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RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 19

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SEPTEMBER 19 NEWS TAKES

EP.



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Mr. Rees Roberts
Chief Engineer
WJRN
ABC Affiliate
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Broadcasting **Sep 19**

TV spot coming on strong in fourth quarter □ NFL wins unauthorized satellite reception case □ Marti passes Senate □ Special report on journalism

SEE SPOT JUMP □ Reps say fourth-quarter spot television sales prospects look bright, with predicted increases of 15%. **PAGE 31.**

ILLEGAL RECEIVER □ Miami judge rules bars must stop unauthorized interception of NFL games off satellite. **PAGE 32.**

MARTI PASSES □ Senate passes Radio Marti bill, folding service into the Voice of America, a move much to NAB's liking. **PAGE 33.**

RISING TRI-STAR □ Justice Department says it won't stand in the way of the joint production project of HBO, CBS and Columbia Pictures. **PAGE 35.**

WIRTH AMMUNITION □ National Science Foundation report urges commercial broadcasters to program educational fare for children; Wirth expected to use study. **PAGE 35.**

PTAR UNDAMAGED □ FCC nixes Group W suggestion that tentative decision in syndication and financial interest rules case would jeopardize prime time access rule. **PAGE 37.**

PUBLIC POLITICS □ Reagan CPB appointment rejected by board. **PAGE 37.**

TIME RUNS OUT □ Time Inc. folds its program guide service after five months and \$47 million in losses. **PAGE 38.**

JOURNALISM SPECIAL □ Deregulation is changing the face of radio news, with many stations expanding, while some are cutting back. **PAGE 50.** Christine Craft case, syndicated news programing

and impact of newsgathering technologies are all on the minds of television news directors. **PAGE 56.** CNN's, SNC's and C-SPAN's flexibility in format is allowing them to go live for as long as needed to cover the news. **PAGE 62.** RTNDA prepares for 38th convention in Las Vegas, with Brinkley, Hewitt, Harvey, Sawyer and Chancellor headlining. **PAGE 72.** The RTNDA agenda appears on **PAGE 76,** with exhibitors following on **PAGE 78.**

KEEPING THE EDGE □ Jankowski tells Nebraska broadcasters to remain generalists, stresses localism to keep on top. **PAGE 86.**

PAPER CLEANUP □ FCC begins to sort the 25,000 applications for multichannel multipoint distribution service. **PAGE 94.**

NCTA WHITE PAPER □ Cable association sends House members history of cable-telco relationship. **PAGE 94.**

BLUE WIRE □ FCC to examine issue of obscenity on common carriers. **PAGE 102.**

MYOPIA WARNING □ MBS's Marty Rubenstein calls for increase in radio network rates, casts wary eye on commercial-free programing. **PAGE 112.**

ENG-STL PRESERVATION □ FCC decision moves microwave users to CARS band, leaving broadcast auxiliary service alone. **PAGE 113.**

BENNETT'S BREAKAWAY □ Alan Bennett has been a self-starter all his life, and is banking on success for his latest brainchild, a syndicated afternoon show premiering today (Sept. 19). **PAGE 135.**

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

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FCC this week is expected to adopt wide-ranging notice of proposed revision of its rule of sevens, limiting broadcast station ownership to seven AM's, seven FM's and seven TV's (no more than five of the last VHF's). Word is proposal will seek comment on alternatives ranging from total elimination to mere loosening of restrictions. Proposal also is expected to include discussion of use of concentration indices to determine when entity owns more than enough.

Ganging up

Coalition to break up Comsat, comprising several competitors and led by M/A-COM, now hopes to achieve goal by amending Communications Act and Communications Satellite Act, which created Comsat in 1962. According to coalition leaders, legislation is being drafted and sponsors are being lined up in House and Senate. In letters to Senate Commerce Committee Chairman Robert Packwood (R-Ore.), coalition members had suggested using pending International Telecommunications Act (S. 999) as vehicle to splinter Comsat (BROADCASTING, Aug. 29). By time legislation is ready, leaders said, ranks of coalition will have been swelled by several "major corporations" that they refused to identify.

Going public

Rumor on Wall Street last week was that United Satellite Communications Inc., which plans to launch five-channel direct-to-home satellite broadcasting service Nov. 15, is planning stock offering. Salomon Bros., which has been acting as financial adviser to USCI, would neither confirm nor deny. USCI is backed principally by Prudential Insurance and General Instrument.

Mann's world

As National Radio Broadcasters Association president, Sis Kaplan, reaffirms intention to step aside at beginning of organization's 10th annual convention in New Orleans (Oct. 2-5), indications are that Bernie Mann is likely to be elected as successor by NRBA's 35-member board of directors. Mann, president of High Point, N.C.-based

Mann Media—owner of WOKX(AM)-WGLD-FM High Point and WKIX(AM)-WYYD(FM) Raleigh, both North Carolina, has served as NRBA's vice president of Eastern region for past two years and has been actively involved in association activities for about 10 years. NRBA is primarily volunteer organization. Out-of-pocket expenses for president reportedly average \$25,000 to \$35,000 per year.

Action and reaction

Appointment of Dick Hollands, Wometco vice president, as senior vice president for television at National Association of Broadcasters (see page 88) is first part of expansion plan. NAB will add three new positions to TV staff. Hollands reportedly has been given carte blanche to organize department and will also play major role in policy decisions. Outsiders see increased NAB interest in television as response to creation of Television Operators Caucus by major television station groups to improve Washington relations.

By bird to Europe

After fierce bidding war, Netcom Enterprises and AT&T Communications have been awarded \$2-million contract to handle satellite transmission for European Broadcasting Union during summer Olympics in Los Angeles (July 23-Aug. 14, 1984). Burbank, Calif.-based Netcom will be prepared to transmit, via domestic satellite, up to four television signals simultaneously from Los Angeles to Intelsat uplinks in East. AT&T will deal with Intelsat and make sure signals reach proper European destinations. Losers in bidding reportedly include Western Union, Comsat and Robert Wold.

Act without the star

Although Radio-Television News Directors Association at its annual conference in Las Vegas this week has scheduled panel on Christine Craft court decision (see page 72), central figure in case is not expected to be there. Skip Haley, of WSFA-TV Montgomery, Ala., moderator and arranger of panel, said he considered inviting Craft, but decided against it, mainly because he does not want panel to "retry the case."

At first glance, panel seemed set up to

do just that. One panelist listed is Diane Cummings, news director at KEYT-TV Santa Barbara, Calif., where Craft worked before, and briefly after, her stint at KMBC-TV Kansas City, Mo., which she successfully sued for fraudulent hiring, and another is from consulting firm that was instrumental in KMBC-TV's decision to move Craft out of anchor spot. However, Haley said Cummings has withdrawn (to be replaced by Mary McCarthy, WFBC-TV Greenville, S.C.) and that he will make it clear to panelists before session what is expected is discussion of rights of news people, responsibilities of management to show profit and role of consultants.

Runaround

Station representatives, still concerned over advertisers who bypass representatives and place spot advertising direct, are compiling lists of clients who indulge in practice. At next meeting of Station Representatives Association in October, each rep will present names of five advertisers they consider "offensive" and discuss strategy to be undertaken. Several years ago SRA used advertising campaign in industry publications to claim advantages of dealing with representatives.

Reorganized CPB

White House will reportedly nominate radio commentator Paul Harvey to fill last vacancy on Corporation for Public Broadcasting Board. Harvey will fill term expiring next March 1. Harvey's appointment would put Republicans in control of board (eight of them to seven Democrats)—that is, if Senate confirms nomination of Republican William Hanley, whose recess appointment was rejected by board last week (see "Top of the Week").

Timetable

Broadcast deregulation legislation being fashioned in House Telecommunications Subcommittee appears still to be on fast track. Subcommittee staffers say bill should be finished by late September, followed by hearings in early October and markup during week of Oct. 10. Subcommittee Chairman Tim Wirth (D-Colo.) is reportedly still committed to meeting Oct. 15 deadline as long as subcommittee reaches "consensus."

Getting around

NCTA President Thomas Wheeler has a busy week ahead of him. He's scheduled to speak at a luncheon of the National Academy of Television Arts and Sciences tomorrow (Sept. 20) and he is to be "roasted" the next evening at a formal dinner at Washington's Shoreham hotel.

According to NCTA, Wheeler will attack opponents of cable deregulation legislation in the House. Cable interests pushed the legislation through the Senate last June. The Wheeler roast was put together by the Washington chapter of Women in Cable to benefit the Capital Children's Museum. The roasters: Dick Loftus, president, Trident Communications; House Telecommunications Chairman Timothy Wirth (D-Colo.); Jack Valenti, president, Motion Picture Association of America; Kathryn Creech, president, Council for Cable Information; Chuck Walsh, a Washington communications attorney, and Jim Mooney, executive vice president, NCTA.

High-ticket package

ESPN will distribute to cable systems within the Atlantic Coast Conference region (Maryland to Georgia) a package of 20 ACC basketball games not available on broadcast television because of blackout restrictions. Subscribers would pay about \$50-\$75. The package is being assembled by Raycom Sports, the ACC television rights holder and Jefferson-Pilot Teleproductions, which will produce the games. The seemingly high price range was arrived at after extensive research that included a survey of 8,000 subscribers in the ACC region, according to an ESPN spokesman. The research apparently indicated that the thirst for ACC basketball action in the region was such that a significant portion of fans with cable would be willing to pay \$50 or more for the 20-game package. "At this point, we're viewing it as an experiment," the spokesman said. The package is known as "Season Ticket." Raycom also syndicates 38 ACC basketball games to over-the-air broadcast stations in the region.

Ad man

If you've been wondering why Ted Turner has been popping up lately in broadcast and print advertisements promoting various products and services, it's because he's now represented by the Edward J. Keating Management Agency, prominent Cleveland-based sports and entertainment management firm. Turner, the latest eye-patched Hathaway shirt man, is also on TV pitching DHL Worldwide Courier Express. His two-year contract with Cutty Sark has recently expired, and formerly he was promoting Tiparillo cigars.

Turner did not seek to be a famous pro-

moter, but was approached about it by agency head Ed Keating, who was negotiating radio contracts for Turner's Atlanta Hawks and Braves teams. However, Turner won't pose for just anyone. "Ted's very careful in choosing affiliations. It's not something he does on a wholesale basis," explained one agent. (Hathaway said it was looking for a prominent businessman with a "bold management style" to model its shirts.) While the agents are tightlipped about the financial benefits for Turner, one said that he "commands a fee that is on par or in excess of that well-known athletes get."

Nader's against it

As if the cable deregulation legislation the industry is pushing for didn't have enough problems, Ralph Nader's Center for Study of Responsive Law, after studying the issues, has come out against it. "This proposal will result in consumers paying more for fewer services," said Nader in a prepared statement. It will allow cable operators, who made service commitments during the franchising process, to renege on them, Nader said. "It's a one-sided give-away to an industry that will operate as a natural monopoly in each discrete geographic market," he said. "The pending legislation will involve saving the cable companies from their own promises."

Stop the telco

The National Cable Television Association has told the Oregon Public Utility Commissioner that it is opposed to the regulation of the nonvideo services provided by Cable-systems Pacific of Portland. In a brief last week, NCTA said Oregon state law did not permit such state regulation. NCTA also said such regulation is preempted by the FCC. At the request of Northwest Bell, the Oregon PUC is investigating whether Cable-system's offering of institutional services should be subject to state common carrier regulation (BROADCASTING, June 13).

'Times'-Warner marriage

In an agreement that was accompanied by more questions than answers, the New York Times Co. and Warner Amex Cable Communications announced a 50/50 joint venture to develop and distribute a series of information programs for cable television. Stressing that they were not launching a new cable television program service, the companies said NYT will be responsible for the editorial side of the product and WA will take care of the production facilities, technical support staff and program distribution.

At a gathering of NYT and Warner Communications Inc. executives in the 14th floor executive suites of the New York Times building last week, both companies were

short on details, explaining that the joint venture was still in the preliminary stage. However, one editor associated with the project indicated their plan is to first develop a video version of certain sections of the *New York Times* by drawing on the newspaper's editorial staff. He added that the Sunday "Week in Review" would probably be the first to be developed as a 30-minute weekly cable television program, followed by other special interest programs such as cooking, life style and arts and leisure. In addition, NYT executives said, the joint venture calls for the company to draw on other editorial resources outside the *Times*, including its line of special interest magazines.

The programs would probably be tested on WA metro systems, said Steven J. Ross, chairman of Warner Communications, although he didn't indicate which systems. The programming would not report breaking news, he said, but instead would focus on feature-length subjects using hard news as background. "This isn't going to be a 24-hour news service; the country doesn't need that," he remarked.

WA Chairman Drew Lewis said the joint venture hoped the programs would be picked up by other MSO's outside the WA group. A NYT executive indicated the programming would also be carried on that company's 90,000-subscriber New Jersey cable system.

Executives at both companies were vague about a time table, but one editor said production of the first program was targeted to begin either fourth quarter this year or first quarter next year. Although it is not the plan to syndicate the programming to broadcast stations, he said, the alternative has been left open provided it doesn't conflict with cable carriage. And how much is being invested in the joint venture is unclear. Ross would only say that it would be "amounts of money."

NYT executives said that they would not be pulling reporters and editors away from the newspaper to cover or present a story for the proposed cable television programming. Although reporters and editors with specialties would be heavily utilized for the programs—including on-camera appearances—it was stressed it would not be at the expense of their newspaper assignments.

Loose-leaf lobbying

The Community Antenna Television Association is doing its bit to win federal legislation beneficial to cable by passing out on Capitol Hill loose-leaf binders filled with information on the cable industry and its problems. "We are just trying to get everybody to use the same words and understand where we are when the fighting begins," says Steve Effros, CATA's executive director.

The cable industry is working for legislation that would soften the impact of the in-

crease in distant signal copyright royalties that went into effect last March and that would limit municipalities' regulatory authority over cable.

Although some of the information in the binder is tilted in cable's favor, Effros says, most of it is straightforward and balanced. "We did not do this as an exclusive, biased cable thing," he says. "We did this to give [congressmen] some base information."

A quick look through the binder shows that it is just what Effros says it is. It contains glossaries, spells out scores of initials—from AAAA to Y&R, lists top cable companies and program services and describes the "players" and the issues that will be involved in trying to pass the cable legislation.

CATA's description of one player—the National Cable Television Association—is interesting. NCTA tends "to represent the interests of large urban cable systems," it says. "Those systems are most often owned by larger media conglomerates who have other concerns that require representation." CATA explains the co-existence of it and NCTA: "The perspective of an operator faced with a major urban build backed by a large communications conglomerate often differs from that of an operator of suburban or rural systems which have been in operation for many years." CATA says it speaks for the latter.

Italian achiever

Nick A. Caporella, president and CEO of Burnup & Sims, will receive the Annual

Leadership Award for Business and Industry from the Columbus Citizens Foundation, a nonprofit charity of Italian-Americans. Caporella is to receive the award along with three other Award for Achievement winners of Italian descent: New York Governor Mario M. Cuomo, actress Sophia Loren and Dr. Edward J. Mortola, president of Pace University, at an Oct. 8 dinner at New York's Waldorf-Astoria hotel. The award winners will also participate in the Columbus Day parade in New York on Oct. 10.

The foundation cites the Burnup & Sims president as a "businessman extraordinaire" who rose from "the scrap iron and mud flap businesses he ran as an enterprising boy in the depressed mining area of Pennsylvania to leadership of the country's leading cable [construction] company." Burnup & Sims says it has laid the cable of over 25% of the nation's cable systems. Last year's recipient of the business and industry award was Chrysler Chairman Lee Iacocca.

Falcon roost

Falcon Communications has been awarded a 15-year cable franchise by the city of Norco, a Los Angeles-area suburb with 18,000 residents and 6,100 homes. Falcon, which now has over 360,000 homes in its southern California franchise areas, plans to build a 400 mhz, 54-channel, addressable system in Norco. Falcon has been awarded franchises in 16 of the last 19 municipalities it has applied for and within the last six months has added 100,000 homes to its total franchise area.

Falcon last week also bought a system in the northern portion of Riverside, Calif., from Acton Corp. for \$5 million. John Kobara, director of public affairs for Falcon, said that the partially-built system covers a 21,000-home area and currently has 2,200 subscribers. Falcon also has a system in the southern portion of the city.

Falcon is a partnership that is 20% owned by the Donrey Media Group, an Arkansas-based group owner and MSO, 20% by Howard Publications, an Oceanside, Calif.-based publisher and MSO, and 20% by Mark Nathanson, president of Falcon. The remaining 40% belonged to Nathanson's late father and will be distributed among members of the family.

Audio additions

The Tulsa-based Satellite Cable Audio Network (SCAN), a service of Satellite Syndicated Systems, has added rhythm-and-blues and "Rock-a-Robics" to its 24-hour cable audio services. SCAN had previously launched "Music in the Air" (a package of five commercial-free audio services) through a joint venture with John Doremus Inc. and the Nationality Broadcasting Network offering multilingual programming.

The rhythm-and-blues format features contemporary jazz and soul music while "Rock-a-Robics" emphasizes dance and rock music suitable for exercising. The non-commercial services are produced by Ra-Tel Cable Radio.

SCAN services cost cable operators two cents per subscriber per month for each channel.

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Business Briefly

TV ONLY

Northwest Orient Airlines □ Flight in approximately three markets will start in late September for four weeks, in addition to flight that began in early September in five markets. Commercials will be aired in news and sports programs. Target: men, 25-54. Agency: Grey-Twin Cities, Minneapolis.

Heileman Brewing Co. □ Old Style beer will be promoted in Indianapolis; Green Bay, Wis.; Pittsburgh; Des Moines, Iowa, and Rockford and Evansville, both Illinois, for four- or eight-week runs, according to market. Spots will run in early fringe, prime access, early and late news, and late fringe on network affiliates. Spots will run in prime time on independent stations. Target: men, 18-49. Agency: Robert L. Cohn Inc., Northbrook, Ill.

Payless Shoes □ Campaign begins Sept. 28 and will run through Jan. 3, 1984, in various Southeastern markets. Spots will air in daytime and fringe periods. Target: women, 18-34. Agency:

Media Investment Services, Metairie, La.

Sun Diamond Marketing □ Sun Maid raisin campaign will air in Northeast and West, as well as several Southern markets, beginning Oct. 3. These 14 markets supplement current flight running in 12 markets. Original flight began Sept. 5. Spots will end in mid-April 1984, completing two-quarter buy in daytime, early fringe and prime access. Target: women, 25-54. Agency: D'Arcy-MacManus & Masius, San Francisco.

RADIO AND TV

Domino's Pizza □ Pizza restaurant will be spotlighted in late October for three weeks in 29 television markets and 13 radio markets. Commercials will run on television in all dayparts and on radio in daytime, afternoon drive, evenings as well as weekends. Target: women, 18-34. Agency: Pringle Dixon Pringle, Atlanta.

RADIO ONLY

Flav-O-Rich □ Various dairy products will

be promoted in eight-week flight to be carried in more than 100 markets, starting in late September. Commercials will be aired mainly in drive times, but also will be scheduled in other dayparts. Target: women, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

BDP □ Five-week campaign for heaters and furnaces will be carried in about 10 markets, starting in late September. Commercials will air in morning and afternoon dayparts. Target: adults, 25-54. Agency: N W Ayer, Chicago.

Michigan Apple Committee □ Fresh apples will be spotlighted in one-week flight to start in early October in approximately 10 markets. Commercials are scheduled for all dayparts during weekdays and weekends. Target: women, 25-54. Agency: Baker, Abbs,

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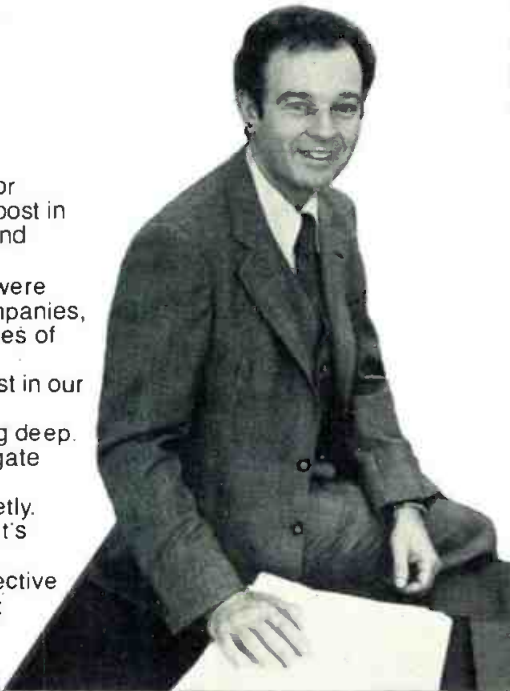
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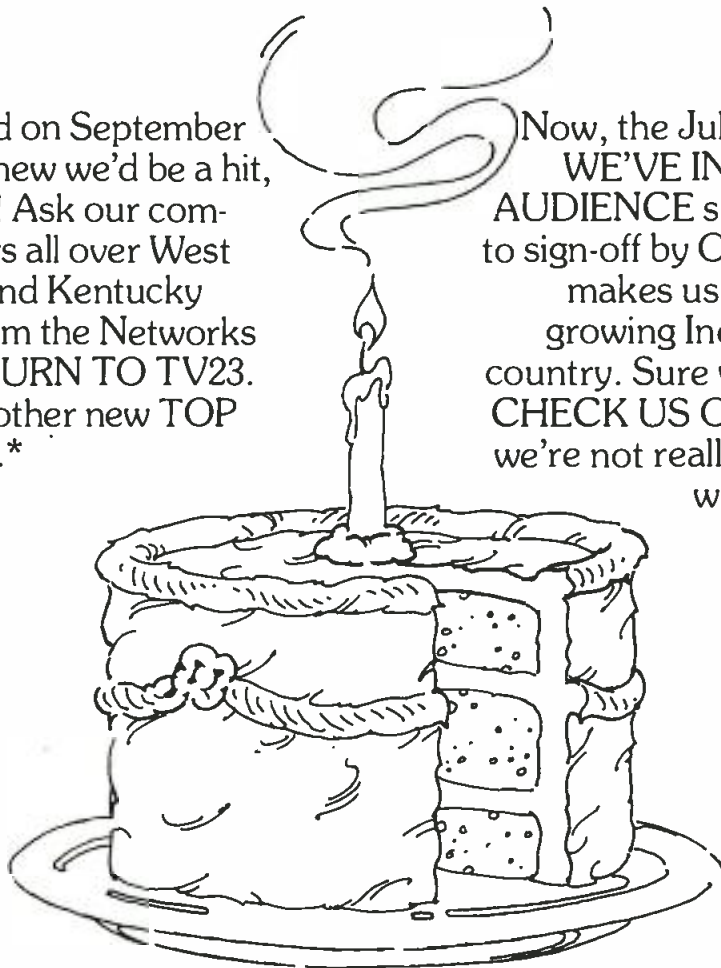


Putting on the dog. Alex the dog, star of Stroh's beer commercial, has proved so popular that shooting of a sequel spot has begun. In the new commercial, Alex and his master, Michael, are camping, and when Michael runs out of beer, faithful and talented Alex (heard pouring his master's beer in the first spot) "drives" into town for a fresh supply. The second spot is now in editing and should be on air within a month. The first "Alex spot," which began in April in 136 markets, recently earned the rank of third most memorable TV commercial by Video Storyboard Tests, New York. The firm also cited the commercial as "catching on the fastest" of all commercials tested in the last six years. Viewer response to the spot has been so great, the company is "looking into" a poster or bumper sticker campaign featuring the dog, a spokesman said.

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SALTEL

ESCAPE

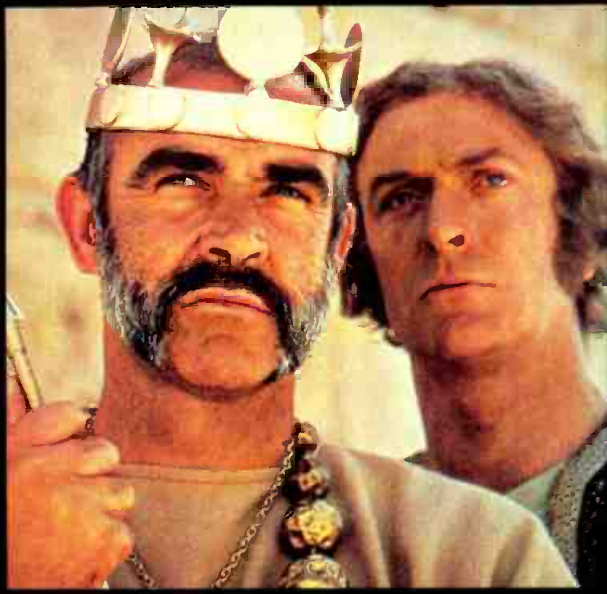


Escape from the everyday to far off places - to secret passions and perilous encounters - to lost worlds at the ends of the galaxy... and beyond!

Introducing LORIMAR II
- 25 major titles including:
PAPILLON • THE NEXT MAN
A MAN CALLED INTREPIO
WHO IS KILLING THE
GREAT CHEFS OF EUROPE
STUOS LONIGAN • STARCRAH
THE OARING OOBERMANS
THE MAN WHO WOULD BE KING

LORI

TAPE



MMR II

Cunningham & Klepinger, Birmingham, Mich.

American Automobile Association □
New members will be solicited in four-week flight to start in late October in four markets. Commercials will be slotted in all dayparts. Target: adults, 25-plus.

Agency: Dancer Fitzgerald Sample, New York.

Interstate Bakeries □ Bread products will be spotlighted in four-week effort to begin at end of October in 15 markets. Commercials will run in all dayparts. Target: women, 25-49. Agency: Dancer

AdVantage

Eleven challenges heard. National Advertising Division of Council of Better Business Bureaus resolved 10 challenges to national advertising in August and referred one case to National Advertising Review Board. NARB will review TV commercial for AMF Inc.'s Head Director tennis racquet which claims superiority over Chesebrough-Pond's Prince racquet. Four other cases involving television advertising were settled when commercials were modified or discontinued (Abbott Laboratories' dandruff shampoo, Procter & Gamble's Duncan Hines Creamy Frosting, Mrs. Paul's Kitchens' Fish Sticks and Filets and Tampax Inc.'s tampons.

□
Musical cars. In upcoming commercial campaign for its new and only midengined production car, Fiero, Pontiac has developed new strategy: What used to be background music will now be heard prominently in announcement quarter of commercial, scheduled to begin Sept. 22 on TV and radio. Pontiac's new theme is "We build excitement." Spots are scheduled primarily during sports (Pontiac is co-sponsoring NFL football broadcasts this year) and also during local newscasts and fringe dayparts. Radio spots will air across the country for first four weeks of campaign. Agency is D'Arcy-MacManus & Masius, Michigan.

□
Spots for school. National Education Association's campaign for "improvements in the nation's public schools" will include network television spots beginning later this month. Its theme: "Education. It Pays... A Strong America Needs Strong Public Schools." Thirty-second commercial will air on ABC-TV's *Good Morning America*, *World News Tonight*, *World News This Morning*, *Nightline*, *One on One* and *This Week with David Brinkley* and on NBC-TV's *Today Show*, *Early Today* and *News Overnight*.

If you're interested
in doing a story
on America's freight
railroads, we've
got your number.
202-835-9555.

This press hotline is presented by the rail supply companies of the American Railroad Foundation.

 **American Railroad Foundation**

Broadcasting Publications Inc.

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

The Fifth Estate Broadcasting

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

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

Editorial

Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry Jessell, *associate editor*.

Doug Halonen, **Matt Stump, Kim McAvoy**,
assistant editors.

John Eggerton, *staff writer*.

Anthony Sanders, *systems manager*.
Susan Dillon, **Marcia Klein, Geoff Foisle**,
research assistants.

Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants

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

Editorial Consultants

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

Broadcasting ■ Cablecasting

Yearbook

Mark Jeschke, *manager*.
Joseph A. Esser, *associate editor*.

Advertising

Washington

Gene Edwards, *director of sales and marketing*.
John Andre, *sales manager (equipment and engineering)*.

Doris Kelly, *sales service manager*.
Christopher Moseley, *classified advertising manager*.

New York

David Berlyn, *senior sales manager*.

Charles Mohr, **Ruth Windsor**,
sales managers.

Hollywood

Tim Thometz, *sales manager*.

Circulation

Kwentin K. Keenan, *circulation manager*.

Patricia Waldron, **Sandra Jenkins**,
Debra De Zarn, **Joseph Kolthoff**,
Chris McGirr.

Production

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

Administration

David N. Whitcombe, *vice president/operations*.
Philippe E. Boucher, *controller*.

Albert Anderson.

Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, *director*.

Bureaus

New York: 630 Third Avenue, 10017.

Phone: 212-599-2830.

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.

Vincent M. Dilingo, *senior editor*: radio.
John Lippman, *staff writer*.

Marie Leonard, **Mona Gartner**,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, *correspondent*.

Tim Thometz, *Western sales manager*.

Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Teletexting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □
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TELEVISION. Cablecastings.

NEW IN AMERICA

PRIMETIME ENTERTAINMENT, INC.

PRODUCTION

Charles Dickens' The Life and Adventures of

NICHOLAS NICKLEBY

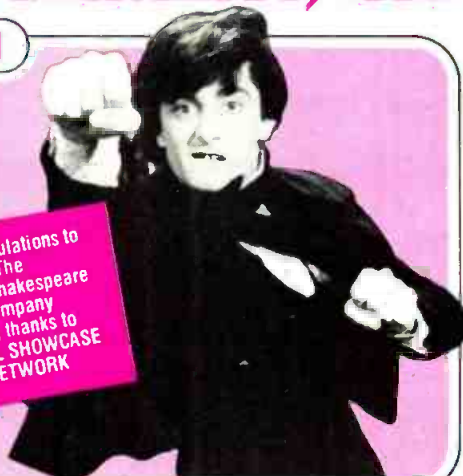
Produced for Television by PRIMETIME TELEVISION, LTD.

7 EMMY NOMINATIONS!

"'Nickleby' beguiles, enralls, inspires, astonishes. Its vitality energizes each theatrical moment and effortlessly shames its TV competition." — **TIME**

"A triumph" — **VARIETY**

Congratulations to
The
Royal Shakespeare
Company
And, thanks to
MOBIL SHOWCASE
NETWORK



CO-PRODUCTION



		U.S. PLAY
• MR. HALPERN AND MR. JOHNSON Laurence Olivier and Jackie Gleason	1983	HBO
• SEPARATE TABLES Julie Christie, Alan Bates	1983	HBO
• DEADLY GAME George Segal	1983	HBO
• FASTNET (Currently in development with Orion Television)	1985	CBS-TV

Primetime Television and Primetime Entertainment are RPTA Companies. RPTA also manages LWT1, international distributors of:



• PHILIP MARLOWE, PRIVATE EYE Powers Boothe, Kathryn Leigh Scott	1983	HBO
• A MARRIED MAN Anthony Hopkins	1984	TRIBUNE ENTERTAINMENT

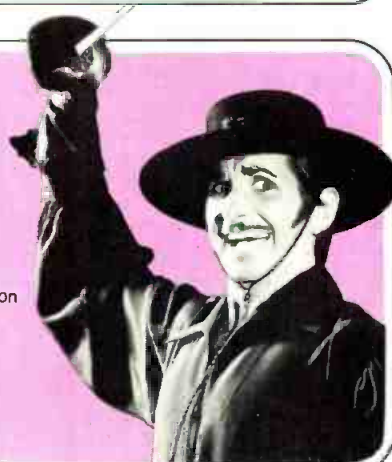
SYNDICATION

42 MAJOR THEATRICAL & TV MOVIES

TRIDENT 1 — SOLD IN 55 MARKETS

PRIMETIME 1 — COMING SOON!

- | | |
|--|--|
| • MY BODYGUARD
Chns Makepeace, Matt Dillon | • ON THE RIGHT TRACK
Gary Coleman, Maureen Stapleton |
| • ZORRO, THE GAY BLADE
George Hamilton, Lauren Hutton | • THAT LUCKY TOUCH
Roger Moore, Shelley Winters |
| • THE LEGEND OF WALKS FAR WOMAN
Raquel Welsh, Bradford Dillman | • AN AMERICAN CHRISTMAS CAROL
Henry Winkler |
| • CHU CHU AND THE PHILLY FLASH
Alan Arkin, Carol Burnett | |



PRIMETIME

ENTERTAINMENT, INC.
An RPTA Company

Contact: Bob Shay

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N·I·W·S BETTER

When it comes to providing news content and a competitive edge, N·I·W·S stands alone. Only N·I·W·S delivers a well balanced mix of multipart series and mass appeal people-stories presented by a top notch team of specialty reporters. All this plus an

"I don't know what we'd do without N·I·W·S. It gives us essential flexibility and it's better than ever."

Al Buch, KPNX-TV, Phoenix

"There is no doubt N·I·W·S saved us in the May rating book. It gave us substantial material which was ready-for-air and highly promotable. Thanks to N·I·W·S we were able to maintain our strong #1 position."

Jim Hattendorf, KABC-TV, Los Angeles

"Research confirms that news viewers want to know more than what happened. They want the kind of serviceable information N·I·W·S stories deliver constantly."

Jack Bowen, McHugh & Hoffman Consultants

"It's super-expensive to be in the news business today, so when you examine what stations get for their investment in N·I·W·S, it has to be one of the best values around."

Tom Sattizahn, Frank Magid Associates

"We feel that N·I·W·S material is first-rate and top quality. We use it regularly and depend on it a great deal."

Bill Goodman, KPRC-TV, Houston

"N·I·W·S is the most outstanding service I have ever seen as a News Director."

Jim Bennett, WINK-TV, Fort Myers

THE N·I·W·S CONTENT PARTNERSHIP — 170 STATIONS

R THAN EVER

extensive selection of promotional aids and audience response materials to help your station maximize the use of these reports.

And N•I•W•S continues to get better. That's why news executives across the country have praise for N•I•W•S.

"It isn't easy to keep one step ahead of imitators, but it looks like N•I•W•S is trotting into the future with expanded specialty reporting, more audience response tools, and a focus on those stories that really are important to viewers' lives."

Dean McCarthy, HRP

"We use N•I•W•S material on all of our newscasts. It gives us that extra element our competition does not have."

Mike McDonald, WDAF-TV, Kansas City

"We've seen a real improvement in story selection and N•I•W•S gives us depth unavailable in any other service."

John Butte, WMAR-TV, Baltimore

"N•I•W•S provides stations with an important quality essential to all local news operations - consistency. Consistency not only in the subject matter that is dealt with, but equally so with the caliber of talent utilized in the N•I•W•S stories."

Phil Oldham, Katz Programming

"The whole point of a local newscast is to provide our viewers with news and information that they can use in their daily lives. N•I•W•S gives us the advantage of being able to do that 365 days a year."

Tom O'Neal, WRBL-TV, Columbus

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N•I•W•S
Telepictures
CORPORATION

Fitzgerald Sample, San Francisco.

TV AND CABLE

Magnavox □ Extensive campaign for television sets beginning Oct. 10 will

include 64 TV markets (including top 25) for six weeks, and eight weeks on six cable networks: Cable Health Network, CNN, ESPN, SNC, USA and WTBS(TV)

Atlanta. Broadcast spots will air in sports and weekends; cable spots in sports and news. Target: adults, 25-54. Agency: Campbell-Ewald Co., Warren, Mich.

Monday Memo

A marketing commentary by Mariann DeLuca, vice president/research and marketing director for Torbet Radio, New York.

Radio reaches the working woman

One of the fastest growing segments of today's population is working women. Currently 46.7 million adult women work, that's about 62% of women between the ages of 20 and 64. In 1990, working women are expected to number 52.2 million, an increase of 139% since 1960.

The kinds of jobs women have today have also changed. Granted, there are still more female secretaries than company presidents, but there has been a definite shift from pink collars to white collars. The U.S. Census Bureau revealed that from 1970-80, there was a 188% increase in the number of female lawyers, a 102% increase in female computer operators and a 44% increase in female physicians. So not only are there greater numbers in the female work force, but there is greater earning power as well.

There is no denying that this fast-growing group is also an extremely valuable group. Despite the fact that working women earn only an average of 60% of men's earnings, they are still more affluent and have the money to buy more than nonworking female counterparts. Sixty percent of all working women in the United States earn \$20,000 or more per year and 47% earn \$25,000 or more every year.

With this income, the working woman is buying products that used to be considered traditional male buys. Men are no longer the only people buying homes and cars, obtaining mortgages and traveling. A recent Simmons study on working women shows: 66.1% own a home, 86% own a car, 72.6% have a checking account, 61.1% have a savings account, 24.3% have a mortgage, 64.8% travel domestically and 46.9% stayed in a hotel/motel in the past year.

The working woman buys for herself as well as for a household—57.7% of all working women are married while only 22.2% are single. Children also play a large role in the lives of working women; 48.2% of all working women also have the demanding role of being a mother. Most of their children are at home: 38.3% of the children are between the ages of 12 and 17, 32.6% between age 6 and 11 and 28% are children under the age of 5.

Contrary to the belief that working women are either very young or very old, the bulk of working women are in the popular 25-34 demographic. The working women demographic breaks down like this: 18-24,



Mariann DeLuca has been vice president, research and marketing director for Torbet Radio, New York, since August 1981. She joined the company in 1979 as research and marketing director after eight years in the station representative field with Blair Radio, McGavren Guild and RKO Radio.

19.9%; 25-34, 28.3%; 35-44, 21.5%; 45-54, 16.7%; 55-64, 10.7%; 65-plus, 2.9%. Sixty-two percent of all 25-34 year-olds are employed and 66% of all 35-44 year-olds are also in the work force.

It is widely agreed that the working woman is an increasingly vital marketing segment and should not be overlooked in product targeting. For years, advertisers have been utilizing television to reach women with the assumption that they were at home. However, as times and women have changed, television has witnessed a steady decline in female audience, which has reduced its attractiveness to these same advertisers. In turn, radio has become an extremely effective alternative.

The stereotype of a woman sitting in front of the television every afternoon watching the "soaps" is exactly that, a stereotype. The statistics tell the story—women are just not at home during the day. The one medium that does reach the working woman during the course of the day is radio. Simmons Market Research reports that 82.9% of all working

women listen to their radios throughout the day.

Working women listen to an above average amount of radio compared to the overall adult population in each daypart from 6 a.m. to midnight. Radio reaches more full-time working women than newspapers on an average weekday, 84% vs 67%. Radio also leads TV with full-time working women, average daily time spent: 3 hours, 57 minutes vs. 3 hours, 32 minutes. This translates to 44% of the working woman's time spent listening to the radio, 41% of their time occupied by the television, 10% reading newspapers and 6% with magazines.

We know that the car radio has a tremendous impact on buying activities—76% of all adults listen to the radio going to shop for food and groceries and 79% while headed for department and other retail stores. Radio is also the medium that reaches working women and all other consumers closest to purchase time . . . a valuable distinction when you consider how many hundreds of media impressions are quickly forgotten each day.

Even though radio enjoys many advantages today, this does not mean that advertisers are going to immediately convert their TV dollars to radio. At the same time, these advantages could slip away to other media alternatives. Radio programmers and marketers must take the challenge to find new and even better ways to interest and reach this vital audience segment. Working women do not have the time they once did to spend in front of a television and they seem to be tiring of mass TV fare. Cable, cassettes and other forms of alternative video are also helping to fragment viewership patterns. Radio can't sit back and just watch this happen. It must provide opportunities and alternatives for both working women and the advertisers that want to reach them.

The foundation for being able to do this is well-conducted audience research. It can provide useful input to help understand the attitudes, values, interests and behavior of working women. These women, constrained by time, have been forced to change their shopping habits and product preferences.

What should radio stations do? Provide prospective advertisers with research, marketing strategies and advertising plans. Understand their needs and concerns. Give them the data that will convince them and their respective bosses that the way to reach the working woman is not through daytime TV. They are just not there! But radio . . . radio is everywhere.



COLUMBIA PICTURES TELEVISION LIGHTS UP LATE NIGHT!

