximately one year. Talent required to travel by own car within Maryland. Mileage paid. Casting will be done by resume and videocassette of current on-camera work. Include references with resume. Evidence required of experience in researching, writing and reporting government issues. These materials must be received by October 1. Send to Robert Davy, Maryland Center for Public Broadcasting, Owings Mills, MD 21117. Maryland State Department of Education is an equal opportunity employer in principle and practice.

Broadcast meteorologist. WVUE-TV, New Orleans, has immediate opening for number two person in department. Prefer meteorologist, but will consider highly qualified, experienced weathercaster with AMS seal. We have state of the art equipment, computer graphics and color radar. We're an ABC affiliate, owned by Gaylor Broadcasting, and an equal opportunity employer. Send resume and tape to: Ron Hunter, News Director, WVUE-TV, Box 13847, New Orleans, LA 70185.

Looking for general assignment reporter. No beginners. Send tape and resume to Jim Holtzman, KFMB-TV, PO Box 80888, San Diego, CA 92138. EOE.

News producer with two years' commercial television news production experience; excellent writing skills; and experience with live shots. Send resume to Personnel Director, KTUL Television Inc., P.O. Box 8, Tulsa, OK 74101.

News photographer—top rated Sunbelt station seeks creative news photographer with minimum of one year's experience. Send tape and resume to Nancy Ronald, Chief News Photographer, WRAL-TV, Box 12000, Raleigh, NC 27605. EOE/M/F.

We need the nation's best consumer-investigative producer now working in a major-market or at a network. You'll need production skills and sound news judgement to produce stories of national interest and importance for stations coast to coast. You'll be based in San Francisco, travel extensively, and have an assistant to help. Rush resume and salary history to Suite 2740, 595 Market Street, San Francisco, CA 94105.

News photographer positions available. Must be good, have 3 yrs.' broadcast experience. Tape, resume, salary requirements: Box 191024, Dallas, TX 75219.

Self-Starter to shoot and report for #1 news team at 1-person bureau. 72 ADI. Will add second person in 1984. Send tape/resume with first letter to: J. Janes, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701.

News producer, for Wichita's leading news organization. Minimum 1 year commercial TV news production experience. College degree required. Must have demonstrably outstanding writing, interpersonal & organizational skills. Tape, resume, references to Robert Cohen, Exec. ND, KAKE-TV, PO Box 10, Wichita, KS 67201. EOE. No phone calls.

Ready to move up? Send tapes/resumes to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870. Attention: news directors/general managers: when your need for outstanding air talent is critical, turn to Primo People, Inc. 203-637-0044.

Sports reporter/anchor who can write, shoot, and edit. Send resume and audition tapes to: Tom O'Neal, News Director, WRBL, P.O. Box 270, Columbus, GA 31994. EOE.

Needed Immediately: Combination reporter/producer for fast-paced news leader in market. Responsible for general assignment reporting and producing of at least one news show a day. Experience and college degree a must. Send resume by Sept. 12th to News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. An equal opportunity employer.

WNEP-TV is looking for experienced reporters. Already the dominant station in a top 50 market. We are expanding. Aggressive street reporters and consumer/action reporters needed immediately. Tape and resume to Paul Stueber, News Director, WNEP-TV, Wilkes Barre/Scranton Airport, Avoca, PA 18641. Equal opportunity employer.

News Producer: for fast paced 11 pm newscast. Experience, production and writing skills required. Resumes only to News Director, WNYT, PO Box 4035, Albany, NY 12204. No tapes or phone calls, please. EOE

News director for top 50 market affiliate in Pennsylvania. Looking for experienced, aggressive, take-charge person. EOE. Send complete resume only. All inquiries held in strict confidence. Box B-27.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/director—University PTV station. Minimum 5 years full-time experience and B.A. required. Experience in all phases of production essential. Varied background in documentary, cultural, instruction, public affairs, and events coverage desirable. Application deadline-9/19/83. Position open-10/1/83. Forward letter of application, 3 letters of recommendation, an official transcript of grades for all degrees conferred, a resume, and a 3/4" cassette sample of your work to: Ron Gargas, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an AA/EOE.

Program manager for PTV station in Alaska's capital. Duties include program scheduling, promotion, program development and on-air fundraising. Station is strongly committed to local and regional programming. Excellent support and production staff. Salary \$30,000 DOE, plus benefits. Send resume to Roberta Watson, KTOO-TV, 224 4th Street, Juneau, AK 99801. Deadline September 12, 1983. KTOO is an AA/EOE.

Director/videographer: aggressive PBS station seeks director with strong videography background. Excellent opportunity for right person. Minimum one year's experience. Salary: \$12,000-\$14,000. Resumes to Mark Filiault, WGBY-TV, 44 Hampden Street, Springfield, MA 01103. No calls, please.

Director/news and commercial production: leading station in news and general programming looking for pro to direct 6 & 11 p.m. Solid experience in single and multi-camera remote and studio directing required. Please forward resume and salary requirements only to Box A-187. EOE.

Promotion manager—large market network affiliate seeking take charge individual to run promotion department, including on-air, print promotion campaigns, budget. To be considered, you must be an experienced promotion manager. Equal opportunity employer. Resume only to Box A-189.

Television writer. Degree or two years' successful experience to research, write and produce interesting educational programs. \$16,000 - \$18,000, plus excellent benefits. Resume and references, plus sample of work, by Sept. 20, to Dr. Arthur L. Higbee, UMC-85, Utah State University, Logan, UT 84322. AA/EOE.

Senior Producer - news and public affairs. Major producing (public television) station is seeking experienced producer for national news and public affairs programming. Must have strong news background, proven leadership and administrative skills, and solid experience in studio and ENG productions. Excellent salary/benefits. Send resume and references to WETA-TV/FM, Personnel Dept., Box 2626, Washington, DC 20013. EOE/AA.

Editor - WTVJ-TV. Seeking an individual with a good eye and sense of story. Minimum of two years' experience working on TV magazine or news feature/series; proficient in use of datatron timecode editing equipment. Successful candidate will be working with inspired and demanding producers at WTVJ's PM Magazine in Miami/Ft. Lauderdale. Send tape and resume with salary history/requirements to: Employment Manager, Wometco Enterprises, 324 N. Miami Ave., Miami, FL 33128. EOE.

Director of on-air promotion. One of nation's top-rated independents in desirable top-twenty market is looking for experienced, top-notch writer/producer. Send resume and salary requirements only to Box A-192. EOE.

On-air promotion writer/producer: Top 10 network affiliate. Primarily news promotion. Top-notch writing, production skills essential. Quick-thinking, clever, willing to develop. Try new ideas. Send resume/salary requirements only. Box B-38.

Promotion writer/producer. CBS affiliate, Dallas, Texas, seeking creative individual to produce on-air promos for local programming. Previous promotion experience necessary. Strong writing skills essential. Please send resume only EOE. Apply to: Laura Jesberg, KDFW-TV, 400 N. Griffin, Dallas TX 75202.

Producers/directors: experienced professionals in film and video production with strong background in arts & cultural documentary. Full-time, part-time or freelance positions. Send resume, salary history and demo tape to P.O. Box 321, NYC 10310.

SITUATIONS WANTED MANAGEMENT

General Manager for major market station owned by innovative company which has extremely high goals for achievement, refinement, and ethics. Enthusiastic leader, 35, well-educated, notably accomplished, with 16 years in the business. Creative, developmental, stable, and mature. Experienced with both O&O and indie operations. Strongly motivational. Excellent with relationship building. Keen instincts. Results-oriented. Thoroughly professional. Box B-7.

Producer/director. 9 yrs.' experience. Ready to move up to productions or operations manager position. Write Box B-9.

Need a news director? Assignment editor, now employed at network level, has experience as reporter, anchor, producer and manager. Seven years' experience, degree and graduate school. Seeks news department that needs aggressive, thoughtful leadership. Reply Box B-41

SITUATIONS WANTED TECHNICAL

Young technician with first phone & over 2 yrs.' experience in TV. Willing to go anywhere. Write Box A-173.

Corporate engineering director for major station group is looking for a new challenge. Highly experienced phases of engineering management with excellent references. Will seriously consider DE or CE. Box B-3

SITUATIONS WANTED NEWS

Black female, M.S. Columbia University. Print, radio experience. Wants start in television reporting. Call Sabrina, 703-979-7369, mornings.

Anchor: commercial actor with extensive financial journalism experience seeking to make transition to TV news. Audition tape and resume available. Call 212-288-7637.

Sportscaster who will make a difference! Entertaining, award-winning. Very popular. Call now: 713-583-1777.

TV talk show host w/news background. Three years' experience. Seeking anchor/reporter position. A hard working winner. Steve, 714-545-0328.

Anchor/producer/reporter. Expert in financial and economic news. Credibility, experience, looks, voice, savvy. 815-455-5797.

Weathercaster with computer graphics experience looking for small/medium market. Jeff, 716-434-4676.

Sports freak needs more! 5 years TV, award-winning photographer/reporter wants to try anchoring. Tom, 318-424-3137, mornings.

Meteorologist: AMS seal. Creative, credible. Eight years broadcasting. I'm a proven ratings grabber who enjoys winter. Write Box A-195.

Meteorologist seeking entry level position. Call Emmett, 303-392-4420.

David Brinkley/Woody Allen clone, who is fluent in Russian, world events and sports, seeks entry level position with TV station who wants the workaholic. This handsome and humble print reporter delivers terse, tart, and tight copy. For resume, tape, and conversation, call Jeff, 619-460-3051.

Anchor/reporter with over 3-yr's. experience in top 90 seeks position with medium market station. I can shoot as well as edit, and specialize in features and sports. Available right now! Call Dan, 217-367-6783.

If you're looking for a reporter and anchor, I'm your man. Can offer much experience, excellent writing and communicating, professionalism on-air. Present situation unstable. Seeking station with commitment to excellence. Box B-29

Am I being naive? I thought that to succeed in TV news all I had to do was build a good ratings record and win a batch of awards. So I did. Surely someone must need an experienced reporter/producer/anchor with a history of popular and critical success. Call Pete, 717-823-9665.

Future award-winning TV producer now available for entry level position. Professional experience. Will relocate. Recent university graduate. Write Box A-29.

Anchor, excellent voice, beautiful. Great interviewing skills. New York Univ. B.A. degree 1983. Write Box B-33.

Entry level news position, anywhere. I have a B.A. degree and production experience in top 5 market. Can write conversational copy well. Professional references. Norm, 215-328-9252.

Meteorologist. Good appearance, very accurate, personable. AMS radio seal. 3 yrs.' experience with government & industry. Call Jeff, 703-971-3936.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

News shooter in Detroit, with PM Mag experience, available. Award-nominated. Ric, 313-722-6028. Excellent references.

College graduate with intern experience seeking entry position in television production and promotions in Midwest area. 219-259-7190 or 219-289-2889.

Award-winning Newhouse TV grad with two years experience as ITV associate producer seeks commercial entry level position. Larry, 203-838-6148.

Dupont-Columbia award - winning television documentary producer seeks staff or freelance production position. Rob, 212-898-5327.