**4 OF THE TOP 12 SHOWS
IN LATE FRINGE!**

Late Night
Syndication Programs

M-F Late Night
Household Rating

M*A*S*H	11
THREE'S COMPANY	8
CHARLIE'S ANGELS	7
BARNEY MILLER	7
SOAP	5
ENTERTAINMENT TONIGHT	5
WKRP IN CINCINNATI	5
ALL IN THE FAMILY	4
STARSKY & HUTCH	4
BOB NEWHART	4
BENNY HILL	4
THE JEFFERSONS	4

Source: NII/Cassandra Ranking Report, May 1983

And many more to come!



COLUMBIA PICTURES TELEVISION



GALAXY
II





GALAXY I

ANNOUNCING THE ADVENT OF GALAXY II

The successful June launch of Galaxy I represented a commitment fulfilled to the cable industry. Galaxy II represents a commitment to the business industry.

Both of these communications satellites are cornerstones of an advanced telecommunications network developed by Hughes Communications called The Galaxy System.

With its launch, Galaxy II joins Galaxy I, 22,300 miles above the earth, to provide specialized voice, video and data communications service to the business community. Next June Galaxy III will be launched into space, becoming the third cornerstone of The Galaxy System.

A sophisticated terrestrial network of earth stations and microwave interconnect facilities complements this space segment. By locating earth stations in major metropolitan areas throughout the country, Hughes Communications can tailor service to individual customer needs.

That's why business industry leaders such as MCI Communications Corp. and IBM Corporation have chosen to utilize the Galaxy satellites and the associated ground network. They understand that from the outset Hughes Communications works directly with its customers to design a state-of-the-art communications network to meet specific customer goals.

The general business community no longer needs to compromise its long-term communications goals because of the limitations of existing networks. Galaxy II and the entire Galaxy System will make advanced communications technology work for the specialized needs of today's businesses.

HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

Datebook

This week

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*

■ Indicates new or revised listing

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.

Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel, South Kensington, England.

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 Marsh, 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**—*New York TV Academy* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association, Washington. Copacabana, 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 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**—*Washington Metropolitan Cable Club* luncheon. Speaker: Monroe Rifkin, chairman, Rifkin & Associates, Denver, and former chairman of American Television and Communications Corp., Denver. Vista International, 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, Bala Cynwyd, Pa.

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 Asso-*

Major Meetings

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. 14-18—*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 Programming 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 Broad-*

casters 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.

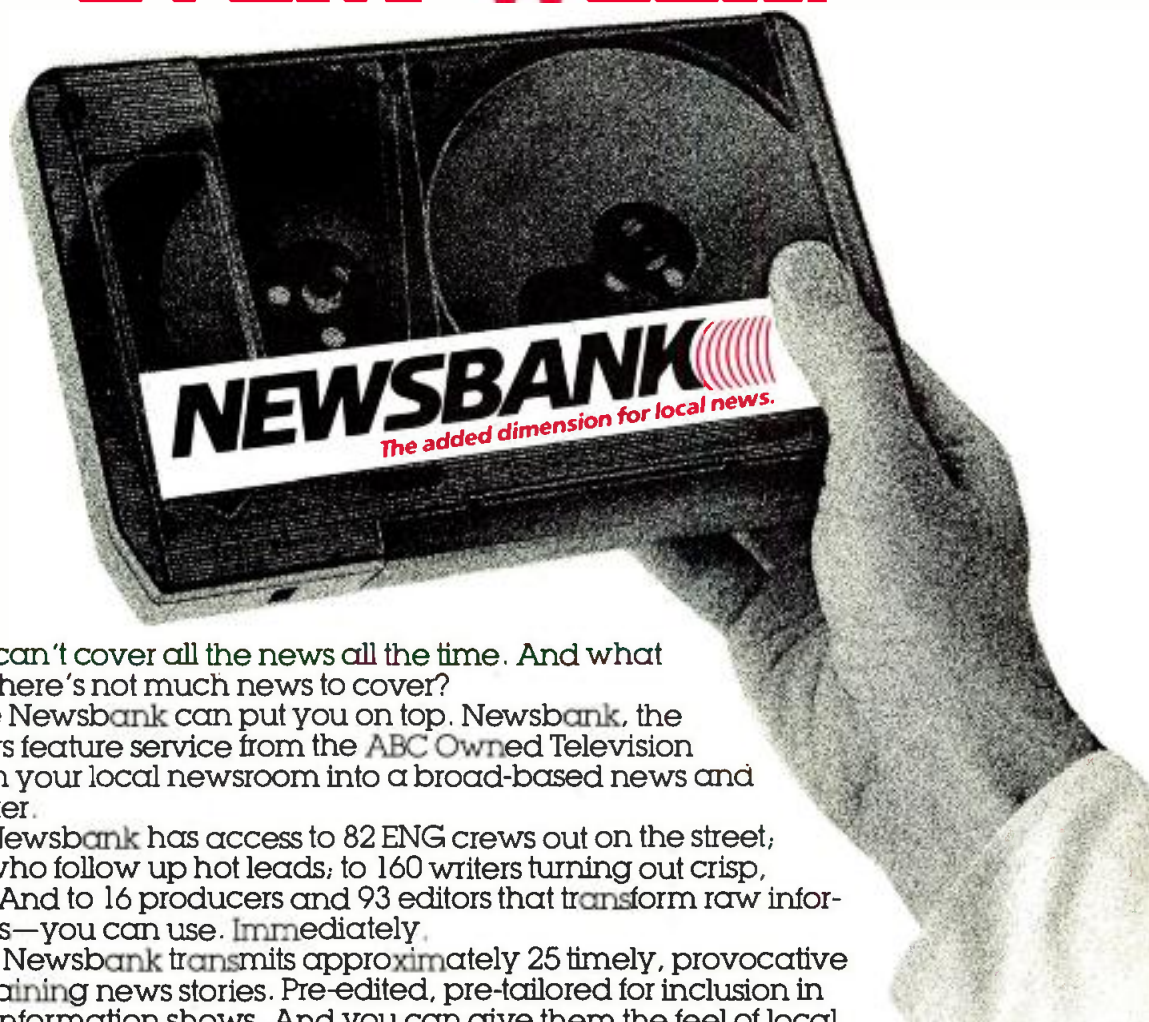
June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

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 Programming Conference. Atlanta Hilton and Towers, Atlanta. Future conference: Aug. 25-28, 1985, Opryland hotel, Nashville.

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

IF YOU'RE NOT PUTTING NEWSBANK ON THE AIR, YOU'RE KEEPING 25 HOT STORIES ON THE SHELF. EVERY WEEK.



Your station can't cover all the news all the time. And what about the times there's not much news to cover?

That's where Newsbank can put you on top. Newsbank, the nationwide news feature service from the ABC Owned Television Stations, can turn your local newsroom into a broad-based news and information center.

Every day, Newsbank has access to 82 ENG crews out on the street, to 100 reporters who follow up hot leads, to 160 writers turning out crisp, crackling copy. And to 16 producers and 93 editors that transform raw information into news—you can use. Immediately.

Every week, Newsbank transmits approximately 25 timely, provocative and even entertaining news stories. Pre-edited, pre-tailored for inclusion in your news and information shows. And you can give them the feel of local origination with your own on-air people with a minimum of post production.

Newsbank cannot be a substitute for your own network feed or your own programming. Newsbank is simply the most valuable news feature enhancement that's ever been developed. It doesn't just give you less to do. It gives your viewers more to see. And that's good news for everyone.

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ABC OWNED TELEVISION STATIONS  

Stay Tuned

A professional's guide to the intermedia week (Sept. 19-26)

Network television □ NBC: *Bob Hope Special*, Monday, 8-9:30 p.m.; *George Burns: 80 Years in Show Business*, Monday, 9:30-11 p.m.; *Mr. Smith** (comedy), Friday, 8-9 p.m.; *For Love and Honor** (drama), Friday, 9-11 p.m.; *The 35th Annual Emmy Awards*, Sunday, 8-11 p.m.; ABC: *Trauma Center** (medical drama), Thursday, 8-10 p.m.; CBS: *M*A*S*H: Goodbye, Farewell, Amen* (rebroadcast of final episode), Monday, 8-10:30 p.m.; *Full House* (comedy pilot), Tuesday, 8-9 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Oct. 1 (extended); *Sid Caesar—Master of Comedy*, return of earlier exhibit, Tuesday-Nov. 26; *Toscanini—The Television Concerts*, Tuesday-Nov. 12

*indicates a premiere episode

ciation 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. 24-25**—*National Federation of Local Cable Programers* Mountain States regional meeting. Continental Inn, Aspen, Colo. Information: Steve Cosgrove, (303) 925-8000.

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.

Also in September

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**—*New York TV Academy* dinner. Topic: "New York Production Update." Copacabana, New York.

Sept. 26-27—*Practising Law Institute* seminar, "Campaign '84: Advertising and Programing 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—*Programing 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**—*New York TV Academy* luncheon. Speaker: Natalie Hunter, VP-corporate planning, NBC. Copacabana, New York.

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 Institute for Education by Radio-Television, *Ohio State University*. Information: IERT, 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. Adam's 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.

Sept. 30-Oct. 2—*National Federation of Local Programers* Midwest regional conference and business meeting. Julien Motor Inn, Dubuque, Iowa.

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—*California AP Television-Radio Association* conference, "How Sure Is Offshore [Oil Drilling]?" Santa Barbara Sheraton, Santa Barbara, Calif.

Oct. 1—Deadline for entries in *U.S. Television Commercials Festival*. Information: 841 North Addison Avenue, Elmhurst, Ill., 60126; (312) 834-7773.

Oct. 1—*National Federation of Local Cable Programers* Northeast regional meeting. Elmwood Community Center, West Hartford, Conn. Information: Muriel Fleishmann, (203) 561-1260; Ted Gipstein, (203) 236-2264.

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. 2-7—*VIDCOM/MIJID*, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

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

■ **Oct. 4**—*Women in Cable, southern California chapter*, meeting. Speaker: Bruce Johnson of H.A.V.E.S., new joint venture between Hearst/ABC and Cable Health Network. Marina Marriott, Los Angeles. Information: (213) 258-7681.

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.

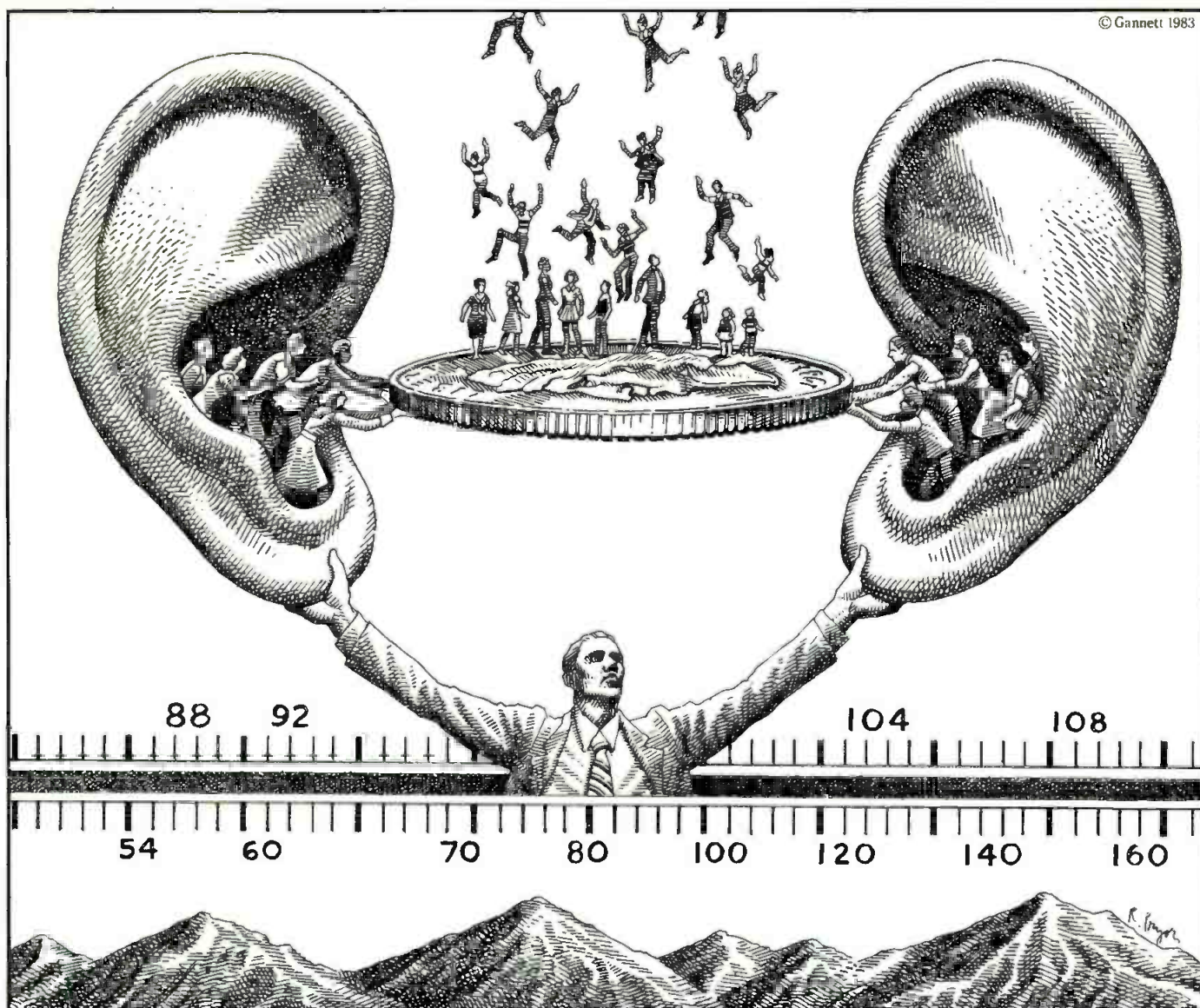
■ **Oct. 5**—*New York TV Academy* luncheon. Speakers: Robert MacNeil, executive editor and co-anchor, and Lester Crystal, executive producer, *MacNeil/Lehrer NewsHour*. Copacabana, New York.

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**—*Cabletelevision Advertising Bureau* local advertising sales workshop. East Hartford Holiday Inn, Hartford, Conn. Information: Susan Levin, (212) 751-7770.

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



RADIO: REACHING OUT TO HELP

Listeners think of radio as words and music, but at Gannett stations, radio is also reaching out with a helping hand to the community.

The 13 Gannett stations have in the last year pitched in to help on dozens of occasions of local need. Believing that radio must serve its community as well as entertain its listeners, the stations and their staffs have lent a hand to help the unemployed, the underprivileged and the unwell.

In St. Louis, when floods made

thousands homeless, broadcasters at KSD-AM put on a concert, collecting \$8,000 for the Red Cross. At KSD-FM, personality Ron Morgan sat in all 51,000 seats of Busch Stadium to raise money for Easter Seals.

In San Diego, KSDO-AM gave free advertising to companies that hired unemployed workers. KSDO-FM sponsored women's sports events, which raised \$5,000 for the March of Dimes.

In Chicago, WVON-AM and WGCI-FM organized runs for Sickle Cell Anemia and Operation PUSH.

In Cleveland, WWWE-AM and WDOK-FM cosponsored a golf tournament that raised \$24,000 for a local hospital, and staffers helped raise money for the American Cancer Society, Easter Seals and the American Heart Association.

In Los Angeles, KIIS-FM and KPRZ-AM were the radio sponsors of the March of Dimes "WalkAmerica campaign," publicizing it on the air, at neighborhood parties and with

staff appearances.

In Detroit, WCZY-FM solicited contributions to the St. Vincent DePaul Society and WLQV-AM obtained listener contributions to send 20 inner-city children to camp. In Tampa, WIQI-FM took part in a bowling contest to raise money for Big Brothers and Big Sisters.

In all these cities, Gannett radio stations fulfill their commitment to public service, lending a helping hand on the air and off, as do Gannett members from Cambridge to Cleveland, Denver to Detroit, St. Paul to San Diego. Each station serves in its own way as part of a world of different voices where freedom speaks.



GANNETT

A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

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," conference sponsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Continued on page 114

Open Mike

Craft aftermath

EDITOR: Years from now broadcast journalists may view the Christine Craft case as a turning point in broadcast news history. If the truth is not ignored, her highly publicized trial in Kansas City may be the catalyst that will return journalism to television news in many stations across the land, and it may do even more.

A trial such as Christine Craft's was long overdue. It was inevitable and its outcome was not surprising. The foundation was laid when local television news became a money maker during the early 1960's. Station managers, program directors and others, most of whom were nonnews-oriented, began to dabble with their local TV news product.

Soon there was an influx of consultants, most of whom were not trained in journalism or broadcast news. Many were anxious to grab a piece of the pie by offering what they claimed were sure-fire methods to attract viewers and, in turn, dollars.

Although many press accounts of the Christine Craft case have suggested that all TV stations are guilty of the youthful, pretty-face and handsome-anchor syndrome, certainly not all TV stations have indulged. There are many operations where news directors and station managers have resisted the show business approach—the gimmicks, busy sets, news readers and what has become a cliché, "happy talk." These stations provide viewers with an attractive TV news product that stresses sound journalism first and show business second.

But what of the other stations, those operations where nonnews people are still making the major decisions? Unless these operations recognize that their TV news operations were as much on trial in Kansas City as the offending station, some of these stations may in the future become as well-known as KMBC-TV and Metromedia under similar circumstances. One can only hope that these stations will stop and take a hard look at what they are doing.

The Christine Craft case, however, has other implications for television news at all levels. It singed the image of professionalism in local TV news. It opened the eyes of the public to the behind-the-scenes maneuvering designed to capture higher ratings and more dollars. The public learned of the great reliance placed on ratings and audience research in the hiring and firing of personnel. But the role of ratings and audience research

did not help KMBC-TV's case. In fact, the jury's decision seems to question the dictatorial roles played by both and their validity.—*David Dary, professor of journalism, University of Kansas, Lawrence.*

Programmer protest

EDITOR: Responding to your Sept. 5 editorial on the recently completed NAB Radio Programming Conference, I would like to take exception to the suggestion that it did not feature any "programmers at the helm of change."

I can tell you that as head of the conference's steering committee, every effort was made to include those persons associated with the changes in programming you describe. Indeed, a special effort was made to get people involved in the panels who had not been at previous conventions.

While it is quite accurate that there have been significant changes in programming in the last year, a closer examination of the situation will reveal that these changes are not necessarily being effected by new people. This may be more of a commentary on the cyclical nature of the radio business than anything.

In any case, I am not personally aware of anyone of relevance who was excluded from the speaker/guest list for any reason other than inability to attend.—*Gary Stevens, president, Doubleday Broadcasting, New York.*

Seeking stereo

EDITOR: Thank you for the article ("Top of the Week," Sept. 5) on the success of video music, and the number of outlets now carrying some form of this entertainment. However, it seems unusual to me that with the exception of MTV, none of the others offering the service mentioned any way of providing high quality, stereo audio with the videos. This would seem necessary to the survival of this format, and would not appear to be that difficult to implement, especially with the long-form video music shows being offered on some of the national cable channels. For example, with all the satellite transponders available to the Turner Broadcasting services, I don't see why a stereo feed for WTBS(TV)'s [Atlanta] *Night Tracks* isn't available to cable operators to put on the FM band. It could be used to provide high grade audio the rest of the day for

WTBS. The same holds true for the seven-hour-a-day show coming up on the SPN network. I enjoy MTV, but without stereo audio, I think I'd prefer listening to a good local FM station. Cable FM services seem very undeveloped in most areas. I must add though that the music videos have brought groups to our attention who otherwise probably would never have made it to radio.—*Bruce Connolly, control room operator, wisc. tv Columbia, S.C.*

Shortwave citation

EDITOR: I am writing concerning the Sept. 5 "Riding Gain" item, "Shortwave Reach" [on KYOI Saipan]. I object to the article's mention of the station's power of 7.5 million watts without explaining that that is merely the effective radiated power created by antenna gain. The station actually uses only a 100 kw transmitter, which is mediocre power for such a station nowadays. (By comparison, the Voice of America at Greenville, N.C., has been using six 500 kw transmitters for about 20 years.)

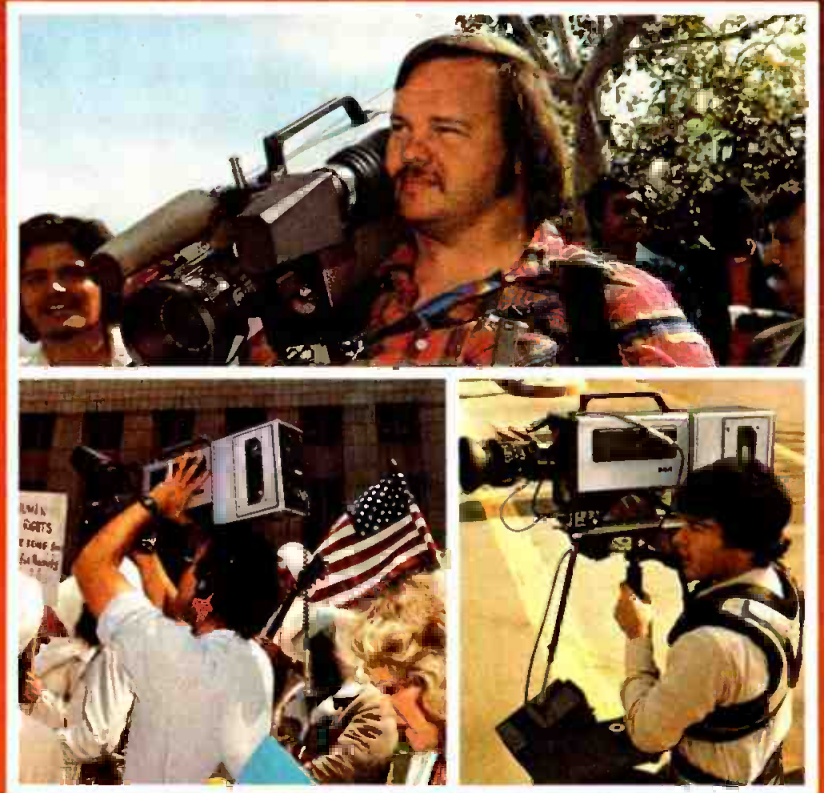
Second, the article says the station announces in Japanese only because Japan happens to be near Saipan. In fact, the principal purpose of building the station was to beam music to Japan over directional antennas directed toward that country. The coverage of Australia and North America mentioned in the article is merely a fortunate accidental bonus.—*William O. Dickerman, Williamsport, Pa.*

Loosen up

EDITOR: Thirty million Americans saw "Porky's." At least 40 million saw the R-rated "An Officer and a Gentleman" in theaters. It is now conceded that included in these large audiences were many who were well under 17, but who could afford the price of a ticket.

Yet our three networks, in the face of increasingly lower viewing levels, continue to listen to the voice of a half-million or so in setting standards. So while most Americans 8 to 80 are watching movies either in theaters or on cable that feature four-letter word dialogue, full frontal nudity, simulated sex, etc., the networks are still busy censoring brief rear view nudity in PG-rated films. Why is it OK for teen-agers to see it in theaters but not on network TV?—*Paul Rodriguez, Flushing, N.Y.*

And the Winner is . . . **RCA HAWKEYE**



RCA has been awarded another EMMY for technological achievement—this one for the development of HAWKEYE, the system that first put the camera and the recorder together.

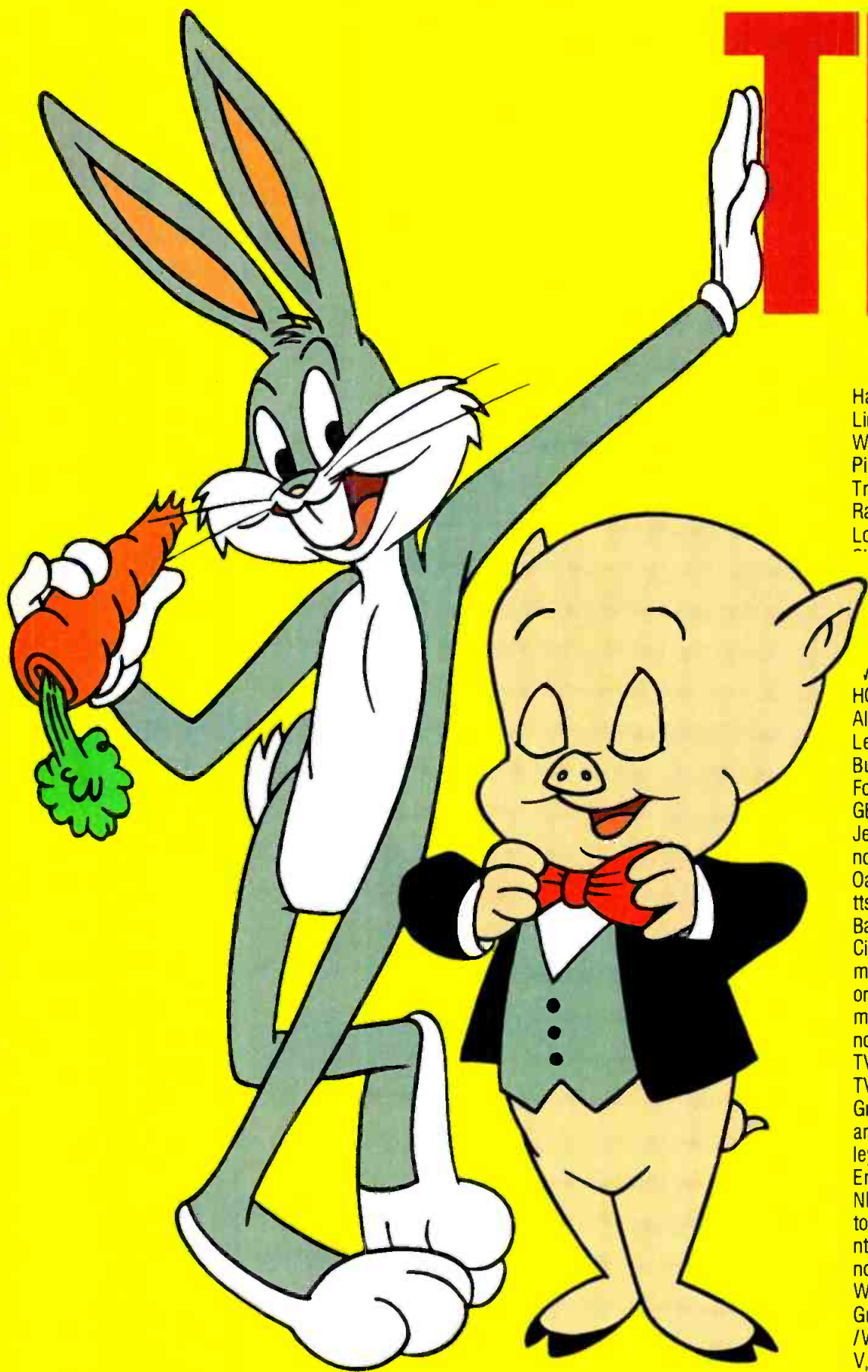
RCA pioneered this half-inch system; introduced the first commercial products; had the first "in use" systems in broadcast and teleproduction facilities.

The EMMY award for this outstanding development is most appreciated . . . and we thank The National Academy of Television Arts and Sciences, the broadcasters and teleproducers who encouraged us in the early developmental stages, and, most of all, our many HAWKEYE customers.

RCA, Building 2-2, Camden, NJ 08102

**HAWKEYE . . . The Half-Inch System
That Makes The Difference!**

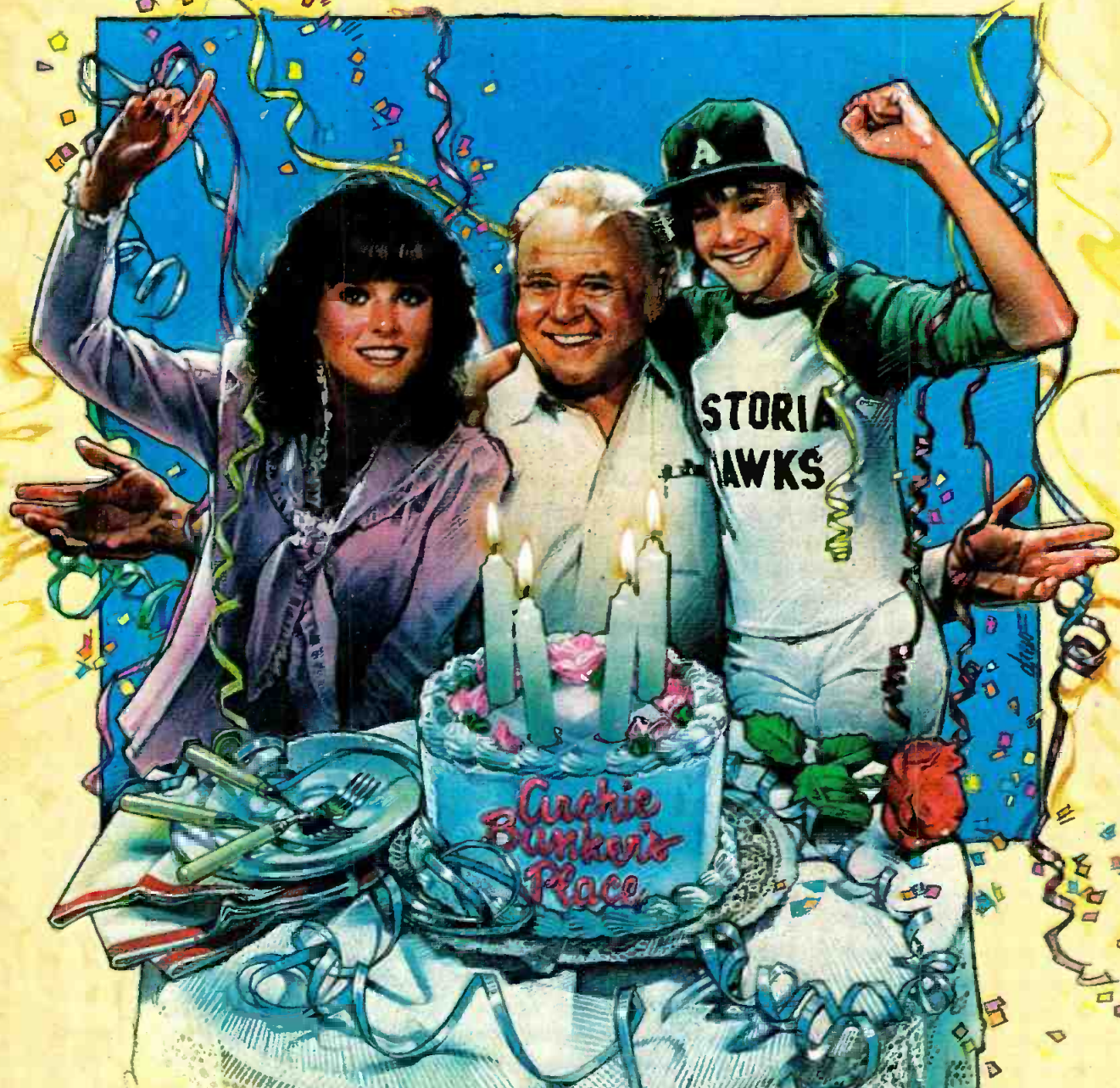
RCA



THE

Harrisburg WHBF-TV, Davenport-Ro
 Lincoln-Hastings-Kearney WAAY-TV
 Washington WMTV, Madison KRDO-
 Pittsburg WSFA-TV, Montgomery, Al
 Traverse City-Cadillac KAMC-TV, Lu
 Rapid City KCMT, Alexandria, MN W
 Los Angeles WGN-TV, Chicago WPHI
 Cleveland KXTX-TV/KTXA-TV, Dallas
 G-TV, Tampa-St. Petersburg KF
 ven KPHO-TV, Phoenix XETV, S
 tona Beach WGNO-TV, New Orle
 ville KTVY, Oklahoma City KSTU,
 wport News-Hampton WVTM-TV, B
 HO-TV, Toledo WEAR-TV, Mobile-Pe
 Albuquerque WLUK-TV, Green Bay KI
 Lexington KGMB-TV, Honolulu KYTV
 Burlington-Plattsburgh KELO-TV, Sid
 Forks WREX-TV, Rockford KATC. La
 GBT-TV, Brownsville-Harlingen-Wes
 Jefferson City KXMC-TV/KXMB-TV, I
 nction WLIO, Lima KVTV, Laredo KT
 Oakland WSBK-TV, Boston WKBD-TV
 ttsburgh WCIX-TV, Miami WTCN-TV,
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 Cincinnati WVTW/WITI-TV, Milwauke
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 ley-Oak Hill WGTU-TV, Traverse City
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 ndianapolis WTXX, Hartford-New Ha
 WUTV, Buffalo WOFL, Orlando-Dayt
 Greenville-Spartansburg-Asheville K
 /WTVZ, Norfolk-Portsmouth-Newpo
 V, Tulsa WBIR-TV, Knoxville WDHO-T
 WTVH, Syracuse KNAT-TV, Albuque
 ne KREM-TV, Spokane WTVQ, Lexin

Archie Bunker's Place..



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97 Episodes. Available January 1984.

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Broadcasting Sep 19

Vol. 105 No. 12

TOP OF THE WEEK

A 4th quarter to write home about?

Most signs point to surge of spot business starting soon to close out a winner year

Spot television business was beginning last week to snap out of a pre-Labor Day lull, sparking predictions that the fourth quarter would give 1983 a rousing finale to lead into a year that, by almost all accounts, should be a banner one for all of television.

Spot TV buyers and sellers canvassed by BROADCASTING agreed the fourth quarter should be strong. For the most part they disagreed only on details.

Roger D. Rice, president of the Television Bureau of Advertising, estimated after a poll of leading station rep firms that fourth-quarter spot sales should rise 14%-15% above those for the same period of 1982—which were themselves up 18% from the year before.

For the full year 1983, TVB expects a 13% increase in spot TV revenues. A 14%-15% fourth-quarter gain would be the biggest quarterly rise of the year.

The third quarter, now almost over, is expected to come in 10%-11% ahead of last year's third. That would be short of some early predictions, but, as Rice put it, "10% or 11% in times like these ain't all that bad."

Rep firms reached in BROADCASTING's canvass tended to support predictions of fourth-quarter gains ranging up to 15%. But they also indicated that their optimism was based—at this point—more on faith, historical precedent and indirect evidence than on orders yet actually placed.

"The fourth quarter will be good, but it hasn't started yet," said Walter A. Schwartz, president of Blair Television. "Everybody is waiting for it to break, and everybody knows it's going to break, but it hasn't broken yet."

Jack Oken, president of MMT Sales, put it this way: "The money is in the pipeline. It just hasn't been placed yet."

David S. Allen, president of Petry Television, put the theme in these words: "The fourth quarter hasn't really come down yet. We're looking for an exceptional quarter but it hasn't come yet."

Allen, Schwartz and most of the other reps in the canvass cited the strength, historically, of fourth quarters preceding election years and said they could see no reason for this one to be an aberration. Uniformly, too, they are looking for 1984's combination of elections and Olympics to shorten commercial inventories and bring record sales to all elements of television—as is TVB, which formally forecast gains of 15%-

17% for TV sales next year (see box below).

There were also more tangible signs.

Victor R. Ferrante, senior vice president of Katz Television, called last week "a big week." The week before, with the Labor Day and Jewish holidays, "nothing was done," he said, "but a lot of business is being placed this week, and by the beginning of next week we expect to see the paces really stepping up."

John J. Walters Jr., president of Harrington, Righter & Parsons, reported that "the early signs are encouraging," and said that on the basis of September strength he expected the fourth-quarter gain to be "in the low to mid-teens." "It's just that the business is coming later," he said, "as it did in the second and third quarters."

Several reps shared the experience of Petry's David Allen, who said that "we've been extremely active—we have an awful lot of avails out and when they come through we'll be in extremely good shape." Allen expected Petry's fourth-quarter business to be up about 17%.

Agency executives in BROADCASTING's sampling tended to support—although with

varying degrees of intensity—the view that the upcoming quarter would be a good one for spot.

Len Stein, vice president and associate director of the broadcast group at Young & Rubicam, New York, said that spot TV buying there has "just about started" and that the level of activity indicates "it's going to be a very active quarter." Y&R, he added, "is loaded with spot TV."

Stein also observed that although some advertisers "pull in their horns" in the fourth quarter, he doesn't see this pattern developing now. Nor did he think that the increase in spot spending was being made at the expense of network TV. Rather, he said, it represents "an overlay" in selected markets.

Yolan Toro, vice president and associate director of local broadcast for BBDO, New York, said she finds the fourth-quarter market "neither soft nor bullish." She said BBDO expects to spend more in this year's fourth quarter than in last year's, but cautioned that this does not necessarily mean that individual clients are spending more. "We are handling a number of Scott Paper products we didn't have last year and have

Great expectations

While TV buyers and sellers were projecting a strong fourth quarter for spot television sales (see above), the Television Bureau of Advertising last week was projecting an even stronger 1984.

In a forecast being released today (Sept. 19), the TVB board of directors predicts that next year, when national and local elections and the Olympic games are expected to keep commercial inventories in short supply, total broadcast TV advertising revenues will rise 15%-17% above this year's predicted \$16.2 billion. That would take the total into the \$18.6-billion-to-\$18.9-billion range. The 15%-to-17% increase would compare with 13% expected this year.

The board's forecast provides this breakdown for 1984:

- National spot TV sales should rise 15%-17%, paralleling the projected overall increase. With national spot expected to reach \$4.925 billion this year, the anticipated 1984 gain would take it to approximately \$5.6 billion to 5.8 billion.

- Local TV sales also should rise by 15%-17%, reaching \$4.9 billion to \$5.0 billion from the \$4.285 billion expected this year.

- Network TV sales should grow by 16%-18%, passing the \$8-billion mark and reaching the \$8.1 billion to \$8.2 billion range. The 1983 network total is expected to be about \$6.96 billion.

In releasing the forecast, TVB President Roger D. Rice said: "The quadrennial impact of the Olympics and national elections, as well as their effect on all business, will be important factors in the increased rate of growth for commercial television advertising next year. In addition, new-to-television advertisers, expanding business and rapid TV growth categories will continue to contribute."

TVB took pains to note that, as always, there have been big variations in performance by geographic region and market size this year and that it expects similar variations again in 1984.

obtained some new accounts," she explained.

Len Lipson, vice president and director of local broadcast for SSC&B, New York, said the level of spending for most of the agency's clients has been unchanged from last year and for one client has declined, some of its spot dollars being shifted into network. Lipson ventured that by the end of the quarter SSC&B's outlay for the period may in fact be slightly lower than in 1982, at least partly because the client list consists primarily of packaged goods accounts that maintain consistent levels of spending throughout the year and do not beef up in the fourth quarter. He estimated that unit costs in the fourth quarter would rise by about 10% over last year.

Marcella Rosen, senior vice president and media director of N W Ayer, New York, said she finds that spot activity in a number of markets is "soft," reflecting diversion of funds into network TV and other media. She said New York and Los Angeles are "tight," probably because of heightened retail activity, but she called Atlanta "soft," with "only 70% to 80% of the time sold." She preferred not to compare this year's spot prices with last year's but said spot TV offers the opportunity for attractive buys.

On the other hand, Media Investment Services, which handles all spot buying for McCann-Erickson's nine U.S. offices, is bullish about the fourth quarter. Laura Siltton, vice president and general manager, reported buying well under way and said the signposts point to brisk spot TV business. The outlook, she said, is bolstered by heavy 1983 spending by Texas Instruments, which is making 14-week purchases in spot TV. She added that such clients as Wilson Foods, Century 21 and Shearson/American Express are also weighing in with extensive spot TV schedules. □

Judge orders taverns to stop tapping into satellite feeds

He rules interception of 'clean feeds' of blacked out football games violates copyright laws

Turn out the lights; the party's over.

A federal judge has ordered three bars in the Miami area to stop intercepting "blacked out" Miami Dolphin football games with their satellite earth stations and showing them on closed-circuit television for their patrons ("In Brief," Sept. 5).

After a brief trial, District Court Judge James W. Kehoe enjoined the bars from continuing the practice, ruling that it infringed upon the National Football League's and Dolphins' exclusive copyright on the telecast of Dolphins' games.

"We are very elated that the judge reached what we think is a very fair and logical decision," said Val Pinchbeck, the NFL's director of broadcasting. "We are the proper copyright holders of these games and picking up these types of transmissions is illegal."

The NFL and the Dolphins sued for the injunction in an effort to nip the practice in the bud. "We could see a domino effect beginning where all kinds of establishments would begin [intercepting satellite transmissions]," said Pinchbeck. "It would be very harmful to us in terms of stadium attendance and it would begin to break down the very fine blend . . . of in-stadium attendance and the number of telecasts that are available on commercial television."

Because of the football players strike, according to the complaint, the Dolphins failed to sell out four of their home games last season. So in accordance with the NFL-negotiated contract with the CBS and NBC,

the games were blacked out in the Miami market. Blacking out the games that are not sold out, the complaint said, is intended to protect gate attendance and prevent "an oversaturation of the viewing market."

The blackout was not entirely effective, however. Some of the Dolphins' diehard fans watched the games at local bars with earth stations that picked "clean feeds" of the games off satellites on their way from Miami's Orange Bowl to the networks' operations centers in New York.

In their complaint, the NFL and Dolphins charged that by intercepting the games in violation of their copyright, the "defendants have not only gained unlawful profits, but also injured the Dolphins live gate attendance and lessened ticket sales and associated revenues."

According to John Vanderstar, the attorney for the NFL and the Dolphins, four of the seven establishments named in the original suit promised not to intercept any more games before the case went to trial. That left The Yorkshire Inn, the American Embassy Cocktail Lounge in Miami and Bogie's Lounge in West Palm Beach as defendants.

The defense, set forth by Miami attorney Steve Gomberg, centered on an exemption to the copyright law that permits commercial establishments to show any program—broadcast or cable—that they receive on equipment "commonly used in the home." Since most of the nation's 400,000 earth stations are in use in private homes, Gomberg argued, earth stations are "commonly used in the home."

But Vanderstar's expert witness, Harley Radin of Satellite Systems Engineering in Bethesda, Md., countered that satellite receiving equipment is large, costly, sophisticated and anything but "commonly used in the home." The judge apparently agreed with Radin.

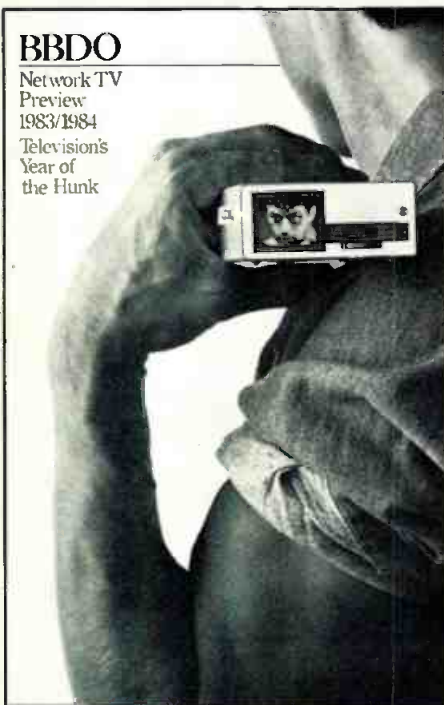
Since the case involved a federal judge interpreting a federal law, it could have far-reaching implications. Presumably, holders of the copyrights for the hundreds of hours of programming that are relayed each day by communications satellites could prevent commercial establishments from picking up and showing their programming by bringing similar actions.

Home Box Office saw the decision as good news. "It further reinforces the position that HBO has publicly taken that programming delivered over the service is protected and that satellite feeds are not free for the taking," said Tom Woodbury, an HBO attorney. "There is an erroneous notion floating around that if it is in the air, you can take it. There is absolutely not a shred of legal support for that proposition."

Although Woodbury thinks the practice of bars intercepting HBO is "substantial," HBO is not getting ready to launch a legal assault. It has already decided to solve all its interception problems through technological, rather than legal means. HBO is in the

BBDO

Network TV
Preview
1983/1984
Television's
Year of
the Hunk



Prime time beef. According to BBDO's just-released seventh annual network television preview, the 1983-84 season will be "The Year of the Hunk." "The handsome, beefy, largely idealized male...will dominate the fall television season in an appropriately forceful way: More than half the combined schedule of the three broadcast networks has a hunk as the lead, or at minimum, as a top supporting character," BBDO says. The report, which BBDO sends to clients and prospective clients (although "not as a basis for making buying decisions," the study asserts), identifies Tom Selleck of *Magnum, P.I.*, as the prototype of this new breed and points to new entries such as *Scarecrow and Mrs. King* and *Manimal* as featuring hunk heroes, and to the "beefing" up of continuing series with such heartthrobs as Christopher Atkins and David Soul. Which "is not to say there are no strong female characters," the study emphasizes, citing Betty Davis in *Hotel*, for example, but that in terms of the male presence on network television, "the guy who used to be called a matinee idol is now the star of prime time."

process of scrambling all of its feeds, Woodbury said.

The decision, as it now stands, should not affect the individuals with backyard earth stations. The bars infringed on the NFL and Dolphin copyrights not only because they intercepted the signal, but also because they publicly exhibited what they intercepted. Rick Brown, the Washington attorney for SPACE, a group that represents manufacturers and distributors of earth stations, said: "Backyard earth stations are governed by a wholly different concept. It is not considered a public performance if something like a satellite earth station is used in a home with a circle of family or friends."

But the backyard earth station community is not completely out of the woods yet. In a separate count, the NFL and the Dolphins alleged that the defendants' picking up of the feeds was a violation of the anti-interception section of the Communications Act of 1934. "By knowingly receiving intercepted communications which were not transmitted for the use of the general public . . . and by using such communications for its own benefit," the complaint said, "each defendant has violated plaintiffs' right [under the section] to transmit nonpublic communications free of unlawful interception, divulgence, publication and use by persons not entitled to such communications."

Pressed to rule before the Dolphins' first home game Sept. 11, Judge Kehoe issued the injunction on the basis of the copyright infringement and deferred a decision on the Communications Act allegation. The judge could rule in favor of the plaintiffs on the second count and, in doing so, include in the decision backyard earth stations as well as earth stations at bars and restaurants. But Brown thinks it unlikely that the judge would expand the scope of the case to include backyard earth stations. What's more, he and Gomberg believe the plaintiffs will lose on the point. They argue that the anti-interception section protects the rights of the party actually transmitting the programing—in this case, the broadcast networks—not the rights of the programing's copyright holder. "I don't think they have the right parties in court," Brown said. "If it were the networks, it would be another story." □

Radio Marti passes Senate

House approval likely for compromise bill; NAB calls measure 'major victory'

After almost two years of debate, lobbying and bill drafting, the Senate last week speedily approved by voice vote a Radio Marti bill. It wasn't *the* bill the Reagan administration had in mind when it initially proposed the concept of a radio station to broadcast news of Cuba to that country, and the White House was pondering its next move. But the compromise, worked out over a long weekend of hard work, was clearly regarded by the bill's supporters as the best



Game of chance. The FCC held its first lottery last Thursday (Sept. 15), using one of the plexiglas raffle drums the Selective Service once used to determine draftees for the military. Choosing the winner of one of the common carrier mobile radio frequencies up for grabs is Charles A. Brown, chief of the FCC's agenda branch. Immediately to his right (in background) is Patricia Rawlings, staff assistant to the FCC secretary; Jeanette M. Banks, certification assistant to the secretary, loaded the drum and gave it a spin.

The drum will get its next workout on Sept. 29, when the FCC will use it to determine the tentative winners among several competitors for a variety of low-power television assignments. (They will only be "tentative" winners because parties will be able to petition to deny them after the drawing.) The FCC is expected to use similar lottery procedures to choose licensees from among the thousands of competing applicants for multichannel multipoint distribution service systems (BROADCASTING, Sept. 12).

they could get. And chances for speedy House approval of the Senate bill seemed good to excellent. As for the NAB, long concerned that the administration proposal would lead to a sharp increase in the interference already being experienced by American AM broadcasters, it was "euphoric." It called the Senate action "a major victory."

The major difference between the administration proposal and the measure that sailed through the Senate on Tuesday is that the compromise would establish a Cuba Service within the Voice of America that would be responsible for broadcasting 14 hours a day of news and information to Cuba. The administration had fought hard for a separate AM station—a "surrogate" Cuban station—that would operate under the jurisdiction of the Board for International Broadcasting. And that was the form in which the bill (S.602) had emerged from the Senate Foreign Relations Committee.

The compromise, based on a proposal offered by Senator Edward Zorinsky (D-Neb.) and strongly backed by the NAB, is designed to reduce the chances of Cuban retaliation. Cuba is said to feel broadcasts by the VOA are within the rules of the propaganda game conducted by the two countries but that a separate station named after a 19th century Cuban patriot would not be. And the bill requires the Cuban Service to use the VOA facilities on Marathon Key, in Florida, and, for the most part, to broadcast over the

AM frequency VOA uses—1180 khz—in its five-and-a-half-hour broadcast day. Another benefit seen in placing the Cuban Service under the VOA is that the new service would be subject to the standards of objectivity and balance which VOA broadcasts are required by the agency's charter to observe. The bill even suggests a downplaying of the Radio Marti name. It says any broadcast of the Cuban service "shall be designated 'Voice of America: Cuban Service' or 'Voice of America: Radio Marti Program.'"

The administration was not pleased. The President's national security adviser, William Clark, wrote Senate Majority Leader Howard Baker (R-Tenn.) in advance of the Senate action to oppose favorable consideration. According to one report, Baker, anxious to get the controversial Radio Marti issue out of the way, simply left the letter in his in box, and let the Senate vote. A spokesman for the National Security Council made it clear the administration still preferred the "surrogate station" approach but was not sure how or whether it would seek to pursue it. "We'll keep working with Congress on this," the spokesman said. He also indicated the administration is taking a long-range view. "If the action that comes out of Congress doesn't get the job done, we'd keep trying."

Senator Paula Hawkins (R-Fla.), principal backer of the administration bill in the Senate, said on the Senate floor she would

prefer a "surrogate station" serving Cuba as Radio Free Europe and Radio Liberty serve the Soviet Union and Eastern Europe. But, she said, she can support the compromise because "it allows us to further our essential goal—broadcasting accurate, objective and comprehensive programming to the people of Cuba." And while the NSC appeared to be disappointed, a Hawkins aide said that President Reagan, in a telephone conversation with the senator following the vote, "thanked her" for her support on the measure.

Hawkins, reportedly at the suggestion of the majority leader, had made the first move toward compromise. Before the August recess—as Senator Lowell Weicker (R-Conn.), one of the principal opponents of the Radio Marti proposal had the Senate tied up in a lengthy discussion of the measure—Hawkins approached him to suggest a compromise. If she would agree to placing Radio Marti under the VOA, Weicker said, compromise was possible. When Congress returned following the recess, Hawkins and her staff, backed by State Department aides and representatives of Cuban-American groups that have been the most vociferous backers of the Radio Marti proposal, began

meeting with opponents of the bill. They included Weicker, Zorinsky and Senator Charles E. Grassley (R-Iowa) and their staffs, and their backup—NAB representatives. The talks began on Thursday, Sept. 8, and continued until after 8 p.m. on Friday. The participants kept in touch by telephone over the weekend, and resumed meetings on Monday. The work was completed in time to schedule the matter for discussion on the floor at 2 p.m. on Tuesday.

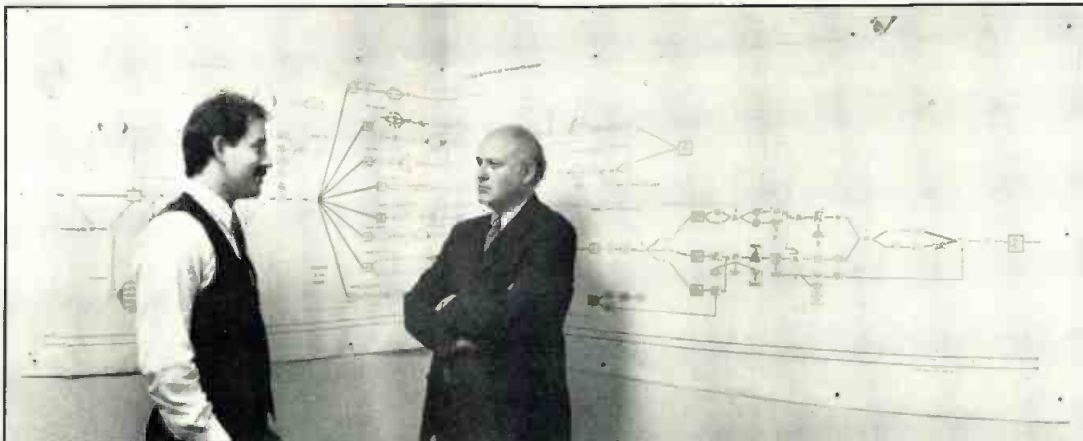
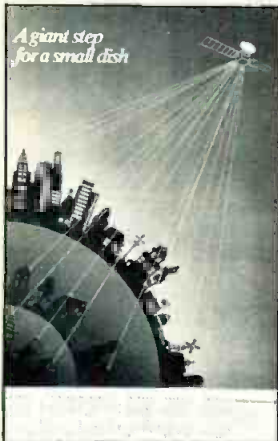
The NAB was unrestrained in its expression of satisfaction—not only with the outcome but with evidence that the outcome reflected lobbying strength by the organization. "Today's vote by the Senate is a major victory for radio broadcasters and the public," NAB President Edward O. Fritts said in a statement. "It will insure a more objective, accurate and balanced standard of broadcasting with a less likely possibility of retaliatory action." Then Fritts attributed the Senate vote in large part to the lobbying effectiveness of American radio broadcasters. "Capping months of effort," he said, over 300 telegrams from stations across the country were delivered to the Senate last week. Their persistence has helped assure interference-free maintenance to our system

of broadcasting."

And the bill meets broadcaster concerns in ways other than placing Radio Marti under the VOA. It addresses the matter of Cuban-caused interference to AM stations by establishing a \$5 million fund to reimburse broadcasters for costs, whenever incurred, for mitigating that interference. The VOA would make the payments based on regulations and procedures developed by the FCC. The bill also declares it to be the sense of Congress that the President should establish a task force to analyze the level of the interference and "to seek a practical political and technical solution to this problem."

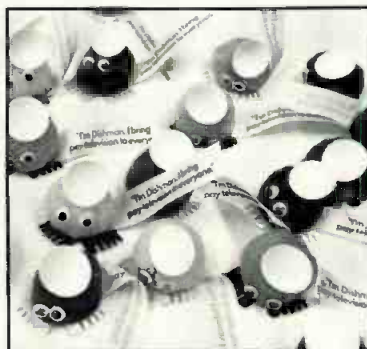
It wasn't only the broadcasters' interests that were considered in the bill. The bill authorizes \$14 million for the Cuban service in 1984, which begins on Oct. 1, and \$11 million in 1985—more than had originally been proposed for Radio Marti. (An original request for \$12 million in 1984 was whittled down to \$6 million.) The more generous treatment was provided at Hawkins' request. Even the VOA itself benefits. The bill restores \$54.8 million in 1984 and in 1985 that the administration had sought as part of a program to modernize the VOA's facilities but that the Senate Foreign Relations Com-

Countdown begins on STC's launch year



Reaching out. With just about a year to go before it lofts its five-channel satellite broadcasting service in the Northeast, Comsat's Satellite Television Corp. has shifted its marketing, customer service and earth station distribution planning into high gear. Where the plans stand today and how they'll unfold is represented on a comprehensive flow chart at STC's Washington headquarters (right), which demonstrates all the myriad activities that must be accomplished—and coordinated—before a successful DBS service can be launched. Standing before the "marketing and distribution implementation flow chart" are two members of the team responsible for it: Tom Oberlin, senior marketing adviser (l), and Ron Castell, senior vice president, marketing. The team also includes Judith Shannon, vice president, public relations; Ken Ash, vice president, advertising, and Jenny Johnson, assistant vice president, marketing.

Although it's been the technology that has dominated much of STC's thinking since it first announced its satellite broadcasting plans four years ago, STC is well aware that the success of its service, which could generate hundreds of millions of dollars in annual revenues, depends on selling the service to millions of subscribers and keeping them satisfied. With that realization, STC is thinking up ways to appeal



"Dishman," a San Diego-chicken-like creature sporting a satellite dish like the one subscribers will need to receive the service. STC will also give away walnut-sized versions of Dishman (with sticky feet and a ribbon proclaiming: "I'm Dishman. I bring pay-television to everyone.") and poster calendars ("A giant step for a small dish") with which to count down the days to STC's launch.

to consumers and will be making its first official contact with them at the Pennsylvania state fair in Bloomsburg, 50 miles northeast of Harrisburg. The fair, the largest of its kind on the East Coast, will run for a week starting Sept. 25. According to an STC spokeswoman, the DBS venturer will try to explain the service to fairgoers and, at the same time, gauge their reaction to it. To attract crowds to its booth, STC will introduce

mittee had cut from the administration's budget. The House Foreign Affairs Committee had approved the total amount requested for the parent U.S. Information Agency in the two years (BROADCASTING, May 9).

In establishing a Cuban Service, the bill does not totally restrict it to use of 1180 khz. It would allow the simultaneous use of frequencies above and below the AM band (535 khz-1605 khz), provided they are also used for all other VOA broadcasts to Cuba. And it would permit the service to lease time from nongovernmental shortwave stations, provided at least 30% of the programing carried is "regular" VOA material. Nor is the ban on the use of frequencies in the AM band other than 1180 khz absolute. The VOA director would be authorized to lease time on commercial and noncommercial AM stations if jamming or interference became a serious problem—if the jamming or interference on 1180 khz increases by 25% or more over that experienced in the 12 months preceding Sept. 1, 1983.

The Cuban Service proposed in the bill would serve to distinguish the programing designed for Cuba from the rest of that aired by the VOA station on Marathon Key. It would operate under a director appointed by the USIA director, and would report directly to the head of the USIA as well as to the director of the VOA. What's more, the bill would create within the Office of the President a bipartisan nine-member board—the Advisory Board for Radio Broadcasting to Cuba—which would be appointed by the President with the advice and consent of the Senate. It would review the activities of the Cuban Service and make recommendations regarding its operations.

Now, the bill is headed for the House, where swift action approving the Senate version is a strong possibility. Two versions of the Radio Marti bill are pending in the House. The House Foreign Affairs Committee has reported a bill satisfactory to the administration. But the House Energy and Commerce Committee, which considered the bill in light of its jurisdiction over broadcasting matters and which was sensitive to broadcasters' concerns, loaded the measure with a number of amendments that altered its focus considerably. But last week, following the Senate action, staff members of both committees expressed the view their respective panels would accept the Senate bill. "There is a general consensus this is a good compromise," said one member of the staff of the Commerce Committee's Telecommunications Subcommittee. "It's not as good as what we did in committee," he said. But he indicated it would do—"an eight on a scale of 10."

By Thursday, members of the Foreign Relations and Energy and Commerce Committees had already talked to Representative Claude Pepper (D-Fla.), chairman of the Rules Committee, about a rule for taking the bill to the floor. An aide to Pepper said later the committee will hold a hearing on the matter on Tuesday (Sept. 20). And the House leadership was considering scheduling the Senate bill for floor action later in the week. □

Tri-Star gets go-ahead from Justice

Nothing anticompetitive is seen in movie studio joint venture planned by CBS, HBO and Columbia; additional HBO agreements approved

The Department of Justice says it will not stand in the way of a \$400-million joint venture to be formed by Home Box Office, CBS Inc. and Columbia Pictures Inc. William F. Baxter, assistant attorney general in charge of the antitrust division, said the division had conducted an extensive investigation and concluded that the joint venture and licensing agreements were not likely to have anticompetitive effects.

As a joint venture, the three companies would finance a new movie studio, Tri-Star Pictures, which would produce and distribute theatrical motion pictures and provide HBO with exclusive pay television rights to the films. Baxter said that rather than lessening competition, the joint venture might increase it among motion picture producers and distributors by creating a new competitor in the industry.

Besides the joint venture, the antitrust division examined several agreements entered into by HBO for the production and licensing of motion pictures:

Under one, HBO would be granted exclusive pay television rights to 50% of Columbia's films in production prior to June 30, 1986, and rights to obtain additional Columbia films on an exclusive basis. In exchange, HBO would help finance the production of those films.

Under another, HBO would receive exclusive pay television rights to about 30 films to be produced by Orion Pictures Corp., in return for HBO's participation in financing the films and a \$10-million investment in securities.

The division cleared those agreements also, as well as a series between HBO and independent motion picture producers involving pay television rights and the vehicle for financing the production of motion pictures, the Silver Screen Limited Partnership.

None of those arrangements were likely to reduce competition in the distribution of pay programing services to cable television operators or in the licensing of motion pictures to pay television programing services, according to Baxter. The reason, they said, was the number of theatrically successful films expected to be available for licensing by HBO's competitors and the ability of other pay television programers to invest in film production to obtain exclusive pay television rights.

Baxter made a point of distinguishing between the arrangements in the HBO-CBS-Columbia joint venture and those involved in the proposed joint venture the division blocked in June (BROADCASTING, June 13). Paramount Pictures Corp., Universal City Studios Inc. and Warner Bros., three major motion picture distributors, were to acquire

and operate Showtime and The Movie Channel, respectively, the second and third largest pay television programers after HBO. The division was concerned about the possibility of collusion at the production level.

The division dropped its opposition to that proposed merger when it was restructured to include only one studio—Warner Bros.—instead of three. The agreements under scrutiny in the HBO-CBS-Columbia proposal, Baxter said, "involve only a single pay television programer, HBO, and only one of the six major distributors, Columbia." He also said the nature of the financial arrangements between Columbia and HBO "does not encourage Columbia to collude with its production or distribution competitors." As a result, he said, "there should be no increase in the incentive or ability of competitors in the licensing of motion pictures to pay television programing services to coordinate or otherwise restrict, implicitly or explicitly, competitive activities."

Nevertheless, he said, the division would continue to monitor developments in the pay programing industry and would challenge any of the HBO agreements it determined were anticompetitive. □

Foundation report may supply fodder for program quantification legislation

National Science Foundation study saying government should require educational programing on TV is being considered by Wirth's subcommittee

The National Science Foundation's recent report on education may play an integral role in the development of broadcast deregulation legislation in the House. The report, released last week, is called "Educating Americans for the 21st Century" and has attracted the attention of House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and his staff, who are working on legislation that will include quantified programing standards for radio and television.

The report recommends that the government require commercial TV stations to "include a required period of educational programing for children." Wirth is reportedly considering using the NSF finding as the basis for quantifying children's programing standards.

A Wirth aide noted that the report is even

more significant in light of the dismal results of the subcommittee's programing survey mailed to 940 TV broadcasters and roughly 1,200 radio stations. The subcommittee staff had planned to use the survey data to establish programing standards. But with a return rate described by Wirth as "pathetic," it appears likely, a Wirth aide said, the study could play a "significant" role in shaping the legislation. Questions concerning minority and children's programing were featured in the survey—a sign that Wirth probably plans to include programing requirements for those categories (BROADCASTING, July 25, Aug. 29).

Although children's television programing is featured briefly in the report, several key recommendations were made. They are:

- Science broadcasts are an important and cost-effective vehicle of informal learning and should continue to receive substantial federal investment and support.

- Businesses, private foundations and others should increase their support for such programs in the commercial, as well as the public broadcasting areas. They should particularly encourage programing of such material by local stations and promote appropriate educational objectives for this programing.

- Cable systems and local TV stations should assist with teacher training and publicity to increase the public awareness of and attendance at science museums and technology centers.

- Corporations should provide special support to promote the efforts and audiences of institutions like public broadcasting and science museums.

The report claims that commercial TV programs often present a "grossly distorted, and generally negative, picture of science." NSF, however, recognized public broadcasting's *3-2-1 Contact* as an example of a successful daily science program.

Wirth has repeatedly taken a special interest in children's programing. He has even discussed the possibility of establishing a special task force on children and television (BROADCASTING, March 21). Wirth is not alone; subcommittee members Al Gore (D-Tenn.), Mickey Leland (D-Tex.) and Cardiss Collins (D-Ill.) have also expressed a strong interest in establishing standards for children's programing. Leland and Collins are also concerned about minority programing.

The subcommittee is still aiming to move a bill by Oct. 15, the aide said, "presuming there's a consensus," said a Wirth aide. Wirth is determined that a consensus bill emerge from the subcommittee, but there appears to be some doubts if that will occur ("Closed Circuit," Sept. 5). The real fight over the legislation is expected to occur in the subcommittee's parent, House Energy and Commerce Committee. Wirth's interest in the NSF report comes as no surprise to broadcasters, who oppose quantified programing standards. The National Association of Broadcasters, said one NAB staff member, has been skeptical all along about any bill the subcommittee drafts. "We don't expect Wirth will produce a bill that the industry will like," the staff member said. □



Rosenfield



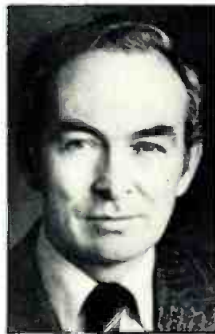
Leahy



Sauter



Pilson



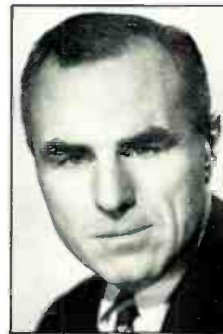
Joyce



Shannon



Isacson



Fuchs

New pecking order at CBS/Broadcast

Rosenfield now senior executive VP; other key officers involved include Leahy, Sauter, Pilson, Shannon, Fuchs, Reynolds, Isacson, Blessington

Wholesale shuffling of top-side responsibilities for the CBS/Broadcast Group's operating divisions was announced late Friday by Group President Gene F. Jankowski. He said the changes were "part of a continuing evolution" in response to "a changing communications environment" and were being made "at a time of uniform strength across our operations."

- James H. Rosenfield, who has been group vice president responsible for CBS Entertainment, CBS-TV Network and CBS Sports, becomes group senior executive vice president for finance, operations and development.

- Thomas F. Leahy, group executive vice president responsible for the CBS Radio and CBS TV Stations divisions, gives up those divisions and takes on CBS Entertainment and the CBS-TV Network. Entertainment President Bud Grant and Network President Tony Malara, who formerly reported to Rosenfield, will report to Leahy, who continues as a group executive vice president.

- Van Gordon Sauter, president of CBS News, becomes group executive vice president responsible for the CBS News and CBS TV Stations divisions. Edward M. Joyce, executive vice president of CBS News, succeeds Sauter as CBS News president. Joyce and Neil Derrough, president of the Owned TV Stations division, who formerly reported to Rosenfield, will report to Sauter.

- Neal Pilson, president of CBS Sports, becomes group executive vice president responsible for CBS Sports and CBS Radio. Robert L. Hosking, president of CBS Radio,

who has reported to Leahy, will now report to Pilson. No successor was named for Pilson in the sports presidency. Officials said Jim McKenna will continue as vice president and general manager of the sports division.

Reporting to Rosenfield in the new structure will be George E. Shannon, who has been vice president of broadcast operations and engineering, and who gets the new title of president, Operations and Engineering division; Timothy Reynolds, the group's vice president for finance, to whom CBS network finance officers will also now report, and Paul Isacson, senior vice president, Cable/CBG Enterprises, which also includes the CBS Broadcast International unit under John Eger.

In other broadcast group changes, David Fuchs, who has been vice president and assistant to President Jankowski, was named senior vice president, broadcast affairs, and John P. Blessington, vice president, personnel, was made vice president, broadcast relations.

The announcement brought immediate speculation about who may have lost and who gained most in the shuffle. Outsiders (and some insiders) felt that Rosenfield had lost ground though Jankowski vigorously denied that interpretation, insisting that Rosenfield had gained because he was now in charge of finance and in that role will be in close touch with all broadcast group divisions, and because in his new role as head of development "our future is in his hands."

The big gainers, at least in speculation, appeared to be Leahy and Sauter. Jankowski, however, insisted all had gained since all were broadening into areas new to them and thus would expand their management skills and experience for more rounded career development. □

Getting things clear about PTAR

Group W asks for and receives clarification on how FCC's recent network syndication and financial interest decision affects networks and access time, but producers remain worried

Another skirmish is being fought over the FCC's proceeding on the network syndication and financial interest rules. At issue: what effect the commission's tentative decision will have on the prime time access rule.

The Mass Media Bureau released a ruling last week that said PTAR is not at issue. But not all of the parties to the proceeding seem to think the staff has told the whole story.

The commission's tentative decision calls for abolishing the financial interest rule, which prohibits the television networks from acquiring commercial interests in independently produced programming (BROADCASTING, Aug. 8). It also proposes to gut much of the rule that put the networks out of the syndication business. Under the tentative decision, the networks would be prohibited from engaging in their own syndication of entertainment series that had been given network exhibition in prime time (7-11 p.m.). According to the staff order released last week, the networks also will have to take into account the strictures of PTAR. If so, they would be prohibited from syndicating fresh programming to affiliates in the top 50 markets for use during the access period.

Group W started the ball rolling with a request for clarification. In a filing at the FCC, Group W pointed out that the tentative decision could be read to propose the elimination of all restrictions on network first-run syndication activities, including the access period.

PTAR generally prohibits network affiliates in the top 50 markets from devoting more than three of the four prime time hours "to the presentation of programs from a national network."

Group W said it seemed clear that under PTAR no program offered by a network by syndication, or any other means, could be made available for access period use if the station chose to take the regular three-hour network feed. However, Group W added, the tentative decision appeared to suggest otherwise.

In its order last week, the Mass Media Bureau said Group W's first interpretation had been correct. "The reference in the prime time access rule to 'programs from a national network' is broad enough to cover programs syndicated by a network (or entities under common ownership or control) as well as those that are distributed as part of a conventional network broadcast service," the bureau said.

While John Lane, an attorney for Group W, appeared to be satisfied with the ruling—"It looks like exactly what we asked for," he said—the Committee for Prudent Deregulation, which has been lobbying for retention of the financial interest and syndication rules, clearly isn't.

In its own filing at the FCC, CPD said

PTAR is very much at question, and the commission must allow public comment on the "dire impact" the tentative decision would have.

CPD said PTAR and the financial interest and syndication rules were adopted together, and that both the FCC and the courts have stated the latter two rules were adopted to prevent the networks from circumventing PTAR and to support PTAR's basic goals.

Also according to CPD, the tentative decision destroys the rationales underlying the PTAR.

"The comments in this proceeding... reflect the mistaken impression that the PTAR is not implicated. All three of the network affiliates associations have expressly conditioned their support of the networks' position in the proceeding on the understanding that the PTAR would be unaffected by any commission action with respect to the financial interest and syndication rule," CPD said. "The commission plainly cannot use the comments of these parties as evidence supporting its tentative decision."

In still another filing (which an FCC official said the commission had not received as of noon Friday [Sept. 16]), CPD said the staff order's opinion that PTAR could not be implicated in the proceeding was immaterial. "The fact is the tentative decision has implicated the PTAR," CPD said. "Both Group W's motion and CPD's comments on that filing make clear that the commission cannot avoid the PTAR question merely by asserting... that the PTAR is not involved because the commission says it is not. To the contrary, the commission must admit that the tentative decision has an impact—however unintentional—on the PTAR and allow for public comment on that fact."

CPD also pointed out that the staff's interpretation of PTAR had been 180 degrees away from that offered by a Mass Media Bureau official the day the FCC adopted its tentative decision. □

Hanley designation causes CPB stir

Present membership blocks Reagan appointee from Sept. 15 meeting

A presidential appointment to the Corporation for Public Broadcasting board became embroiled in controversy last week. The recess appointment of Republican businessman William Lee Hanley Jr. was challenged by a majority of CPB board members, who refused to let Hanley join the board during its Sept. 15 meeting. And Senator Lowell Weicker (R-Conn.), and chairman of the Labor, Health and Human Services and Education Appropriations Subcommittee, which has jurisdiction over public broadcasting, was described as "unequivocally opposed" to Hanley and has notified the White House that he will not vote to confirm Hanley. The

reason for the senator's opposition was unknown.

Hanley's appointment is subject to Senate confirmation, but his nomination was made while the Senate was in recess. Recess appointees to most federal offices may take office conditionally before the Senate acts on them.

The nomination has been referred to the Senate Communications Subcommittee, which must confirm the appointment. Chairman Barry Goldwater (R-Ariz.), reportedly raised no objections to the recess appointment.

Hanley was named to succeed Democrat Gillian Sorenson, whose term expired last year. Hanley was appointed to serve a term that expires on March 1, 1984.

Board member Harry O'Connor, a radio syndicator of Ronald Reagan's programs before the latter became president, offered a resolution charging that the board was illegally constituted. But O'Connor's resolution was defeated 8 to 4.

Hanley, chairman of Hanley Inc., a clay products and oil exploration firm based in New York, was executive director of the Reagan-Bush campaign committee in Connecticut. He is also a partner in the political consulting firm of Black, Manafort & Stone, Alexandria, Va. "I firmly believe I was entitled to be seated," Hanley said. "We just had different legal opinions on the matter."

Hanley's appointment is being viewed by some observers as a political move to wrest control of the board from the Democrats. Hanley's appointment brings the number of Republicans on the board to seven, the same as the Democrats. The administration has one more vacancy to fill on the 15-member board, and another Republican is expected to be nominated soon.

In rejecting Hanley's nomination, the board said, in a resolution passed during executive session, that "pursuant to the Public Broadcasting Act of 1967, as amended, a nominee or appointee to the board of directors of the Corporation for Public Broadcasting shall not be seated until the nominee or appointee has been confirmed by the Senate of the United States and a commission to that effect has been delivered to the Corporation for Public Broadcasting by the President of the United States." Instead, Sorenson remained seated on the board.

This is not the first time CPB has rejected a recess appointment. In 1981 the board challenged two recess appointments made by the Carter administration on the same basis. It is a procedural problem, explained a CPB spokesman who said the board rejected the appointment as a matter of principle and is asking the President to "follow our procedures."

A spokesman for the White House personnel office said the administration believes Hanley was legally appointed. The spokes-



Hanley

man noted that Hanley's term expires in March and that the next nominee will also serve a short term. He said that the terms of five Democrats on the board also expire in March to allow for a reduction in the size of the board to 10 members as decreed by the Public Broadcasting Act of 1981. They are: Jose Rivera, Paul Friedlander, Kathleen Nolan, Michael Gammino and Geoffrey Cowen. Not more than six of the 10 members may be from the same political party.

The White House is also considering taking legal action against CPB, a spokesman from the White House counsel's office said. Justice is also investigating the matter.

At last week's meeting, board members unanimously re-elected Sharon P. Rockefeller, a Democrat, for her third one-year term as chairman. There was some speculation that Rockefeller might be challenged and that Hanley's appointment would make it more difficult for Rockefeller to retain the chairmanship. Last year, Republican board member Sonia Landau, in a surprise move, unseated Democrat Jose Rivera as vice chairman.

Last week, Landau, in another surprise move, declined to run again. The board deferred voting for a successor, reportedly to allow for future recomposition of the board.

In other CPB action:

■ The board approved several appointments: David J. Brugger, director of broadcast services, CPB, to vice president, tele-

communications, and Linda C. Dorian, general counsel and secretary, to VP.

■ Edward Pfister, CPB president, presented an update on the activities of the Temporary Commission on Alternative Financing for Public Telecommunications. He told the board that "enhanced underwriting is probably the next best step to take" in the advertising experiment. □

Answering Orion: Intelsat responds to Hatfield study

The question of whether the International Telecommunications Satellite Organization's rates benefit the poor countries of the Third World, as Intelsat claims, figures to loom large in the decision the U.S. makes as to whether it will permit entities to offer competitive international service. Two weeks ago, the Orion Satellite Corp., one of those seeking entry into the international communications satellite service business, offered a study challenging Intelsat's version of the benefits of its rate structure (BROADCASTING, Sept. 12). Last week, Intelsat, in what was described as an initial response, suggested the study—by the consulting firm of Dale Hatfield Associates of Boulder,

Colo.—misses the point in discussing inter-regional "subsidies."

Intelsat spokesman Gavin Treavitt noted, for openers, that the study acknowledges the results depend on how investment costs are allocated. "So if you change the costs, you change the picture," Treavitt said.

But his key point was that "this inter-regional thing—on subsidies flowing among the Atlantic, Pacific and Indian Ocean regions of the world—is irrelevant." Intelsat does not discuss subsidies "per se," Treavitt said, but "traffic streams." If traffic is lost from one stream, he said, costs to others are increased. He noted that the traffic in the North Atlantic region is "heavy" and that in the south Atlantic—which involves Africa—"is thin." But it is all in the "Atlantic region."

And that is "where the question of economic impact lies," he said. It is a question of heavy and thin streams, as opposed to the Hatfield study's discussion of Atlantic and Pacific and Indian regions." In brief, he said, Intelsat costs are "traffic insensitive." Take away revenues from the North Atlantic and costs have to be spread over the rest of the world."

Treavitt also said that that fact cuts another way, too. He noted Orion is interested "in business communications," and added, "If you take that away, you increase the costs for public telephone users—that's every-one." □

Time strikes the flag on 'TV-Cable Week'

Weekly cable listing magazine falls short of circulation goal; loses over \$47 million

After 25 issues, 250 people and more than \$47 million, Time Inc. announced last week that it would cease publication of *TV-Cable Week* on Sept. 25. Time said the five-month-old weekly magazine of cable TV listings fell short of targeted circulation and was met by "mixed" acceptance by cable operators. Time said, however, that it "was extremely gratified" at advertiser response to the magazine.

"We misjudged the intensity of demand for a weekly magazine and underestimated the impact such a complex project might have on the cable operator," said Kelso Sutton, group vice president, magazines. *TV-Cable Week* began publication April 10 as an individually tailored listing of cable television programs with a national wrap of editorial features that was marketed cooperatively with cable operators to their subscribers.

Originally, Time said it was willing to invest over \$100 million over five years to develop and market *TV-Cable Week* before it became profitable. Once in the black, Time predicted, it stood to become one of the company's "most profitable" publications.

A Time spokesman said that *TV-Cable Week* had 600 pages of advertising committed. Circulation was "under" the 400,000 September rate base, although he declined to indicate to what degree. The magazine was distributed to 19 cable systems.

According to Time, the magazine's principal problem was circulation, which was pegged to the cable operators' cooperation and ability to sell the magazine to subscribers. "Adding a weekly magazine to a cable subscriber's monthly bill proved to be problematic in a price fixing environment. In many instances it was necessary for him to seek approval of a franchising authority to increase his subscriber's fee. The operator had to weigh the potential value of offering a

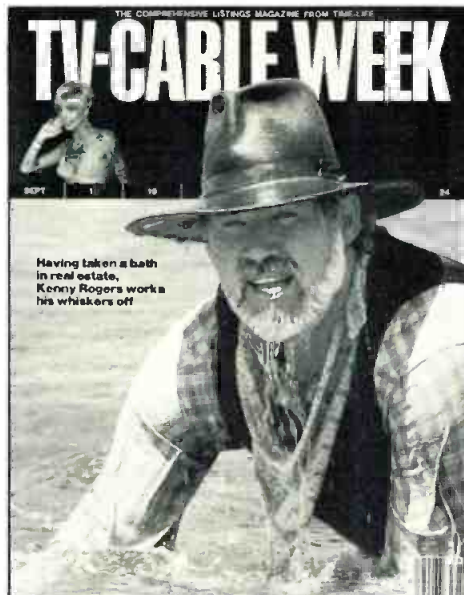
magazine against providing other cable services," Sutton said. The magazine was billed as part of the subscriber's monthly statement from the cable operator.

Time said it was not able to test market *TV-Cable Week* before the national roll-out because of the complicated production operations involved in collecting the enormous volumes of program data and printing multiple editions. Although it was determined that a \$2.95 monthly subscription fee was necessary to meet production costs, "it was well above other listing sources and met with consumer resistance," Time said.

A Time spokesman said the decision to cease publication was a "management decision," and was not voted on by Time's board. The Time board had its regularly monthly meeting on the announcement day.

Signs that all was not going well at *TV-Cable Week* came in July when publisher Daniel Zucchi was replaced by S. Christopher Meiger III, formerly vice president and director of circulation for the parent. At the time, Time said the magazine "needed a more flexible publishing approach" and different frequencies among some of the cable systems were being considered (BROADCASTING, Aug. 1).