Host/talk variety show. Nationally known. Upscale appeal. Very strong with women, all demos. Lucid, insightful, well-informed. Engaging, witty, easy manner. Impeccable instincts for what makes a great show. Warm, penetrating and humorous interviews. Any subject. Any type of guest. Excellent sense of production. Smooth and exceptionally professional. Great with whole staff. A dynamic audience builder. Disciplined with finely honed business sense. For national show or major local station in a top five market. Write Box B-8.

A Midsummer Night's Dream: Double degree graduate (Communications & Education) seeks entry level position in TV/Cable. Experience plus creativity. Willing to relocate. Call Michael Burns, 312-643-5235, or write 5224 South Drexel Avenue, Chicago, IL 60615.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Vice President Engineering. Page America Group. Responsibilities: new product research and development, supervision of system planning and design. Salary and benefits commensurate with experience. Replies held in strict confidence. Call Steven Sinn, President, Page America Group, 212-286-8901.

HELP WANTED SALES

Small independent production company in major market looking for an aggressive sales manager with strong leadership and motivation. A tremendous career opportunity for the right person. Send resume and salary requirements to: Bob Swider, New Jersey Video News, Airport International Plaza, Rt. 1, Newark, NJ 07114.

Sales persons for growing TV equipment company. Technical background, sales experience required. Above average earnings. No relocation. Television Systems & Services, Austin, TX 512-837-1769; 800-531-5143.

HELP WANTED INSTRUCTION

Television producer—Lane Community College is seeking applications for an individual to supervise its media production facilities. \$23,760-\$27,835, plus benefits. For applications, contact Personnel Services, Lane Community College, 4000 E. 30th Ave., Eugene OR 97405. 503-726-2211. Deadline for applications is September 9, 1983. Lane Community College is an equal opportunity/affirmative action/Title IX employer.

Ohio State University's school of journalism is accepting applications for the position of Kiplinger professor of public affairs reporting. Applicants must have at least 10 years' experience in public affairs reporting, with Washington experience a plus. The Kiplinger professor teaches advanced investigative and interpretative reporting techniques related to coverage of federal, state and local governments, administers the Kiplinger graduate program in public affairs reporting, advises and recruits students. Prefer start July 1, 1984. Salary \$50,040-\$55,080 for 12 months. Applications must be received by November 1, 1983. Send resume and references to Chair, Kiplinger Search Committee, School of Journalism, Ohio State University, Columbus, OH 43210.

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.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Instant cash—highest prices. We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

ITC cart machines. Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660 or 6500.

Wanted: used microphones, parts, stands, accessories. Give models, condition, etc., Microphones, Box 13069, Arlington, TX 76013.

Need 8 to 10 channel broadcast mixing consoles (recent models, mono-stereo), cart machines and Ampex recorders (440's, mono-stereo). Must be in excellent condition. Call Karen, 203-232-9988.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

Copper wire, strap, expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

FM transmitters: CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

Quality Media is the leader—over a million a month in broadcast equipment sales since January 1. Now with offices in Columbus, Mobile, and Los Angeles. Our "satisfaction guaranteed" policy is the reason. Call 404-324-1271 for your needs today!

Transmitters-UHF-VHF-FM—new and used. Call Quality Media, 404-324-1271.

Studio equipment—new and used. Hundreds of items available. VTR's, switchers, cameras. Call Quality Media, 404-324-1271.

Turn-key construction—we build new TV stations fast and cost effective. Quality Media, 404-324-1271.

Network quality production truck: (5) PC-100 Triax, HL79, (2) Ampex 1" elaborate switching, audio, etc. Absolutely glitch-free and ready to go. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

Ikegami HK-312-E studio camera (multicore version) including Fujinon P16X17ESM w/p.p. semi-servo lens, horizontal aperture and color correction and 150 ft. cable. Demo unit, less than one year old. Call Jim Landy, 609-424-4660.

**FOR SALE EQUIPMENT
CONTINUED**

West coast bargains. RCATK 27, like new; new Ampex 1" tape, 1/2 new price; JCV port 3/4" recorder, thousands of other items. Call Jim Smith, Quality Media, 213-790-4393.

Leitch DGT-1000 digital test generator, Ampex ATR-800 2-track audio tape recorders. MCI/Quantel DFS-1550 fieldstore synchronizer. All new. Sacrifice. Call Jim Landy, 609-424-4660.

AM Transmitters: CCA 5000D, 5KW (1969)-Gates BC5P2, 5KW AM (1963)-CSI T2.5-A, 2.5KW (1980)-Bauer707, 1KWAM (1971)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M.Cooper, 215-379-6585.

Quality new equipment for existing or new television stations. Transmitters, earth stations, studio equipment. Call Cary Fitch, Television Systems & Services, Austin, TX 512-837-1769; 800-531-5143.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Video production equipment for sale. Lot #1: complete Sony 3/4 editing sys; 1-2860a. 1-2260, 1-RM430, \$4495 total. Lot #2: Sony 3/4 machines; 1-2860a. 1-2260, 1-VP1000, 1-portable VO4800, \$4495 total. Lot #3: JVC studio color cameras, 3-JVC KY2000, 3-Kwik-set tripods on dolly, 3-remote CCU, cables, cases, access, \$9995 total. Equipment sold as is, the result of expansion, and will be removed from service Sept. '83. Lots will not be broken. Call Marvin Sparks, VP & GM, or John Elliott, C.E., 513-323-0026.

1979 Xplorer motor home 19 1/2' wired for Marti transmitter, ideal radio remote unit. \$12,000. Dyersburg, TN. 901-285-7718.

One channel 57 TV directional antenna. Contact Director of Engineering, 803-244-1616.

Rent broadcast test gear from the largest inventory in America. Potomac field strength meters and proof of performance systems, Delta operating impedance bridges, Belar modulation monitors, Orban Optimod, Moseley remote control and STL links, Marti RPU equipment. David Green Broadcast Consultants Corporation, 703-777-8660 or 703-777-6500, Box 590, Leesburg VA 22075.

40 ft. mobile TV van- Custom drop frame trailer. Air-ride and belly boxes. Ducted AC and heat. Power isolated and Stabiline regulated. White tractor. Grass Valley 1600-3F, Yamaha audio, Tek and Conrac monitoring, Tek sync and processing, Quantel FS, RTS intercom, DiTech routing, two Ampex VPR with SMC60. Excellent condition. Current equipment less cameras. Call Jack Taylor, WVSCO, 215-367-2800.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Proven radio comedy! Guaranteed! Free sample! Write on station letterhead to: Contemporary Comedy, 5804-B Twining, Dallas TX 75227.

RADIO PROGRAMING

One-minute daily soap: Party line sizzles! Call or send for demo. Fuller, Box 153, LaGrange, IL 60525.312-579-9578.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton CO 80122. 303-795-3288.

INSTRUCTION

San Francisco, FCC license, 6 weeks, 10/10/83. Results guaranteed. Veterans training approved. School of Communication Electronics, 612 Howard St., SF, CA 94105. 415-392-0194.

MISCELLANEOUS

The Audition Tape Handbook can assist you in producing a professional sounding tape that you can do yourself! Write for details. The Broadcast Company, Ltd., P.O. Box 59, Westmont, IL 60559.

RADIO

Help Wanted News

**DIRECTOR NEWS
& INFORMATION
PROGRAMS**

National Public Radio seeks experienced individual to head staff of 90+ employees of award-winning news programs. Individual will report to Sr. VP/Programming and have overall responsibility for supervision of news staff and the planning and evaluation of programs and projects assigned. Prefer individual with degree in communications or related area with some post graduate work. Must have minimum of six years' full-time professional journalism experience with demonstrated experience in radio. Strong management and fiscal experience a plus. Excellent company paid benefits. Send resume to Personnel, National Public Radio, 2025 M St., NW, Washington, DC 20036. Salary commensurate with experience. AA/EEO.

Help Wanted Sales

**NATIONAL
SALES MANAGER**

Churchill Productions in Phoenix is seeking a professional for the above position with our fast-growing company. We are a programming syndication firm with an outstanding national reputation for quality. We currently offer two very successful formats, adult contemporary and easy listening, now heard on over 20 stations in markets from Boston to Los Angeles. Qualified applicants probably have experience in radio sales management positions, a history of personal sales success, enjoy travel, and desire a challenge with unlimited career and monetary growth. Please send your resume and salary history in confidence to:

Tom Churchill
1130 E. Missouri, Suite 800
Phoenix, AZ 85014

**SALES
MANAGER**

Leading east Texas contemporary beautiful music station, 100,000 watt KOOI, is seeking a highly motivated sales leader. Must carry list, set the pace for aggressive, professional sales staff, and be interested in personal growth in diversified company. Write or phone: Dudley Waller, President, Waller Broadcasting, Inc., P.O. Box 1648, Jacksonville, TX 75766.

EOE.

Help Wanted Announcers

MAJOR MARKET AC

Rare opportunity for morning drive personality or team. Outstanding compensation and environment. If you have the talent, the wit, and the energy to create the top adult morning show in town, then please send your resume only to Box B-42. EOE.

Help Wanted Technical

APPLICATIONS ARE NOW

being accepted for the position of Chief Engineer for major sun-belt radio station. Excellent salary and benefits if you are the right person. Only experienced engineers should apply. Write Box B-24.

**Help Wanted Programing,
Production, Others**

**OPPORTUNITY
PROGRAM DIRECTOR**

WDAY 970-AM, one of the oldest radio stations in the country, is looking for a proven program director with high motivational qualities. You must know and understand personality/full service radio and be highly promotionally-oriented. Production ability and air talent a plus. Fargo is a highly competitive market. You'll be working with the best radio talent in the nation. Send tape and resume to: Roger Greenley, WDAY Radio, P.O. Box 2466, Fargo ND 58108.

Help Wanted Management

NEWS DIRECTOR

Goal oriented planner, administrator, implementer who works closely with professional staff. Maintain strong information image with outstanding substance and "today's" radio outlook for on-air performance, formats. Great Northeast facility, reputation, ownership. Send resume only to Box A-198. EOE.

Situations Wanted Management

SELLING GENERAL MANAGER

with full hands-on experience in all phases of radio. Proven success in sales, programming & bottom line. Very stable. Currently employed. Seeking greater opportunity. Medium market. Turnarounds welcome. Write Box B-20.

TELEVISION

Help Wanted Sales

**TELEVISION EQUIPMENT
SALES ENGINEER**

We are a Major Southeastern US video dealer and we're adding sales professionals to represent top of the line names in broadcast and professional video equipment.

Our company has been in the business for years with a history of growth second to none. To continue this growth, we are looking for video professionals who are serious about long-term success.

If you are currently working in video sales or have a solid video knowledge, you'll find the opportunities and compensation plan surprising. Send resume and let's talk about growth. Send resumes to Box A-191.

Help Wanted Sales Continued

OPPORTUNITY

We have the facilities and the ratings to make us #1 in the market. We need two salespeople ready to capitalize on our success. We offer excellent benefits, pay plans and profit sharing in one of the fastest growing sections of the Southeast. Qualified candidates must have 3 years TV sales success. Send past track record/resume to Box A-182. EOE.

National Sales Manager

Television Equipment 6 Figure Potential Income



Call Don Forbes
800/531-5232

Broadcast Systems Inc. Austin, Texas

SENIOR TELEVISION SALES POSITION

Senior television sales position open in top 50 Southeastern growth market with ABC affiliate. New facility, excellent benefits, established list, growth oriented company. EOE, M/F. Write Box B-44.

Help Wanted Management

LOCAL SALES MANAGER

If you are a bright, aggressive, self-motivated local "marketing charger," with local sales management experience, join Oklahoma's Number One Independent, a John Blair owned station.

Move on up with us and be a part of the Western spirit.

Send resume to: David Murphy, President and General Manager, P.O. Box 14925, Oklahoma City, OK 73113

An Equal Opportunity Employer



MANAGER, ADVERTISING SERVICES FREELANCE

The National Broadcasting Company offers an excellent opportunity emphasizing creative copywriting for various Radio/TV dayparts. Candidate should work well under pressure & possess solid background in conceptual work for major campaigns. Proven ability to translate amorphous ideas into copy with sizzle; knowledge of design helpful. Will work closely with art directors, act as liaison with clients including campaign presentations for approval, & attend meetings to receive client input. For prompt consideration, submit resume to: Manager Recruitment, Dept. AP, NBC, 30 Rockefeller Plaza, Suite 1678, New York, NY 10112. An equal opportunity employer.

Help Wanted Management Continued

MARKETING REP

Major market Pacific Northwest public television station seeks articulate, self-motivated professional with strong human relations skills and experience in marketing concepts, strategies and techniques as applied to fund raising and consumer/retail sales. Responsible for securing national/international funds for production of programs by KCTS/Seattle and for sales/distribution of programs produced by KCTS/Seattle. Minimum qualifications: Bachelor's degree in business, communications or related field. Three years' experience in marketing/sales with verifiable success. Salary: \$20,844 to \$32,556, plus benefits. Deadline: September 23, 1983. Send resume, including achievements and dollars generated during the last three years, and sample of presentation written by applicant for obtaining funds from a national source, to: Ken Terao, 83-MT-12E, KCTS/9, University of Washington, (AC-25), Seattle, WA 98195. An equal opportunity affirmative action employer.

Help Wanted News

ANCHOR AND CO-ANCHOR WANTED

Two mature, experienced, and commercially successful professionals wanted to anchor a daily national Catholic television program scheduled to air in 1984. We are looking for personalities with creative flair, warmth, and personal authority. Men and women with a knowledge of Catholicism and commitment to the Church preferred. Salary and benefits compare favorably with industry standards. Send resumes, references, and 3/4 inch or VHS demo tapes of recent broadcasts to:

United Catholic Broadcasting
Anchor Search

840 Airport Boulevard
P.O. Box 8034

Ann Arbor, MI 48107

All applications confidential. Demo tapes will be returned within six weeks of receipt. EOE.

NEWS DIRECTOR

Experienced, aggressive news director for major market. A great challenge at a dynamic, growing station in sunbelt state. Send complete resume in first letter. All inquiries held in strictest confidence. Send resume only to Box A-171. Equal opportunity employer.

Help Wanted News Continued

METEOROLOGIST

Top 15, number one rated station, needs experienced, credible meteorologist with sincere on-air delivery for Mon.-Fri. shows.

Please send resumes only to Box B-43.

Help Wanted Programing, Production, Others

Television Distribution Promotion Manager

Paramount Television and Video Distribution requires the expertise of a seasoned manager for its advertising and promotion department, to assist the V.P. of Advertising.

The individual we seek will coordinate first-run program publicity, assume advertising and promotion supervision for broadcast properties sold in syndication and assist in trade advertising efforts.

Your polished advertising experience should include press release, article and sales promotion writing/ editing in addition to knowledge of transparencies, photos and graphic design.

This position will involve you in handling press relations, administrative and organizational supervision.

If your talents match our requests, you'll enjoy an attractive salary and benefits package along with the challenges of the most exciting top studios in the industry.

For immediate consideration, please contact us by sending your resume or a letter of inquiry to (no telephone inquiries, please):

*Paramount
Pictures
Corporation*

Personnel Dept.
Job #001782
5555 Melrose Avenue
Los Angeles, CA 90038

An Equal Opportunity Employer

**Help Wanted Programing,
Production, Others
Continued**

**PROMOTION
MANAGER**

Great challenge for an experienced pro. We are looking for a creative sparkplug who will keep the excitement high at our promotion-minded major market station. Send us a resume and full particulars including salary requirements in first letter. No tapes, please. Send resume only to Box A-190. Equal opportunity employer.

EXPERIENCED PROMOTION DIRECTOR

For No. 1 station in 45th market. Must be creative writer/producer for on-air; knowledgeable in other media and budgeting. Send resume, tape and salary history in confidence to Linda Rios Brook, General Manager, P.O. Box TV5, San Antonio, TX 78299. No beginners, please. A Harte-Hanks station.

PROMOTION MANAGER

Experience in all phases of television station promotion: on-air, print, outdoor, radio, press relations and community image. Previous promotion management experience and college degree preferred. An EEO employer. Send resume, video tape, and samples of promotion materials to: Director Of Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

**Situations Wanted Programing,
Production, Others**

RECENT COLLEGE GRADUATE

has been volunteering her time so that you'll have an A+ worker to add to your team in a Midwest market. I am dedicated to obtaining and generating success. I am versatile, creative and an above-average communicator. I have extensive "hands-on" experience in the production and talent areas. Some post production experience (34"). Strong news and magazine format background. If you're looking for a self-starter with a combination of energy and intelligence, then you're looking for me. I have leadership qualities, a professional attitude and a credible delivery. For a fresh and lively addition to your team, contact Fran Fahey at 312-964-0300 ext. 274, days, or 312-357-1657, evenings. Ohio market is preferred, but will definitely consider all Midwest markets. References, resume tape and/or writing samples can be made available upon request.

Situations Wanted News

**MAJOR MARKET
SPORTS DIRECTOR**

Wants to move. Young veteran ready for bigger things. Bringing authority & that touch of class. Write Box A-124.

Situations Wanted Management

**EXPERIENCED, SUCCESSFUL, GM
SEEKS NEW OPPORTUNITY**

Excellent leader who knows all phases of television seeks long term opportunity. Have good references. Can travel for interviews. Box A-186.

**ALLIED FIELDS
Help Wanted News**

**SENIOR STAFF
WRITER-EDITOR**

Large Midwest utility has fine opportunity for experienced writer-editor. Assignments will range from speeches for executives to statements on issues affecting the company. You will prepare news releases and backgrounders, field questions from reporters, assist other departments on public relations matters and counsel public affairs representatives in field offices.

Competitive salary based on your track record. Top benefits. Degree in journalism, English or equivalent, and minimum of 5 years as a published writer, plus the skill to edit or rewrite. If you enjoy writing and dealing with people, this is an excellent opportunity.

Send resume and samples of your writing in confidence to:

Box B-23.

An equal opportunity employer, M/F/H

Help Wanted Management

**EXCEPTIONAL
INCOME POTENTIAL**

Rapidly growing research company seeks qualified individuals to assist and profit in national roll out of proven advertiser research services for broadcasters. GM, GSM or national rep experience preferred. Protected territories. Investment opportunities possible but not necessary. For confidential interview write or call:

John Curtis, President, Media Monitors, Inc.
P. O. Box 55592
Indianapolis, IN 46205
(317) 547-1362
(317) 547-5520



Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Thursday, September 15, 1983, beginning at 9 a.m., in the Board Room of National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, Acting President's Report, reports from Board committees on Governance/Commissions, Finance/Development, Membership, Programming and Technology/Distribution. The Board committees will meet on Wednesday, September 14, 1983, at NPR. For further information concerning these meetings, please contact Michael Glass, NPR General Counsel, 202-822-2043.

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Miscellaneous

NATIONAL REP WANTED

for suburban Minneapolis-St. Paul station. Call or write: Steve Moravec, President, Radio Station WVLE, Twin Cities, MN 55082. 612-439-1220.

FOR SALE

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10178. 212-661-2820.

For Sale Equipment

FOR SALE

Harris FM 7.5H with TE-3 exciter. Used as main transmitter less than five years. Excellent condition. \$7,500. Contact Don Gowens, Chief Engineer, WESC Radio, 803-242-4660.

**GOING OUT FOR BUSINESS!!
1-800-321-0221**

New and Used Broadcast Equipment Bought, Sold, Traded

Get your best deal, then call for ours

Broadcast International, Inc.
FORT LAUDERDALE, FL 33334

IN FL: 1-800-432-2245



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.**

For Sale Stations

THE HOLT CORPORATION

FLORIDA

2X gross-profitable. "Music of Your Life". Real estate included.

**Westgate Mall • Bethlehem, Pa. 18017
215-865-3775**

**For Fast Action Use
BROADCASTING's
Classified Advertising**

OPPORTUNITY!

- Retirement Forces Immediate Sale of Very Profitable AM/Full Time And Class "C" FM In Western Kentucky Growth And Resort Area.
- Suitable For Absentee Group or Individual.
- Substantial Cash Flow.
- AM Stereo And Network-Required Digital Earth-Dish Equipped.
- SCA And Paging Opportunity Plus Cable Radio Wide Open.
- Asset Sale At 30% Down With Good Terms To Qualified Buyer.
- Valuable Real Estate Included.

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD
& ASSOCIATES
MEDIA BROKERS/APPRAISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

NORTH CAROLINA SMALL MARKET

Class A FM in beautiful coastal area. Automated. Excellent equipment. Low billing. Good opportunity for owner-operator. \$275,000, includes real estate. Terms to qualified buyer. Write Box B-12.

BILL - DAVID ASSOCIATES BROKERS - CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

TEXAS FM

With owned land and studios. This class A operation would make a good first station for someone looking to own and operate. Terms available after a down payment of \$85,000.

8 DRISCOLL DR.
ST ALBANS, VT 05478
802-524-9983

AM RADIO STATION

Small market. Profitable. 3 1/2 story red brick bldg., ample rear parking. First floor rented. Second floor: offices, studios, sales offices. Third floor: completely developed. Satellite installed. Tower located 5 minutes from studio on 5 acres of land. All real estate included. Selling price 3 times 1983 billing. Only interested parties write Box B-13.

WALKER MEDIA & MANAGEMENT, INC.

Midwest AM. Only radio station in county.
\$900,000—terms.