Time said it would make efforts to "absorb as many of the [250 editorial] staff as possible" who worked out of *TV-Cable Week's* White Plains, N.Y., headquarters. It has put into effect a temporary hiring freeze in the New York area to give priority to hiring *TV-Cable Week* staffers. □



Ending it all



Whether you're covering an event, spot news or a scheduled report — satellite is the best way to bring the news home fast.

Wherever News happens — Bonneville Satellite helps you bring it home.

In Washington and across the nation, reporters scramble to bring home the news. Now, Bonneville Satellite makes it easier with a Washington-based news distribution network.

No matter where it happens.

Whether you're handling spot news stories, or scheduled reports — anywhere in the country — BSC is the company to call. Bonneville owns and operates facilities in major cities throughout the country and can provide fixed or transportable uplinks and downlinks *almost anywhere*. Even international connections are just one call away.

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Anytime — 24 hours a day — BSC can guarantee the most de-

pendable satellite connections. Because news broadcasting is our background, our people know what you need to get the job done.

When it's happening in Washington.

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Space Segment: Flexibility through ownership.

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Join some of the nation's most prestigious news organizations and depend on Bonneville's facilities and staff for your 24-hour news connections. For more information, or immediate service, call 1-800-752-8469, 24 hours a day, toll free.



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PARAMOUNT'S

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THE BAD
NEWS BEARS IN
BREAKING
RAINING

HEAPER
D KEEP HER

DOACH
F THE YEAR

THE ELEPHANT
MAN

FIRST MONDAY
OCTOBER

SHOULD PLAY
RELEASE

THE HUNTER

HURRICANE

THE KING KONG

MIDNIGHT
OFFERINGS

THE TOMMIE DEAREST

THE NORTH DALLAS FORTY

THE ONE AND ONLY

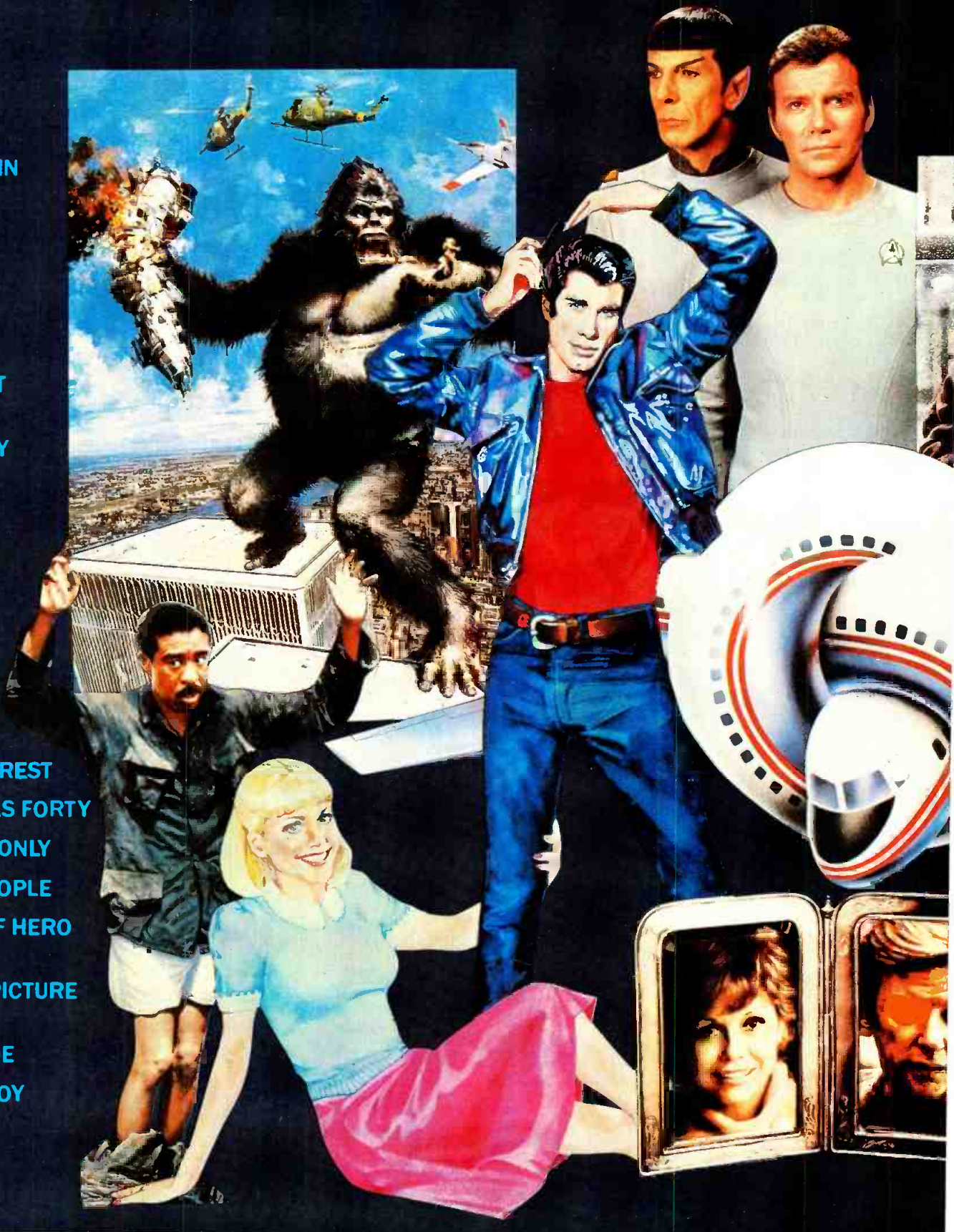
ORDINARY PEOPLE

SOME KIND OF HERO

STAR TREK:
THE MOTION PICTURE

THE SPEED
& BROWNSHOE

THE URBAN COWBOY



PORTFOLIO X

**SIMPLY THE MOST POWERFUL
MOVIE PACKAGE EVER RELEASED!**

Paramount proudly presents your future in movies! PORTFOLIO X is a truly awesome array of towering boxoffice successes—94% of its theatrical movies are on Variety's list of All-Time Boxoffice Champions!

That's a huge 24% more than the closest competitive package—it means even PORTFOLIO X's "bottom" titles are top attractions! And they're recent—all are post-'76 and 60% were released in the last 2 years!

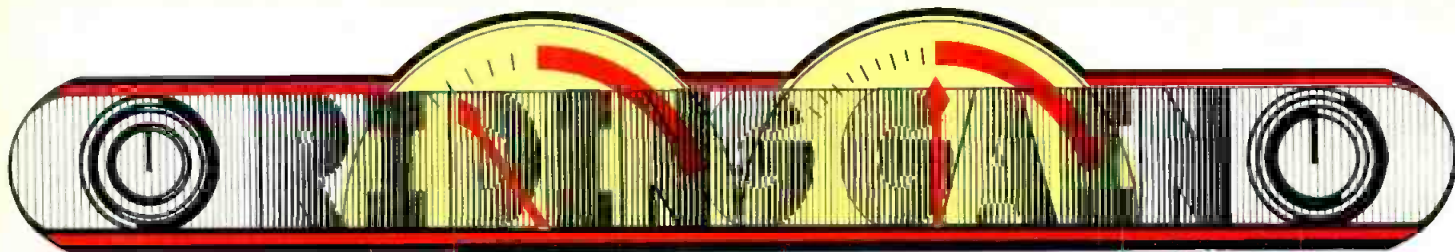
PORTFOLIO X is packed top to bottom with the most successful feature entertainment ever created. It's the surest investment any station can make for movie dominance through the 80's!

**Sold in over 65 markets—
including 9 of the Top 10
and 26 of the Top 30!**



TELEVISION DOMESTIC DISTRIBUTION





Car campaign

A major advertising and promotional campaign aimed at convincing automobile manufacturers to substantially increase their use of radio is in the works at the Radio Advertising Bureau, according to RAB President William L. Stakelin, who announced plans for the campaign at a meeting of the Station Representatives Association in New York. The campaign, set to run from early November through early December, will combine a media campaign with visits by RAB representatives and radio industry leaders to automotive industry leaders and their advertising agencies and it is to culminate with a banquet, held in Detroit, at which radio industry leaders will mingle with automotive industry leaders and advertising executives.

"By the time we finish, Detroit will know radio has been there," said Stakelin, who has enlisted the SRA as well as several network executives to cooperate in the campaign. If successful, the RAB will follow the automotive campaign with campaigns directed at other categories. Automobile manufacturers were chosen first, said Stakelin, because they have traditionally tended to believe radio is primarily useful only for local dealers and so have underutilized the medium. The campaign will also try to reverse

what Stakelin describes as a traditional down-turn in radio advertising by automotives when the economy and their profits have improved.

Seattle sue

The station manager and programming manager of KSPL(AM) Seattle, who are also part owners of the station, have started legal action against two of their partners. Both Hank Mann, general manager, and Chet Rogers, operations and programming manager, claim that Earl F. Reilly Jr., a broker for Broadcast Properties West Inc., and the controlling partners of KSPL Inc., William L. Simpson, Jr., who owns 46%, and Wally Christiansen, 15%, deceived them on several points during their joint purchase of the adult contemporary station last December ("Changing Hands," Jan. 10, 1982). Furthermore they allege that Simpson and Christiansen "depleted funds that were available for the operation of [the] station for personal gain" and that they "conspired to unlawfully terminate the employment contract of Mann." Since the papers were served Friday, Sept. 2, Rogers has also been relieved of duties at the station, which, according to Mann, is currently "in debt." Mann also claims he has been defamed by Simpson. For each of the three "causes of action" or claims, damages

of several hundred thousand are sought plus costs and "other such relief as the court may deem just and equitable." Counsel for the two plaintiffs said it would probably be one-and-a-half to two years before the case goes to trial. Richard Cleveland, counsel for KSL Inc., said he would be representing Simpson but was reserving comment as he had not had an opportunity to examine the claims.

Good sports

The CBS Radio Network has extended its contract with major league baseball through the 1984 season for exclusive broadcast rights to the All Star Game, League Championship Series and the World Series. Next year will be the ninth consecutive season of CBS Radio's airing of baseball's major events.

This year's playoff action begins Tuesday, Oct. 4, with the National League Championship. San Diego Padre announcer Jerry Coleman will handle play-by-play with Montreal Expo announcer Duke Snider analyzing. The following day the American League series opens with Curt Gowdy doing play-by-play and Detroit Tiger announcer Ernie Harwell offering analysis. The World Series starts Oct. 11, and CBS has teamed Jack Buck with Detroit Tiger manager Sparky Anderson for play-by-play and analysis.

Earlier this month, CBS, for the third year, renewed its contract with Host Communications Inc. for coverage of the NCAA Basketball Tournament. The agreement with Host, the Lexington, Ky., firm that owns the network radio rights to NCAA basketball, allows the network to broadcast seven "climatic" games of the 1984 tournament including four regional final games, the "final four" national semifinals and the national championship game.

Going into business

Glenn R. Morgan, director of music programming for Mutual Broadcasting, announced plans to form his own program production company called Master Audio Productions. The company will specialize in creating, writing, producing and recording radio programs, commercials and public service announcements, according to Morgan. First clients will be Mutual and Provo, Utah-based Broadcast International. Morgan's new company will be based in Bethesda, Md., with additional studio facilities in New York.

Ad growth

The four Interep companies (McGavren Guild Radio, Major Market Radio, Hillier, Newmark, Wechsler & Howard and Weiss & Powell) have recorded \$9.5 million in new radio advertising for the first half of 1983, according to Erica Farber, vice president of



Stooge stardom. A Three Stooges "star" was enshrined on the Hollywood "Walk of Fame" thanks to the efforts of Gary Owens, KPRZ(AM) Los Angeles morning personality. Owens initiated a write-in campaign that produced more than 15,000 letters of support from fans of the comedy trio to have the Stooges acknowledged by the Hollywood community. According to a KPRZ spokeswoman, Owens presented the letters to members of the star selection committee—the Hollywood Chamber of Commerce—on his morning show and, a few weeks later, they agreed that the Stooges were entitled to a star. KPRZ(AM) aired the ceremony live. Personalities on hand for the festivities included (l-r) actors Milton Berle, Jamie Farr, Owens, Adam West and former Stooge Joe Besser.

Interrep marketing. "New radio advertising dollars" are defined by Farber as "companies not using spot radio in the previous two years, plus sales increases from current advertisers."

Interrep president Ralph Guild notes that \$3 million of new ad dollars was generated by Interrep's six-person new business development division headed by Farber. The remaining \$6.5 million was collected through increases in January to June gross sales by Internet—the nonwired rep networks of Interrep firms. Interrep has committed \$500,000 to new business development in 1983 Guild said. Interrep plans to introduce more demographic lifestyle nonwired networks this fall.

No go

Westwood One, Los Angeles, reported it has decided not to proceed with the production and national marketing of the *Rock of the 80's Countdown* radio program, produced by Carol, Schwartz & Groves. Norm Pattiz, president of Westwood One, said the decision to abandon the project was made after a six-month test on 20 radio stations. He said the test marketing indicated that a weekly program featuring only modern music "has limited chances for success on a national level."

From cable to radio

The first music special produced by The Disney Channel, cable television's six-month-old program service from Walt Disney Productions, is being offered to National Public Radio stations for stereo simulcast on Saturday, Nov. 12. "We are donating exclu-

sive programming rights of *Chicago on the Good Foot* to NPR members," said Disney Channel President Jim Jimirro.

The one-hour jazz and blues show was taped in Chicago and features concert performances by blues artists James Cotton, Koko Taylor and The Legendary Blues Band. The broadcast also incorporates historical material, interviews and gospel performances. The program is part of the *Disney Studio Showcase* series.

Olympic countdown

Jim McKay, host of ABC-TV's *Wide World of Sports*, will host a 200-episode series of pre-Olympic radio features for ABC's Entertainment network beginning Oct. 10 and running until July 26, 1984. The 90-second features will be on hiatus from Feb. 8 through Feb. 19, during ABC's coverage of the 1984 winter Olympics in Sarajevo, Yugoslavia (ABC Radio's coverage of the summer Olympics in Los Angeles begins July 27.) According to ABC, the reports "will cover personalities participating in the Olympics, not only the athletes, but the coaches, parents, city officials and security people as well."

Playback

Minnesota Public Radio has received a \$600,000 "challenge grant" from the National Endowment for the Arts to establish a program fund endowment for new and experimental arts and performance programming to be distributed nationally, and possibly, internationally. NEA has stipulated that MPR must raise \$1.8 million over three

years to keep the grant which will be awarded as soon as the first \$600,000 is raised by MPR.

A new nostalgic non-rock format designed for both AM stereo and FM stereo stations is being introduced by the new, Akron, Ohio-based Golden Oldies Productions Inc. The taped format, called "Music of America", will consist of big band and pop hits from the late 1930's to the early 1970's. There will be no repeat of the same two-song sequence for at least 48 days, according to Steve Fitzgerald, executive vice president of the company, who said the format had been in development for about two years.

WNCN(FM) New York has launched the *CBS Masterworks Hour*, highlighting new classical releases from that label.

Symphony by satellite

Mutual Broadcasting plans to air the Oct. 4 opening-night performance of the National Symphony Orchestra's two-week tour of Texas, New Mexico, Nevada and Colorado live via Westar IV from Jones Hall in Houston on 100 stations nationwide.

Mutual is scheduled to begin its second season of National Symphony Orchestra concerts next Tuesday (Sept. 27). Plans call for 26 performances with 18 to be delivered live via satellite from Washington's Kennedy Center, with the remaining eight recorded. The 1983 NSO concert series is sponsored by The Kiplinger Washington Editors and Royals mint chocolates, a product of M&M/Mars.

Delta makes your deliveries DASH.



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

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

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

DELTA AIR CARGO. READY ALL-AROUND.

**Eighty years ago,
getting the latest news
sometimes demanded
a little patience.**



The local newspaper.

Whether it was a weekly or a daily, it was the world's primary source of news not too long ago. Virtually the *only* source to most people.

So if it took a while to get it written and printed, well...

And if it took a while to get it to your neighborhood, well...

And if the paperboy dawdled to admire the newest horseless carriage, well...

Patience was a necessity in those days. Like it or not. But today television communicates instantly, using technology and facilities that are continually being improved.

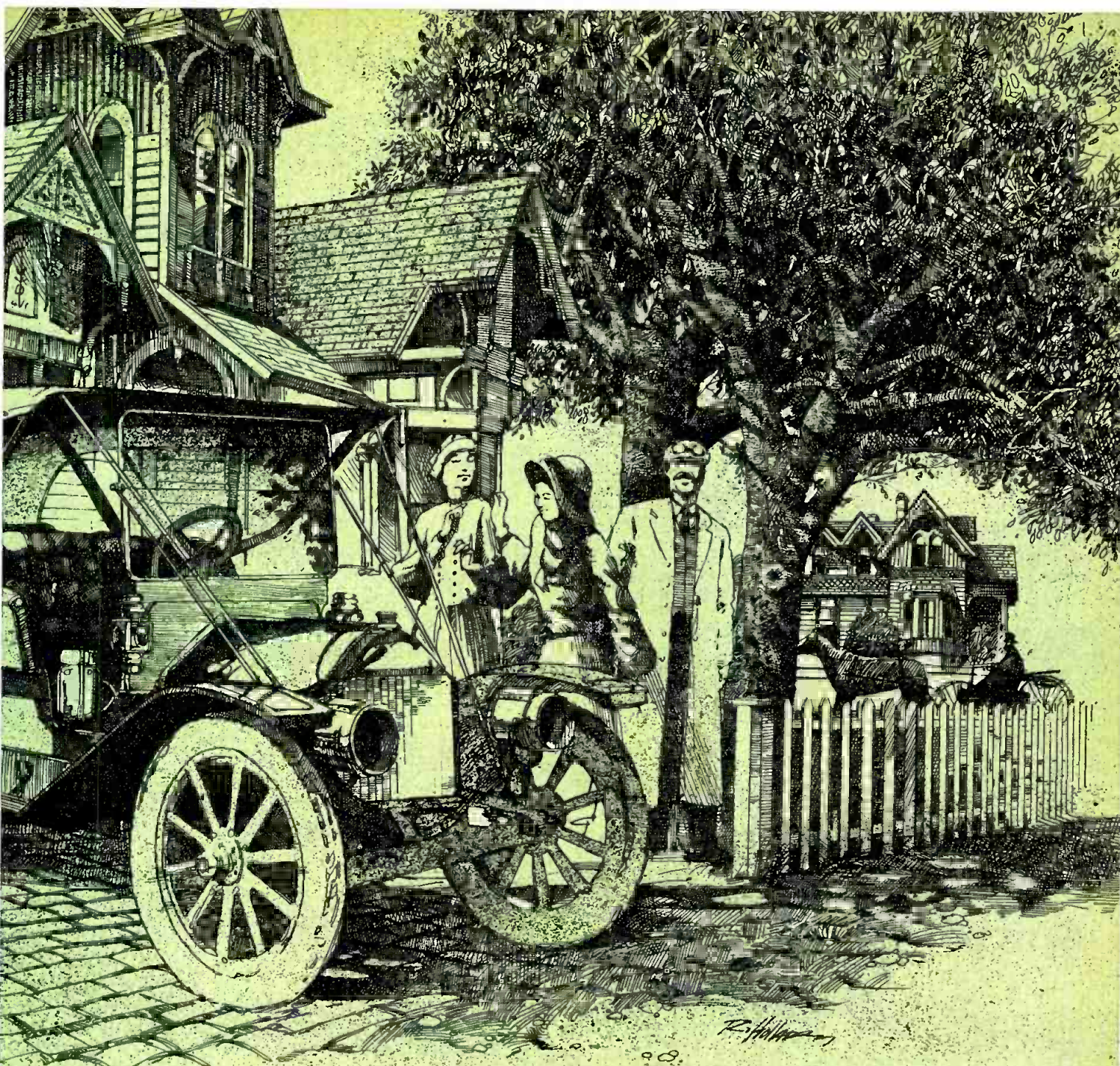
Case in point? Teletext. The display of text

and graphics on a television screen that lets a subscriber with a keypad find exactly what he's looking for, exactly when he wants it. The latest news. The latest sports. The weather. Special features like business reports, traffic reports, theater tickets, airline schedules, the stock market results, book reviews, astrological information and many other subjects.

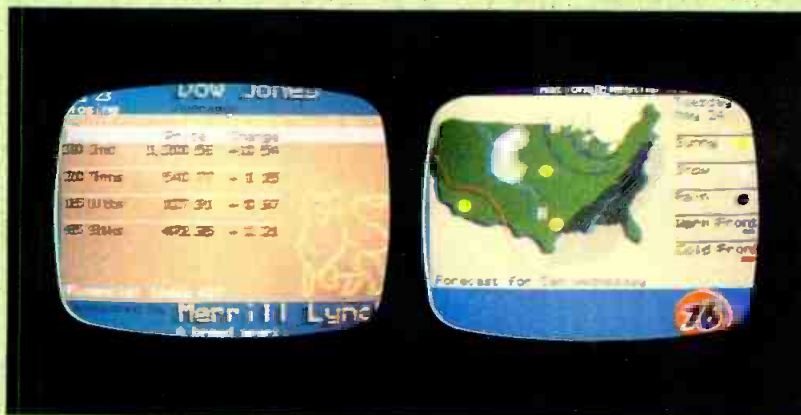
It's available now from some cable television companies, and we're experimenting with new uses of it in our cable operations.

Moving with the technology of the times is another way communications companies like Storer can do their jobs more efficiently every day.

Without stretching your patience.



**Today, Teletext delivers it on demand.
Instantly. 24 hours a day.**



STORER

COMMUNICATIONS

**Moving with the technology
of the times.**

The DJ who first attempted to train a live buffalo as a station mascot is moving to Music Country Radio Network.



And it darn near killed him. The buffalo, that is.

But that wasn't the first first for Charlie Douglas. He also pulled off the first live broadcast from atop a rodeo bull. It lasted four seconds, broke a few records and three ribs.

In fact, Charlie's list of firsts is long, but not nearly so long as if he were doing the telling. Now Charlie's got a new first. He's probably the first D.J. to leave a job (13 years at WWL in New Orleans) without giving up his board shift.

Because Charlie, and WWL, are now with Music Country Radio Network, a nationwide, all-night, live country music variety program that has an impressive list of firsts all its own. It's a winning mix of top tunes, guest interviews, listener call-ins and the latest in news, sports and weather. Music Country Radio Network is a joint venture of WSM, Inc., and the Associated Press, and is the only program of its kind on the air. No wonder one-of-a-kind Charlie Douglas is a perfect fit.

Listen to him. He always has something to say—Charlie's one more reason why Music Country Radio Network is the only place to be in the country at night. Represented by the Christal Company. Contact Sofia Mannos, 202/833-5922.





STATE OF THE ART

JOURNALISM

On the eve of the annual convention of the Radio-Television News Directors Association, BROADCASTING set a reporting team to work canvassing the nation for its annual state of the art report on journalism—this year concentrating on the status quo at local radio and television stations, as well as monitoring the continued growth of the national news and public affairs operations serving the cable industry. What we discovered: that radio deregulation has had a profound effect on the operations of a number of stations, particularly in larger markets, and that news directors fear that situation may worsen; that Christine Craft may be the most talked about journalistic figure of the year, and that 24-hour cable TV news is almost a new medium in itself. Those and far more journalistic discoveries appear in the special report that follows on page 50.

HARD NEWS H HARD TO IGNO



WASHINGTON COVERAGE

NEWSFEED'S Washington Bureau gives you custom coverage on the stories that affect you and your audience. When the story moves from your town to Washington D.C., NEWSFEED is there with the in-depth coverage you need.

REQUEST COVERAGE

Local stories don't stop at your city line. So when you need out of town

coverage, NEWSFEED gets it for you: quickly, professionally, and cost-effectively.

When it comes to giving stations the kind of responsive, on-the-scene news support they need, nothing beats NEWSFEED.

BREAKING NEWS

"Your coverage of the Cincinnati plane fire was better than anything else we could get."

—Jack Frazier. WAGA-TV, Atlanta

The NEWSFEED Network is a nationwide organization of nearly 50 television stations exchanging hard news, breaking sports, weather news, Washington coverage, request coverage, multi-part series and timely features. No network feed or other source does as much.

NEWSFEED gives its stations two feeds a day: one at 4PM and the second at 10:10PM eastern time. Each feed with important breaking stories you can't get anywhere else.

Breaking news around the country becomes local news for you.

ONLY ONE STATION PER MARKET

NEWSFEED'S exclusive! If you don't get the NEWSFEED advantage it's a good bet that one of your competitors will.



BREAKING SPORTS

NEWSFEED is America's number one source for game highlights and topical sports coverage. Baseball, football, hockey, basketball and more; with NEWSFEED on your team, when you "go to the videotape" ... there's a lot more videotape to go to. In fact, last year NEWSFEED sent more than 3500 sports items to its member stations; that's more than 250 each month!



"There was a sensational murder case in Milwaukee a while ago. The guy fled to Portland, Oregon and was caught there. We contacted the local NEWSFEED station in Portland and asked them to go out and shoot it for us. Then called NEWSFEED operations in Philadelphia to get it on the next feed. It worked great. We got what

ARD FACTS. RE: NEWSFEED

we wanted and the local station in Portland got tipped to a story.

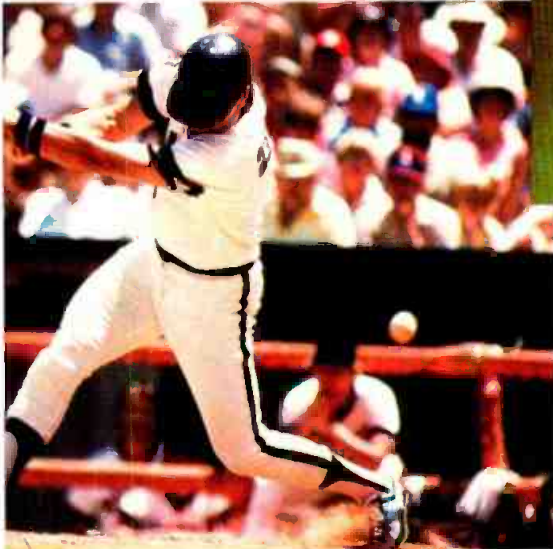
"NEWSFEED is like having a network of your own. There's nothing like it!"

—Eric Anderson, WITI-TV, Milwaukee

MULTI-PART SERIES

NEWSFEED members share timely, important multi-part series. NEWSFEED multi-part series cover the hot issues while they're still hot. The issues that people care about, talk about, and feel about are reported by NEWSFEED in depth.

Whatever the topic, from toxic waste to toxic shock, from nagging backache to nuclear power, NEWS-



FEED gives you the exclusive material your competition just can't get.

And there's more! NEWSFEED will be providing custom coverage for its member stations of the 1984 political



conventions and the Summer Olympics. NEWSFEED will be bringing its members content that will help them to demonstrate news leadership in their markets.

NEWSFEED is flexible, economic, and custom-tailored to meet your needs. For more information, contact Group W Productions or our Vice President and General Manager, Richard Sabreen, at 90 Park Avenue, New York, New York 10016, (212) 983-6500.



Member Stations:

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 ■ WLS-TV Chicago ■ KYW-TV Philadelphia
 ■ KPIX San Francisco
 WBZ-TV Boston ■ WJBK-TV Detroit
 WDVM-TV Washington, D.C.
 WJKW-TV Cleveland ■ WFAA-TV Dallas
 ■ KHOU-TV Houston KDKA-TV Pittsburgh
 ■ KOMO-TV Seattle
 WAGA-TV Atlanta ■ KSTP-TV Minneapolis
 ■ WJZ-TV Baltimore KXTV Sacramento
 ■ WISH-TV Indianapolis
 ■ KATU-TV Portland ■ KCST-TV San Diego
 ■ WCPO-TV Cincinnati WITI-TV Milwaukee
 ■ WKBW-TV Buffalo WPCQ-TV Charlotte
 ■ WVEC-TV Norfolk ■ WTVG-TV Toledo
 WALA-TV Mobile ■ KGGM-TV Albuquerque
 WJKS-TV Jacksonville KREM-TV Spokane
 ■ KWWL-TV Waterloo WTVQ-TV Lexington
 WANE-TV Ft. Wayne ■ KELO-TV Sioux Falls
 KLAS-TV Las Vegas WCSC-TV Charleston
 KMTR-TV Eugene KTIV
 Sioux City KIVI-TV Boise
 KENW-TV Portales Network
 10 Australia

THE
NEWSFEED
 NETWORK

The shifting environment in radio news

News directors see deregulation changing news makeup at many stations

A BROADCASTING sampling of radio news directors finds them divided on the real world consequences of the FCC's deregulation of radio two years ago.

Some believe deregulation has had a negative impact on news operations at some radio stations. That situation becomes most apparent in major cities where some music-formatted stations are cutting back on news staffs and news programming. The slack, however, news directors say, is being picked up by all-news and news/talk stations. And although the rising popularity of top 40 radio formats and other youth-oriented programming may, in some cases, be squeezing out news and public affairs programming, especially on FM stations, most news directors decline to categorize it as a trend because too few have changed and too little time has passed since deregulation.

Some radio stations have increased news coverage or altered the type of stories (more consumer-oriented, less police, for instance), basing decisions on what each believes its audience wants. Some stations are finding news a key element in differentiating themselves from the competition.

An indication on where radio news was heading surfaced in a survey published in May by the Radio-Television News Directors Association. It found that radio deregulation "had set news back at a few stations, mainly in larger markets, but moved it ahead at a few others, with a net effect of cutbacks in roughly one of every 100 news operations." RTNDA said that 87% of the 335 radio stations that answered the survey reported no change in their news and public affairs operations because of deregulation.

Moreover, the RTNDA study showed that while 3% of the stations responding to the survey reported they had cut back news operations, another 2% reported they had upgraded news operations, leaving a net effect of 1%—or, on a projected basis, about 50 of the 5,000 commercial radio stations in operation. In the public affairs area, RTNDA said 9% indicated they had cut time or staff, while 1% reported an increase, leaving a net effect of 8%—approximately 400 radio stations on a projected basis.

The most stable news operations, RTNDA reported, were in "major" and "small" markets, where, respectively, 97% and 90% reported no change due to deregulation. In "large" markets, 84% of the sample said they had changed news and public affairs operations, while at "medium" market stations 83% reported some change. The survey was conducted in mid-1982 by Vernon Stone, director of the school of journalism at Southern Illinois University and chairman of the RTNDA research committee.

At Hearst Corp.-owned WBAL(AM) Baltimore deregulation has resulted in an increase in news, said news director Jeffrey Beau-

champ. Since deregulation, he said, WBAL has increased its news staff from 10 to 12 and added four wire services. On Sept. 1 the station also started picking up selected features from CNN Radio, which it mixes in with its regular newscasts. Beauchamp explained it was "unfortunate" WBAL was upgrading its news operations because it meant other stations in the market—especially FM stations—had downgraded theirs after the FCC's deregulatory actions.

John Mainelli, vice president, news and programming, at Gannett's KSDO(AM) San Diego—the only news/talk station in Gannett's group of 13 radio stations—said his station checked the ratings books of about a half dozen radio stations in major markets and discovered a declining interest by listeners in news/talk formats. He suggested all-news stations are suffering from a lack of a "truly significant" news event—"something like a Watergate"—as well as the usurpation of early morning news by the television net-

more educational than hard news stories. To assist with the latter, however, KIRO has computerized its newsroom. Bremer noted the computer system has "increased the longevity of people at the editor's desk."

One major market that is experiencing retrenchments in news is New York. "I've never seen cutbacks as severe as now," said Michael Prelee, news director at WNEW(AM) there. Prelee, a 35-year veteran in radio with 22 years in the New York area, said his staff over the past few months has been reduced from 25 to 20. His expenses have been cut for travel, and "we can't take people to lunch any more." Prelee attributes the blame to "bottom line reasons" and not a conscious move toward less news programming. The same is happening at co-owned station WNEW-FM, Prelee said, where two news staffers have been released. Especially among youth-oriented FM stations, Prelee said, "it's becoming increasingly difficult to cover news."

Deregulation:

"I don't know of any single thing in the business that causes more concern [among news directors]."

— Ed Pyle, KFWB(AM) Los Angeles

works, which in the past year have launched overnight and early morning news programs, once the private domain of radio.

At KSDO, he said, the station has instituted two "ombudsmen" to monitor what's on the public's mind. Questions are asked by announcers about various issues during the day and listeners are invited to respond via two telephone numbers: one to register a "yes" answer and the other to register "no." The special line can handle 2,000 calls an hour. He also said the emphasis on KSDO's news desk has shifted from "local versus national" to "relevant versus irrelevant" stories. His station has also cut back on afternoon drive news from three to two hours. Seeing trends in all-news stations moving down and news/talk stations moving up, Mainelli explained that KSDO is "trying to become an information station." And with the competition from television increasing on all fronts, "a run-of-the-mill afternoon news update just doesn't do it any more."

In Seattle, "local news has become more competitive," states Vic Bremer, news and program manager at KIRO(AM) Seattle. He's competing against all-news KING(AM) and adult contemporary KOMO(AM), which also is programming a heavier slate of news. To keep the edge (KIRO is the top rated station in Seattle-Everett-Takoma), the station has sent correspondents to Nairobi, Kenya, and even Moscow to do "people to people exchanges." Bremer explains the programs are

Ed Pyle, news director at Group W's all-news KFWB(AM) Los Angeles, said he's not worried about competing news operations at other stations. It's "FM music that takes our audience away," he said. He looks to the FCC, in part, as the cause of his worries. About deregulation, he states unequivocally: "I don't know of any single thing in the business that causes more concern [among news directors]." Pyle said he's watched stations change formats and de-emphasize news. Pyle said one AM music station program director "told his news staff he considered news an interruption of the music. Sure tore the guts out of it. That appears to be a trend." Although Pyle reports he has had to release two of his staff because of budget constraints, it has not diminished his commitment to report news with the eight reporters KFWB has left. He said it "cramps our style to some extent."

But not all radio stations are reducing their news operations. At news/talk KTAR(AM) Phoenix, news director Bob Grosfeld has increased his staff over 20% since joining the station last January, he said. The station also is moving away from wire service stories and doing more local reporting. Although Grosfeld still considers the station's primary objective to be hard news, he said the emphasis has swung from "fewer cop stories" to more consumer-oriented reports. "We're broadening our view of what

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**“The entire
time I was
there
I couldn’t
get her
to smile...
not even
a little.”**

**—NBC Radio News
UN Correspondent
Beverly Byer
reporting from
the Middle East**

photo by Beverly Byer



NBC RADIO NEWS.

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

NBC Radio Network Documentary, "Two Roads to Jerusalem," broadcast the week of July 11, 1983

"She has no father. The entire time I was there I couldn't get her to smile... not even a little. I ran down to a shop and bought two little dresses, one green, one yellow, for her and her sister. But she just wouldn't, or couldn't smile. It really gave me the chills."

The words of correspondent Beverly Byer help describe the seemingly insolvable situation in Palestine. After making an extensive tour of refugee camps and conducting hundreds of interviews, she and NBC Radio News Tel Aviv Correspondent Milt Fullerton prepared a documentary and series of special reports entitled "Two Roads to Jerusalem," a vivid and sometimes poignant story of a people divided by religion but not on the burning love of the land they both claim.

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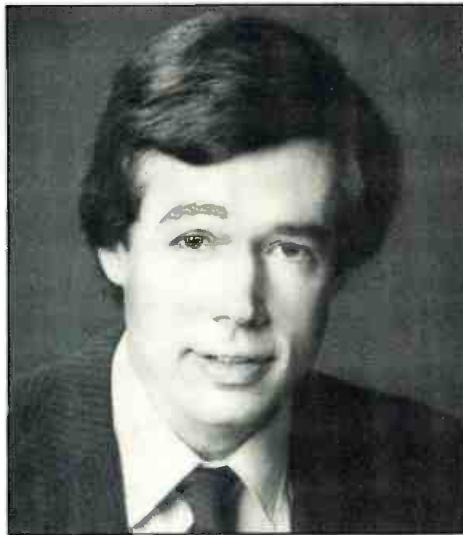
reality is," explained Grosfeld.

Grosfeld said he has also set up an "ad hoc" investigative team of reporters who at any time can be pulled off their normal beats and put to investigative tasks. Recently, Grosfeld said, within 24 hours of a tip-off, the team was able to investigate and report an illegal gold and silver commodities ring.

But there are stations that are leaving all-news and news/talk for other formats. KCNN(AM) San Diego adopted the call letters after signing up with CNN Radio. It will soon drop those call letters and switch to a big band format after experimenting with it on the weekends and discovering its ratings were higher during that period. In addition, the San Diego market—with two million in the ADI—was hovering at what Jim Price, general manager of KCNN, believes is the smallest size that can support an all-news station.

KRQX(AM) Dallas, formerly WFAA(AM), was for the last six and a half years a news/talk station. On July 4, it switched to a "good times rock 'n' roll" format, which is a variant on rock oldies. According to KRQX operations manager Tom Bender, the decision to change the format was "not a question of demand, as much as a practical business decision." Bender said switching from news/talk was difficult because the station's parent, A.H. Belo Co., owns the *Dallas Morning News*. The change involved laying off about 35 people, Bender explained, about half associated with the news desk. But with the news/talk format, Bender said, the station was not making a profit because of its "people intensive" requirements. KRQX now carries a network news feed which it airs on the half hour during morning and afternoon drive periods.

But WCNN(AM) Atlanta is sticking with CNN Radio because "it's the best decision we ever made," said WCNN President Charles Smithgall. The CNN Radio news feed augments the news turned out by his staff of 15, Smithgall said, and the station is about to launch a \$500,000 advertising and promotional campaign to attract listener attention since competitor WGST(AM) recently went from all-news to news/talk. During



Mainelli

morning and afternoon drive periods, Smithgall said, WCNN programs 26 minutes of local news and 17 minutes of network news every hour, while during the off periods of midday and evening it runs 30 minutes of network and 13 minutes of local.

The number of news/talk stations "isn't growing necessarily, but it's holding constant," remarked Jerry Johnson, a Los Angeles-based programing consultant. One of the problems with news/talk formats, he suggested, is the relatively long investment period required of owners before the format turns profitable. "It takes two to three years of basic development and marketing before news/talk sees a return," Johnson said. That's a much longer time, he noted, than music-to-music changes, which can show effects within a rating book or two.

At Cox Broadcasting's WIOD(AM) Miami, an MOR/talk station, general manager Joel Day explains the news is reported with a "little more science."

"We don't use the term 'news' any more," he said. Instead, it's "information," which Day noted is "more encompassing." Instead of reacting to the news wire, Day said, the station is now doing more of its own stories—without a change in the news staff,



Lerner

either. For example, recently the avant garde artist Christo "wrapped" one of the islands in Biscayne Bay off Miami, creating a controversy between the artist and the environmental community. "A year ago we would have covered that as a straight news story," explained Day. In this case, he said, WIOD interviewed both the artist and environmentalists, deployed reporters around the bay area to get reaction and featured the subject as part of its talk programing segments. "Where before we depended on network news," Day said, the newscasts are spruced up with "more entertainment, more personality."

Joe Gillespie, executive director of Group W's all news WINS(AM) New York, said the way news is reported may be more important—for smaller, music-formatted stations—than how much news is reported. "During the days of regulation, how many stations didn't bury their newscasts in the middle of the night?" Gillespie asked. More important for stations without great resources at their disposal (WINS has a news staff of over 50) is "where you put it, and are you talking about the right things?" Gillespie also is not happy with network radio news; both the quality and timeliness, he believes, are forced to make way for television. At the networks, he said, "it's obvious TV's running the show and radio's behind it." As a result, he said, local radio stations are becoming more sophisticated in their own in reporting the news.

Lori Lerner, news director at KHJ(AM) Los Angeles, is planning a 40-minute simulated broadcast of an earthquake hitting Los Angeles for airing some time this fall. Punctuated with several disclaimers throughout the newscast, it is being scheduled to air during morning drive time. Lerner said precautions will be taken to make sure the newscast does not produce the same hysterical conclusions evoked years ago by Orson Welles's production of "War of the Worlds." The purpose of the broadcast, she explained, will be to instruct people in emergency aid procedures. "I want to shake people up," she said. Los Angeles could be struck by an earthquake any time, Lerner said, and the simulated newscast will be part of the station's public



KIRO(AM) Seattle's electronic newsroom.