813-778-3617
JOHN F. HURLBUT
PO BOX 1845
HOLMES BEACH, FL
33509



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT			
MW	Small	FT/Cl. C	\$998K	cash	Peter Stromquist	(312) 580-5778	
FL	Medium	Fulltime	\$950K	30%	Randy Jeffery	(813) 294-1843	
MW	Suburban	Cl. IV	\$950K	Terms	Ernie Pearce	(615) 373-8315	
W	Med/Metro	AM/FM	\$860K	\$275K	Ray Stanfield	(213) 366-2554	
FL	Metro	FM	\$850K	\$200K	Bill Cate	(904) 893-6471	
MW	Major	Fulltime	\$800K	\$300K	Jim Mackin	(207) 623-1874	
M. Atl.	Metro	AM/FM	\$800K	Terms	Jim Coursolle	(414) 233-6222	
M. Atl.	Small	AM/FM	\$575K	29%	Mitt Younts	(804) 355-8702	
R. Mtn.	Small	Cl. IV/FM CP	\$360K	\$85K	Greg Merrill	(801) 753-8090	
FL	Small	AM	\$325K	\$42K	Randy Jeffery	(813) 294-1843	
SW	Small	FM	\$275K	\$75K	Bill Whitley	(213) 680-2807	
R. Mtn.	Medium	FM	\$275K	\$65K	Corky Cartwright	(303) 740-2224	

To buy or sell, for appraisals or financing—contact John D. Emery, President, Chapman Associates, Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341 (404) 458-9226.

SUNBELT AM/FM COMBINATION

Class C FM, plus coverage daytimer

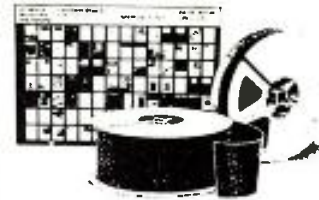
In attractive Southeast growth city with metro population over half million. Real estate included at price of \$2,000,000. Downpayment \$750,000 (firm), balance terms negotiable.

REGGIE MARTIN & ASSOCIATES

Reggie Martin
919-363-2891

Ron Jones
804-758-4214

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London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Down now but with an impressive earnings record! Class A FM with powerful 5,000 watt companion AM located in attractive mid-Atlantic market. \$850,000, \$250,000 downpayment.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-681-5252
809 Corey Creek · El Paso, Texas 79912 915-581-1038

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& associates, inc.
Media Brokers
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(214) 691-2076
11311 N. Central Expressway • Dallas, Texas



Wilkins and Associates
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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

PRICED TO SELL
Utah class C FM with strong billing and audience available NOW! Continued growth potential. The recession never made it here! Excellent terms. Write Box B-21.

H.B. La Rue, Media Broker
RADIO · TV · CATV · APPRAISALS
West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

6.5 X CASH FLOW
Sunbelt fulltime AM & class A FM. Unique location makes more power unnecessary. ARB leader in strong market. Valuable real estate. Price: \$1.75 MM is less than 2½ x gross and 6½ X cash flow. Box B-22.

MD	AM	\$400,000	25%
TN	AM/FM	\$425,000	25%
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
NJ	AM	\$600,000	30%
MI	FM	\$310,000	20%
IL	FM	\$250,000	25%
WV	AM/FM	\$850,000	20%
NC	AM	\$25,000	downpayment
SC	AM	\$30,000	downpayment
PA	AM	\$25,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
AZ	AM	\$75,000	downpayment
MS	AM	\$50,000	downpayment
IA	AM	\$50,000	downpayment
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
VA	AM	\$20,000	downpayment

For Fast Action Use
BROADCASTING's Classified Advertising

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

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



Osborn

Frank Osborn, VP and general manager, WYNY(FM) New York, joins Price Communications, New York-based station group, as senior VP, radio.

Peter Temple, VP, finance, CBS Television Stations Division, joins CBS-owned WCAU-TV Philadelphia as station manager.

Bruce Clark, operations manager, Colony Communications, Providence, R.I., named VP, director of operations.

Allen Feuer, VP and general manager, WQTV(TV) Boston, joins KLRT-TV Little Rock, Ark., as VP and general manager.

Mark Smith, VP and general manager, Landmark Communications' KLAS-TV Las Vegas, named VP, development and government affairs, Landmark's broadcast and video enterprises division. He will remain in Las Vegas.

Gerald Walsh, VP and general manager, WLVI-TV Boston, named president.

John Cross, from WMAR-FM Baltimore, joins WJRO(AM) Glen Burnie, Md., as VP and general manager.

Mike Schweitzer, general sales manager, KTVK(TV) Phoenix, joins WCPX-TV Orlando, Fla., as VP and general manager.

Manuel Broussard, station manager, WAFB-FM Baton Rouge, named VP, radio, of parent, Guaranty Broadcasting Corp. **Mervyn Rhys**, account executive, WAFB-FM, named senior VP, assistant general manager.

Paul Sidney, VP and general manager, WLNG-AM-FM Sag Harbor, N.Y., named president of stations.

Linda Lipman, director of sales, WNBC-TV New York, named station manager.

Harry Dorr, regional manager, Southeastern operations, and general manager, Bluefield (W. Va.) Cablesystems, named Southeastern regional VP, American Cablesystems Corp., Johnson City, Tenn.

Campbell Thompson, VP and general manager, WGNV(AM)-WFMM(FM) Newburgh, N.Y., joins WTBY(TV) Poughkeepsie, N.Y., as station manager.

Lee Carlson, general sales manager, KOIN-TV Portland, Ore., joins KGMB(TV) Honolulu as station manager.

Gary Donovan, station manager, KENI(AM) Anchorage, joins KYAK(AM) there in same capacity.

Roland Mack, program manager, WANE-TV Fort Wayne, Ind., joins WCBD-TV Charleston, S.C., as manager of broadcast operations.

Paul Daniel Kiracofe, assistant controller for station group owner Media General, Richmond, Va., joins group's WCBD-TV as corporate controller.

Jeremy Handelman, manager, marketing, Urban Business Assistance Corp., New York, joins CBS/Broadcast Group there as director, sales and sports research, national television research.

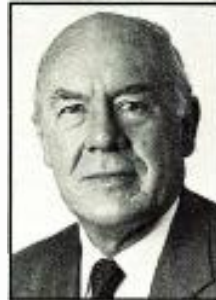
Dan Zimmerman, manager of financial services, Tribune Broadcasting's WGN-AM-TV Chicago, named to corporate post of manager of financial services there.

Marketing

Appointments, McCann-Erickson Worldwide, New York: **Eugene H. Kummel**, chairman of board, to chairman of executive committee; **Willard C. Mackey Jr.**, president and



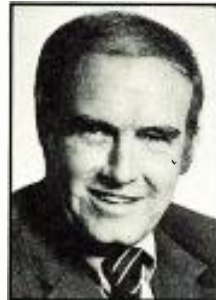
Kummel



Mackey



James



Bergin

chief executive officer, succeeds Kummel as chairman; **Robert L. James**, VP, director of U.S.A. operations, to president and chief operating officer; **John F. Bergin**, president, McCann-Erickson U.S.A., to additional post of director of creative services for U.S.A. and vice chairman, Worldwide, and **Barry Day**, vice chairman, Worldwide, to vice chairman and Worldwide director of professional services.

Warren Ruden, VP, account supervisor, Needham, Harper & Steers, New York, elected senior VP, management representative. **Steve Felt**, associate media director, and **Mike Kearns**, account executive, NH&S, Chicago, named VP's.

In reorganization of creative department, Dancer Fitzgerald Sample, New York, into three creative divisions, **Stanley Becker** and **Jack Kell**, creative directors, and **Lou DiJoseph**, from Young & Rubicam, New York,

have been named executive creative directors, each in charge of one division.

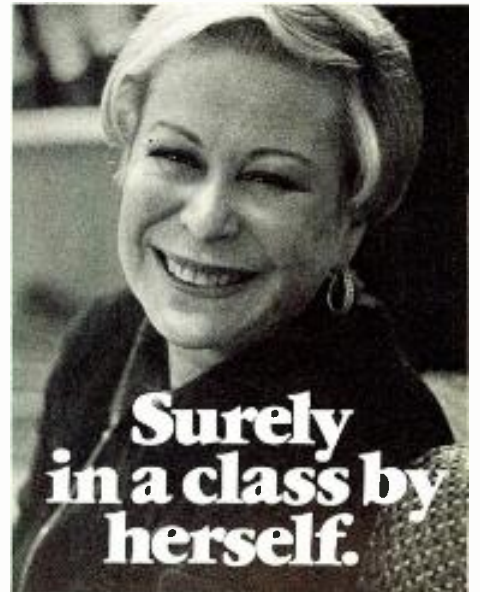
Arnold Blum, senior VP, associate director of production, BBDO, New York, named director of broadcast production.

Joel Margulies, from his own design firm, J.J. Margulies, New York, joins Doyle Dane Bernbach there as VP, art director and designer. **Arnold Saltzman**, VP, Commercial Fundings, New York, joins Doyle Dane Bernbach there as VP, treasurer.

Gregory Zehner, account supervisor, Foote, Cone & Belding, Chicago, joins RCA Sales Corp., Indianapolis, as manager of national advertising.

Ray Childs, VP and creative group head, Humphrey Browning MacDougall, Boston, joins Quinn & Johnson there as senior VP, associate creative director.

John Ferlazzo, from Avery-Knodel, New York, joins Katz Television there as manager, white sales research team. **Barbara Herrick**, media buyer, McCann-Erickson, Detroit, joins Katz Television Continental there as account executive. **Ken Christiansen**, from Eastman Radio, Detroit, joins Katz Radio there as account executive.



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Kevin McIntosh, VP, Carrafiello, Diehl & Associates, Irvington-on-Hudson, N.Y., named management supervisor.

Appointments, Michael R. Ellison Inc., Phoenix: **James Overreln**, creative director, to VP; **Richard Parrish**, account manager, to VP, client services; **Steven Pittendrigh**, assistant to president, to VP, special projects, and **Phil Wallace**, VP, to VP, development and international operations.

Carol Meese, from Product Acceptance and Research, Evansville, Ind., joins Keller-Crescent Co. there as research associate.

Carol Williams, from Group W Satellite Communications, New York, joins Eastman CableRep there as New York sales manager.

Appointments, MMT Sales, New York: **Steve McDonald**, national sales manager, KVUE-TV Austin, Tex., to branch manager, Dallas office; **Glenn Raiston**, account executive MMT, Los Angeles, to branch manager, newly opened Seattle office; **Leslie Anderson**, from Katz, Los Angeles, to account executive there; **Chris Greiner**, from Avery-Knodel, New York, to account executive there, and **Mike Dunlop**, from WFLD-TV Chicago, to account executive there.

Debra Ludgate, from Smith/Greeland, New York, joins Cunningham & Walsh there as account executive.

Phyllis Taormina, account executive, TeleRep, New York, and **Richard Schlanger**, from Hearst Video Services, New York, join Seltel there as account executives.

Adrian Chu, account coordinator, McGavren Guild Radio, New York, joins Internet, New York-based network division of Interep, which is parent of McGavren Guild, as quality control manager.

Deborah Sibert, senior account executive, Associated Communications, Tulsa, Okla., named VP.

David Schwartz, from Petry, New York, joins Seltel, Los Angeles, as account executive.

Karen Clifford, media buyer, Dancer Fitzgerald Sample, New York, and **Thomas Forst**, director of marketing, Eastland & Associates, Hartford, Conn., join WVT(TV) Hartford, Conn., as account executives.

Jim Olson, creative director, Needham, Harper & Steers, Chicago, joins Tatham-Laird & Kudner there in same capacity.

Deborah Hackenberry, from WABC-TV New York, joins Avery-Knodel Television there as manager, special projects.

Lon Mirolli, general sales manager, WMOD(TV) Melbourne, Fla., joins WFL-TV Raleigh-Durham, N.C., as VP and general sales manager. **Doug Parsons**, local-regional sales manager, WFL-TV, named national sales manager.

Phillip Bullwinkel, general sales manager, WEJL(AM)-WEZX(FM) Scranton, Pa., joins WICK(AM)-WWDL(FM) there in same capacity.

William J. Donahue, national sales manager, WEWS(TV) Cleveland, named general sales manager.

Robert Shields, New England sales manager, WPTZ(TV) Plattsburgh, N.Y., joins WEAR-TV Pensacola, Fla., as general sales manager.

John Westerberg, from KDNL-TV St. Louis,

joins WSMV(TV) Nashville as national sales manager.

Kay Maness, from Shorey & Walter Marketing Communications, Greenville, S.C., joins WYFF-TV there as marketing services representative.

Stephen Morris, from KOCO-TV Oklahoma City, joins KXTV(TV) Sacramento, Calif., as local sales manager.

Cardwell Vaughn, account executive, WKHK(FM) New York, joins WOR(AM) there in same capacity.

Jennifer Christlaansen, from G. Heilman Brewing Co., Milwaukee, joins WBCS-FM there as account executive.

Steve Minn, from WTVH(TV) Syracuse, N.Y., and **Joy Poindexter**, from WBBF(AM) Rochester, N.Y., join WRoc-TV Rochester as account executives.

Teresa Booker, from KKCI-FM Liberty, Mo.; **Charles James**, from Valentine-Radford Inc., Kansas City, Mo., and **Tom Karczewski**, from KMBZ(AM) Kansas City, Mo., join KMBC-TV Kansas City as account executives.

Katherine Davison, account executive, WYYY(FM) Baltimore, joins WMAR-TV there in same capacity.

Programing

Joseph Fischer, president, MGM-UA Entertainment Co., Los Angeles, and **Donald Sipes**, chairman and chief executive officer, United Artists subsidiary there, have resigned. Partings were "amicable," and "to seek new challenges," according to MGM-UA spokesman, but move is viewed as continued centralization of control of MGM-UA Entertainment under vice chairman and chief operating officer, Frank Yablans, who assumed that post last February (BROADCASTING, Feb. 14). Yablans will assume majority of responsibilities of Fischer and Sipes, according to MGM-UA spokesman, with no successors named to either post.



Lloyd

Bob Lloyd, from own syndication company, Lloyd Enterprises, Los Angeles, joins Telepictures there as VP and general manager of new carousel division established to market off-network product.

Edmond Hillard May, Southeastern division manager, Corinthian Television Sales, Cincinnati, joins Multimedia Entertainment's central division there as sales manager. **Gerald Stanton**, program assistant, Catholic Relief Services, Djibouti, East Africa, joins Multimedia Entertainment, New York, as sales executive.

Myron DuBow, director, business affairs, Polygram Television, Los Angeles, joins Columbia Pictures Television Distribution there as director, business affairs.

Michael McLean, VP, post-production, Aaron Spelling Productions, Los Angeles, joins Warner Brothers Television there as executive consultant.

Susan Lee, associate producer, *As the World Turns*, joins NBC Entertainment, Los Angeles, as director, daytime drama.

Cal Bollwinkel, program/operations manager, KTXL(TV) Sacramento, Calif., named corporate program manager for parent, BMA Broadcast Group.

Ellis Regenbogen, corporate secretary, Columbia Pictures Industries, New York, named deputy general counsel. **Mitchell Salitt**, Southwest sales executive, Columbia Pictures Television Distribution, Los Angeles, named West Coast sales executive.

Patricia Ambrose, senior program executive, Lorimar, Los Angeles, named director, television productions. **Linda Goodman Pillsbury**, program executive, named manager, television division. **Ken Horton**, from Aladdin Productions, Los Angeles, joins Lorimar there as director, current programs.

Janet Faust, director of development, television, QM Productions, Westwood, Calif., joins NBC Entertainment, Los Angeles, as director, current drama.

Richard Wilson, from CBS Radio Network, Los Angeles, joins Paramount Television's *Entertainment Tonight* and *Entertainment This Week* there as writer-editor.

John Pardos, account executive, Wrightwood Entertainment, Los Angeles, joins Cannon Television there as director of sales, pay television and syndication.

Stephen Peeples, staff producer, Westwood One, Los Angeles, assumes additional duties as editorial director.

Clifford Burke, account executive, Group W Satellite Communications, Stamford, Conn., joins USA Cable Network, Glen Rock, N.J., in same capacity.

Richard McLoughlin, from WCBS-TV New York, joins The Weather Channel, Atlanta, as account manager, Eastern region.

Suzanne Somers, actress and producer, Hamel/Somers Productions, Los Angeles, signs exclusive production agreement with Columbia Pictures Television.

Don Baxter, general sales manager, WBT(TV) Charlotte, N.C., joins Raycom Sports there as coordinator of sales.

Robert Sestili, manager of program acquisitions, Learning Channel, Washington, named director of programing.

Laurie Younger, associate director of business affairs, 20th Century-Fox Television, Los Angeles, named director of business affairs.

Rev. Harry Schlitt, executive director, Bridge Productions, San Francisco, joins Catholic Telecommunications Network, New York, as director of network development. **Sister Vivien Jennings**, O.P., director of telecommunications, Barry University, Miami, joins CTNA, New York, as director of public affairs.

Larry Merchant and **Nick Buoniconti**, sportscasters, Home Box Office, New York, have signed new two-year talent agreements.

Walt Michaels, former coach, New York Jets professional football team, joins Cablevision, Woodbury, N.Y., as football commentator for its college football cablecasts.

David Landau, account executive, United

Stations, New York, named VP, Eastern sales.

Donald McGuire, producer, NBC Sports, New York, joins Raycom, Charlotte, N.C.-based sports programming producer and distributor, as coordinating producer. **Don Baxter**, general sales manager, WBTB(TV) Charlotte, N.C., joins Raycom as coordinator of sales.

Joe Rape, creative services director, WTVB-TV Buffalo, N.Y., joins WGRZ-TV there as director of programming and marketing.

Ron Bleile, air personality, WRJA(FM) Richmond, Ind., named program director.

Michael Smith, air personality and engineer, WFLR-AM-FM Dundee, N.Y., named program director.

Jay Bortz, from WIBX(AM) Utica, N.Y., joins WRUN(AM) there as program director.

Phyllis Qualls-Brooks, public affairs director, WJTV(TV) Jackson, Miss., assumes additional duties as program director.

Scott Elliott, air personality, KOME(FM) San Jose, Calif., named music director.

John Driggs, from KIMN(AM) Denver, joins KRDO-TV Colorado Springs as weekend sports anchor.

Matthew Alexander, air personality, WMVO(FM) Mount Vernon, Ohio, joins WBBY(FM) Westerville, Ohio, in same capacity.

Victor Scott, air personality, WCTI(AM) Lima, Ohio, joins WRMZ(FM) Columbus, Ohio, in same capacity.

News and Public Affairs



Solomon

Gerry Solomon, Washington producer, *Today*, NBC News, named executive producer, *NBC News at Sunrise*. **Margaret Lehman**, associate producer, NBC News's *Today*, Washington, succeeds Solomon.

James Limbach, news editor, Associated Press Network, Washington, named assistant managing editor, AP Network News. **Mark Knoller**, correspondent, AP, named news editor, AP's broadcast news center, Washington.

Susan Stolov, reporter, Evening News Broadcasting, Washington, joins Washington Independent Television there as bureau chief.

I.J. (Pinky) Vidacovich, VP, Southern division manager, United Press International, Atlanta, named VP, marketing projects manager, UPI, Washington.

Diane Boozer, weekend assignment editor, WTTG(TV) Washington, joins Group W's Newsfeed, independent television news cooperative there, as assignment editor.

Jerry Landay, correspondent, *Sunday Morning*, CBS News, New York, joins Satellite Education Services, New York, as VP and senior producer of its *Why in the World* public affairs series for youth, co-production of non-

commercial stations WNET(TV) New York and KCET(TV) Los Angeles.

Andrew S. Fisher, news director, WAGA-TV Atlanta, joins KNXT(TV) Los Angeles in same capacity. Fisher succeeds **Steve Cohen**, who joined WCAU-TV Philadelphia as VP and general manager ("Fates & Fortunes," Aug. 29).

Bill Tribble, news director, WMAZ-TV Macon, Ga., named executive editor.

H. Paul Jeffers, assistant news director, WCBS(AM) New York, named news director.

Appointments, WXFL(TV) Tampa, Fla.: **Bob King**, from KOA-TV Denver, to executive news producer; **Neil Vclno**, weekend anchor-reporter, to managing editor, weekend news; **Debbie Tozon**, writer-reporter, to assignment editor; **Joe Morrison**, from WBBH-TV Fort Myers, Fla., to news editor; **Jim Ashbery**, general manager, WFLA-AM-FM Tampa, Fla., to coordinator, news research and planning, and **Rick Mellum**, from WJTV(TV) Jackson, Miss., to meteorologist.

Robert Perry, news producer, WCTI(TV) New Bern, N.C., joins WITN-TV Washington, N.C., as news director. **Michelle Janine Holfand**, reporter, WXOW-TV LaCrosse, Wis., joins WITN-TV in same capacity.

Appointments, news department, WXII(TV) Winston-Salem, N.C.: **Mark Mayhew**, assignment editor, to assistant news director; **Rick Amme**, anchor, to additional post of managing editor, and **Scott Fitzgerald**, part-time photographer, to photographer.

Cynthia Kay Mahoney, news producer, WQAD-TV Moline, Ill., joins KMBC-TV Kansas City, Mo., as 6 p.m. news producer. **Glen Abbott**,

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relief news photographer, **KMBC-TV**, named weekend news producer and photographer.

H. Wayne Wilson, assignment editor, **WRAU-TV** Peoria, Ill., named assistant news director.

David Morgan, from **KMST-TV** Monterey, Calif., joins **KSBW-TV** Salinas, Calif., as anchor-producer.

Nancy Laffey, anchor-reporter, **WITI-TV** Milwaukee, joins **KHU-TV** Los Angeles, in same capacity.

Allison Gregory, producer-reporter, **KRDO(TV)** Colorado Springs, named co-anchor, *Early Report*.

John Schubeck, anchor, **KNBC(TV)** Los Angeles, joins **KNXT(TV)** there as anchor-reporter. **Ralph Story**, co-anchor, **KNXT**, named anchor, 4:30 p.m. news.

Chris Jacobsen, from **KTVK(TV)** Phoenix, joins **WIBW-TV** Topeka, Kan., as news producer.

Rick Roberts, anchor, noncommercial **WOI-TV** Ames, Iowa, resigns.

Pam Wilson, news director, **WRKZ(FM)** Elizabethtown, Pa., joins **WNPV(AM)** Lansdale, Pa., as reporter.

Barley Phillips, news photographer, **WFMY-TV** Greensboro, N.C., joins **WXII(TV)** Winston-Salem, N.C., in same capacity.