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affairs efforts.

Radio may have come around to imitating television—or at least finding in television a source of inspiration. At news/talk WCKY(AM) Cincinnati, the afternoon drive period has switched from all-news to news/talk. Formerly, according to WCKY program director Jim Glass, the station had to maintain a “strong hourly flow” of news during the afternoon drive period. Now with a news/talk format, the programming is “not relying on static presentations.” The true dif-

ference, however, was emphasized by news director Mark Neeley, who pointed out that none of the station’s 17-member news staff were sacrificed in the format switch. That, he noted, frees reporters, writers and producers for more creative work. As an example, he cited the Soviet Union’s recent destruction of a Korean Airlines passenger jet. The news/talk format enabled the news staff to collect opinions from experts on the Soviet Union from nearby universities and place

a telephone interview with a U.S. congressman, who, at the time, was in Seoul, South Korea. In addition, reporters hit the street to record the local public reaction. Program director Glass likens the program to a radio version of ABC’s *Nightline* (the talk segments are hosted by a former news director at a local TV station). With more reporters free to report rather than rewrite wire copy, Neeley noted, a higher quality product is being produced. □

What’s on the minds of TV news directors?

Issues being discussed in markets large and small include Christine Craft case, proliferation of syndicated news programming and impact of newsgathering technologies

As television news directors prepare for the trip to Las Vegas this week for the 1983 Radio-Television News Directors Association convention (see page 72), they will be pondering a number of issues, both newly emerged and longstanding. Probably the most recent issue to surface, as a result of Christine Craft’s initial court victory over Metromedia’s KMBC-TV Kansas City, Mo., is the relationship between management and on-air talent. A jury ruled that the station had fraudulently misrepresented itself in its dealings with co-anchor Craft; though the judge in the case has yet to rule on allegations of sexual discrimination. Just about every news director in the business has an opinion on the case (although some are reluctant to share those views for publication), and a panel session at the RTNDA convention will deal exclusively with the issue.

Another emerging issue that news directors are facing is the placement of ever-increasing number of syndicated news inserts and program blocks in the local newscast. There are dozens of such services in the marketplace today, and, according to several news consultants, a number of them are selling quite well.

Issues that have been in the forefront for quite some time, and that are likely to remain there, for a while, include what some describe as the increasing pressure by law enforcement authorities forcing stations to hand over outtakes and reporters’ notes; access to information; cameras in courtrooms and legislatures; the effect of technology on newsgathering, and heightened competition for viewership by cable and independent sta-

tions. Obtaining full First Amendment parity with the print press is still of some concern, although most news directors, when asked, suggested that repeal of the fairness doctrine would not substantially alter the structure of their news programs or the way in which the news is presented.

Spiraling production costs and the ability to find and keep talented journalists are concerns also cited by some news directors.

Chris Craft aftermath

A BROADCASTING survey of news directors at affiliates, independents and noncommercial stations in large, medium and small markets discovered that by-and-large, the industry believes that station management at KMBC-TV bungled its handling of Christine Craft, and that the case represents an isolated instance that, in the long term, will probably have no profound impact on television journalism. And while the case probably did not do much for the image of those in the news consulting business, many of whom, even before the Craft case broke, were perceived by the general public as little more than “news doctors” providing injections of flash and glitter to boost ratings, news directors maintained that consultants, as a rule, provide a valuable service—offering an outside and, presumably, fresh perspective.

“I don’t think it happens a lot,” said Jeff Wald, news director at independent KTLA-TV Los Angeles, referring to the Craft case. Wald, a former news consultant (he worked for Frank N. Magid Associates), said that from what he understood of the case, Craft was handled “totally unprofessionally,” and that the jury verdict was the correct one.

As to the role of consultants, Wald said they should be used simply as “another resource,” and not be put in the position of actually programming the news operation. At KMBC-TV, he added, it appeared that station management took everything the station’s news consultant offered “as gospel.”

Bill Yeager, news director at KYW-TV Philadelphia, said that KMBC-TV management could have removed Craft and avoided the lawsuit “by just getting the proper legal advice before they acted.” He said that the case probably won’t have a profound impact on TV journalism, but added that the case could prove to be of greater significance should the judge find Metromedia guilty of sex discrimination.

Yeager said that Craft had not diminished

his belief that news consultants serve a useful function. “Our news consultant,” he said, “has helped locate talent, critique programs, and generally bring some ideas to our attention that we hadn’t thought of.”

Alan Oldfield, news director at KGAN-TV Cedar Rapids, Iowa, said that although the Craft case is one that managers and talent will keep in mind, it did not spark “a wholesale change in the way I deal with my people. KMBC probably did not handle it as well as it could have.” Oldfield added that the case probably did “terrible things” to the image of news consultants. “The public likes to gossip about TV, and consultants are an easy target.”

Alan Nesbitt, news director at WPVI-TV Philadelphia, suggested that even with all the negative press that surrounded the case, “if it has raised the awareness of women’s rightful role in the media, that’s healthy.” He added, however, that contractual disputes similar to the one that arose in the Craft case are probably not as uncommon as many would like to believe, and probably involve male as well as female anchors.

John Corporan, senior vice president, news, at WPIX-TV New York, where Independent Network News is based, agreed that the Craft case was not that significant overall. “Stations may be more cautious when talking with their talent,” he said. And despite Craft, “stations have the right to decide who should be on the air, but they also have a moral obligation to be straightforward with their talent. Craft was handled badly.”

Most of the news directors polled did not disagree that there is an element of show business to journalism television. As Corporan put it, when a station makes the final call as to who goes on the air and who does not, “it must take into consideration the look and appearance” of its choice.

And while news consultants may have



Wald



Yeager



Nesbitt



Corporan

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Live, from Dayton, it's the news. WDTN(TV) Dayton, Ohio, presents what its news executives say is a quality newscast at 6 p.m. But they felt they needed something more—an edge—in gaining audience. So they decided to invite people to view the show as it was being broadcast. The large studio can accommodate an audience of 75. And since Sept. 6, anchor Jack Hicks and the rest of the news team have been working before an audience whose members have been selected from mailing lists and ZIP Code directories. News directors Steve Olszyk credits the station's general manager, Howard Ritchie, with the idea, and says the hope is for "a ripple effect," with members of the audience talking about it to friends and thus simulating interest in the program, which trails WHO-TV's evening news in the ratings. "We'll keep it up for a year," Olszyk says.

suffered a minor setback from a public relations standpoint, said Corporan, that business probably did not incur any "fundamental damage." Much was made of a focus group session conducted by KMBC-TV's news consultants at the time, Media Associates (which subsequently merged with another consulting firm, ERA Research, to form Audience Research and Development, Dallas), during which a consultant, in a recording of the session was heard describing Craft as a "mutt." There are those, including Corporan, who suspect that while such a characterization is unfortunate, it may have been taken out of context. Corporan suggested that the consultant may have been trying to elicit a reaction from the group. "The best reporters have been known to ask tough questions that bring their subjects right out of their chairs," he said.

Willis Duff, chief executive officer of Audience Research and Development, contended that the "mutt" remark was made "in response to what somebody else said." And in any event, "it had no measurable effect on the research."

The impact of Craft, suggested Duff, will probably not be long-standing, and is more or less a byproduct of the "enormous amount of media exposure that she received after the verdict. She was on every talk show and interview program and in each instance presented a straightforward and repeated litaney, focusing on the issues of cosmetics versus journalism and why she was fired." And the repeated exposure on television of her story, said Duff, "impacted the public mind. The newspaper people echoed her like the Grand Canyon," said Duff, and in the process took advantage of the opportunity to force TV

journalism into the role of the "unsubstantial, irresponsible" heavy, while painting print journalism as the pure, balanced, truthful medium.

"I was really irked," said Duff, "when Craft, appearing on one program, made the comment, 'I'm a journalist and there are few of us left [in television news].' In a sense, she took her case out against the entire industry, which doesn't deserve it."

The growth of syndicated news

While the Craft case is bound to attract robust discussion at RTNDA, the questions of how, or whether, to use syndicated news program services in the local newscast is also a hot topic among news directors, according to Steve Ridge, manager, television consultation, Frank N. Magid Associates, the Marion, Iowa-based media consulting firm. Not only are a number of the available services selling quite well, said Ridge, but in many instances, stations are picking them up "in place of expansion," perhaps because such services cost less (or the costs are more spread out) than the investment required by a station to expand its local news.

While many of the available services are inserts, segments and other short-form offerings, today (Sept. 19) marks the debut of a half-hour, feature-oriented ("news-you-can-use programming," as Ridge puts it) program entitled *Newscope*. The new offering is a co-production of Gannett and Telepictures, and a spokesman indicated that as of last week between 80 and 90 stations had signed to carry the program (designed as a lead-in or lead-out of local or network news), covering over 85% of U.S. TV homes. *Newscope* is

being produced at a new production center in Los Angeles, and each day at 3 p.m. NYT, the various "pieces" of the program will be transmitted via satellite to affiliates. Pieces include the videotaped segments for the day's program, prompter-ready scripts to be transmitted via high-speed data channels and graphics. All the station has to supply is the anchor (or team) and superimposed captions, giving the program a local look. Daily segments will deal with personal finance, medical topics, consumer affairs, the economy and entertainment. The program will air six days a week, Monday through Saturday.

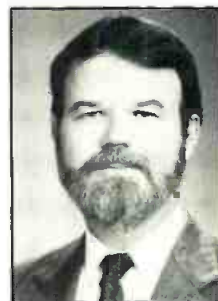
Telepictures also produces a weekly service called News Information Weekly Service (NIWS), available on cassette or via satellite, providing about 25 reports on topics similar to those covered in *Newscope*. About 125 stations subscribe to that service in the U.S. (28 of the top 30 markets) and a total of 160 stations worldwide.

Westinghouse Broadcasting & Cable Co., syndicates *Newsfeed*, which offers hard news and sports. The service is described as a consortium, which currently includes 48 U.S. member stations, four Australian (Network 10) stations and a Brazilian network. *Newsfeed* has set up a Washington bureau and member stations also contribute pieces, for which they are compensated. Stations pay a weekly fee for the service. *Newsfeed* transmits twice a day, an hour-long feed beginning at 4 p.m. and one at about 10:10 p.m. that lasts for about 45 minutes. During the first feed, between 25 and 35 items are transmitted and the second handles between 10 and 20 items.

One timely project that *Newsfeed* is undertaking is a series of conversations between Group W's WBZ-TV Boston sports director and a Network 10 correspondent in Australia concerning the America's Cup final which started last week. The two journalists have been linked via Westar IV and the Trans-Pacific satellite known as Transpac.

Newsfeed also offers one weekly series, usually in three to five parts, of general interest or of interest to a particular part of the country.

Turner Broadcasting System, is also tapping the broadcast market with its two 24-hour news services that were originally developed for cable—CNN and CNN Headline News. It also syndicates the weekly CNN program, *The Week in Review*, a recap of major news events, as a separate offering. CNN is offered as an excerpt service with subscribing stations allowed up to 10 minutes of material per hour with rights to carry live coverage of major breaking stories in



Duff



Ridge

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subscribing stations allowed up to 10 minutes of material per hour with rights to carry live coverage of major breaking stories in their entirety. CNN Headline News is offered in half-hour blocks, with a minimum required carriage time of a half-hour between 6 a.m. and midnight, although stations may opt to carry the service overnight in which case the daily half-hour requirement is waived. A total of 148 stations in 126 markets are carrying either CNN excerpt material or half-hour blocks (usually two or three half hours) of CNN Headline News.

Independent Network News, a New York-based service of the Tribune Co. of Chicago, currently offers four programs that are carried on a total of 144 stations; 88 stations carry INN's half-hour nightly national newscast, usually at 10 p.m., and 91 stations carry INN's half-hour midday reoprt. INN also offers two weekly half-hour programs. *From-The-Editors Desk* features a weekly guest who is questioned by a panel of editors. The guest departs about halfway through the show, and the editors analyze what has been said. INN also distributes the weekly *Wall Street Journal Report*, a joint venture with the *Wall Street Journal*, which is cleared by 94 stations.

Newsbank, the weekly news-program distribution service produced by ABC's owned and operated stations division, will make its first big marketing push at RTNDA. Newsbank is distributed weekly by tape but will convert to satellite transmission on Oct. 6. Between 20 and 25 segments, primarily feature material, are offered by Newsbank each week as well as promotional pieces for the special series ("mini-documentaries") that the service offers. The service, which launched last month, now has 17 subscribing stations, in addition to ABC's five O&O stations.

Visnews is a London-based news agency that provides segments on international stories to the American market. The news agency does not sell the service to individual stations, a spokesman said, but rather to group owners and networks. The service is currently used by Metromedia stations, NBC, PBS and INN.

Metromedia still has plans to introduce its proposed Prime Time News service, presumably in 1984, with an anchor of national prominence. Although the concept is still fluid, the idea is to provide subscribing independent stations with a half-hour national news program.

In addition to the available syndicated services, at least one group of independent stations with aggressive news operations, including WPIX-TV New York, KTVU(TV)

Oakland, Calif., and KTLA-TV Los Angeles, have banded together to form a cooperative venture called the Independent Exchange (INDX). INDX is fed out of New York daily at 7 p.m. with segments on national and international events. The cooperative was designed as a way for independent stations to share the high costs of producing national and international stories. "Independents don't have the ability to lay off costs like the networks do," said Alan Bell, news director at KTVU. "INDX provides a way of redistributing the cost burden [for the same news material] among several users."

The technology of news

The issue of technology and how it affects the practice of television journalism is of continuing interest to news directors. The consensus seems to be that over the past year, the one real breakthrough that could have affected the business did not—the development of the half-inch ENG format. The reason it did not is that news directors—or their bosses—have been reluctant to make the conversion because of the lack of a half-inch standard and uncertainty as to whether or not quarter-inch technology will make half-inch obsolete within a year. KYW-TV's Yeager echoed the sentiment of many of his counterparts when he said: "We are reluctant to leave three-quarter inch now. We will stick with it until a standard is set in half-inch or quarter-inch."

And while the past year may not have produced profound changes in the way news departments conduct business from a technical standpoint, most of those polled felt that the last five years have produced dramatic technological breakthroughs and that even greater change is on the way as stations enter

the computer age.

Satellite technology has been a major asset for independent stations in their quest to become competitive with affiliates in news. KTLA's Wald said that "with satellite communications we've become vital and viable competition. We go on at 10 p.m. and we're able to beat the affiliates with breaking stories." Some affiliated news directors question Wald's claim, however. WABC-TV's Cliff Abromats said that while independents have made some strides in competing on an entertainment programming level, he does not see serious competition from independents in news for the "foreseeable future."

While technology has affected television's approach to news coverage, so have changes in society. Abromats suggests that societal changes may indeed be partially responsible for news expansion at the local level. "In the late 1960's and 70's," he said, "there were some very clear-cut issues that commanded viewers' attention such as the Vietnam war, civil rights, Watergate and the oil embargo." And the issue of inflation soon followed, he notes: "But in 1983, the issues have become a little more muddled—there's a lack of focus." And that, he adds, makes it more difficult for news teams to select those stories that may be of primary interest to the most viewers.

While there may be a tendency with the big-city news operations to emphasize fast-paced, slick and glossy programs, at least one major market news director intends to get back to basics. Larry Lyle of WCIX-TV Miami said he hopes to cover some of the smaller stories that "truly are community oriented in nature. After all, we are a local TV station." And providing service to the local community is the name of the game. □

Cable news: Time is on its side

National networks—CNN, SNC and C-SPAN—do what broadcast networks can't, going live as long as needed

The news departments of the three broadcast networks have the tradition, the experience, the names and the money. But the three cable news networks have the time.

And the Cable News Network, Satellite News Channel and C-SPAN are becoming increasingly skilled at using their time (24 hours a day in each case) to provide unprecedented volume of live coverage of news events and, in the process, help establish themselves as important journalistic forces.

The cable journalists, working for networks dedicated to news and public affairs, are free to telecast an important event as it happens, regardless of when or how long it happens. The broadcast journalists, usually boxed into rigidly defined time slots, are often forced to air a whittled-down version of an important event after it occurs.

Besides honing their ability to telecast live events, the three cable news networks are maturing in other ways:

After suing the broadcast networks and the White House last year for complete pool parity, CNN achieved it this year. The three-

year-old network also opened bureaus in Detroit, Moscow and Beirut and formed a Washington-based investigative unit that contributes regular reports.

SNC is close to completing its nationwide network of "regional associates," local broadcast stations, many of them network affiliates, which provide regional coverage for SNC and produce a regional newscast that is distributed along with SNC to cable affiliates in the region. It has instituted a couple of regular features to incorporate into the flow of hard news in the network's cyclical 18-minute format. An ITFS operator has begun broadcasting the service in cableless Washington and, as a result, it has turned up on television screens in the White House and on Capitol Hill.

C-SPAN, looking forward to increasing its daily hours to 48 with the addition of a second channel this fall, continued to bring its viewers the proceedings of the House of Representatives and other mostly Washington happenings without comment and without interruptions. It beat everybody earlier this year when President Reagan took questions from high school students on segments of C-SPAN's *Close-Up* series. And C-SPAN continued to use the telephone to both enter-

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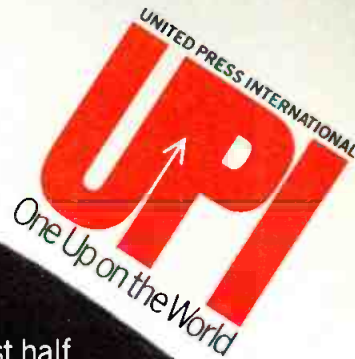
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CNN

tain and get feedback from its viewers.

The audiences for all the cable networks are growing along with the cable universe. CNN, which was launched in June 1980 with a potential audience of 2 million homes, now reaches 20.8 million (25% of all television homes). Since SNC's launch 15 months ago, its potential audience has jumped from 2.6 million homes to 7.5 million. And C-SPAN now reaches around 14 million homes.

All three cable news operations showed their stuff (and their difference from broadcast news) on Aug. 27 when 300,000 people gathered in Washington to petition the government for "jobs, peace and freedom" on the 20th anniversary of Martin Luther King's historic civil rights march on the city. Of the three broadcast networks, only ABC aired live coverage—a single half-hour—during the day-long event. The cable networks poured it on. SNC and CNN were at the demonstration site all day. SNC used mostly live cut-ins. CNN used live cut-ins in the morning and then went live all afternoon for the six-hour afternoon rally at the Lincoln Memorial. C-SPAN aired the entire rally (BROADCASTING, Sept. 5).

The broadcast networks did plenty of live reports on the downing of a Korean airliner by the Soviet Union on Aug. 31, but they could not keep up in the live news race with their 24-hour-a-day counterparts on a story that dribbled out over several days. CNN, for instance, on Sept. 9 telecast live a two-hour press conference from the Soviet foreign ministry building in Moscow during which Soviet Marshal N. V. Ogarkov explained the rationale behind the Russians' action. SNC disrupted its 18-minute cycle for some 30 minutes so its viewers could join U.S. Ambassador to the UN Jeanne Kirkpatrick in the Security Council meeting as she condemned the Soviet action. On the day after the attack, C-SPAN carried live condemnations by Senators Paul Sarbanes (D-Md.) and Donald Riegle (D-Mich.) from Capitol Hill and, last week, it telecast live the memorial service in Washington for Representative Lawrence McDonald (D-Ga.), who was among the 269 who died.

According to CNN's senior vice president, Ed Turner, achieving pool parity with the three broadcast networks has cost CNN plenty—around \$1 million in legal fees and around \$1 million for additional equipment. During CNN's first few years of operation, it was left out of the "tight pools" (situations where only one camera crew and reporter are allowed) in coverage of the President. CNN

filed a lawsuit against the broadcast networks and the White House, which condoned the situation, and an out-of-court settlement was reached in April 1982. A CNN reporter joined the pool rotation, he said, but CNN nonunion camera crews continued to be excluded because of the objections of the networks' union crews. And last month, CNN achieved full pool status and responsibility when it, for the first time, handled the "transmission pool" for President Reagan's trip to Mexico. As the transmission pool during presidential trips abroad, a network is responsible for providing all the production equipment and the transmission networks for sending material home for the other networks and for the broadcasters of the host country.

According to Turner, pool parity is well worth the price. "If you are going to play in the big time, you have to pay the orchestra," he said. "We consider ourselves, albeit new kids on the block, a viable newsgathering organization—1,700 of us worldwide. We want to be treated equally."

CNN's three new bureaus have added extra dimensions to the news service. The Detroit bureau turned up one of CNN's most dramatic stories of the year. In May, Bureau Chief Robert Vito reported that Torch Lake on Michigan's upper peninsula was infested with cancerous fish. Further investigations by CNN found cancerous fish in other rivers and lakes and prompted Representative John Breau (D-La.), a member of the House Subcommittee on Fisheries, Wildlife Conservation and the Environment to call for congressional hearings on the matter. The Moscow bureau was responsible not only for the Ogarkov press conference on the Korean airliner, but also for a similar press conference last April featuring Soviet Foreign Minister Andrei Gromyko and his rebuttal to President Reagan's plan to deploy medium-range nuclear missiles in Europe. That two-hour live event marked a rare live appearance of Gromyko on U.S. television and the first live transmission to the U.S. from a Soviet government building. According to Turner, CNN plans to continue to expand this year with bureaus in Miami, Paris and Mexico City.

CNN's new 25-person investigative team is headed by Ted Kavanau and backed up with a \$1.5 million annual operating budget. According to Turner, the unit has been cranking out two or three pieces a week and an occasional five-part series. Last week, he noted, it was in the midst of a series on the long-term effects of boxing on fighters' brains.

As SNC originally planned it, there were to be 24 regional associates. As it turned out, SNC has found two associates for some regions, but has yet to find any for two regions—north Texas and the Southwest. According to SNC President Bill Scott, most of the north Texas region, however, is being handled by a state network led by SNC's south Texas associate, KENS-TV San Antonio.

When asked, Scott can rattle off a litany of regional associates and the live coverage of at least one news event for which each is responsible. A sampler: KYW-TV Philadel-

phia—last week's memorial services for Grace Kelly; WNEW-TV New York—the celebration of the 100th anniversary of the Brooklyn Bridge; WBZ-TV Boston—last week's America's Cup racing; WDAF-TV Kansas City, Mo.—the Christine Craft trial, and KOMO-TV Seattle—demonstration against a Trident submarine.

If the event calls for it, Scott said, SNC will disrupt its 18-minute news cycle to stick with an important story live. "Day in and day out, we do a lot of live stuff in context of the 18-minute format," said Scott. "But the format comes down to serving the viewer. If somebody is holding the Washington Monument hostage, we are going to give them that. That is what they want."

For the off-year election night last November, SNC exercised its technological muscle to its limit, pulling in satellite feeds from regional associates in some 40 locations. "I think the election night coverage was a unique event in terms of marrying of the technology with journalism," said Scott. That the coverage worked well, he said, should "give others confidence in using the technology."

Despite SNC's commitment to provide all the news in 18 minutes, SNC has found time to slip in two regular features. "Health Watch" exploits the nation's current fascination with good health, while "Wars of the World" keeps viewers up to date on the some 40 wars in progress globally.

SNC is no longer exclusively a cable service. Last March, the Instructional Television Fixed Service system at the George Mason University in suburban Washington began broadcasting it along with C-SPAN to institutions and businesses in cableless Washington.

"The byword for us this year has been 'live,'" said C-SPAN President Brian Lamb. Since late last year, he said, the network has carried "an awful lot of live events, the mainstay being congressional hearings."

As it happened, some of those hearings produced some good television. There were the congressional investigations into the superfund for toxic waste cleanup and the confirmation hearings for Kenneth Adelman as director of the Arms Control and Disarmament Agency.

Despite the growing importance of hearings in the C-SPAN schedule, Lamb said, gavel-to-gavel coverage of the House of Representatives will remain the cornerstone and "the strong philosophical backbone" of the network. "One of the most important things we can do is to provide the public with



SNC

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the people's House when its in session," he said. "Even when its boring, dull or insignificant, it's an important ingredient of what the network wants to be."

C-SPAN has also increased its live coverage of speeches at the National Press Club and of other Washington-oriented special events. In the latter category, Lamb points to C-SPAN's live coverage of large portions of the National Governors Conference and the Conservative Political Action Conference. The governors' conference was noteworthy, he said, in that it featured a 25-minute speech by the camera-shy chief justice of the United States, Warren Burger.

Using its satellite transponder on Galaxy I, a cable program distribution satellite launched over the summer, C-SPAN hopes to offer a second channel of service to its cable subscribers. According to Lamb, the second channel will permit the network to carry hearings and other events live while the House is in session. If the Senate opens its doors to television cameras, however, he said, gavel-to-gavel coverage of that body will have top priority. "The Senate is the final resting place for a lot of legislation," Lamb said.

(Lamb, who has been lobbying long and hard for television in the Senate, said a resolution to permit it may come up late this month or early next with a 50-50 chance of passage. A compromise resolution would permit television in the Senate only during debate that the senators "deem important," he said.)

According to Lamb, the willingness of the cable networks, particularly CNN and SNC, is carry events live will ultimately have a "liberating" effect on the broadcast networks. With the cable networks on the scene, he said, "the responsibility of the networks [to cover an event live] is not as great as it used to be," he says. "If nobody else were doing it, there would be more pressure on [the networks] to do it." Absent the responsibility and pressure, he says, the net-

works will be able to program whatever will make them the most money. That's going to become increasingly important, he says, as cable networks continue to erode the broadcast networks' audiences and profit margins.

The telephone is playing an increasingly important role at C-SPAN. According to Lamb, the network currently features three one-hour call-in shows each weekday. The first—at 9 a.m. NYT—features a journalist who talks over the day's headlines with the host and the callers. The 5 and 9 p.m. shows usually feature a congressman or other high-level official, but nongovernment personalities may appear. The hosting duties are shared by Lamb and four other C-SPAN staffers: Carrie Collins, Susan Swain, Carl Rutan and Bruce Collins. In keeping with the network's no-star policy, the hosts rotate on the various call-in shows, Lamb said, so that none become associated with a particular show or time slot.

Some of C-SPAN's best telephone work is done on an ad hoc basis. After presidential addresses, live coverage of special events or during national crises, Lamb said, C-SPAN will open the phones. After this year's state-of-the-union speech by the President, he said, the first voice viewers heard was not that of some commentator providing instant analysis, but of a caller in Orlando, Fla., expressing his opinion. The call-in shows, Lamb said, are "nothing fancy, just an outlet through which the public can express its thoughts."

As every television journalist knows, 1984 promises to be a boom year for news. Not only is it a presidential election year, but it's the first year since 1932 that the U.S. will host (in Los Angeles) the Olympic games. The cable networks will be ready.

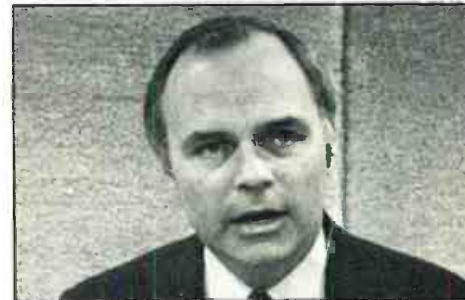
CNN doesn't intend to play second fiddle to anyone at either the Democratic convention in San Francisco or the Republican convention in Dallas. "My goal is to make CNN the network of record," said Turner. "It will be more than gavel-to-gavel. We'll be there



CNN's Turner



SNC's Scott



C-SPAN's Lamb

before the first gavel falls and long after the closing gavel hits." During the conventions, CNN will use its booth at the convention centers as its "prime base and cut away for everything else."

For the Olympics, CNN has assembled a 12-person unit to prepare a profile on Olympic athletes from around the world, he said. The profiles begin airing today (Sept. 19). Turner was not sanguine about CNN's ability to cover the games themselves, because ABC holds the television rights.

C-SPAN, essentially a Washington service, will roam far afield to carry both conventions in its usual style: no interruption. The C-SPAN viewers will experience the same ennui and excitement as the convention delegates.

Since SNC is half-owned by ABC (Group W holds the other half), it should have an easier time picking up video from the games. And Scott is also looking forward to the election year. SNC has called a meeting of the news directors of its regional associates at the Radio-Television News Directors Association in Las Vegas this week to plan the network's convention coverage. In addition to the SNC crews at the convention, Scott expects to be able to call upon the crews and reporters of at least a dozen regional associates. The entire election year, Scott said, should serve as another demonstration of the SNC regional associate concept. "You'll see it all come together in the single strongest demonstration and it will be dynamite." □



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Journalists converge on Las Vegas

Heading agenda of 38th annual conference are discussion of Craft case, competitive race for president-elect, speeches by Brinkley and Chancellor

Radio and television station news executives who attend the 38th annual international conference of the Radio-Television News Directors Association, beginning Thursday at Las Vegas's Caesars Palace, in hopes of learning how to deal with the problems and challenges of their jobs, will find one session inspired by a story the stations and networks have played prominently in newscasts over the past months—the Christine Craft court case.

There will be a number of other matters, too, to attract attention at the three-day conference, from technology to the speeches of such network news stars as ABC's David Brinkley, who will deliver the keynote address on Thursday morning, and NBC's John Chancellor, who will close the program at dinner on Saturday, when he accepts the RTNDA's Paul White Award. But perhaps the issue attracting the most attention among RTNDA members is the lively election contest for president-elect, the first such contest

since 1980.

Not only are Lou Adler, of WOR(AM) New York and John Spain, of WBRZ-TV Baton Rouge, writing and telephoning members in search of support at the Friday afternoon business session when votes will be cast, there are significant differences between them on issues.

Adler, who seems particularly interested in changing RTNDA's course, says he favors the termination of RTNDA relationships that might be considered to contain "the potential for a conflict of interest." He referred specifically to the practice of RTNDA holding regional meetings in association with the Associated Press and United Press International functions—"piggybacking" on them as he puts it—as well as other organizations. The aim is to reduce costs for members in less populous states who find it difficult to attend separate meetings of the wire service association and RTNDA. But Adler, who notes the issue has "split the RTNDA board," said, "We shouldn't ride on the backs of those whose business it is to sell us something."

He also opposes the present method of electing RTNDA officers—by secret ballot at the annual conference. He feels that disenfranchises members unable to attend the annual meeting. The process becomes "an old boy network," he said. "We end up with a crowning instead of an election." He favors allowing members to vote by mail.

Spain, who like Adler is a member of the RTNDA board, disagrees on both points. As for breaking relations with the wire services, he says it is "something we should work toward." But he does not see the relationship as posing "an ethical problem." And from "a practical standpoint," he says, "outside of large, urban areas, members can only afford to go to one meeting." As for the manner in which RTNDA elects its officers, he says, "The present system allows people to meet with the candidates; it's important for officers to have the one-on-one contact." He doesn't think either of Adler's proposals has much support among the members.

Adler also indicated he is concerned about

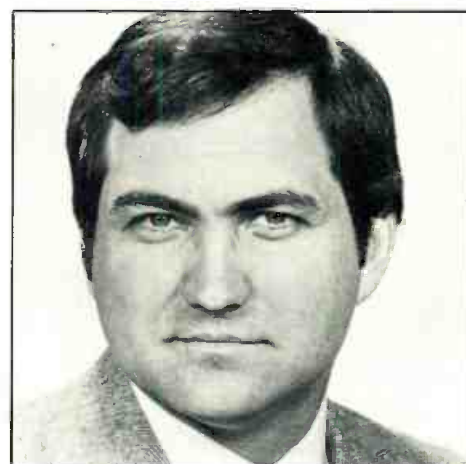
the future of RTNDA. He said he favors the present RTNDA policy of holding regional conferences in an effort to bring the services of which the organization is capable "to the remotest areas of the country." Adler says that as president he would vigorously pursue that policy. For he says, "There is unrest" among radio station news executives who feel that "television is taking over" the organization. "They want to be served; they're threatening to leave and set up an organization of their own." Adler heads a committee appointed by outgoing RTNDA President Dean Mell, of KHQ Inc., Spokane, Wash., to address the concerns of radio news executives.

Spain expressed similar uneasiness. "We're all concerned about the role of radio in the organization," he said. "We have to find a way to make RTNDA meaningful for people who can't go to Las Vegas." He said the speeches and seminars could be reproduced in written and audio form and distributed to members. "That would be useful to people whether they attend the conference or not," he said.

Whoever wins the election will succeed Ed Godfrey of WAVE-TV Louisville, Ky., who as president-elect is serving as program chairman for the conference. Godfrey



Adler



Spain

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September 7, 1983

moves up to the office of president, succeeding Mell.

The decision to add a session on the Craft affair was a last-minute one that required the elimination of a session on computers. But conference planners felt the court decision in which the former co-anchor at KMBC-TV Kansas City, Mo., won a \$500,000 award against Metromedia Inc., in what is viewed as a landmark suit, would be uppermost on the minds of those who do much of the hiring and firing in the nation's broadcast newsrooms. Craft said she had been demoted because she was too old and unattractive—after being hired, she said Metromedia had assured her, because of her credentials as a journalist.

"The Craft Decision—What Does it Really Mean?" will be moderated by Skip Haley, of WSFA-TV Montgomery, Ala. The panel will include Joel Chaseman, president of Post-Newsweek Stations Inc.; Diane Cum-

mings, KEYT-TV Santa Barbara, Calif. (which Craft left to join KMBC-TV); Willis Duff, chief executive officer and senior partner of Audience R&D, Dallas (the consulting firm retained by Craft's former employer KMBC-TV) and Gail Westrup, KLAS-TV Las Vegas.

More than 2,000 registrants—RTNDA members, spouses, students, working press and exhibitors—are expected at the conference, according to RTNDA Executive Vice President Ernie Schultz. And one change they will notice in the program from former years, he said, is that more time is being set aside for visits to the exhibits. Some 100 organizations have reserved exhibition space. Because conference planners believe the exhibits represent particularly impressive electronic news equipment, chief engineers have been officially invited to the conference for the first time. Among the exhibits will be a fully operational state-of-

the-art radio studio from which broadcasts will originate during the conference. The studio, recently acquired by KSL Radio in Salt Lake City, will be installed there following the conference.

The selection of Brinkley as keynoter will enable the veteran broadcast journalist to circulate among those who honored him last year with the Paul White Award. Because he was in the People's Republic of China at the time on a private visit, the presentation was filmed in advance and shown at the conference.

Besides Brinkley and Chancellor, those attending the conference will hear Don Hewitt, executive producer of *60 Minutes*; ABC commentator Paul Harvey and Diane Sawyer, co-anchor of the *CBS Morning News*, who will be luncheon speakers. And broadcast news pioneer Sig Mickelson will be present to accept the RTNDA Distinguished Service Award. □

Thursday through Saturday at RTNDA

Thursday, Sept. 22

Award ceremony. 9:30-9:45 a.m. Julius, Augustus, Tiberius. Presentation of Distinguished Service Award to Sig Mickelson.

Keynote address. 9:45-10:15 a.m. Julius, Augustus, Tiberius. Speaker: David Brinkley, ABC News.

Exhibit opening and reception. 10:15 a.m.-noon.

Luncheon. Noon-2 p.m. Sports pavilion. RTNDA Canadian report from President Thompson MacDonald; foundation report and address by Don Hewitt, executive producer, *60 Minutes*.

Exhibits open. 2-3:30 p.m.

Concurrent radio and TV workshops. 3:30-5:30 p.m. Galba, Titus. *The PR Experts* (radio). Moderator: Lou Adler, WOR(AM) New York. Panelists: Herb Schmertz, Mobil Oil; Michael Klepper, Michael Klepper Associates; George Glazer, Hill & Knowlton; Phillip Schneider, Dow Chemical.

TV Assignment Desk. Julius, Augustus. Moderator: Zeke Segal, CBS News. Panelists: Chris Schmidt, WREG-TV Memphis; Jon Mangum, WKRG-TV Mobile, Ala.; Steve Minium, KPNX-TV Phoenix.

General session. 5:30-7:30 p.m. Julius Augustus. *The Craft Decision—What Does It Really Mean?* Moderator: Skip Haley, WSFA-TV Montgomery, Ala. Panelists: Joel Chaseman, Post-Newsweek; Diane Cummings, KEYT-TV Santa Barbara, Calif.; Willis Duff, Audience Research & Development; Gail Westrup, KLAS-TV Las Vegas.

Friday, Sept. 23

Joint workshops. 9-11 a.m. Julius, Augustus. *Radio-TV News Writing*. Moderator: Rob Sunde, ABC Information Network. Panelists: Charles Osgood, CBS News; Av Westin, ABC News.

Trouble in the Newsroom—Booze and Pills. Tiberius, Claudius. Moderator: Tom Becherer, WLKY-TV Louisville, Ky. Panelists: Jim Wollert, Memphis State University; Lou Sanman, ABC-TV; Ellen Baker, VA Center, Palo Alto, Calif.

Exhibits open and reception. 11 a.m.-noon.

Luncheon. Sports pavilion. Noon-2 p.m. Radio awards presentation; luncheon address by Paul Harvey, radio commentator.

Business meeting. 2-3:30 p.m.

Radio workshop. Tiberius, Claudius. 3:30-5:30 p.m. *Business and Economic Reporting*. Presentation conducted by the Foundation for American Communications. Moderator: Doug Ramsey, FACS. Panelists: Joe Kalt, Harvard University; Tony deHaro, KRLD(AM) Dallas.

TV workshop. Julius, Augustus. 3:30-5:30 p.m. *Campaign and Election Coverage*. Moderator: Mike Michaelson, C-SPAN; Panelists: Mike Miller, Republican National Committee; Bob Neuman, Democratic National Committee; Robert Snow, U.S. Secret Service; Bruce Hough, Bonneville Satellite Corp.

Radio committee reports. Galba room. 5:45-6:30 p.m.

Saturday, Sept. 24

Radio workshop. Tiberius, Claudius. 9-11 a.m. *The General Manager/News Director Relationship*. Moderator: Gregg Peterson, WBBM(AM) Chicago. Panelists: John Price, WVA(AM) Wheeling, W. Va.; Robert McKee, WPRW(AM) Manassas, Va.; E. Lee Leicinger, WWJ(AM) Detroit; Ed Walsh, WRKO(AM) Boston.

TV workshop. Julius, Augustus. 9-11 a.m. *The General Manager/News Director Relationship*. Moderator: Ron Miller, WWBT-TV Richmond, Va. Panelists: Jeff Davidson, Gannett Broadcasting; Richard Manship, WBRZ(TV) Baton Rouge; A. Rabun Matthews, WSB-TV Atlanta; John Hayes, KFTV(TV) Santa Rosa, Calif.

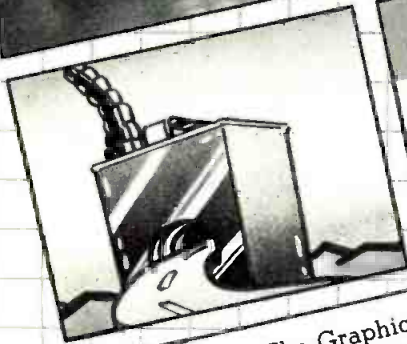
Exhibits and reception. 11 a.m.-12:30 p.m.

Luncheon. Sports pavilion. 12:30-2:30 p.m. TV awards presentation. Address by Diane Sawyer, CBS News.

Joint workshop. Julius, Augustus. 2:30-5:30 p.m. *Management Motivation*. Leo McManus, L.F. McManus Co., Worcester, Mass.

Paul White award reception and banquet. Colosseum foyer and emperor complex. 6:30-10 p.m. Address: John Chancellor, NBC News, the Paul White award recipient.

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Adolph Coors Co. **5**
Golden, Colo. 80401

Retail sales stores. **Staff:** Bill Pauli, Whit Sibley, Denny Scheminske, Kristi McVey, Eric Riggle, Shirley Richard.