Jill Wellington, from **WOXY(FM)** Oxford, Ohio, joins **WNEM-TV** Saginaw, Mich., as reporter.

Jeff Michael, reporter, **KCRL(TV)** Reno, joins **WXEX-TV** Richmond, Va., in same capacity.

Jody Reed, reporter, **KTVX(TV)** Salt Lake City, joins **WSVN(TV)** Miami in same capacity.

Jim Hooley, from **WOKR(TV)** Rochester, N.Y., joins **WKYC-TV** Cleveland as reporter.

Stan Childress, reporter, **WKW-TV** Cleveland, joins **WJBK-TV** Detroit in same capacity.

John Wooldridge, staff meteorologist, **WIBW-TV** Topeka, Kan., joins **KTIV-TV** Sioux City, Iowa, in same capacity.

Technology

Pierre Gaujard, vice president, Videographic Systems of America, New York, resigns to form Electronic Information Systems, Bethesda, Md., to represent French telecommunications manufacturers in U.S.

Dwight Magnuson, registered professional engineer, State of Tennessee Board of Architects, joins Edward M. Johnson & Associates, communications consulting firm, Knoxville, Tenn., as director of engineering.

Dan Carter, telecommunications engineer, American Television and Communications, Denver, named director of telecommunications operations.

Arnold Valencia, president, RCA Sales Corp., New York, named division VP and general manager of new RCA Videodisk division there.

Mark Gallagher, controller, M/A-Com Video Systems, Burlington, Mass., named VP, finance.

Mike Lang, Western regional sales manager, Harris Video Systems, Sunnyvale, Calif., joins Control Video, Campbell, Calif.-based broadcast and cable television equipment manufacturer, as director of sales and marketing.

John Duffer, independent telecommunications consultant, joins Bertman Corp., Melbourne Beach, Fla., as director of voice and data systems for diversified telecommunications company.

Fred Bellnsky, national construction market specialist, Panduit Corp., Leonia, N.J., named Eastern regional sales manager. Panduit manufactures communications equipment.

Joseph Yurt, from Production Associates, Tampa, Fla., joins Louisville Productions, Louisville, Ky., as director of operations and creative services.

Greg Gambill, regional sales engineer, Ampere Sales Corp., Dallas, joins MCI/Quantel, Bedford, Tex., as Southern Area district sales manager.

Art Reed, from **WAVA(FM)** Arlington, Va., joins Bradley Broadcast Sales, distributor of communications equipment, as general manager, broadcast sales.

Stephen Mohr, from Lanier Business Products, Indianapolis, joins **WIBC(AM)** there as account executive.

Jerry Bowers, chief engineer, **WXCL(AM)** Peoria, Ill.-**WKQA(FM)** Pekin, Ill., joins **WCHL(AM)** Chapel Hill, N.C., in same capacity.

Kevin Douglas, from noncommercial **WAMU(FM)** Asheville, N.C., joins **KSOL(FM)** San Mateo, Calif., as chief engineer.

Promotion and PR

Leo Murray, VP, public affairs, Warner Amex Cable Communications, New York, has formed PR Associates, own public relations firm there. **Tony August**, head of own public relations firm, New York, joins PR Associates as executive VP.

Rick Weldner, VP, director of advertising for domestic distribution, Paramount Pictures Corp., Los Angeles, named VP, station relations and promotional services for first-run nonnetwork programing, based in New York.

Greg Goodman, recent graduate, Newhouse School of Public Communication, Syracuse (N.Y.) University, joins Colony Communications, Providence, R.I., as media relations specialist.

Anne Pizzarelli, radio promotion specialist, Arbitron, New York, named manager, advertising and promotion.

Catharine Deely, from David Abel & Associates, Los Angeles, joins Colony Communications there as West Coast public affairs manager.

Rosemary Winter, independent consultant,

joins **WASH(FM)** Washington, as promotion director and programing assistant.

Melinda Bacon, promotion manager, **WNE-TV** Hartford, Vt., joins **WXFL(TV)** Tampa, Fla., as assistant promotion manager.

Patricia Berry, from **WSMV(TV)** Nashville, joins **KTSP-TV** Phoenix as promotion writer-producer.

Allied Fields

Deborah Popkin, director of captioning services, National Captioning Institute, Los Angeles, named executive director of operations.

John Long, second VP, Chase Manhattan Bank, New York, joins Communications Equity Associates, Tampa, Fla., as member of investment banking and brokerage departments.

Marion Allen III, partner, Kilpatrick & Cody, Atlanta, joins newly opened Atlanta office of Washington-based Dow Lohnes & Albertson, law firm, as partner.

Wulf Gordian Hauser, member of Austrian bar, joins Wilkinson, Barker, Knauer & Quinn, Washington, as associate counsel.

Rhonda Amoe, client service representative, Arbitron, Los Angeles, named account executive.

Judith Shelb Bean, director of media services, National Cable Television Association, Washington, joins Malarkey-Taylor, telecommunications management and engineering consultant there, as VP, marketing and research.

Frank Turner, reporter, **WTVF(TV)** Nashville, awarded Michele Clark Fellowship, awarded by Radio-Television News Directors Association in competition for broadcast journalists with fewer than three years experience. Award honors Michele Clark, CBS correspondent who died in plane crash while covering 1972 presidential campaign.

Deaths

Charles J. Caudle, 64, creative director, Carl Byoir & Associates, New York, died of heart attack Aug. 23 at his home in Great Neck, N.Y. He is survived by his wife, Cecile, son and three daughters.

Gen Ward, 64, director of programing, **WJTV(TV)** Jackson, Miss., died of heart attack July 18 at Hinds General hospital, Jackson. She is survived by her husband, Fred, and two daughters.

Simon Oakland, 61, veteran television character actor, died of colon cancer Aug. 29 at his home in Cathedral City, Calif. Oakland appeared in over 500 series episodes, and had continuing roles in number of series, including *Toma*, *Baa Baa Black Sheep* and *The Night Stalker*. He is survived by his wife Lois, and daughter.

Jan Clayton, 66, television and stage actress who played Ellen Miller on television series, *Lassie*, in 1954-57, died of cancer Aug. 28 at her home in Los Angeles. She is survived by son and two daughters.

ATC's Trygve Myhren: quality, not quantity

Trygve Myhren is not your typical cable executive. The chairman and chief executive officer of Time Inc.'s American Television and Communications is one of the few marketers to rise to the top of an industry long dominated by engineers and entrepreneurs.

But ambitious marketers hoping to follow Myhren's lead had best take note: "My marketing skills and experience are very helpful," says the 46-year-old Myhren, winding down in his Denver office after a 10-hour day, "but my management skills are really the critical tools that are working for me."

And what's Myhren's key to successful management? "I try to get people who are better than I am at various elements of the business and then I do my damndest to keep those people interested." One of the ways Myhren keeps his associates "interested" is by giving them ample freedom to make decisions, and to make mistakes. If they know "they can screw up once in a while," he says, they aren't afraid to make decisions, and it becomes possible to delegate authority.

Myhren has tried to decentralize control of ATC's more than 450 cable systems. "We believe the place 'where the rubber meets the road' in this business is at the local level," he says. "You've got to understand the consumer there and you've got to understand the politics there."

Myhren grew up in Palmerton, Pa., a small town dominated by a zinc refinery which, in 1928, persuaded his father to emigrate from Norway and join its staff as a chemical engineer. The younger Myhren went to college at Dartmouth, leaving with a masters of business administration in 1959. After officers training school and a three-and-a-half-year stint in the Navy, extended a while by the Cuban missile crisis, Myhren went to work selling soap for Procter & Gamble.

He moved up the ladder quickly at P&G, but in 1965 he followed numerous other P&G marketers to Glendinning Co., a marketing consulting firm in Westport, Conn. There, he helped create "a hell of an industry" out of games promotions, primarily for oil companies and supermarkets. What he learned about "consumer motivation" during the years at Glendinning, he says, is "extremely applicable to cable." As a senior consultant for the firm, he spent a lot of time analyzing problem products for major corporations, and suggested "remedial" marketing plans for them.

In 1969 he helped found a new marketing consulting firm, Marketing Continental, and became its executive vice president. When one of its clients, Shell Oil, purchased the company in 1973, Myhren opted to head to California and join Communications Research Machines, a publisher of magazines and college textbooks and maker of educa-



Trygve Edward Myhren—chairman and chief executive officer, American Television and Communications, Denver; b. Jan. 3, 1937; BA (political science and philosophy) Dartmouth College, Hanover, N.H., 1958; MBA, Amos Tuck School of Business Administration, Dartmouth, 1959; lieutenant J.G., U.S. Navy, 1959-62; marketing trainee, sector salesman, district head salesman, unit manager, Procter & Gamble, 1962-65; North American sales manager, general manager and senior consultant, Glendinning Co., 1965-69; Marketing Continental, executive vice president and principal, 1969-73; vice president, marketing, Communications Research Machines, 1973-75; vice president, marketing, ATC, 1975-78; senior vice president, marketing and programing, 1978-80; executive vice president, 1980-81, ATC; president 1981-82, ATC; present position since March 1982; m. Vicki Hirsch, Nov. 14, 1981; children—(by previous marriage) Erik, 17; Kirsten, 15, and Tor, 11, and (by wife's previous marriage) Paige, 10.

tional films, as marketing vice president. Ziff-Davis purchased the firm in 1975 and although he could have returned East and worked for the publisher in New York, he opted to stay in the West and accept the offer of Monroe Rifkin, then head of ATC, to join the cable company as vice president, marketing.

Myhren arrived at cable's door at just the right time. During his eight years at ATC, the industry discovered pay television and satellite distribution and grew at a phenomenal rate. According to Myhren, ATC reported annual revenue of \$34 million in 1975 and will generate around \$500 million this year. His steady rise in the company was undisturbed by its purchase by Time Inc. in November 1978. "We managed to keep the management intact," says Myhren. By the time entrepreneur Rifkin decided to strike out on his own again in 1982, Myhren was ready to take on the top job.

"Our strategy and management philosophy are directed at being a high quality service provider to the consumer," says Myhren after 18 months at the top. "We are

more interested in doing things well than in doing things everywhere."

Nonetheless, Myhren believes ATC has yet to reach a plateau in the growth of revenue or subscriber rolls. In the year and a half since the consumer-oriented strategy was locked in, he says, the company has grown substantially in both respects. It has picked up large franchises—Denver and Queens (New York)—and it has pushed existing systems into new neighborhoods. Moreover, the company's marketers are working hard to sell existing subscribers more services and to increase penetration in established areas.

ATC was one of the first companies to drop out of the last frantic round of urban cable franchising, during which cable operators made what Myhren and others believe were economically unsound promises to cities in desperate attempts to win their franchises. And the conservative thinking that caused ATC to drop out still colors all ATC's plans to add subscribers either through franchising, acquisition or system expansion. "We are adding turf," Myhren says, "but only in those situations where... we can project a reasonable cost per subscriber and an appropriate return on investment."