Alcare Communications **24**
1503-05 Walnut St., Philadelphia 19102

World Class Women*, Buyer Beware, Making Ends Meet, The Joys of Litiga-

tion*, Plant Man*, Maintenance Ms., Pixanne, Fred Waring, Photo Tips*, Off the Wall*, National Television Sports Quiz, Great American Men, Scott Box, Great Ideas, Medical Report, One Great Moment in Sports, Senior Report, classic films, network graphics slide service. **Staff:** Frank Beazley, Lori Fontanes, Rhonda Schulik, Debbie O'Hara.

Alden Electronics **45, 48**
40 Washington St., Westboro, Mass. 01581

Weather graphics. **Staff:** Richard Boire, Michael Porreca.

Angenieux **25**
120 Derry Rd., Hudson, N.H. 03051

Lenses for ENG/EFP use and attachments. **Staff:** Bern Levy.

Asaca/Shibasoku **30**
12509 Bearrice St., Los Angeles 90066

Audio/video test and measurement equipment.

Associated Press **22**
50 Rockefeller Pl., New York 10020

AP Radio Wire, AP Network News, APTV, Laserphoto, PhotoColor. **Staff:** Roy Steinfort, Glenn Serafin, Bill Cook, Brent Kallestad, Jim Williams, Jim Hood, Sue Cunneff, Dick Shafer, John Kenney, Jim

Aldridge, Dave Williams, Doug Kienitz, Marshall Tanner, Jim Limbach, Burt Goodman.

Audience Research & Development

BASYS **107-08**
2685 Marine Way, Mountain View, Calif. 94043

Newsroom computer systems*. **Staff:** Peter Kolstad, Roy Terry, Ted Feurey.

Beston Electronics **P**
15315 South 169 Hwy., Olathe, Kan. 66061

News and weather information computers.

Bill Black & Associates **46, 47**
Box A82108, San Diego 92138

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Bosch-Fernseh **54, 55**
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Wall Street Journal TV Report, Wall Street

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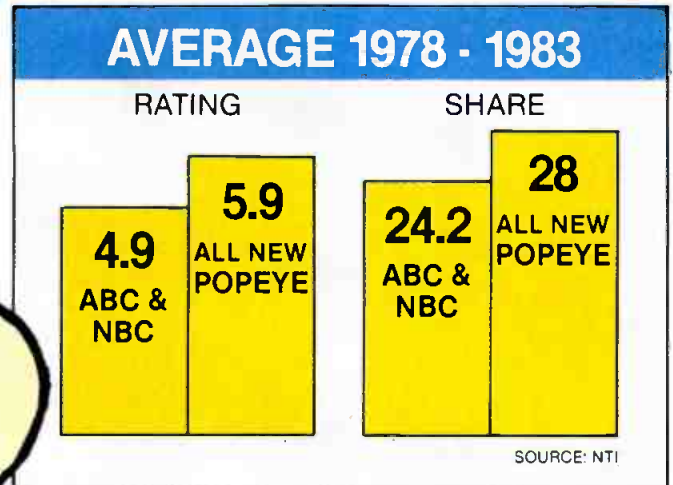


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Group W (see Newsfeed)

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Background information on Hong Kong. **Staff:** David Roads.

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Information service.

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Fit & Female*, Money Minutes*, The Everyday Gourmet*, Antiques Detective*, Dr. Deke: The Pet Vet*, Growing Up Healthy*. **Staff:** Harry Horn, Marjorie Thomas, Joe Bert, Kathleen Perry, Bette BonFleur, Ted Russell.

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Joe Carcione-The Greengrocer. **Staff:** David Meblin, Andrew Meblin.

Money/Pro News 98
Steve Crowley Business Report.

NBC Radio Radio newsroom
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New York Communications 124
101 Bryn Mawr Ave., Suite 300, Bryn Mawr, Pa. 19010

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Newsbank (ABC) 28
TV News service.

Newsfeed F
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dio guest interview table, news edit/air system for two reporters, news editor workstation. **Staff:** Jack Williams, Larry Zaiser, Mike Uhl, Greg Anton.

PEP Inc. 26, 27
33 W. 54th St., New York 10017

VTR system and premium ENG batteries.

Q-Tv 116
33 W. 60th St., New York 10023

Videoprompter cueing equipment, mini Q prompter system. **Staff:** George Andros, Al Eisenberg, John Maffe.

Quanta Corp. 1, 2, 3
2440 S. Progress, Salt Lake City 81149

Newsroom computers.

RCA Corp. N
Front & Cooper Sts., Camden, N.J. 08102

Hawkeye HC-2 camera, Hawkeye portable and HR-2A studio recorders, TK-710 ENG camera, CCD prototype ENG camera. **Staff:** Arnold Taylor, Ben Everett, Barbara Black, Jim Bonan, Don Brasell, Jim Butts, Lynn Detwiler, Peggy Hughes-Whiting, Keith Johnson, Paul Lines, Mac Mehaffey, Miles Moon, Carl Musson, Dick West, Dick Mathys, D.J. Woywood.

R Scan Corp. 42
511 11th Ave. South, Minneapolis 55415

Lighting position and tracking system*, color animated display terminals, satellite animation terminals*, weather displays, videoslides projector. **Staff:** Walter Lyons, Rodney Bent, Noel Petit, Forrest Slater, William Cliff.

Reunion Tower 142, 143
GOP convention production facility.

Ringling Bros. O

Rip 'N' Read/Earshot 127
88 First St., Suite 302, San Francisco 94105

Supplemental news and feature service. **Staff:** Joe Belden, Steve Baim, Mike Krigel, Jim Cameron, Pat Konley, Abby Goldman.

RKO Radio Radio newsroom
1440 Broadway, New York 10018

Rohrs Television 29
800 Roosevelt Rd., Glen Ellyn, Ill. 60137

Paul Harvey Comments, Kirby Stanat on Jobs, TV News Game. **Staff:** John Rohrs Jr., Maria Cerone.

Scribe Recorders 128, 129
1618 Orrington, Suite 320, Evanston, Ill. 60201

Scribe Newscorder, audio cassette for field newsgathering operations. **Staff:** Frank D. Beaman, Erik Horvitz.

Sony Corp. J
15 Essex Rd., Paramus, N.J. 07652
ENG cameras and video recorders.

Spellbound 104

News inserts.

The Sports Network 106
3848 Sheffield Dr., Huntingdon Valley, Pa. 19006

24-hour sports wire service*. **Staff:** Mickey Charles, Bill Rohrer, Will Springer.

Station Program Resources 34
6117 Blue Circle Dr., Minneapolis 55343

Fish and Game Forecaster, Weather/Health Trend Index, You and Your Car, All Alone Together, O.V.G., Take Care of Your Pet. **Staff:** Jack Hanson, John Lehman, Browning Holcombe, Dennis Gebhard.

Taft Broadcasting 144
1718 Young St., Cincinnati 45210

TelePak 149

Telepictures Corp. A
15303 Ventura Blvd., Sherman Oaks, Calif. 91403

Newscope, daily satellite-delivered news program, and N.I.W.S., weekly news and feature service. **Staff:** David Salzman, Bill Feest, Don Ross, Jay Feldman, Dick Robertson, Jim McGillen, Jim Moloshok, Scott Stone.

Telescript 25A
445 Livingston St., Norwood, N.J. 07648

Monitor prompting service, digital script prompting*. **Staff:** Bob Swanson, Rich Mergner, Scott Behrle, Phil Miller.

Telesound/SjoCom 130
1088 Howard St., San Francisco 94103

Syndicated news music packages, news opens, animated backgrounds, news and station promotion campaigns, news personality promotion, custom news opens, animation and music. **Staff:** Debra Robins, Karl Sjordahl.

Telesource Communication Services R
740 E. Highland Ave., Phoenix 85014

Computerized newsroom system*, show formatting, assignments, scripting and editing, wire capture, election system. **Staff:** Bob Early, Marilyn Taylor, Julia Marshall, Ryan Nolan.

Television Engineering Corp. 151, 152
580 Goddard Ave., Chesterfield, Mo. 63017

ENG vans.

Terminal Systems Corp. 12
901 Columbia Cr., Merrimack, N.H. 03054

Staff: Robert Dambach, James Waterman, Patrick Sullivan.

Texaco 37, 38
2000 Westchester Ave., White Plains, N.Y. 10650

Energy stories consultants. **Staff:** Rick Whitmyre, Foster Morgan, John Aucott, Top Ingram.

Thomson-CSF 8, 9
37 Brownhouse Rd., Stamford, Conn. 06902

Vidifont V character/graphics system. **Staff:** Stanley Basara, Michael Clayton, Robert Estony, Thomas Hindle, William Park, James Sprague, B. Van Benthem.

Tobacco Institute 39
1875 Eye St., NW, Washington 20006

Tobacco industry viewpoint on controversial issues. **Staff:** Walker Merryman, Tom Howard.

Turner Program Services F
1050 Techwood Dr., Atlanta 30318

CNN Television with *Lifestyle*, and CNN Radio with *Talkabout* and *Business Briefing*. **Staff:** Henry Gillespie, Bob Schuessler, Bob Pates, Herb Neu, Linda Cruse-Mof-fat, Bob Rierson, Paul Wischmeyer, Ken Christensen.

Ultimate Corp. 101
18607 Topham St., Reseda, Calif. 91335

Compositing device for news, weather and live interviews. **Staff:** Pat Smith, Dave Fellingner, Arpag Dadourian.

UPI L, radio newsroom
360 N. Michigan Ave., Chicago 60601

Newswire and programing service.

VideoStar 150
3390 Peachtree Rd., Atlanta 30326

News satellite transmissions and video-conferencing.

Viscom International 11
630 Fifth Ave., New York 10111

International satellite news services. **Staff:** Edward Helfer, Rayna Kalish, David Wratten.

Washington Journalism Review 33
2233 Wisconsin Ave., NW, Washington 20007

Staff: Patricia Powers.

Westinghouse (see Newsfeed) F
90 Park Ave., New York 10016

Winsted Corp. 126
9801 James Cr., Minneapolis 55341

Modular editing and production consoles. **Staff:** Jerry Hoska, Greg Hedlund, John Uldrich.

Wold Communications 102, 103
10880 Wilshire Blvd., Los Angeles 90024

Satellite transmission facilities.

WSI Corp.
41 N. Road, Box B, Bedford, Mass. 01730

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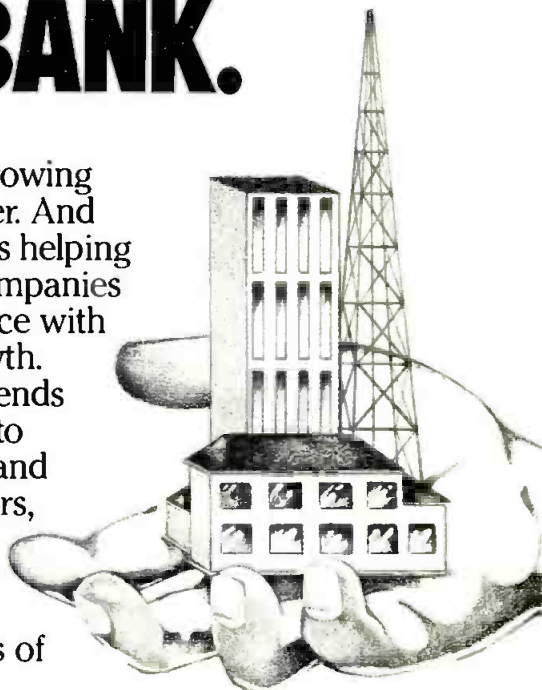
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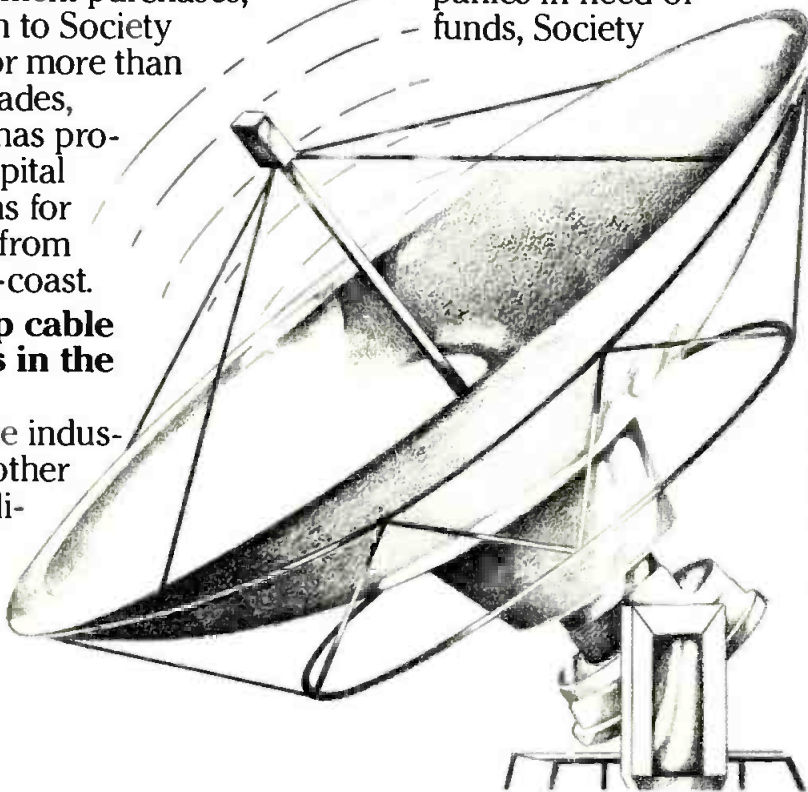
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Jankowski tells broadcasters to emphasize their strengths

CBS/Broadcast head, in speech to Nebraska broadcasters, says the way to compete against new technologies is localism combined with keeping viewers' trust

Broadcasters should continue to be "generalists" rather than try to become "specialists," and should maintain strict standards despite any temptation to relax them in response to the growing competition from newer media, Gene F. Jankowski, president of the CBS/Broadcast Group, said last week.

In the keynote address at the 50th anniversary meeting of the Nebraska Broadcasters Association last Monday in Omaha, Jankowski said that maintaining high and clear standards "is in the best interests of broadcasting because it is in the best interests of the public. The information and entertainment we present and the advertising we carry should continue to bring with it a sense of known limits and ultimate accountability."

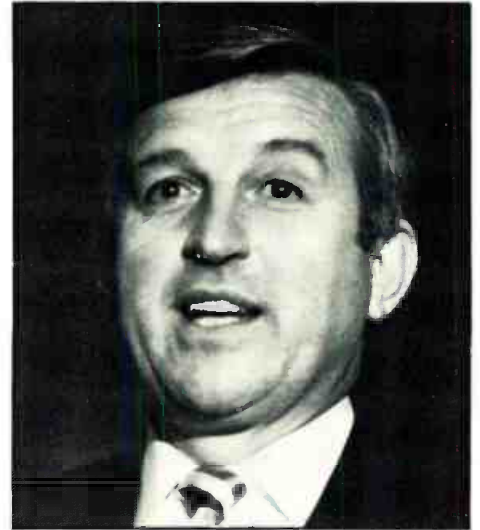
He cautioned that "as competition in-

creases, the temptation will be to relax in some of these areas." But relaxing, he said, carries a greater risk than keeping the standards strict; "We must remember, above all else, that radio and television are not just ways of reaching everybody—they are ways of reaching everybody *repeatedly*. Our success is dependent—*totally* dependent—on the willingness of our audiences to come back, again and again. They will not do that if they do not trust us. The maintenance of that trust and the existence of standards are inseparable."

Among the distinguishing traits of the so-called new technologies, Jankowski said, is that "while they all come into the home, none of them come out of the community." The localism inherent in broadcasting stations, he said, is "as invulnerable to technological change as anything in our business is likely to be—so long as you hold fast to your traditions."

Jankowski said reality has not borne out early predictions that the newer media would

lead to "demassification" of television. "It is true," he said, "that there has been a decrease in network shares, but almost all of it has been caused by competing generalized products, not alternative specialized formats." Broadcasters recognized early that "theirs would be the people's medium," he said. "Whatever your schedule or format is



Jankowski

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9/19/83

today, that remains the case. I think it will be so tomorrow as well."

In addition, he said, audience measurement, always important to an advertiser-supported medium, "becomes the more so as every new channel is added." He said broadcasting is "the most carefully measured medium in America, if not the world," and called this "an enormous asset" to the public as well as to broadcasters, because it enables viewers and listeners to register their preferences.

"If you are a generalist, if you aim at consensus," Jankowski said, "you cannot know how well you are doing without a measurement system. Similarly, the degree of audience acceptance you enjoy has a relationship to your standards. And how much of the community you reach tells you something about localism. . . . These four parts of your business tell you *who* you are, *where* you are, *what* you do best and *how well* it's working—pretty good things to know, in any trade." □

Court's opened. Hawaii's Supreme Court has decided to allow television coverage of state court proceedings beginning Jan. 1, 1984, as part of a two-year experiment that also admits radio and still photography. Under terms of the experiment, judges may not exclude cameras and tape recorders without good reason, while news organizations must notify judges at least 24 hours in advance of their desire to bring equipment into the courtroom.

Changing Hands

PROPOSED

WDRB-TV Louisville, Ky. □ Sold by Cowles Media Co. to Toledo Blade Co. for \$10 million. **Seller**, based in Minneapolis, is headed by Otto A. Silha, chairman, and is publisher of *Minneapolis Tribune* and other newspapers. It sold its only other broadcast property, KTVH(TV) Hutchinson (Wichita), Kan., last year (BROADCASTING, Dec. 20, 1982). **Buyer**, based in Toledo, Ohio, is owned by William and Paul Block Jr., brothers. It also owns *Toledo [Ohio] Blade*, *Pittsburgh Post Gazette*, *Monterey Peninsula [Calif.] Herald*; WTKN(AM)-WWSW-FM Pittsburgh; WLIO(TV) Lima, Ohio; WLFI-TV Lafayette, Ind., and cable TV systems in Toledo; Monroe, Mich., and Sandusky, Ohio. WDRB-TV is independent on channel 41 with 303 kw visual, 30.3 kw aural and antenna 1,280 feet above average terrain.

WSMW-TV Worcester, Mass. □ Sold by SI-BOS Inc. to Central Massachusetts Television Inc. for \$8 million. **Seller** is owned by Melvin, Fred and Herbert Simon, who also have minority interests in construction permit for WSMK(TV) Indianapolis. **Buyer** is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. WSMW-TV is independent on channel 27 with 513 kw visual, 102 kw aural and antenna 1,531 feet above average terrain.

WSHH(FM) Pittsburgh □ Sold by Nationwide Communications Inc. to Renda Broadcasting Corp. for \$2.7 million, including \$50,000 noncompete agreement. **Seller** is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., and headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. It recently sold WLEE(AM) Richmond, Va. (BROADCASTING, Sept. 5). **Buyer** is owned by Tony Renda, president, who has interest in WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. WSHH is on 99.7 mhz with 10.5 kw and antenna 930 feet above average terrain. **Broker: Robert O. Mahtman Inc.**

WNDB(AM)-WWLV(FM) Daytona Beach, Fla. □ Sold by Broadcast Management of Florida Ltd. to Root Communications for \$2.5 million, plus other considerations. **Seller**, owned by majority stockholder and president, Joel M. Thrope, also owns WRKR-AM-FM Racine (Milwaukee), Wis.; WCNW(AM) Fairfield (Cincinnati), Ohio, and WINF(AM) Manchester (Hartford), Conn. It is also applicant for new FM at Naples Park, Fla. **Buyer** is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises, headed by Chapman S. Root. Buyer recently bought, subject to FCC approval, WVFM(FM) Lakeland, Fla. (BROADCASTING, Sept. 5). WNDB is on 1150 khz with 1 kw full time. WWLV is on 94.5 mhz with 54 kw and antenna 330 feet above average terrain. **Broker: Reggie Martin & Associates.**

WJOY(AM)-WQCR(FM) Burlington, Vt. □ Sold by Vermont Broadcasting Corp. to Hall

Communications Inc. for \$2.2 million. **Seller** is principally owned by Frank A. Balch, who has no other broadcast interests. **Buyer**, Robert M. Hall, president, also owns WICH(AM)-WCTY(FM) Norwich, Conn.; WONN(AM) Lakeland and WPCV(FM) Winterhaven, both Florida; WNBH(AM)-WMYS(FM) New Bedford, Mass.; WBVP(AM)-WWKS(FM) Beaver Falls and WLPA(AM)-WNCE(FM) Lancaster, both Pennsylvania. WJOY is on 1230 khz with 1 kw day and 250 w night. WQCR is on 98.9 mhz with 50 kw and antenna 290 feet above average terrain. **Broker: Bob Kimel's New England Media.**

WIVI-FM Christiansted, St. Croix, Virgin Islands □ Sold by CDI Communications to Leisure Market Radio Inc. for \$800,000. **Seller** is principally owned by Gerald P. Mikitka. It also owns WKZN-AM-FM Zion, Ill. (Kenosha, Wis.); WADC(AM)-WIBZ(FM) Parkersburg, W.Va., and KQSA(AM)-KIXY-FM San Angelo, Tex. **Buyer** is headed by Robert E. Richer, president. It also has interest in WOTB(FM) Middletown, R.I. WIVI-FM is on 99.5 kw with 10.5 kw and antenna 1,080 feet above average terrain. **Broker: Blackburn & Co. Inc.**

KNGT(FM) Jackson, Calif. □ Sold by Capricorn Broadcasting Co. to Gold Country Communications Inc. for \$600,000, includ-

ing noncompete agreement. **Seller** is owned by Melvin Winters, president, who, subject to FCC approval, is acquiring interest in KCEY(AM)-KMIX(FM) Turlock, Calif. (BROADCASTING, Sept. 12.). **Buyer** is owned by Laurence G. Rutter, president, his wife, Judith (60% jointly), and George Schrader (40%). Laurence Rutter is associate director of International City Managers Association, Washington. Judith Rutter is copy editor at *Washington Post*. Schrader is Dallas consultant and former city manager. None have other broadcast interests. KNGT is on 94.3 mhz with 230 w and antenna 1,090 feet above average terrain. **Broker: Chapman Associates.**

WXGR(AM) Bay St. Louis, Miss. □ Sold by William R. Crews and his wife, Freda V., to Badean Media Ltd. for \$390,000. **Sellers** also own WCVG(AM) Tallahassee, Fla. **Buyer** is owned by Richard L. Mays (18%), and Thedford Collins (10%), and Badean Media Inc. (72%), which is group of five investors from Little Rock, Ark., and Asheville, N.C., and headed by Ira C. Hatchett, president. Collins and Mays have interest in KLR(TV) Little Rock, Ark. Mays also has interest in FM construction permits at Panama City, Fla., and Honolulu. Hatchett is former general sales manager at KAAV(AM)-KLPQ(FM) Little Rock. WXGR is daytimer on 1190 khz with 5 kw day.

WPMB(AM)-WKRV(FM) Vandalia, Ill. □ Sold by Clark Communications Corp. Inc. to Midwest Communications Co. for \$342,500. **Seller** is owned by Neil F. Clark,

June 30, 1983

Urbana Cable Television, Inc.
a wholly owned subsidiary of
Communication Corp. of America
has acquired the assets of
Champaign Cablevision Co., Inc.
a CATV system serving the community of
Urbana, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations

THE
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COMPANY Cincinnati, Ohio

June 30, 1983

Urbana Cable Television, Inc.
a wholly owned subsidiary of
Communication Corp. of America
has acquired the assets of
C & A Cablevision
a CATV system serving the communities of
West Liberty, and Mechanicsburg, Ohio

Todd Hepburn, vice president of the undersigned, initiated this transaction and assisted both parties in the negotiations

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president (82.05%), and his mother, Grace M. Clark (17.95%). It has no other broadcast interests. Buyer is owned by Don Hecke, president, who owns commercial printing company at Effingham, Ill. WPMB is daytimer on 1500 khz with 250 w. WKRV is on 107.1 mhz with 3 kw and antenna 165 feet above average terrain.

WATO(AM)-WETQ(FM) Oak Ridge, Tenn. □ Sold by Rau Radio Stations Inc. to Gary Petricola for \$255,000. Seller is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It recently sold, subject to FCC approval, WBBB(AM)-WPCM(FM) Burlington, N.C. (BROADCASTING, Aug. 15), and WPDJ-AM-FM Clarksburg, W.Va. It has sold WDOV(AM)-WDSD(FM) Dover, Del. (BROADCASTING, Sept. 5). Buyer owns WJER-AM-FM Dover-New Philadelphia, Ohio. WATO is on 1290 khz with 5 kw day and 500 w night. WETQ-FM is on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain. Broker: The Holt Corp.

□ Other proposed station sales include: KFOG(FM) San Francisco (BROADCASTING, June 27); KCMN(AM) Colorado Springs; WMPI(FM) Scottsburg, Ind.; WFLE(AM) Flemingsburg, Ky.; the Outlet group's WJAR-TV Providence, R.I.; KOVR(TV) Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex., and WCMH-TV Columbus, Ohio; WTOP(AM) Washington; WQRS-FM Detroit; WIOQ(FM) Philadelphia, and KIQQ(FM) Los Angeles (BROADCASTING, May 9), and WRPX(AM) Hudson, Wis. [CP] (see "For the Record," page 117).



Cornils

Hollands

Elevations. The National Association of Broadcasters announced last week the promotion of Wayne Cornils, vice president for radio, to senior vice president for radio and the appointment of Dick Hollands, vice president, broadcasting division, Wometco Enterprises, Miami, as senior vice president for TV. Hollands joins the association Sept. 26. Jane Cohen, who was vice president for TV, resigned last month. The position has been upgraded to a senior vice presidency. Hollands, who joined Wometco in 1964, was responsible for coordinating the activities of its six television stations and one radio station. Before joining Wometco, he was with the radio and television division of Triangle Publications, Philadelphia, before it sold its broadcasting properties. He also was with NBC in 1950-61 as director of budget and financial planning.

The National Association of Broadcasters has 25 committees charged with examining a plethora of regulatory, legislative and industry-related issues. In this new series, BROADCASTING will examine each of those committees, focusing on their chairmen, members and goals for the coming year.

MUST-CARRY TASK FORCE □ Retention of the cable must-carry rule is a chief priority of the broadcasting industry and NAB, as is evident by the formation of a must-carry task force for the first time. The task force is chaired by Wallace Jorgenson, president of Jefferson-Pilot Broadcasting, Charlotte, N.C., and a strong proponent of localism. Jorgenson is immediate past chairman of the Association of Maximum Service Telecasters, which has been active in working toward retention of the rule at the Federal Communications Commission.



Jorgenson

Jorgenson says the objective of the task force is to come up with a solution that the cable industry can accept but will preserve the principles of localism. First, however, "we need to round out NAB's position on must-carry," he said. It is important, Jorgenson noted, that NAB's arguments are carefully articulated because they have to hold at the commission, in Congress and in the courts. NAB's position, he explained, will be "hammered into final shape by the task force."

Jorgenson is calling the first meeting of the task force in October when members will look at a "white paper" that will identify issues and establish NAB's position. He expects the paper to generate a lively discussion. "The NAB's position is the issue of localism. How can you preserve the principle of localism except through some kind of must-carry?" Jorgenson said. "If the cable system gets to decide, then they have an exclusive franchise and are in the position of deciding what the public will watch." He also believes that once cable upgrades its channel capacity the question of must-carry may become moot.

NAB's task force has an interesting makeup, many of its members have significant cable interests as well as broadcast ("Closed Circuit," Sept. 12). Jorgenson thinks the committee's composition is a "plus." He believes having broadcasters with cable interests sitting on the task force may lead to an accommodation between the two industries.

Jorgenson believes the battle to retain the must-carry rule will be fought on three fronts: at the FCC, in the courts, and in Congress. As long as Mark Fowler chairs the FCC, Jorgenson thinks, the rule is safe. The battle is already being waged in the courts.

The Quincy cable TV case, he explained, will become a major turning point in the debate over the rule. Quincy Cable TV Inc. is a small independently owned cable television system in Quincy, Wash., that has filed a court appeal in a constitutional test of the must-carry rule. The company has asked the U.S. Court of Appeals in Washington for summary reversal of an FCC order fining the system \$5,000 for failing to obey an order of the staff to carry three Spokane, Wash., TV signals, as the rule requires.

The NAB plans to ask Congress to codify the rule. Jorgenson feels the association can make a "strong" case for preservation of the rule in Congress. During the 97th Congress the motion picture, cable and broadcasting industries, and the religious and public broadcasters, reached a compromise on cable copyright legislation that included a basic codification of the must-carry rule with some relief for cable (BROADCASTING, Dec. 13, 1982). The bill passed in the House but in the Senate the compromise fell apart and by the end of the year the bill's fate was sealed.

This year the legislators have not revisited the must-carry issue. They appear willing to let the matter rest until the interested parties make the first move. During negotiations over the Senate cable deregulation bill, S. 66, NAB obtained language in the committee report on the bill reaffirming Congressional support for the rule. The NAB was enthusiastic about the report language and considered it a major gain (BROADCASTING, April 25).

Broadcasters are also expected to raise the issue of must-carry again in the House this year. A cable bill is now being drafted by the House Telecommunications Subcommittee. The House Copyright Subcommittee is also slated to hold a hearing on cable copyright in October and NAB will likely raise the issue there.

In all fronts, legislative and regulatory, NAB is prepared to fight to preserve the principles of localism, Jorgenson stated again. The task force is geared toward finding a solution and working out another compromise, he noted.

Committee members are: Leslie Arries, president, wvbc-TV Buffalo, N.Y.; William Baker, president, television group, Westinghouse Broadcasting, New York; Ralph Baruch, chairman and chief executive officer, Viacom International, New York; Alvina Britz, general manager, KTVB(TV) Kirksville, Mo.; Joel Chaseman, president, Post-Newsweek Stations, Washington; Thomas Dougherty, vice president, regulatory affairs, Metromedia, Washington; James Dowdle, president and chief executive officer, Tribune Broadcasting, Chicago; Robert Lee, vice president and general manager, wtvn(TV) Columbus, Ga.; Walter Liss, president, TV division, Cox Broadcasting, Atlanta, and Michael McCormick, president, WTMJ-TV Milwaukee.



TELECASTINGS



Dish tally

The number of commercial TV stations with satellite downlinks has reached 522, according to a new compilation by Synsat, the satellite distribution service operated jointly by Group W Productions' TVSC and Nova Communications Bonded Services.

In the top 100 markets, according to the latest count, 77 ABC, 80 CBS, 78 NBC affiliates and 130 independent stations have television receive-only (TVRO) earth stations. The study also found that 30 of 58 stations with fixed TVRO's have a second dish looking at other satellites, and that 18 of 72 stations with manual TVRO's have a second dish. Synsat said it could reach 494 of the 522 total via Westar V.

Highlights of the report were disclosed along with the announcement that *Hee Haw*, the durable country comedy-variety hour, would move to satellite distribution via Synsat this month. The first satellite transmission was scheduled last Monday (Sept. 12), from Nashville, where the series is taped, in preparation for *Hee Haw*'s season premiere last Saturday (Sept. 17). Officials said that initially 80 stations, out of 200 U.S. and Canadian TV outlets carrying the series, will pick it up by satellite. With the addition of *Hee Haw*, Synsat is handling 20 weekly series by satellite. The program is produced and syndicated by Gaylord Program Services Inc.

Do-it-yourself host

If NBC Entertainment President Brandon Tartikoff doesn't like the way things go on the season premiere of NBC-TV's *Saturday Night Live*, he can talk to himself about it. He's to be the host of the opener, Oct. 8 (11:30 p.m. to 1 a.m. NYT). NBC, in an announcement last week, quoted SNL executive producer Dick Ebersol as saying it would "give us the opportunity to continue to bite the hand that feeds us." Tartikoff ventured that "if they don't promote my appearance too much, and I don't have to sing, it could turn out to be a pretty decent show." There was no immediate word on promotion plans, but NBC said that "a musical guest" will be announced. *SNL* is going into its ninth season, with 20 live telecasts on the schedule.

New players

The Binder/Ravier Entertainment Co. has been formed in Hollywood as a new motion picture and television production organization by producer/director Steve Binder, entrepreneur Claude Ravier, and manager Rick Bernstein. The new entity will encompass BRB Management, a personal management firm. Since its recent formation, the company reports 17 projects in development, including made-for-television movies, and series and specials for network and cable. Ravier serves as chairman of the new

organization, while he and Binder are joint presidents.

Signed up

Actresses Lynda Carter and Loni Anderson will star in a new "high-styled" mystery series scheduled for midseason or fall 1984 premiere on NBC-TV, the network has announced. The untitled series, to be filmed in San Francisco, will be a one-hour prime time production from Carson Productions Group.

Meters march on

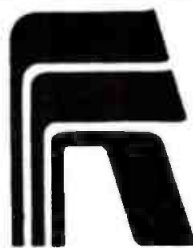
Arbitron ratings announced last week that it has signed its third station client, Spanish International Communications' WLTV(TV) Miami, for the metered ratings service it plans to launch in that market on Dec. 1. WCIX-TV and WDZL(TV) signed earlier. Miami will be Arbitron's ninth metered market. Its eighth was Detroit, where officials said their metered service started Sept. 1 as scheduled, despite a telephone workers strike. Arbitron has two station clients there, WJBK-TV and

wxyz-TV. A.C. Nielsen Co., already metering in Detroit, has three client stations there: WXYZ-TV, WDIV(TV) and WKBD-TV. Nielsen is not metering in Miami but is in six other markets and plans to add Boston in April and Dallas and Washington later next year. Arbitron has its meter eye on Houston and Boston for early 1984

New York honors

WCBS-TV New York's *Channel 2 News at Six* won the New York State Associated Press Association's award for best regularly scheduled local newscast for the second consecutive year at the awards dinner Sept. 10 at Lake Luzerne, N.Y. WNBC-TV New York's 6 p.m. *News 4 New York* won special mention in the same category and also took first place in the "best one-day news effort" class for its May 25 report following the celebration of the 100th birthday of the Brooklyn Bridge. WNBC-TV also won for general excellence of individual reporting.

WNEW-TV New York took first place for documentaries with special mention going to noncommercial WNET-TV New York. WCBS-TV won in the editorial, investigative report-



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ing and features categories. WABC-TV New York won for general excellence of news photography and for best sportscast.

Faith Center turndown

The FCC has denied a request by Faith Center Inc. for review of the action dismissing its application for renewal of KHOF-TV San Bernardino, Calif. The FCC originally had affirmed an administrative law judge's order dismissing Faith Center's application in 1980 on grounds that the nondenominational church had not been prosecuting the application in good faith. This year, Faith Center asked Chief ALJ Lenore G. Ehrig to vacate the order dismissing the application, but Ehrig dismissed Faith Center's motion instead. Faith Center then requested a review, but that was dismissed by the FCC's general counsel. The FCC said further action was unwarranted.

LPTV hold-off

Neighborhood TV Co. has asked the FCC for a stay of its low-power television decision pending judicial review. It also has requested a stay of the FCC's lottery rules pending reconsideration and judicial review. Neighborhood contends the LPTV decision was prejudged by the commission and violated Neighborhood's rights under the Administrative Procedure Act and the due process clause of the Constitution. In addition, the company contends that the lottery's racial and ethnic preferences violate the constitutional guarantee of equal protection under the law.

Swap go-ahead

FCC has refused to reconsider its approval of Pulitzer Publishing Co.'s swap of KSDK-TV St. Louis, Mo., for Multimedia Inc.'s for WFBC-TV Greenville, S.C., and WXII(TV) Winston Salem, N.C. The reconsideration was requested by the National Black Media Coalition which contended that the FCC had failed to address allegations that Multimedia was engaging in violations of the equal employment opportunity rules. The FCC said it had fully considered those allegations and had found no evidence to support them.

New on PBS

A new team is diving into the waters of public television programming. The James S. McDonnell Foundation and the Smithsonian Institution—heretofore strangers to television in any form—have collaborated to produce a new, seven-part, prime time monthly series scheduled to debut next January titled, *Smithsonian World*. Backed by a \$3.5 million grant from the philanthropic arm of the McDonnell-Douglas Corp., it is the largest kitty for a new series on the 1984 PBS schedule.

The series will meld the worlds of art, science and the humanities around seven "themes" ranging from "speaking without words" to "time and light" and using the museum's facilities and staff of scholars. It will be produced by Martin Carr and hosted by author David McCullough.

The series is set to debut Jan. 25 and is expected to be cleared by PBS stations for a Wednesday night prime time slot. *Smithsonian World* will appear once a month in February and March, then break during the



Honored. Dr. Frank Sullivan (r), grand president of the National Fraternal Society of the Deaf presents Anthony D. Thomopoulos, president of the ABC Broadcast Group, with a plaque citing ABC Inc. for "its involvement, dedication and contribution in assuring the availability of closed-captioned television."

Sullivan made the presentation at a press conference at ABC headquarters in New York where ABC announced a new three-year agreement with the National Captioning Institute to closed-caption ABC Television Network programs ("Telecastings," Sept. 12).

fund-drive months of April and May, rerun during the summer months and pick up with new episodes in the fall.

The series will consist of 40 segments, many filmed in far points of the globe, from the Panama Canal to Moscow to the Vatican in Rome. So far, production has been completed on one program and others are expected to be in the can at the rate of one per month.

Arcade show

Starcade, Turner Program Services' first-run syndicated video-arcade game show, went into September with clearances for the fall season in 40 markets representing 60% of U.S. TV households, including 15 of the top 21 markets, according to TPS officials. Among the markets: Los Angeles, Chicago, San Francisco, Boston, Detroit, Cleveland and Dallas. Harry Gillespie, TPS chairman, said clearances included both weekly striping and weekend time periods. Program, with Geoff Edwards as host, has high-rated video game opponents competing in game action and in game quizzes. Concept was developed by TPS and JM Production Co. of San Francisco, where the segments are taped before a studio audience. James Caruso and Mathis Arthur are the producers.

TV parody

Satire on television generally has failed because programming was "much too intellectual for the audience," according to John Mof-

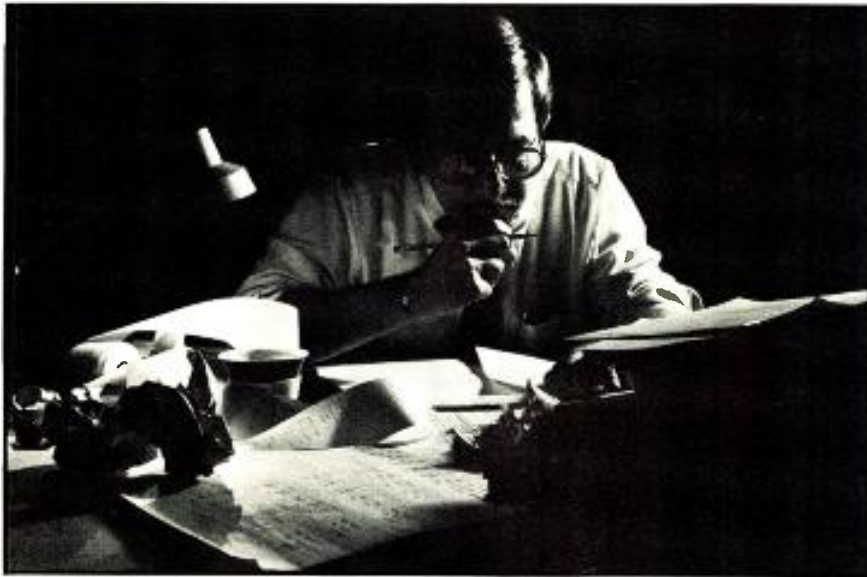
fit, producer-director of *Not Necessarily The News*, currently carried on Home Box Office. He said two exceptions to the satiric television syndrome were *The Smothers Brothers* and *Laugh-In*. Moffitt told a luncheon audience at the New York Chapter of the National Academy of Television Arts and Sciences last Wednesday (Sept. 14) that *Smothers* and *Laugh-In* had the same element of "silliness" that characterizes *Not Necessarily*, an ingredient he considers important in television satire. He noted that *Not Necessarily* will have presented 10 half-hour episodes by the end of 1983 (once a month) and in 1984 will expand its output to 18 segments.

More music

CBS owned-and-operated KNXT(TV) Los Angeles will premiere *MV Network*, an original weekly music series hosted by radio personality Richard Blade, in a special prime time broadcast 10-11 p.m. Saturday, Sept. 24. The program will feature music videos, celebrity interviews, and "rock club scene" reports Saturdays from 7-7:30 p.m. beginning Oct. 1. Blade is a morning disk jockey on KROQ-FM Pasadena, Calif., an early new music station.