Unlike many of his peers, Myhren possesses a real understanding of cable's competitors: STV, MDS and DBS. The understanding does not come from trade shows or trade magazines. ATC has operated MDS and STV systems in several markets over the past several years and knows the economic pros and cons of each medium. Of the three media, Myhren is sanguine about one: multichannel MDS. In markets where the topography ameliorates the propagation problems—as it does for ATC's single-channel MDS service in Denver—multichannel MDS could be an effective and profitable pay television medium, he says. "We are not rushing into multichannel MDS," he says. "We are, however, looking at a few markets... and we may be applying for a very limited number of licenses."

It's not competition, Myhren says, but the regulatory "stranglehold" that municipalities have on cable that should be the chief concern of cable operators today. Myhren worked hard last June to win the passage of S. 66, the Senate cable bill that would loosen that hold considerably, and he vows to continue to work hard for a companion bill in the House. To Myhren, lobbying for the bill is as important as any job he has. "I know how important it is to our return on investment."

Myhren admits he deserves his reputation for always being late, but blames it on his habit of trying to "cram too much into a day." And it's not just work he tries to cram into his days. There are skiing, tennis, golf and spending time with his four children, not to mention coaching soccer. What keeps him going? It is, he says, "a strong desire to create things, to make things happen, to improve whatever situation I get into." ■

In Brief

CBS will premiere new episodes of 60 Minutes (Sunday, Sept. 18) and **Dukes of Hazzard** (Friday, Sept. 23) **before official start of new season** (Monday, Sept. 26). After **M*A*S*H**, spinoff of **M*A*S*H** series, will debut on first night of new season, at 8 p.m. **ABC will introduce six new series week before start of new season**, including **Lottery!** (Friday, Sept. 9), **Hardcastle & McCormick** (Sunday, Sept. 18), **Just Our Luck** (Tuesday, Sept. 20), **Hotel** (Wednesday, Sept. 21), **Trauma Center** (Thursday, Sept. 22), and **Webster** (Friday, Sept. 16). Returning series debuting before fall season include **Matt Houston** (Friday, Sept. 9), **Benson** (Friday, Sept. 16), **That's Incredible** (Monday, Sept. 19), **The Fall Guy** (Wednesday, Sept. 21), **20/20** (Thursday, Sept. 22) and **Ripley's Believe It or Not** (Sunday, Sept. 25).

Owners of pay cable service, Spotlight, confirmed they are **considering dissolving partnership** and seek to transfer 750,000 subscribers

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According to a report
from the news agency
Tass, at night from
August 31st on September
1st, an unidentified plane
entered the Soviet Union's
air space from the Pacific

Crash coverage. Broadcast news organizations tested their mettle again last week, presenting extensive coverage of the Korean Air Lines jumbo jet shot down by a Soviet jet fighter. Coverage was complicated by the fact that no video was available anywhere near scene of incident and because many Washington officials were out of town on vacation. Cable News Network launched coverage with a live phone interview last Wednesday (Aug. 31) at 6:45 p.m. ET with Tokyo reporter, Joana Johnston, reporting that the plane hadn't arrived. It aired an interview with the press aide to Representative Lawrence McDonald (D-Ga.), who was on the downed plane, at 9:40 a.m. ET last Thursday (Sept. 1). According to a CNN spokeswoman, the press aide told CNN viewers that "we know now that our worst fears have been realized." Also according to the spokeswoman, about 90% of CNN's Thursday news was devoted to the subject. ABC Radio News claimed to have been the first network news organization to present a confirmed report that the airliner had been shot down by a Soviet fighter, with a bulletin from John McWethy, Pentagon correspondent, that aired at 9:54:05 a.m. ET. Through 4 p.m. that same day, ABC Radio presented 17 live reports, which ran for more than an hour, while continuing regular news on its six radio networks. Group W's Newsfeed concentrated on localized coverage, with interviews of McDonald's wife, other relatives of plane passengers, John Birch Society officials (McDonald was president of that organization), reports on a protest rally outside the Soviet embassy in Washington and a prayer vigil held in McDonald's home district. CBS Morning News devoted about 75% of its Thursday program to the subject, chiefly relying on reports from correspondents in Tokyo, Moscow and Washington, according to the spokeswoman. NBC aired a special report, "Shot From the Sky," at 11:30 p.m. Thursday. CBS News aired its own special report, "The Death of Flight 7," at the same time. ABC covered the subject on its regularly scheduled Nightline.

to other pay cable service. Spotlight is equally owned by Tele Communications Inc., Cox Communications, Storer Communications Inc. and Times Mirror Co. Spotlight has reportedly approached HBO and Showtime about transferring to them its subscriber base, which at present only serves subscribers on cable systems owned by four partners. However, executive with one of owners said partnership "just really hasn't worked out the details and final decision awaits partnership meeting later this month. Also being considered is outright sales of service, he said.

In case scheduled to go to trial tomorrow (Sept. 6), **National Football League and Miami Dolphins** football team are **asking U.S. District Court** in Miami to **enjoin several bars and restaurants from intercepting network feeds** from Miami's Orange Bowl to network's New York operations center. Practice (picking off satellite transmissions on backyard earth stations for enjoyment of patrons) said NFL and Dolphins in 18-page complaint, is infringement of copyright on games and violation of anti-interception provision of Communications Act.

Roy H. Park Sr., chairman, president, CEO, and sole owner of **Par Communications Inc.** has announced intention to raise **\$17 to \$22 million** through **common stock offering**, making company public. Of proposed one million share offering, 800,000 will be new stock and 200,000 will be from Park's personal holdings. After offering, Park would own 89.1% of the mixed-media company. The Ithaca, N.Y.-based company owns **seven television stations, seven AM's, seven FM's** and publishes 23 daily newspapers, 18 non-dailies and 27 weekly shoppers. It posted gross revenue of \$82.4 million in 1982, of which 42.7% came from television and 14% came from radio.

ABC-TV fell back in its early morning ratings for week ended Friday, Aug. 26, losing ground to NBC-TV and CBS-TV despite slight slippages of their own. ABC's *Good Morning America* chalked up its **82d consecutive week in first place, however, averaging 4.1 rating/22 share**—down from preceding week's 4.6/25. **NBC's Today and CBS Morning News tied for second week in row, averaging 3.5/20**, down from previous week's tie at 3.6/19. *GMA's* 22 share was said to be its lowest since December 1978. In daytime, ABC placed first with 7.2/24, down from 7.3/24; CBS was second with 7.1/25, up from 6.9/24. NBC daytime was on rise again, going from 5.6/19 to 5.7/20—its highest rating in two and a half years and its seventh straight week with shares in 19-20 range.

Wold Communications and Metrosports last week announced formation of **joint venture to create nationwide, satellite-based ad radio networks for college sports events**. Under terms of agreement, Metrosports will handle production and sales, and Wold will oversee station clearance and satellite distribution. Wold will utilize satellite subcarrier service on Westar V and single-channel p carrier mode on Westar III, using AP Radio downlinks at more than 900 stations. First ad hoc networks will feature 28 University of California at Los Angeles basketball games, beginning Nov. 2. Aloha Bowl football game on Dec. 26, and Hula Bowl football game on Jan. 7. Gary Worth, president of Los Angeles-based Wold, said plan gives stations anywhere in country ability to "join us via satellite," noting that events "previously limited to specific regions due to land line costs are now affordable nationally."

National Telecommunications and Information Administration has asked FCC to hold off on final action on International Satellite Inc. application for new international satellite system (BROADCASTING Aug. 22), until executive branch has completed its own review proposal. In letter to FCC Chairman Mark Fowler, David Markey, assistant secretary of commerce for communications and information, said proposal of ISI, like similar proposal of Orion Satellite Corp., raised "novel and complex issues" affecting United States national interest, foreign policy and established communication policy. "Applicable law and executive branch authority mandate our careful analysis of these proposals in light of national needs and priorities and long-standing treaty obligations," Markey said. Markey said introduction of ISI application would result

more protracted review process" than NTIA had contemplated when Orion's application was only one. ISI, like Orion, claims its service would complement rather than compete with International Satellite Organization, which sees ISI's proposed service, as they see Orion's—as an economic threat.

NBC ExtraVision, network-delivered teletext service put on hiatus last July, will resume updating of editorial and advertising material Sept. 6, according to Albert Crane, ExtraVision VP. Twenty-four-hour magazine has continued its transmissions since that time, but will now contain daily revisions and be carried on additional stations. According to Crane, biggest stumbling block for teletext service has been lack of decoders, severely limiting numbers of individuals who can view material. Only handful of decoders are currently in use. NBC Teletext has continued to offer updated version of its own teletext magazine, although it recently reduced number of pages offered.

Democratic National Committee is calling on direct marketing organization that has helped sell Ginsu knife to help sell Democratic president. Dial Media Associates, nation's largest direct marketing firm, has been named special consultant on media effectiveness and planning for Democratic National Committee's presidential campaign next year. Besides Ginsu knife, Dial Media has marketed Miracle Slicer, Miracle Painter and Armourcote Cookware. Firm is now researching effectiveness of print advertising, direct mail and radio and television commercials that have been used in Democratic and Republican presidential campaigns. It is also studying cost effectiveness of fund-raising methods two parties have employed.

Harvey L. Schein, former chairman and chief executive of Sony Corp. of America and veteran of 25 years in communications and entertainment fields, named president and chief executive of **Skyband Inc.**, media entrepreneur **Rupert Murdoch's** projected satellite-delivered subscription TV service to homes in noncabled areas. **William J. Kammers**, who founded Skyband as Inter American Satellite Television Inc. (IAST) in 1982 and has been its president, becomes vice chairman of Skyband, new corporate name adopted last month. Schein, 55, most recently was president and chief executive of Polygram Corp., which he left in June 1982 after changes in Polygram's European parent company. In addition to Sony, whose U.S. operations he headed for six years, he has served Warner Communications as executive VP and, before that, was president of CBS International and of CBS/Columbia Group. Schein will also be executive VP of News America Publishing Co., through which Murdoch acquired controlling interest in IAST (Skyband) last spring (BROADCASTING, May 3). Skyband hopes to launch five-channel DBS service by end of this year and to have

Back in the battle again. TV producer **Norman Lear** is again locking horns with the Rev. Jerry Falwell. The issue: pronouncements by Falwell and his Moral Majority that criticize proponents of a nuclear freeze and opponents of the administration's defense policy. The Lear challenge is through *People for the American Way*, a nonprofit educational organization formed by Lear in 1980, which last week offered a 60-second television spot to commercial stations that carry Falwell's Old Time Gospel Hour.

Anthony Podesta, executive director of PAW, said the spot would help the stations "balance" their programming on the nuclear freeze and weapons issues. The message, entitled "Don't Freeze the Debate," features a man in a hard hat, who explains his "problem." It involves his "family" whom he describes as religious but with varying stances on issues like defense spending or a nuclear freeze. The man then refers to "a minister on TV suggesting to us that if we don't agree with his views, we're anti-Christian or we're disloyal Americans, or we're dupes of the Russians." The man protests that all members of his family are good Christians and proud Americans and that to be branded otherwise for disagreeing on a political point is not the "American way."