Crossover

The Boston-based Multivision Co. along with the Jane Norris Co. in Rye, N.Y., are planning a series of music video *Radiovision* shows which, according to Norris, blends local radio techniques to that of a local TV



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outlet. The first of these, which the two companies plan to eventually air on a market-by-market basis, is scheduled to take place next Sunday (Sept. 25) at 8 p.m. over WSBK-TV Boston. The one hour program will highlight album rocker WAAF(FM) Worcester, Mass., whose on-air personalities will serve as hosts. The show will combine local talent with that of superstar rock performers such as former Led Zepplin vocalist Robert Plant and will feature both music and interviews. Steve Stockman of WAAF(FM) is executive producer of the broadcast.

In the marketplace

Ed Keely, *The Car Man*, 90-second news-oriented feature from EK Car Man Productions, has been picked up for second syndicated season, clearing seven of top 10 markets and reaching 35% national television household penetration.

The syndicated weekly half-hour public affairs series, ***Ebony/Jet Celebrity Showcase***, has postponed fall production, citing scheduling problems. The series, distributed by Syndicast Services, has been airing in over 70 markets. Johnson Publications, the Chicago-based firm producing the interview program, said the move was made despite clearances serving "over 90% of the nation's total black television homes." Said Publisher John H. Johnson: "We have been frozen out of the good hours, and it is to our advantage to suspend this season and seek better time slots next year." Johnson said his company will continue to produce television specials,

including the annual ***Ebony Black Achievement Awards***.

Group W Productions' Filmation unit is ex-



Lewis and Lamb Chop

panding its international list to include family programming from other producers, with ***The Shari Show***, 24 half hours starring Shari Lewis and her puppet, Lamb Chop, as the first entry. The series was produced by Penthouse Productions and Tarcher Productions with Florence Small as executive producer. Filmation will sell it for television outside the U.S. and for home video

domestically as well as abroad, according to Filmation Executive Vice President Alice Donenfeld, head of sales and marketing.

Multimedia Entertainment is offering a two-hour ***Ray Charles: a Man and His Soul*** in syndication this month and next as part of its "Country Comes Alive" package. Guests joining Charles include Glen Campbell, Dick Clark, Joe Cocker, Andre Crouch, Englebert Humperdinck, Lou Rawls and Dottie West.

Los Angeles-based Alan Enterprises has acquired exclusive television distribution rights in the U.S. and Canada to ***The Dismissal***, six-hour mini-series premiering earlier this year on Australia's Ten Network. The Program, which received a 38 rating and a 59 share in that country, concerns a constitutional crisis leading to dismissal of Australia's elected Labor government in 1975.

Ball return

Bowling will return to NBC-TV in the fall of 1984 under a multi-year agreement with the Professional Bowlers Association. NBC, which announced the deal last week, said it would cover as many as eight tournaments a year in the PBA's fall tour. The network has carried a number of bowling events in the past, going back to ***Jackpot Bowling*** in 1959, but has had no regular bowling coverage in recent years. The new deal does not conflict with PBA's contract with ABC-TV, which covers the association's winter and spring tours.

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FCC starts to dig out from under MMDS

Commission begins task of processing up to 25,000 applications for new service; estimates are that it will take six weeks to compile list of applicants and cities

Multichannel multipoint distribution service is not coming fast. But it's coming, and it certainly appears to be coming along a lot faster than low-power television did.

Inundated by applications (BROADCASTING, Sept. 12), the FCC has not worked its way out from under yet. As of the middle of last week, it still hadn't come up with an official count on how many MMDS applications have been filed. The latest estimates range from 15,000 to 25,000. And FCC sources say it will be at least six weeks or two months before it can put out a public notice identifying who filed for what markets.

According to Al Meredith, engineering assistant to the chief of the FCC's domestic

facilities division, which is in charge of processing the applications, the division is logging in, on a computer, some of the data from each of the applications at a rate of about 1,000 per day. The division expects to log in all of the applications within a month or five weeks, he said.

Meredith, who "a long time ago" had estimated the new spectrum would draw, at most, 3,000-4,000 applications, said that after the applications are all logged in, the staff will have to double check everything, then try to sort the applications manually. "It's a backbreaking job," he said. "We're beginning to run out of room."

Once the public notice is issued (Meredith thought only one would be put out, listing all applications at once), applicants will be able to comment on whether they have been listed correctly, see who else has filed for the same markets and, depending upon how the FCC eventually decides to work lotteries for MMDS, enter objections, he said. (If the commission decides to handle MMDS lot-

teries the same way it handles low-power television lotteries, it won't accept objections until after the lottery winners are selected.)

Until the public notice is issued, and duplicate copies of the applications are moved over to the FCC public reference room, the public will have to remain in the dark about who filed. "If we had the public going through [the applications], we'd never know what we'd already gone through and what we had not," Meredith said. "There's no way we're going to allow that."

Kevin Kelley, deputy chief of the domestic facilities division, said the notice of proposed rulemaking on MMDS lotteries should be forthcoming "very shortly." He added that it was still "uncertain" whether the commission would propose to accept objections before lotteries are held or not. □

Cable's latest move in the phone fight

NCTA sends 'white paper' to members of House stating history of confrontation between telcos and cable

The battle between the cable industry and telephone companies over cable legislation in the House is heating up. Last week the National Cable Television Association circulated a "white paper" to all House members in an effort to persuade the legislators to continue working toward the development of a national policy for regulating cable and to defend the industry's right to provide data transmission services.

The paper, called "Cable and Telephone Companies: A History of Confrontation," examines the historical relationship between cable and telephone companies. And it looks at the more recent controversy over data transmission services. The phone companies are asking Congress to provide equal regulation for cable and telephone companies that provide similar services. NCTA charges:

"From the beginning, the goal of the telephone companies has been to throttle potential competition from cable and maintain control over wireline communications. Only the tactics have shifted as Congress and the FCC curbed one phone company abuse after the other. The phone companies' latest tactic in this ongoing confrontation is to try to persuade Congress and the public that local phone rates will escalate sharply if revenue from data transmission and other communications services is siphoned off by competition from cable."

In the Senate, AT&T complained that S.66

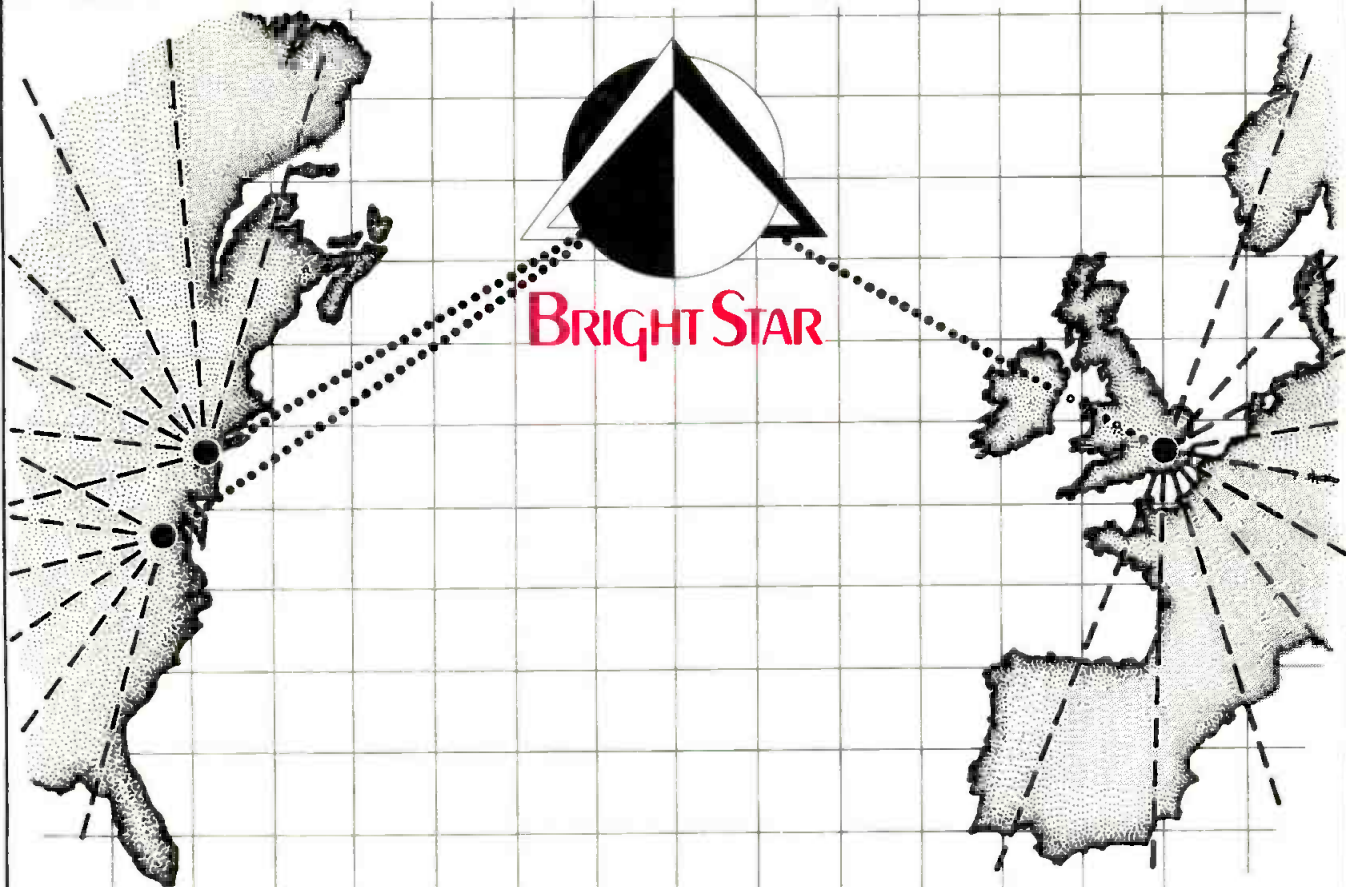
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permits cable companies to provide common carrier services, such as data and voice transmissions, without the state or federal regulation under which telephone companies must operate. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and Senators Barry Goldwater (R-Ariz.) and Ernest Hollings (D-S.C.) drafted an amendment to assuage AT&T's concerns but failed to gain AT&T's support. Although the phone companies opposed the measure, they were unsuccessful in blocking its passage.

The cable industry fears that AT&T and the Bell Operating Companies will also impede passage of the House bill. The question of applying common carrier regulations to cable channels supplying data delivery services already cropped up during House Tele-

communications Subcommittee hearings on cable regulation (BROADCASTING, May 30, June 27).

Subcommittee Chairman Tim Wirth (D-Colo.), however, is not sympathetic to the telecos' request and it appears doubtful the subcommittee's bill will address the issue. Nonetheless, the debate over data transmission services is likely to remain a principal issue in the House. A discussion draft of the legislation is expected to be circulated among subcommittee members this week.

NCTA continued: "Barely 1.1% of the Bell system's revenues are derived from data transmission. Even if cable took over the telephone company's entire data transmission market (an unlikely occurrence—cable carries less than two-tenths of 1% of data

transmissions), the effect on consumer phone rates would be virtually nil. The threat to raise local phone rates is a smoke screen by the telephone companies to hide their real motive—to stifle cable and other technologies which offer consumers a choice of services," NCTA said.

The NCTA document lists the "real reasons" telephone companies are increasing local rates. They are:

- The antitrust settlement that separates AT&T from its local operating companies. No longer will expensive long-distance calls subsidize inexpensive local service.

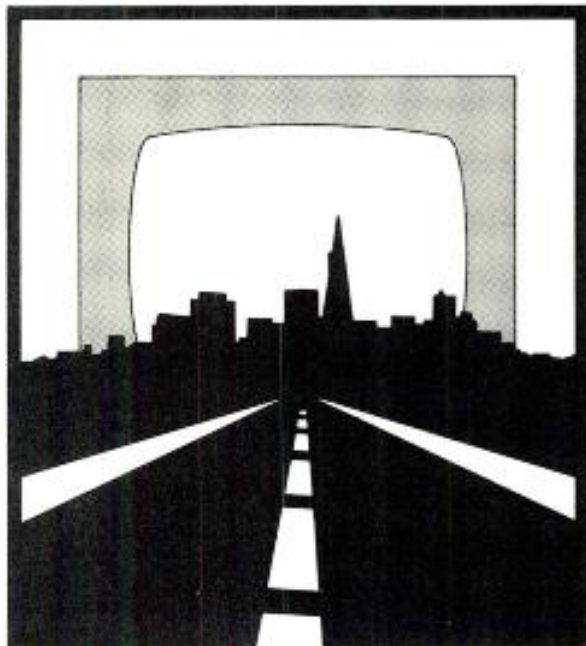
- The regulatory trend requiring customers to pay the true cost of communications services.

- Accelerated depreciation by phone companies of their old copper cables so they can speed up replacement by fiber optics.

NCTA notes that the telephone companies used telephone poles as "a more direct means of keeping out competition, using their poles again and again in the war against cable." The cable association points to phone company increases in pole attachment charges over the years. "By 1965 the average pole attachment fee throughout the Bell System was \$3 to \$4 per pole per year, a 100% increase in less than 10 years and far above the estimated \$1 actual average cost for a pole attachment," the paper stated.

The document cites some of the regulations the FCC introduced to "take away some of the telephone company's monopoly weapons in the war against cable," and dis-

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Unceasing. Since Edward M. Johnson and Associates, the Knoxville-based communications consulting firm, now has a registered engineer on board—and has now filed the necessary forms with the state—it is in compliance with state law, a spokesman for the Department of Commerce and Insurance for the State of Tennessee said last week.

In a letter dated Aug. 4, the Tennessee State Board of Examiners for Architects and Engineers had notified Johnson, who is not a registered engineer, that it was of the opinion that Johnson's firm was "offering engineering services to the public" without having on file the disclosure form required under Tennessee law (BROADCASTING, Aug. 22). "Until such time as you become properly registered in Tennessee, you are hereby ordered to cease and desist the offering of engineering services to the public both in your name and in the name of your firm," the board said.

Johnson subsequently announced that Dwight Magnuson, whom Johnson identified as a registered professional engineer, had joined the firm as director of engineering (BROADCASTING, Sept. 5). According to George Korda, chief of information for the Department of Commerce and Insurance for the State of Tennessee, the fact that Johnson now had a registered engineer on board—and had filed the necessary forms—squared Johnson with the board. As a result, Korda said, the board's cease and desist order is "no longer in effect."

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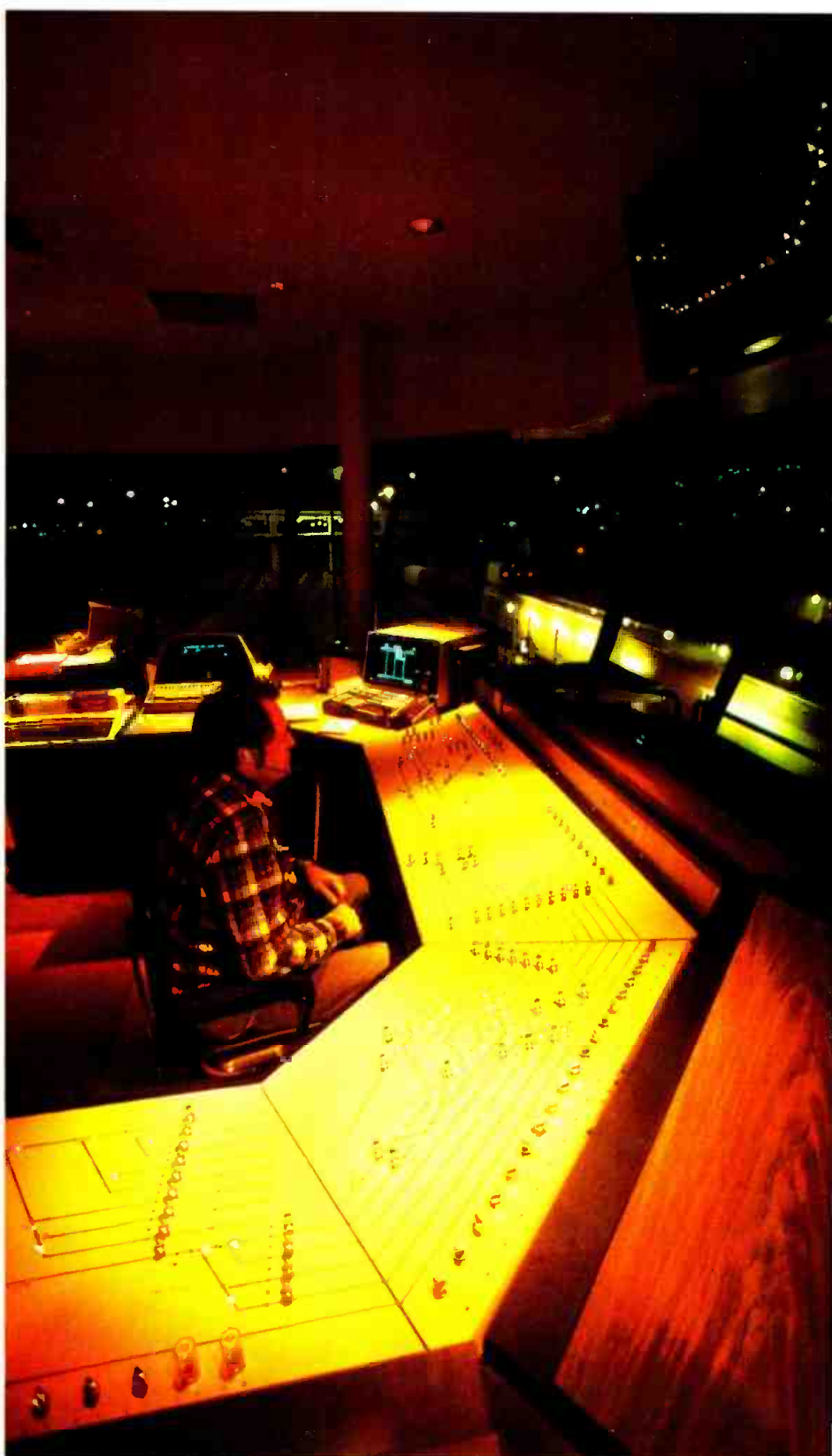
Application of computer technology in the railroad industry may be more diverse than in any other industry, even airlines and banking. Railroad computers help plot the best combination of cargo, design more efficient routings and make the maximum possible use of all available cars and tracks. And computers are being used to control signals and switching; to monitor the condition of track, roadbed and freight cars; to test new equipment; and to increase railroad fuel-efficiency even more.

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cusses pole attachment legislation. Despite those changes, the associated contended, the telephone companies have not been deterred.

"Caught and stopped again and again by the courts, legislators and regulators, the telephone companies never give up their war against cable.

"The annual income of the telephone monopoly is larger than the gross national product of most of the world's nations. AT&T's annual revenues from the Yellow Pages alone exceed the annual revenues of the entire cable industry," NCTA claimed. The association predicted that consumers would be the "losers" if the telephone companies "finally win in Congress their long anticompetitive war against cable." □

Washburn praises cooperation of nations at DBS conference

Head of U.S. delegation cites flexibility of participants at Geneva as reason for not pulling out of ITU

To Ambassador Abbott Washburn, who headed the U.S. delegation last summer to the conference of 22 western hemisphere na-

New twist to new technology

Add HDMMS to the lexicon of new technologies. That stands for high-definition multichannel multipoint distribution service. And at least one of thousands of MMDS hopefuls is proposing to make high-definition MMDS a reality.

Stella A. Pappas, Fresno, Calif., has applied for 105 markets. And Pappas, who, along with her husband, Harry, owns KMPH(TV) Visalia-Fresno and KGEN(AM) Tulare, both California, and WHNS-TV, which is under construction in Asheville, N.C., believes pursuing HDTV on MDS "distinguishes her from the many other applicants seeking to provide only a standard TV signal," one of her applications said.

According to Harry Pappas, HDMMS is not a pipe dream. Assuming that a license can be had, the concept is far enough along to be field tested next year, he said.

Also according to Pappas, his wife has been working, together with an unnamed "major equipment manufacturer," on the concept for the past seven months. The company itself has been working on HDTV for at least four-and-a-half years, he said. Right now, he added, the company is working on applying "current" HDTV technologies to the "noncontiguous" microwave channels the commission has authorized for MMDS.

Pappas said the system would use digital technology to transmit information through the noncontiguous MMDS channels. Special "smart" receivers will be needed to receive the HDTV signal, and the company wants to design those receivers so they will be compatible with all other HDTV systems—whether those are transmitted over direct broadcast satellites or cable. These "smart" receivers, he said, would know whether they are receiving HDTV over MMDS or DBS and make the necessary adjustments.

"This might be a major opportunity for local TV stations to compete effectively against HDTV on DBS and cable," he said. "The base technology exists for these designs to be implemented We're very excited about this. If we're successful, this is going to be a major commitment," he said.

In her applications, Stella Pappas said that while she was "pursuing the introduction of HDTV," she intended to set up her MMDS stations to handle a wide variety of services, including teleconferencing, premium television, electronic mail, stock market information, electronic funds transfer and the transmission of databases for distributed data processing.

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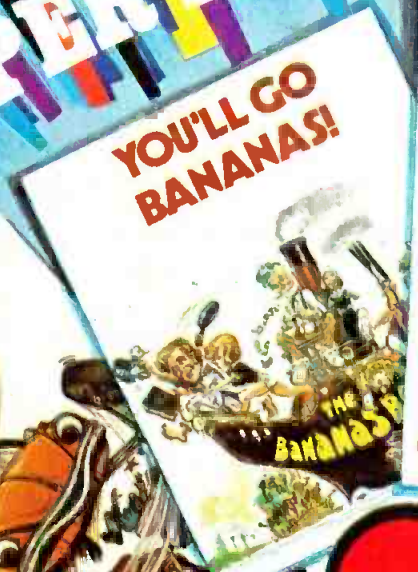
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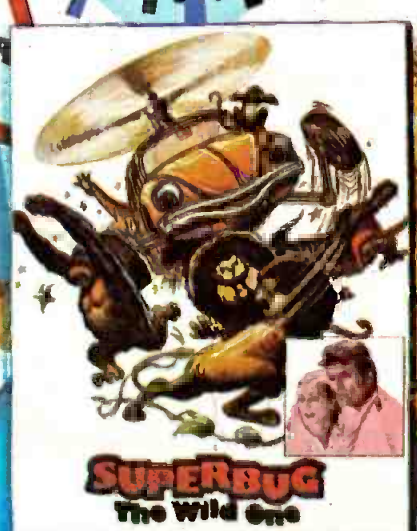
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tions on development of a plan for the use of direct broadcast satellite service (BROADCASTING, July 18), the results showed there was "a genuine desire on the part of all delegates to succeed"—and demonstrated that "communications transcends politics."

His remarks, at an observance of the 17th annual World Communications Day, sponsored by the Communication Committee of the U.S. Catholic Conference, constituted a rejection of arguments that the International Telecommunication Union had become so politicized that the U.S. should consider leaving it. The five-week conference that produced the DBS plan was an ITU event.

The desire to succeed, Washburn said, "was more important than politics." To help make his point, he cited the willingness of Cuba to accept an orbital slot other than the one it had originally sought. Its preferred position was 100 degrees to 115 degrees west, but the plan worked out by computer modeling put the Cuban slot at 89 degrees. And while Cuba rejected an initial request by the Canadians to change, it agreed when the request was made by the chairman of the conference, Luis Valencia, of Mexico. Had Cuba "hung tough," Washburn said, "we might all have come home empty handed."

Then he said, "We must continue, in my opinion, to do our utmost within the context of the ITU to make these international conferences on telecommunications succeed." He acknowledged that "occasionally they become bogged down for weeks by extraneous political issues"—as occurred at the ITU plenipotentiary conference, in Nairobi, Kenya, last fall, when Arab nations sought to expel Israel. "But," he said, "they are extremely important to the future in this field in which the U.S. is still pre-eminent."

"Trying to 'go it alone,' as some have proposed, would not help us retain that lead position," he said. "The world is just over the threshold of the information age. The Japanese, Germans and others would like nothing better than to topple us from the number one spot."

The conference, as Washburn noted, had its tense moments. By the end of the fourth week, he said, "we were not near a workable

plan." But in the final week, the U.S. and Canada, having resolved their differences, began making substantial progress in developing a plan. Mexico and Brazil joined in the work, and by the end of the week, the conference had reached agreement.

As Washburn noted, the U.S. obtained eight orbital slots—the most sought by any country at the conference—with 32 channels at each location. He said the U.S. bolstered its case for the eight slots by noting that eight companies had already received FCC authorization to establish DBS systems. But only five of the eight slots are in locations that the U.S. had sought—one is so far east as to be subject to blackouts in prime time during the fall and spring equinoxes, when the satellite's solar-powered batteries will not receive power from the sun, and two are too far west to cover the mountain and Pacific time zones. Washburn said those concessions were part of the price the U.S., like other countries at the conference, paid for a "workable plan."

He also noted that the U.S. lost a battle with Canada over the signal strength standard to be included in the plan; the U.S. wanted a higher standard to permit the use of smaller earth stations and to accommodate high-definition television service and top-of-the-line multiplex analog component systems that greatly enhance the quality of television color. The conference supported Canada's position by a vote of 12-9. However, the U.S. took a reservation on the issue—that is, stated it would not be bound by the conference's decision. The U.S. and Canada will resume talks on the matter later this year in an effort to resolve their differences.

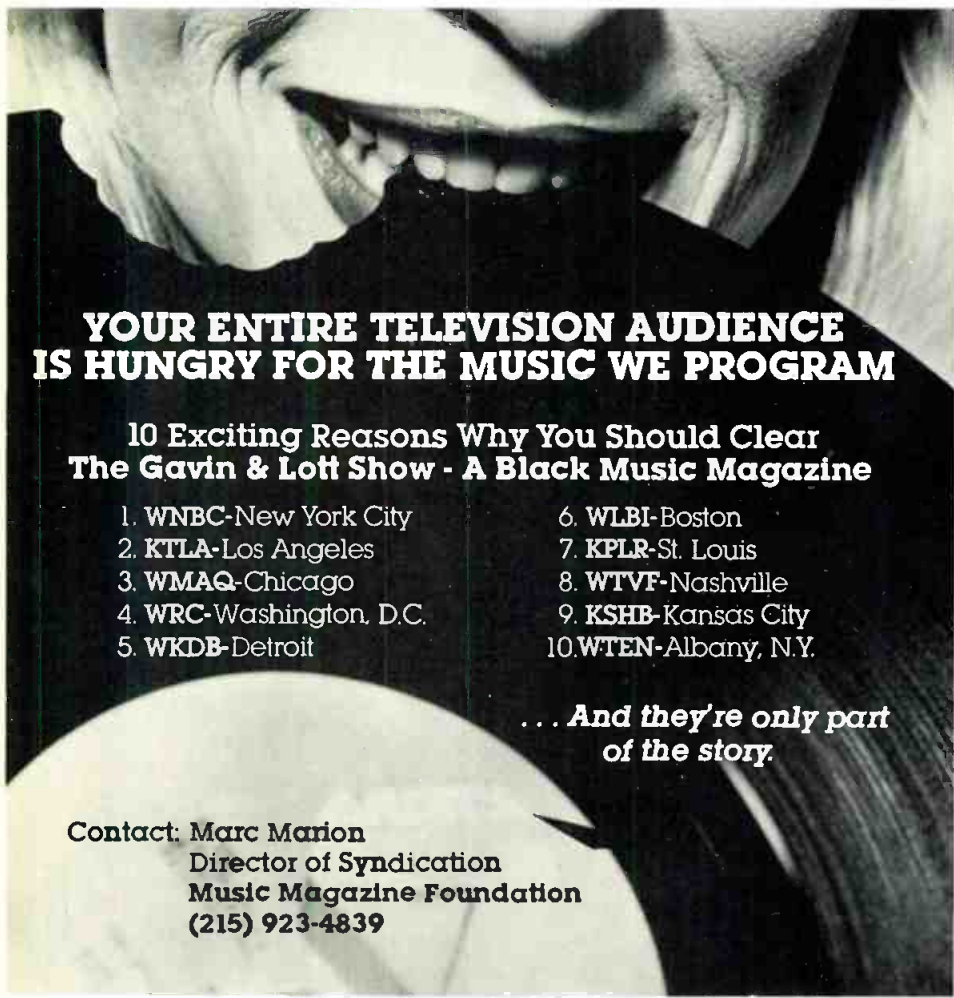
The U.S. was not the only country to take a reservation to one or more portions of the plan. All told, 15 did. Indeed, nine took general reservations to the entire plan. However, Washburn described the general reservations as "boilerplate," taken by delegations to allow themselves freedom of action in the event they consider their interests adversely affected by the decisions of the conference or the failure of countries to observe the provisions of the agreement, "We don't regard that routine language as underwriting the viability of the agreed-upon plan," Washburn said. He also noted the results of the conference are to be incorporated in the

Line of duty. Clark Todd, London bureau chief for the Canadian CTV Television Network, died of shrapnel wounds received Sept. 4 while covering the fighting in Lebanon. He was on assignment for both CTV and ABC News. His body was recovered last Monday (Sept 12.) in the Shouf mountain village of Kfar Matta, which had been cut off for more than a week by heavy shelling. Donald G. Cameron, vice president in charge of CTV News, who had gone to Lebanon with two CTV associates to coordinate the efforts to rescue Todd, said Todd apparently had died shortly after being hit in the chest by artillery shrapnel.

Todd, 38, was traveling with ABC cameraman Brian Kelly, a Canadian, when he was hit. Kelly was quoted by CTV as saying Todd insisted that Kelly leave him behind. Kelly was not injured.

Todd, a native of St. John, New Brunswick, joined CTV as its London bureau chief in 1980 after six years as a London correspondent for NBC News and earlier work with Canadian TV and radio stations. For over a decade he had covered news events in Britain, continental Europe and the Middle East. He had been wounded in Northern Ireland, detained in Egypt during anti-Sadat demonstrations and arrested in Poland while covering the Solidarity movement. Among awards he garnered for his reporting were an Amos Tuck for economic reporting, an Overseas Press Club of America award for documentaries, a Gabriel and Peabody.

Survivors include his wife, Anne; their three children and two children from a previous marriage.



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international regulations at the World Administrative Radio Conference on satellite services to be held in 1985. □

FCC to examine obscenity on common carriers

Dial-a-porn service in New York and Austin, Tex., MDS case draw commission into situation

Prodded by a pair of filings, the FCC has launched an inquiry into whether it can or should police the transmission of obscene material over common carriers.

In a petition for declaratory ruling, Multipoint Distribution Systems Inc., licensee of an MDS station in San Antonio, Tex., has alleged that a customer, San Antonio Home Entertainment, has breached a contract prohibiting it from distributing unrated movies; it has asked the FCC to approve its proposed termination of the service. Home Entertainment has countered that the contract is unenforceable because it permits Multipoint, a common carrier, to interfere with program content.

In another filing, the county executive of New York complained against the New York Telephone Co. for transmitting pornographic recorded material in alleged violation of Section 223 of the Communications Act, which makes "obscene, lewd, lascivious, filthy or indecent" telephone calls subject to a fine of up to \$500 and imprisonment of up to six months. □

For those who served. The FCC should grant substantial comparative preferences to veterans of the U.S. military services—and additional preferences to disabled veterans—in all comparative broadcast cases before the commission, said Thomas S. Rockler in a petition for rulemaking.

Rockler, who described himself as a Vietnam-era disabled veteran, noted it was "ongoing" federal, state and local policy to grant veterans employment preferences and that the addition of a new radio or TV station to a community presented an employment opportunity to the would-be recipient of the broadcast license. "It is the petitioner's request that all radio and television allocations and opportunities opened up to the public for filing by competing applicants be considered as employment or job opportunities by the commission and be subject to existing U.S. government preferential policies for veterans and disabled veterans, pursuant to Title 38—United States Code as mandated as federal law by the Congress," he said. "This policy adaptation will bring the FCC in line with other government policies and laws, to advance the policy to further veteran employment and training."

Spurring the complaint: High Society Magazine Inc. and Car-Bon Publishers obtained a "Dial It" number in a lottery conducted by New York Telephone early this year. They have programed the number with recordings of supposed sexual acts. The FCC said it has been calculated that the number receives up to a half million calls a day, yielding about \$10,000 a day for High Society, and up to \$35,000 a day for New York Telephone before costs. New York Telephone had asked that the complaint be dismissed, contending that Section 223 was intended only to prohibit the making or placing of telephone calls to innocent victims.

Among the questions the commission poses in the inquiry is whether it has the authority to determine whether material is obscene and whether it is "necessary, desirable or appropriate" for the commission to determine whether something is obscene and then take action to stop that activity. It also has requested comment on whether a common carrier, which generally has a duty to

serve all parties without considering content, can or should be expected to police obscenity on its own. In addition, it requested comment on whether common carriers, on their own, can determine that materials are obscene and exclude those materials from carriage. □

Commerce leads in fund for public telecommunications

The Department of Commerce provided the most money to "public telecommunications entities" in 1981, according to a study by the Corporation for Public Broadcasting. The "Inventory of Federal Funds," a survey of 66 federal agencies and the 15 departments, is required by The Public Broadcasting Amendments Act of 1981. Phil Watson, deputy special assistant for legislative affairs at CPB, said: "It's really a bookkeeping situation because each year Congress has to find out how much money we really need to run public broadcasting. One of those components is the study. Also, every three years we prepare a 'state of the nation' for public broadcasting, the next one is due in 1984."

The survey shows that after the \$18.6 million total for Commerce, nearly all of which went to its Public Telecommunications Facilities Program, the National Endowment for Arts was second with \$5.8 million, followed by the Department of Education with \$4.7 million, followed by the National Endowment for the Humanities at \$3.2 million. Those four were also the top sources of direct funding in 1980. The survey also shows that 81.3% of the money went to television, 13.8% to radio and 4.9% to both.

The 1981 total of \$32,679,700, distributed by two departments and four agencies, was off 4.4% from the 1980 total of \$34,197,433. In 1979, the first year that CPB conducted the survey, federal money as defined was \$29,214,837, but the survey response was lower that year, making comparisons difficult.

Barbara Schiltges, the policy analyst responsible for the study, said that by legislative definition, "public telecommunications entities" do not include the CPB 1981 appropriation of \$162 million, which roughly approximates the remaining 83% of federal money distributed to public broadcast sta-



Alaskan support. National Association of Broadcasters will support an FCC petition to grant Class I status—the only designation entitled to skywave protection—to 16 Alaska radio stations, Edward O. Fritts, NAB president, said in a speech before the annual convention of Alaska Broadcasters Association in Anchorage last week. "Too many people in remote areas of Alaska depend on AM skywave to bring them timely news of the outside world," he said. "Class I status to Alaskan stations on U.S. clear channels will enhance skywave protection and listenability of Alaskan stations within the state. It will also reduce the potential for new stations in Canada to interfere with useful Alaskan radio service." Fritts (c) is pictured above with Tom Busch (l), KNOM(AM), outgoing president, Alaska Broadcasters Association, and Al Bramstedt Jr. (r), KTUU-TV Anchorage, president, ABA.

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The questions were generated through a Gallup poll which asked Americans from coast to coast, "If you could ask God one question, what would it be?"

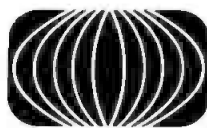
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Reverse disclosure. FCC has proposed new standard aimed at making it easier to demonstrate why commercial and financial data submitted to FCC should be kept from competitors—and reporters—under exemption to Freedom of Information Act. Under status quo, commercial and financial documents are given confidential status if company submitting them presents “clear and convincing case” for nondisclosure. Under proposal, company would only have to show that “preponderance of the evidence” demonstrates that information shouldn’t be disclosed consistent with FOIA. Comments are due Oct. 12; reply comments are due Nov. 1.

□

Amway postponement. Provincial court in Ottawa has postponed until Feb. 17 hearing into charges that Amway Corp.—whose holdings include Mutual Broadcasting System—defrauded Canadian government of about \$2.3 million in custom duties between 1965 and 1980. Government lawyers requested delay because Canada is still seeking extradition from U.S. of four top company officials, who are charged with three counts of defrauding Canadian government. Officials being sought are Jay Van Andel, chairman of board; Richard Martin DeVos, president; William James Halliday Jr., legal division vice president, and C. Dale Discher, treasurer and vice president. Amway, which is based in Ada, Mich., is second largest distributor of household products in U.S. Canada says Amway defrauded it by undervaluing goods shipped north of border. Amway denies charges.

□

Partial victory. FCC has renewed licenses of 14 Alabama and Georgia broadcast stations over objections of National Black Media Coalition. It deferred action on renewal of WALB-TV Albany, Ga., pending submission of amended equal employment opportunity program setting forth goals and timetables for minority hiring over next two years. It also has required WALB-TV to submit employment reports. In addition, FCC renewed eight stations—WERC(AM) and WKXX(FM), both Birmingham, Ala.; WABB-AM-FM and WKRQ-AM-FM, all Mobile, Ala., and WGAU(AM) and WNGC(FM), both Athens, Ga.—subject to condition that they submit information on their EEO recruiting efforts for past year and next two years.

□

KQED cleared. FCC has reaffirmed its grant of 1977 and 1980 renewals of KQED Inc. for noncommercial KQED-FM-TV and KQEC(TV), all San Francisco. Community Coalition for Media Change and others had opposed renewals and sought reconsideration, alleging that licensee had made misrepresentations, held closed board meetings and, among other things, operated KQED(TV) for profit. FCC, however, said coalition, in seeking reconsideration, had failed to cite any error of fact or law that would necessitate reconsideration.

□

Metromedia appeals. Metromedia Inc. last week made second effort to persuade judge in Christine Craft case to overturn \$500,000 award jury made to former co-anchor at KMBC-TV Kansas City. It asked U.S. District Judge Joseph E. Stevens Jr. to grant new trial or to remit some or all of damages awarded to her. She had claimed Metromedia, former owner of station, had been guilty of fraud in claiming it was hiring her for her journalistic ability and then demoting her to reporter—demotion that caused her to resign from station—because she was not considered sufficiently attractive or “deferential to men” (BROADCASTING, Aug. 15). Metromedia, in its motion last week, contended award was “so grossly excessive” as to suggest jurors were prejudiced against Metromedia. It also held that judge had erred in ruling on admission of evidence and on instructions to jury. Earlier, Metromedia had asked Stevens for directed verdict. Judge denied that motion on Sept. 1 (BROADCASTING, Sept. 5). He has yet to rule on Craft’s charge that her demotion amounted to sex discrimination. Jury returned advisory opinion supporting charge.

□

Chicago cellular. FCC administrative law judge has granted application of Rogers Radiocall Inc. for nonwireline cellular radio franchise for Chicago, denying application of Cellular Mobile Systems of Illinois Inc. Rogers is co-owned by Metromedia Inc. and Rogers Radio Communications Services Inc. Cellular Mobile is owned by Graphic Scanning Corp.