On the job. Last Thursday (Sept. 1) was first day at work for former FCC Commissioner Anne P. Jones, who is now a partner in the prestigious Washington and Atlanta law firm of Sutherland, Asbill & Brennan. She will head new communications practice for firm, which has some 150 attorneys and ranks among the capital's top 20. Jones served for 15 years in government, including posts with Securities & Exchange Commission and Federal Home Loan Bank Board. She was appointed to FCC by President Carter in 1979.

"hundreds of thousands" of subscribers by end of 1984, Schein said.

North Dakota Governor Allen I. Olson has appealed to premier of Saskatchewan for help in keeping programs of KUMV-TV Williston, N.D., on cable systems in that province. Canadian Radio-Television and Telecommunications Commission is considering applications of Canadian cable systems across Canada to drop signals of North Dakota stations and to replace them with programs, delivered by Canadian Satellite Communications Inc., from Seattle and Detroit (BROADCASTING, Aug. 22). Olson, in letter to Premier Grant Devine, makes much of what he calls common interests of North Dakota and Saskatchewan, across border, in environmental, energy and agricultural matters. "The close ties that we are developing between the provinces and states will be aided by the broadcast medium which transcends the boundary," Olson wrote. Meyer Broadcasting Co., licensee of KUMV-TV, has filed an opposition to cable systems' applications.

Minority participation in broadcasting and cable industries is topic of day-long seminar sponsored by **Congressional Black Caucus** on Sept. 23 at 9 a.m. in room 2154 Rayburn House office building. Speakers scheduled for seminar include: Rev. Jesse Jackson; Benjamin Hooks, former FCC commissioner and executive director of NAACP; Bob Johnson, president, Black Entertainment Television; Edward Fritts, president, National Association of Broadcasters, and Thomas Wheeler, National Cable Television Association president.

Nominated as public members to NPR board of directors are current board member, Graciela (Grace) Olivarez; William Leonard, former president of CBS News; George L. Miles Jr., station manager, WBZ-TV Boston; and Ernest T. Sanchez, partner in Washington law firm of Liberman, Sanchez & Bentley, and former general counsel to NPR. Nominations are pending confirmation by NPR stations.

National Cable Television Association has beefed up its legal department with hiring of Carol A. Melton. As associate at Washington law firm of Hogan and Hartson since 1981, Melton dealt with FCC and has experience in cable copyright and franchising.

Editorials

The case for freedom

The National Cable Television Association has developed an ingenious legal theory that it hopes will liberate cable operators from the fairness doctrine. It may not have been the NCTA's intention, but if the theory were accepted by the FCC and upheld by the courts, it conceivably could extricate broadcasters from the same bondage.

In comments responding to FCC proposals to modify or repeal the fairness rules for cable, the NCTA has arrived at a novel reading of the law. When Congress in 1959 amended the political broadcasting section of the Communications Act to exempt news programs from the equal-time requirement for candidates and coincidentally incorporated in the law the language historically used by the FCC in fairness cases, it wasn't codifying the fairness doctrine, as has been widely supposed, the NCTA says; it was merely affirming the FCC's authority to require broadcasters to be fair in the public interest.

"The broadcast fairness doctrine, then," says the NCTA, "is a commission policy; it is not mandated by Section 315. . . . As a result, even though Congress amended Section 315 in 1971 to make it applicable to cable television, that action could not possibly have imposed the fairness doctrine on cable. Consequently, the commission is free to repeal the cable fairness doctrine at any time."

The NCTA could have added that if its argument is sound, the FCC is also free to repeal the broadcast fairness doctrine.

There may be those who will dispute that conclusion, but another passage in the NCTA's comments presents the larger case for repeal of FCC rules and Section 315 as well: "Significantly, too, cable is just one of many sources of news, information and entertainment in our information-laden society," the NCTA said. "Unlike operators of public utilities—telephone, electric power, water—cable operators are confronted with rival suppliers of services that are substitutable for cable television. With respect to video entertainment, these alternatives are manifold: advertiser-supported "free" television, noncommercial public television, over-the-air subscription television (STV), low-power television, multipoint distribution systems (MDS), radio, live sports, movie theaters and the "legitimate" stage, videocassettes and disks. In the near future, the introduction of satellite broadcasts direct to homes (DBS) promises to make the home video market even more competitive than it is today. When the information marketplace is so large, the danger that any one medium could dominate it is essentially chimerical."

That makes a good case for cable freedom. It also just about disposes of the scarcity argument that has been used to justify content control over broadcasting.

New season for news

Labor Day seems a singularly inauspicious time for it, with cook-outs and end-of-summer beach parties and kindred holiday diversions to disrupt workday viewing patterns, but a new chapter in network TV journalism does in fact start today. Beginning this evening, all three commercial networks will be in the single-anchor mode and, perhaps more significant for the long haul, PBS's *MacNeil/Lehrer Report* becomes the *MacNeil/Lehrer News Hour*, 60 minutes of it, competing with the ABC, CBS and NBC news half-hours in many markets—and in many cases, as

now, with affiliates' prime access half-hours as well.

The single-anchor angle is worth watching, if only because this is the first time in years that all three networks have intentionally used it. Nobody knows whether it will have any bearing on their standing in the news ratings, but ABC and NBC obviously hope that it will, since they're adopting it, and CBS, which has run up a long lead using it, just as obviously hopes that it won't for the others. We'll see.

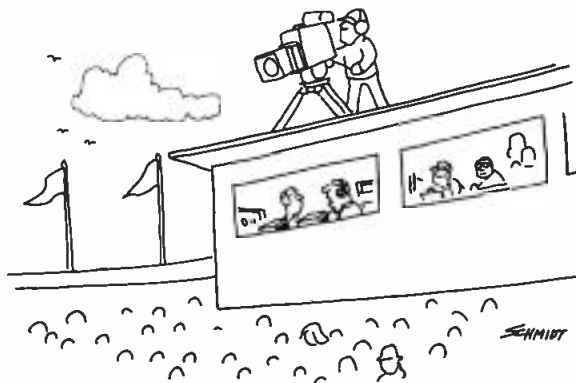
We would suggest, however, that the commercial network news organizations take a little time from watching one another to glance now and then at the *MacNeil/Lehrer News Hour*. Robin MacNeil and Jim Lehrer have made it clear from the start that their intention with their longer program is to enter direct competition for the audience that has been watching the other three networks' news. With substantial backing of AT&T in money and promotion, they just may bring it off. As was noted here at the outset of the project, the new hour on PBS could make a difference in television.

Gaining on it

The National Association of Broadcasters' sixth annual Radio Programming Conference last week in San Francisco was generally judged to be among the best in the history of the event. The NAB underwrote a major study to uncover the reasons that listeners choose radio formats to tune. If the study attracted attacks for its methodology, it clearly gave many at the conference new ways of looking at their positioning and marketing. There were lively discussions at most sessions and an exhibit hall and hospitality suites that offered the latest in software and some new hardware.

Still, something was missing. A wave of format changes is transforming the sound of radio in many cities, yet few of the programers at the helm of change were present to explain what is going on and why. The conference was programed like the radio stations that are targets of criticism by the more inventive programers: heavy on research and safe material but light on innovation that would make an audience sit up and take notice.

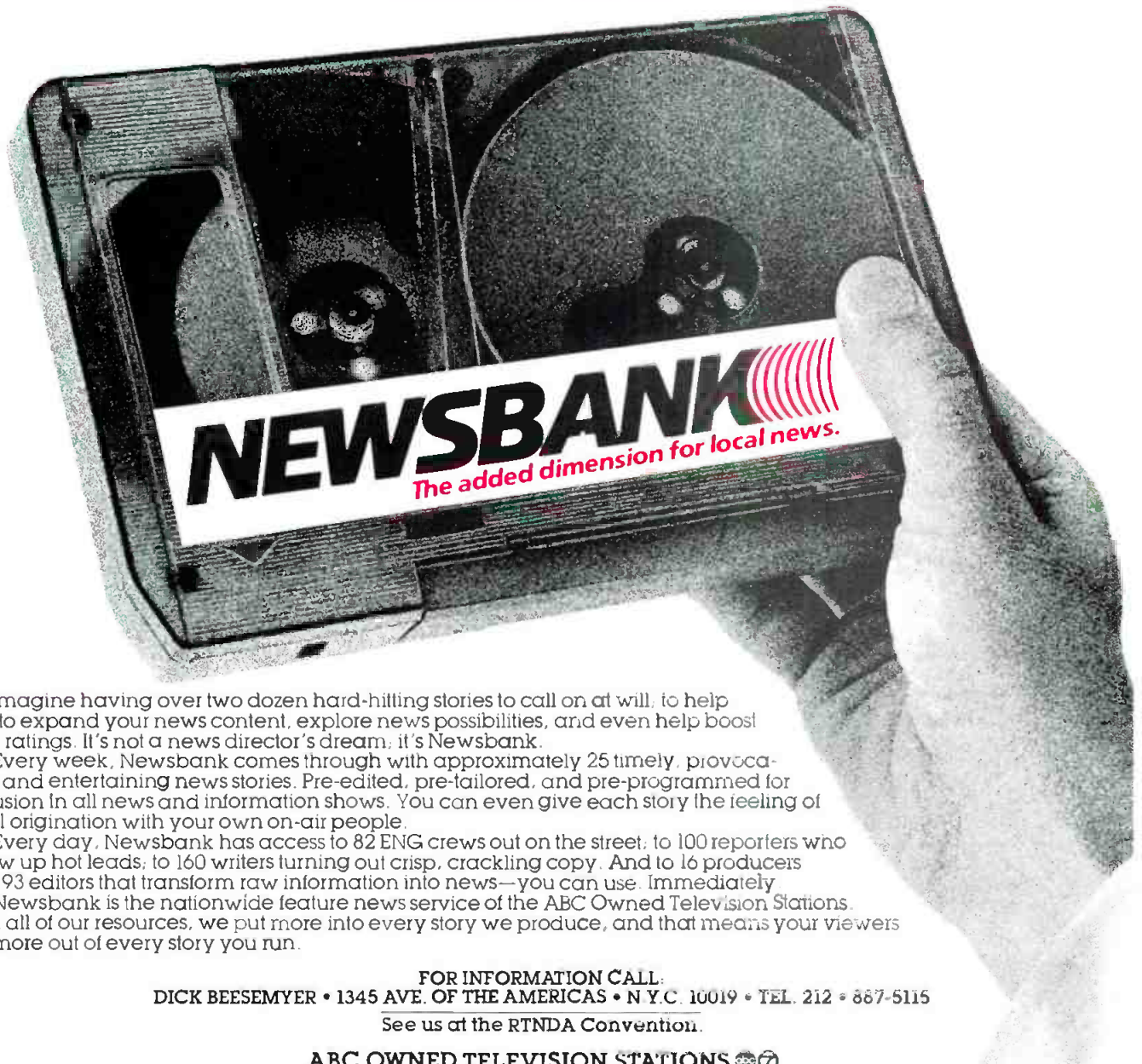
Programing a Radio Programming Conference isn't easy when radio is in a period of such creative ferment. Perhaps by next year's conference the NAB will find a way to attract more of the creative leaders.



Drawn for BROADCASTING by Jack Schmidt

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