□

Conflicts criteria loosened. Following up on authority granted it under Communications Amendments Act of 1982, FCC has loosened criteria it uses to determine when commissioners and employees may invest in particular businesses. Commissioners and employees are still prohibited from ownership in firms that have “significant interest” in communications, manufacturing or sales activities subject to commission regulation. But, according to Fred Goldsmith, chief, FCC internal review and security division, new criteria will permit them to own stock they couldn’t previously—for example, Sears & Roebuck, which sells radio and TV equipment and is applicant for low-power television stations. However, no hard-and-fast rules or percentage guidelines have been written; determination of which companies are suitable will be made on case-by-case basis, he said.

tions. Also omitted from the results were independent producers, commissions, state agencies or networks that received about \$12 million. □

Briefs filed in Supreme Court in case involving public broadcasting editorializing

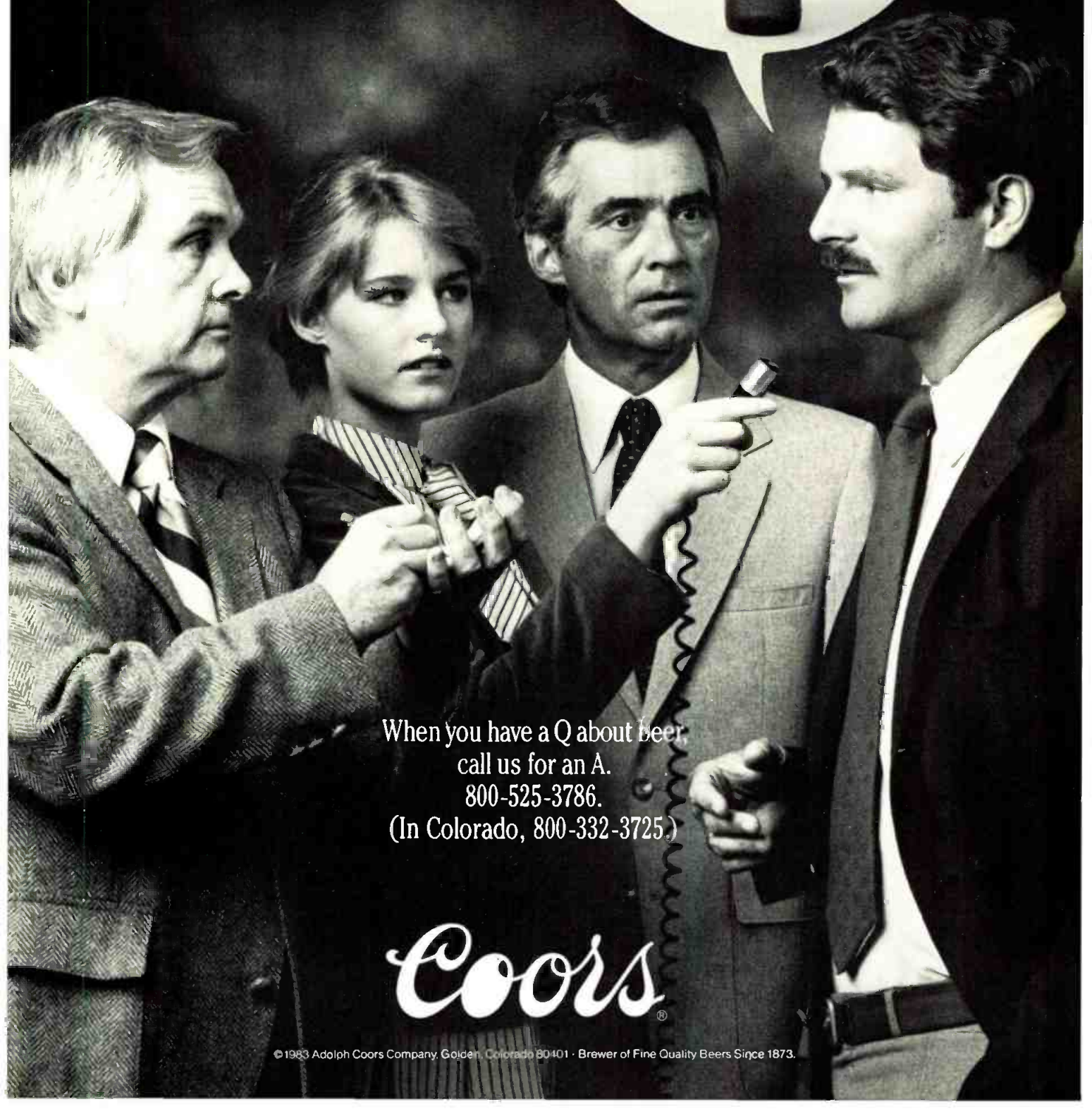
Unlikely mix of allies, including Justice and Mobil, dot case

The question of whether the government may ban editorializing by public broadcasting stations has now been presented to the Supreme Court in seven briefs, as the Justice Department presses its fight for reversal of a lower court’s decision declaring a law providing for such a ban unconstitutional. And last week, Justice found itself with what on the surface at least seems an unlikely ally—the Mobil Corp., long known for its complaints about the networks’ refusal to sell it time to express its editorial views.

The League of Women Voters of California, noncommercial group broadcaster Pacifica Foundation and Representative Henry Waxman (D-Calif.), who in 1979 brought the suit that resulted in the decision of the U.S. District Court in Los Angeles declaring the law unconstitutional, weighed in with a defense of the lower court’s opinion. And they were supported in friend-of-the-court briefs filed by CBS, the National Association of Broadcasters and the Radio-Television News Directors Association in one joint filing, by the Public Broadcasting Service and the National Association of Public Television Stations in another, and by the National Black Media Coalition and the American Civil Liberties Union, in the two remaining briefs.

If Mobil was a vigorous participant in the case, the FCC was a reluctant one. Technically, at least, the commission, originally named as defendant in the case because of its responsibility for enforcing the ban expressed in Section 399 of the Communications Act, is listed as the appellant, but it has done nothing to help the solicitor general’s office prepare the case, as it normally would. The Justice Department is responsible for representing the commission in court. At one time, during the Carter administration, Justice and the commission said they would not defend the constitutionality of the law. But President Reagan’s Justice Department took a different view, and maintained it has the authority to defend the law, in the commission’s behalf.

Mobil’s interest in the case—ironic in view of the company’s frequently expressed frustration at being denied time on the networks because of their refusal to sell time for issue advertising—stems from what it says is its “interest in preserving the integrity of public broadcasting.” It notes it has underwritten programming for public broadcasting for more than a decade. And it said the ban prevents public broadcasters “from being perceived as a propaganda organ for the government.” Mobil expressed the view that



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Stock Index

	Closing Wed. Sep 14	Closing Wed. Sep 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	55 3/4	56 1/8	- 3/8	- .66	9	1,616
N Capital Cities	145 1/2	143	+2 1/2	+ 1.74	17	1,936
N CBS	72 1/4	71	+1 1/4	+ 1.76	10	2,143
N Cox	47 5/8	46 3/4	+ 7/8	+ 1.87	18	1,350
A Gross Telecast	59	61	-2	- 3.27	13	47
O LIN	20 5/8	21	- 3/8	- 1.78	21	429
N Metromedia	39	39			3	1,090
N Outlet Co.	42 7/8	42 1/2	+ 3/8	+ .88	17	176
O Scripps-Howard	27 1/4	28 1/4	-1	- 3.53	15	281
N Storer	30 3/4	31 5/8	- 7/8	- 2.76	0	504
O Sungroup Inc.	6	6 3/4	- 3/4	-11.11	0	4
N Taft	48 1/2	48 5/8	- 1/8	- 1.25	11	441
O United Television	12	11 7/8	+ 1/8	+ .05	15	141

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	25 1/4	25	+ 1/4	+ 1.00	16	152
A Affiliated Pubs.	39	39			17	314
N American Family	21 1/2	22 1/2	-1	- 4.44	14	293
O Assoc. Commun.	12 1/2	12 1/2			0	60
O A.H. Belo	38 1/4	41 1/2	-3 1/4	- 7.83	13	358
N John Blair	44 1/4	42 1/2	+1 3/4	+ 4.11	19	348
N Chris-Craft	23 1/8	23	+ 1/8	+ .54	46	142
N Cowles	19	18 7/8	+ 1/8	+ .66	19	75
N Fairchild Ind.	21	21 3/8	- 3/8	- 1.75	18	277
N Gannett Co.	61	63 7/8	-2 7/8	- 4.50	17	3,252
N General Tire	31 1/4	32 3/4	-1 1/2	- 4.58	13	658
O Gray Commun.	57	51 3/4	+5 1/4	+10.14	17	27
N Gulf United	27	27 7/8	- 7/8	- 3.13	8	762
N Harte-Hanks	24 1/4	25 1/8	- 7/8	- 3.48	15	1,061
N Insilco Corp.	22	22 3/4	- 3/4	- 3.29	18	355
N Jefferson-Pilot	36	35 1/4	+ 3/4	+ 2.12	8	772
O Josephson Intl.	18	17 1/2	+ 1/2	+ 2.85	13	87
N Knight-Ridder	59 1/4	58	+1 1/4	+ 2.15	16	1,934
N Lee Enterprises	24 7/8	24	+ 7/8	+ 3.64	16	335
N Liberty	21 3/4	21	+ 3/4	+ 3.57	16	213
N McGraw-Hill	44 3/4	48	-3 1/4	- 6.77	19	2,231
A Media General	57 1/8	56	+ 1/8	+ 2.00	11	397
N Meredith	38 3/4	39	- 1/4	- .64	12	364
O Multimedia	36 1/2	36 1/2			18	607
A New York Times	85 7/8	83 1/2	+2 3/8	+ 2.84	17	1,110
A Post Corp.*	58 3/8	42 3/4	+15 5/8	+36.54	24	106
N Rollins	17 3/4	15 3/4	+2	+12.69	22	461
N Schering-Plough	40	42 7/8	-2 7/8	- 6.70	11	2,133
T Selkirk	14	13 1/2	+ 1/2	+ 3.70	30	114
O Stauffer Commun.	46	46 1/2	- 1/2	- 1.07	12	46
A Tech Operations	37 1/4	36 1/2	+ 3/4	+ 2.05	24	31
N Times Mirror	81 3/8	79 1/8	+2 1/4	+ 2.84	18	2,792
O Turner Bcstg.	19 1/2	20	- 1/2	- 2.50	5	398
A Washington Post	65 1/2	65 1/2			17	928
N Wometco	39 7/8	40 7/8	-1	- 2.44	20	692

SERVICE

O BBDO Inc.	38 1/4	38	+ 1/4	+ .65	14	222
O Compact Video	5 7/8	6 5/8	- 3/4	-11.32	37	19
N Comsat	39 1/2	39 1/4	+ 1/4	+ .63	13	711
O Doyle Dane B	21 1/4	20 3/4	+ 1/2	+ 2.40	15	128
N Foote Cone & B	47	46 1/4	+ 3/4	+ 1.62	13	132
O Grey Advertising	105 1/2	105 1/2			9	62
N Interpublic Group	55 3/4	55	+ 3/4	+ 1.36	14	277
N JWT Group	34 1/2	35 1/2	-1	- 2.81	133	202
A MovieLab	6	5 3/4	+ 1/4	+ 4.34	6	10
O A.C. Nielsen	32 3/4	32 3/4			16	735
O Ogilvy & Mather	45 3/4	46	- 1/4	- .54	13	199
O Sat. Syn Syst.	8 3/4	9	- 1/4	- 2.77	219	50
O Telemation	7 3/4	8 1/4	- 1/2	- 6.06	8	9
O TPC Commun.	2 5/8	2 1/2	+ 1/8	+ 5.00	0	3
A Unitel Video	10 3/4	10 7/8	- 1/8	- 1.14	15	21
N Western Union	33 1/2	37 3/4	-4 1/4	-11.25	10	804

PROGRAMMING

	Closing Wed. Sep 14	Closing Wed. Sep 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitali- zation (000,000)
O Barris Indus.	6 3/4	6 5/8	+ 1/8	+ 1.88	75	37
N Coca-Cola	48 1/4	52	-3 3/4	- 7.21	11	6,562
N Disney	58 1/4	60 1/2	-2 1/4	- 3.71	16	2,013
N Dow Jones & Co.	53 1/4	56	-2 3/4	- 4.91	31	3,401
O Four Star	6 1/2	7 1/2	-1	-13.33	7	5
N Getty Oil Corp.	65 1/4	67 3/4	-2 1/2	- 3.69	13	5,163
N Gulf + Western	26 1/8	27 7/8	-1 3/4	- 6.27	8	2,009
O Lorimar	20 1/4	20	+ 1/4	+ 1.25	15	102
N MCA	34 3/4	34 1/2	+ 1/4	+ .72	9	1,671
N MGM/UA Ent.	14 1/8	15 5/8	-1 1/2	- 9.60	16	703
N Orion	18 5/8	19 3/4	-1 1/8	- 5.69	22	171
O Reeves Commun.	14 1/4	15	- 3/4	- 5.00	8	176
O Telepictures	15 3/4	14 7/8	+ 7/8	+ 5.88	20	91
O Video Corp.	11 1/4	12 1/4	-1	- 8.16	0	19
N Warner	23 5/8	22 5/8	+ 1	+ 4.41	10	1,525
A Wrather	37 1/4	37 3/4	- 1/2	- 1.32	0	83

CABLE

A Acton Corp.	8 1/8	7 7/8	+ 1/4	+ 3.17	45	45
O AEL	38 1/2	39 1/2	-1	- 2.53	160	75
O AM Cable TV	9 1/4	9 1/8	+ 1/8	+ 1.36	3	1,832
N American Express	38 3/4	41 3/8	-2 5/8	- 6.34	7	7,673
N Anixter Brothers	25 1/2	25 3/8	+ 1/8	+ .49	32	457
O Burnup & Sims	7 3/8	7 7/8	- 1/2	- 6.34	0	65
O Comcast	22 1/4	22 3/4	- 1/2	- 2.19	23	158
N Gen. Instrument	37 3/4	40 1/4	-2 1/2	- 6.21	17	1,183
N Heritage Commun.	13	12 7/8	+ 1/8	+ .97	28	96
T Maclean Hunter X	17 7/8	16 1/2	+1 3/8	+ 8.33	25	659
A Pico Products	13 3/4	16	-2 1/4	-14.06	46	39
O Rogers	9	9 3/4	- 3/4	- 7.69	0	198
O TCA Cable TV	13	13			26	86
O Tele-Commun.	16 1/2	17 3/8	- 7/8	- 5.03	21	712
N Time Inc.	67 1/4	66	+1 1/4	+ 1.89	19	3,859
O Tocom	4	4 1/8	- 1/8	- 3.03	0	28
N United Cable TV	23	24 1/4	-1 1/4	- 5.15	144	255
N Viacom	33 1/4	36 5/8	-3 3/8	- 9.21	18	387

ELECTRONICS MANUFACTURING

N Arvin Industries	26 5/8	27 1/8	- 1/2	- 1.84	11	192
O C-Cor Electronics	14 3/4	16 1/4	-1 1/2	- 9.23	14	52
O Cable TV Indus.	6 1/2	6 1/2			38	20
A Cetec	10 1/2	9 3/8	+1 1/8	+12.00	26	23
O Chyron	24 1/2	22 3/4	+1 3/4	+ 7.69	26	100
A Cohu	8	8			18	14
N Conrac	19 1/4	20 1/2	-1 1/4	- 6.09	13	117
N Eastman Kodak	68 1/2	67 1/8	+1 3/8	+ 2.04	11	11,340
O Elec Mis & Comm.	11	12	-1	- 8.33	0	32
N General Electric	50	51 3/8	-1 3/8	- 2.67	11	22,766
O Geotel-Telemet.	2 3/8	2 1/2	- 1/8	- 5.00	22	7
N Harris Corp.	36 3/4	37	- 1/4	- .67	22	1,160
N M/A Com. Inc.	27 1/2	28 1/8	- 5/8	- 2.22	29	1,180
O Microdyne	13 1/4	13 5/8	- 3/8	- 2.75	34	61
N 3M	79	81 1/4	-2 1/4	- 2.76	13	9,313
N Motorola	135 1/4	134 3/4	+ 1/2	+ .37	25	5,281
N N.A. Phillips	69 1/2	70 3/4	-1 1/4	- 1.76	12	970
N Oak Industries	7 7/8	8 1/4	- 3/8	- 4.54	0	129
A Orrox Corp.**	3 7/8	4 7/8	-1	-20.51	0	9
N RCA	28 1/8	29 3/8	-1 1/4	- 4.25	13	2,293
N Rockwell Intl.	29 5/8	30 1/8	- 1/2	- 1.65	12	4,557
A RSC Industries	5 7/8	5 3/4	+ 1/8	+ 2.17	196	19
N Sci-Atlanta	17 5/8	18	- 3/8	- 2.08	0	422
N Signal Cos.	35 1/2	36 3/8	- 7/8	- 2.40	24	3,791
N Sony Corp.	14 7/8	15 1/4	- 3/8	- 2.45	35	3,432
N Tektronix	78 5/8	80	-1 3/8	- 1.71	31	1,496
A Texscan	20 1/2	18 3/4	+1 3/4	+ 9.33	25	124
N Varian Assoc.	56 7/8	56 1/4	+ 5/8	+ 1.11	26	28,507
N Westinghouse	46 3/4	46 7/8	- 1/8	- .26	9	4,097
N Zenith	31 3/4	33 7/8	-2 1/8	- 6.27	14	602

Standard & Poor's 400 Industrial Average

186.46 189.65 - 3.19 - 1.68

Notes: A-American, N-N.Y. O-Over the counter T-Toronto (some bid prices by Shearson/American Express, Washington) Prices are for Common A stock unless otherwise noted. Price/Earnings ratios based on Standard & Poor's estimated new year earnings. If no estimate is available, figures for last 12 reporting months used (0 is deficit). Wherever possible earnings figure exclusive of extraordinary gain or loss.

Footnotes: * Agreement in principle for Gillett Communications to buy outstanding

shares for \$65 ("In Brief", Sept. 12) ** Michael J. Freire, comptroller, said he had "no explanation at all" but said that over 50% of 2.3 million shares outstanding are held by institutions. Company, which claims two-thirds market share for computer-assisted videotape editing systems, reported on Aug. 17 second quarter loss of \$405,000 on sales of \$2.4 million. Special shareholders meeting, Friday, Sept. 23, will discuss proposed loan/takeover by Chyron Corp. (Bottom Line", Aug. 22).

public broadcasting stations will lose private financial support, from both corporations and members of the public, "if they become involved in the business of endorsing editorial views."

U.S. District Judge Malcolm Lucas in August 1982 ruled that the ban on editorializing by public broadcasting stations can withstand First Amendment scrutiny only if it serves a compelling government interest and is narrowly tailored to that end. The government's interests purportedly served by the ban, he added, do not justify it. He said the government had failed to prove public broadcasting stations would become government "propaganda organs" if they editorialized (BROADCASTING, Aug. 16).

But the government, in its appeal, argues that the Supreme Court itself has held that, in First Amendment cases, broadcasting "is a special national resource, and that the validity of any challenged regulation must be decided in the context of its unique characteristics and problems." And given the special characteristics of public broadcasting, it adds, Section 399 is constitutional.

"Public television and radio are...inextricably entwined with government," the brief says, adding: "Created and sustained in order to promote excellence and diversity in broadcasting, they were designed as a community resource—not a private vehicle—to be supported by all and to serve all." It also says the ban "protects First Amendment values" by denying the use of tax money for the propagation of views with which many taxpayers may disagree. And it says the law is a constitutional expression of Congress's

spending power: It "does not prevent licensees of public stations from expressing their opinions. It simply provides that the government will not pay for it."

Defenders of the lower court's opinion see things differently. The First Amendment, they say, bars the government from imposing a ban on editorializing by public broadcasting. The League of Women Voters, Pacifica and Waxman, in their joint brief, contended that nothing in the nature of broadcasting justifies the application of anything less than "the most stringent First Amendment standards" in determining the constitutionality of the ban on editorializing. And they read the Supreme Court's opinions in the broadcasting area as holding that "the public's right to be informed is best served by maximizing the number and diversity of viewpoints expressed over the airwaves." Furthermore, they said, there is nothing in the "special character" of noncommercial broadcasting that warrants the suppression of the licensee's views on public issues. The brief says the FCC itself has recognized that the expression of editorial opinion by a non-commercial station "is an essential element" in its ability to fulfill what the government says is its "intended societal function: to educate, challenge and at times disturb."

CBS, the NAB and RTNDA, in their joint friend-of-the-court brief, contended that the First Amendment "does not tolerate the interdiction of speech on controversial issues," and says the high court frequently has "invalidated governmental efforts at suppression despite the creative justifications that have been advanced." It also says the

editorializing ban cannot be justified "by the special characteristics of public broadcasting." It notes that the federal courts have cited the First Amendment in striking down government efforts to interfere with the editorial freedom of independent journalistic entities receiving government subsidies.

The PBS/NAPTS joint filing argues that there is no basis for government fears that public broadcasters might speak with a monolithic, government-controlled voice or be captured by other narrow interest groups....Ironically, the effect of upholding the constitutionality of Section 399 would be to sanction the very federal control that the government argues the editorializing ban was intended to prevent." And NBMC, which does not often enlist in the same cause as CBS, regards the editorializing ban as detrimental to minority interests. It says access to additional editorial voices is particularly important to minority audiences, since "they are not as well served by commercial radio and television as majority audiences are." Accordingly, it says, additional voices—"particularly voices not subject to conventional advertiser pressures—increase the likelihood that issues of concern to minority audiences will be aired."

The ACLU sees a decision affirming the constitutionality of the ban as posing a danger to a wide variety of First Amendment rights. If First Amendment freedoms can be bypassed simply by asserting government involvement, the brief says, "few First Amendment rights would survive in the modern environment of pervasive governmental interaction with the private sector." □



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Network midseason backups in place

As the fall prime time season gets under way, all three networks are developing backup series for possible insertion in their schedules by year's end or next spring. According to network executives as well as advertising agencies tracking the activity, the number of series being ordered is about par with that of last year.

CBS has ordered four new series, in addition to three it has had in development for some time. They are *Air Wolf*, an hour-long action adventure starring Jan Michael Vincent as an ex-Vietnam helicopter pilot who uses his skills as a lone crime solver, from Universal Studios; *Empire*, a half-hour comedy from MGM/UA offering an off-beat look at America's business world; *Domestic Life*, a half-hour comedy from Universal, produced by Steve Martin and starring Martin Mull, and an untitled half-hour comedy starring Suzanne Pleshette in the role of a newspaper reporter who tackles some of her paper's toughest assignments. Series that have been in development longer at CBS are *Mama Malone*, a half-hour comedy from

Columbia Pictures Television; *Four Seasons*, a series based on the feature film starring Alan Alda, and Mickey Spillane's *Mike Hammer*, starring Stacey Keach.

At NBC, 13 new episodes of *Buffalo Bill*, a half-hour comedy starring Dabney Coleman that aired this summer have been ordered along with a half-hour comedy, *Duck Factory*, from MTM about a young man who runs an off-beat animation studio in Hollywood, and *Night Court*, a half-hour comedy starring Harry Anderson in the role of a judge in an urban courtroom, from Starry Night Productions in association with Warner Brothers. *Double Trouble*, a half-hour comedy about adolescent twin sisters, has been ordered from Embassy and a one-hour comedy, untitled, is in development from Lorne Michaels, former producer of *Saturday Night Live*.

ABC Entertainment President Lew Erlicht is keeping a tight lid on the backup series in development at his network for competitive reasons. The network is known to have ordered two hour-long action adventures from 20th Century-Fox Television, *Automan*, a computerized crime-solver, and *Masquerade*, a spy adventure series starring Rod Taylor (BROADCASTING, Aug. 15). □



Canadian rater. Birch Radio has announced the appointment of J. Phillip C. Beswick as vice president/general manager of Birch Radio Canada. Beswick was formerly general sales manager of CFGO(AM) Ottawa. Beswick will be based in Toronto. Birch audience measurements of Montreal, Vancouver and Toronto are scheduled to begin this fall ("Riding Gain," Aug. 29). Pictured above are Beswick (l) and Tom Birch, president of Birch Radio Inc.

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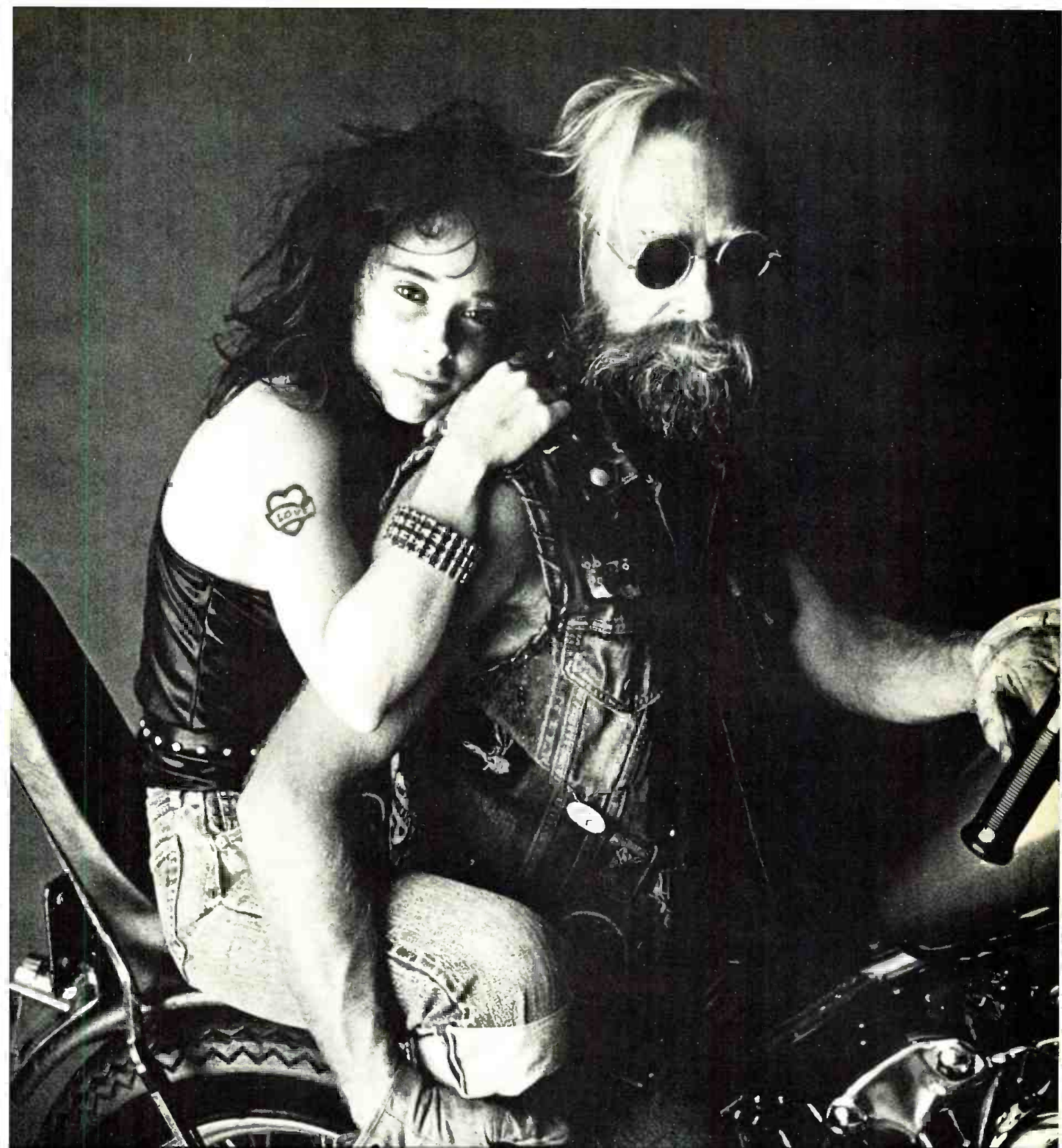
Film package set for Nov. 20

'Embassy Night at the Movies' is scheduled on more than 100 stations; six titles lined up for barter project

Embassy Telecommunications will premiere an eight-title syndicated television package of major theatrical films beginning Nov. 20 on an ad hoc network of more than 100 stations reaching 85% of the country. According to President Gary Lieberthal, each of the stations has made a minimum two-year commitment to broadcast the quarterly *Embassy Night At The Movies*, including at least one play during prime time.

Six titles, which Embassy says have not been previously shown on network television, were announced last week, with the two films being distributed in 1985 to be disclosed later. The motion pictures, all from the Avco-Embassy Pictures library acquired by Embassy in 1981, include "Escape from New York" (released Nov. 20), "The Howling," "An Eye for an Eye," "Take This Job and Shove It," "Carnal Knowledge" and "The Black Marble."

All stations in the Embassy Network are



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Lieberthal

committed to air the films twice during a two-week release period. Stations receive

the programming on a barter basis, retaining 10½ minutes of local advertising and giving up nine-and-a-half minutes to Embassy Media for national sale.

Among stations clearing *Embassy Night at the Movies* are WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia, WCVB-TV Boston, WTTG-TV Washington and WUAB-TV Cleveland. Embassy claims 35 network affiliates among its participants.

"The networks generally buy three runs over four years when they acquire theatrical rights," Lieberthal pointed out. "We will be buying from ourselves. This cuts the time from date of theatrical release to availability through us to about 18 months, although some films might be available after 12 months and others after 20 months. It will depend on the movie."

Lieberthal said Embassy is "close to being sold out" in national advertising for the Nov. 20 release, but declined to name any sponsors. □



Meeting of the minds. Four former network programming chiefs gathered in Beverly Hills last Tuesday (Sept. 13) to field questions from several television critics during a luncheon of the Hollywood Radio & Television Society. L-r: NBC Entertainment President Brandon Tartikoff, president of the society, welcomed former NBC president, Sylvester "Pat" Weaver; former ABC, CBS and NBC president, Fred Silverman; former ABC-TV president, Martin Starger, and former ABC programming vice president, Edgar J. Sherick.

Responses to the critics' questions, which had been submitted in advance, provide few surprises, with much of the time devoted to retelling anecdotes and reminiscing. However, Weaver predicted that network audience shares will plummet without innovation. "If you don't bring it back," he warned, "You are in terrible, terrible trouble." The originator of the *Today* show said he doesn't like any of the morning news and information shows as they are now, accusing them of airing "junk that nobody wants to hear at all, too much back-of-the-book stuff." Asked if personal taste had an impact on their programming decision-making, Sherick said: "If you don't like it and you don't feel it, it probably won't work." Added Starger, "If personal taste doesn't enter into it, I think you're in big trouble." Silverman, in reply to an earlier question, confided, "It was awful" to have to counterprogram shows he'd put on a network when he changed jobs. The only man to have directed programming on all three networks, Silverman said favorite series "are like your babies" and it becomes difficult to compete for the same viewers.

Ratings Roundup

Premieres began to trickle into prime time during the week ended Sept. 11— with promising results.

NBC's *We Got It Made*, moving into the Thursday lineup at 9-9:30 p.m. NYT, produced a Nielsen rating/share average of 19.5/32—not only the highest rated half-hour of that night but the second highest rated show of the week. In addition, a *Cheers* repeat, which followed *We Got It Made*, apparently received some carry-over benefit, turning in an above-average 17.1/28.

ABC's *Lottery!*, making its bow in a 90-minute premiere Friday at 8, swamped its repeat competition on CBS and NBC in scoring a 15.7/31 that ranked 14th for the week.

ABC's *Matt Houston*, following *Lottery!*, returned with a new 90-minute opening episode after a summer of repeats and turned in a 16.1/30, the highest rated show of the night and 13th in the week's rankings. (*Lottery!* and *Matt Houston* move into their regular Friday spots this week, the former at 9-10, the latter at 10-11.)

ABC's *Monday Night Football*, with Dallas vs. Washington for its 1983-84 premiere, not only produced a 22.2/40 (BROADCASTING, Sept. 12) but turned out to be the week's highest rated show.

Overall, ABC won the week with a 15.1/27, while CBS came in second with 14.1/25 and NBC third with 11.7/21. NBC's cause was not helped by its Friday night movie, a repeat of *Golden Girl*, which received a 6.2/12.

The First 20

1. *NFL Monday Night Football*—Dallas vs. Washington ABC 22.2/40
2. *We Got It Made* NBC 19.5/32
3. *CBS Tuesday Night Movies*—In Love With An Older Woman CBS 19.2/33
4. *Knight Rider* NBC 18.2/31
5. *Love Boat* ABC 17.7/32
6. *Jeffersons* CBS 17.6/28
7. *Hill Street Blues* NBC 17.3/31
8. *Cheers* NBC 17.1/28
9. *One Day At A Time* CBS 17.0/27
10. *Simon & Simon* CBS 16.6/27
11. *Magnum, P.I.* CBS 16.5/30
12. *Three's Company* ABC 16.5/27
13. *Matt Houston* ABC 16.1/30
14. *Lottery!* ABC 15.7/31
15. *Private Benjamin* CBS 15.5/24
16. *Hart to Hart* ABC 15.4/27
17. *Facts of Life* NBC 15.1/26
17. *Goodnight Beantown* CBS 15.1/25
19. *ABC Sunday Night Movie*—"Airport '77" ABC 15.0/25
19. *Newhart* CBS 15.0/24
19. *M*A*S*H* CBS 15.0/23

The Final Five

59. *Powers of Matthew Star* NBC 8.1/16
60. *Archie Bunker's Place* CBS 7.3/14
60. *Walt Disney—The Omega Connection* CBS 7.3/14
62. *Gloria* CBS 6.8/12
63. *NBC Movie of the Week*—Golden Girl NBC 6.2/12

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BusinessWeek

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Rubenstein calls for reevaluation of network rates; commercial-free fare

A plea to radio broadcasters to reduce the commercial-free programming they air and a call for an increase in network rates to assure the medium's long-term success were issued last Tuesday (Sept. 13) by Marty Rubenstein, president and chief executive officer of the Mutual Broadcasting System. In a speech at the annual New Jersey Broadcasters Association convention in Atlantic City, Rubenstein cautioned the broadcasters against "myopia" in planning that would trade short-term gains against long-term profits.

He pointed to the increased popularity of commercial-free programming and warned that "in the long run we'll do ourselves more



Rubenstein

harm than good... because the subliminal messages of our competitive tactics is that commercials are undesirable and that stations without commercials are somehow 'better' than those that air them." Rubenstein also noted that the commercial-free programming concept will "inadvertently train young people to tune out the very messages which allow us to go on the air."

The bulk of Rubenstein's speech centered on what he described as serious underpricing of network radio. "As local station rates increase to reflect increasing value and new client dollars, network rates represent the lowest C-P-M (cost-per-thousand) of any advertising medium except farm magazines," Rubenstein said. Rubenstein's solution: "We [networks] should seek higher rates immediately. Since we have no real peer, we will not risk pricing ourselves out of the market." Rubenstein told the attendees that the "only roadblock is our own inhibitions."

Although Rubenstein didn't spell out how big of a rate hike networks should ask for, he

later told BROADCASTING that network radio's rates should eventually double. "Right now our C-P-M is about one-sixth of network television's," he said. "We should build that to one-third, which would make our rates comparable to that of some national magazines," he said.

Rubenstein further warned the broadcasters that "the absence of realistic network pricing is forcing an artificial homogenization of media which will take money from everyone's pocket and reduce rather than increase the absolute number and share of the available revenue from major advertisers."

Bottom Line

Envelope, please. Standard and Poor's announced it has placed Avnet Inc. on CreditWatch list, with "positive implications." It will not be known for 90 days whether upgrading of current A-1 rating for Avnet commercial paper will in fact be made. Norman Schindler, grading officer for S&P, said New York-based Avnet has for past two years shown better operating margin average (11.2%) and better return on capital (28.8%) than others in electronics-parts industry. He also says it currently has "good debt to capital structure." Company, which just released 1983 sales figures of \$1,164,698,000, compared to \$1,034,866,000 in 1982, is parent company of Channel Master, which supplies parts to cable TV industry. Video communications group, which includes several extraneous operations, made up 9.9% of Avnet's 1982 sales.

Capital buy. Capital Cities Communications Inc. said it acquired Securities Data Co. for undisclosed terms. SDC sells selected financial databases via electronic terminals to investment community. William D. French, president and chief executive officer of Securities Data, will stay on in position. Capital Cities is New York-based owner of six TV's, 14 radio stations, 10 daily newspapers, 26 weekly community publications, 36 business and specialized newspapers and operates 53 cable systems in 16 states.

Blair dividend. John Blair & Co. declared regular quarterly dividend of 14 cents per share on its common stock. Dividend will be paid Sept. 22 to shareholders of record Sept. 9.

Davis continues G + W restructuring. As part of program instituted earlier this year to reduce company to three major operating groups, Gulf + Western Industries directors approved massive divestiture plan that will result in write-offs of about \$470 million and net loss of about \$215 million for year ended July 31. Divestiture, spearheaded by G + W's vice chairman and chief executive officer, Martin S. Davis, furthers company's aim to be leaner and less complex organization, focusing on entertainment and communications, financial services and consumer/industrial products. Nearly half of write-off will be taken for divesting G + W's Natural Resources Group, which lost \$14.1 million in 1982. Other units to be sold include Energy Products and E. W. Bliss divisions, Sega Enterprises Inc., Famous Players Ltd., Arlington Park, Ill., race track, and all of G + W's building products operations. Divestiture announcement is interpreted as formal abandonment of diversification strategy pursued by Charles H. Bluhdorn, company chairman until his death in February (BROADCASTING, Feb. 28). G + W's major stake in TV programming is through its Paramount Pictures Corp., (acquired in 1967) which distributes films for network and pay-cable exhibition as well as for other leisure time purposes, and Madison Square Garden Corp., (acquired in 1978) syndicator and producer of cable programming.

Payout. RCA declared quarterly dividend of 22.5 cents per share of its common stock, payable Nov. 1 to holders of record Sept. 19. Company also declared dividends of 87.5 cents per share on \$3.50 cumulative first preferred stock, \$1 per share on \$4 cumulative convertible first preferred stock, 91.25 cents per share on \$3.65 cumulative preference stock and 53.125 cents per share on \$2.125 cumulative convertible preference stock, all for period from Oct. 1 to Dec. 31 and all payable Jan. 3, 1984, to holders of record Dec. 16.

Cable expansion. Communications & Cable Inc., which serves 25,000 subscribers with cable systems in Michigan, Indiana and Florida, has announced agreement in principle to buy 7 1/2% of Cellular Communications Inc. Shareholders of Cellular Communications, privately held company that has applied for cellular radio licenses in 15 markets and has interests in applications for several more markets, include Western Union Telegraph Co. and Venrock Associates.

FCC preserves ENG spectrum for broadcasters

Displaced microwave users to move to cable auxiliary relay service band

Broadcasters made it abundantly clear that they didn't want to share microwave spectrum with the private operators that could be displaced by direct broadcast satellite operation, which has been authorized in the 12.2-12.7 ghz band.

Their arguments that sharing would create destructive interference to critical broadcast services (BROADCASTING, April 4) paid off. For the FCC (BROADCASTING, Sept. 12) has ruled that the private microwave operators may move into the cable auxiliary relay service (CARS) band at 12.7-13.2 ghz (broadcasters also make some use of those frequencies) but not into the exclusive broadcast auxiliary service (BAS) frequencies in the 2 and 7 ghz bands, used for studio-to-transmitter links and for shooting signals from electronic newsgathering equipment back to studios, ("Closed Circuit," Sept. 5).

Displaced 12 ghz microwave operators also will be permitted to relocate in the 6 ghz band, beneath the BAS frequencies in the 7 ghz band. In addition, the private microwave operators will be permitted to move into the 18 ghz band, as will fixed broadcast auxiliary operations, cable studio-to-transmitter links and intercity relays—and other private operational and common carrier fixed microwave users.

James Vorhies, an engineer for the FCC's Office of Science and Technology, noted that the commission had done nothing with its broad-ranging proposals to intermix users among a wide variety of microwave frequencies—proposals that originally had been offered in the name of spectrum efficiency. The FCC, however, is "still kicking around" the idea of opening the 7 ghz BAS band for shared use, he said.

The FCC had decided to admit the 12 ghz microwave users to the CARS band, Vorhies said, because it was the "cheapest" place to move them. Since the CARS band is adjacent to the band the microwave users currently use, it's "possible" that some of the microwave users will be able to use the same antennas and transmitters they're using now, he said.

The decision to open the 18 ghz band to practically everyone was based on the assumption that "the spectrum was available and the equipment is almost available and certainly will be available in the future," he said.

In a press release, the FCC said that if the spectrum made available didn't prove to be sufficient for the 12 ghz users, waiver requests for other spectrum space, including

the 2 ghz private band (not the 2 ghz BAS band), and other bands would be considered.

Edward O. Fritts, president of the National Association of Broadcasters, said the organization was "pleased" with the FCC's "initial" decision. He said it preserved the frequency allocations necessary for broadcasters to bring timely news coverage to the public. "The commission has implicitly recognized the essential role of electronic newsgathering in conducting broadcast news operations. We remain concerned, however, that the sharing of the 13 ghz and 18 ghz bands and potential technical constraints of various broadcast auxiliary bands will restrict future growth and operational flexibility."

The movement of private operators into the CARS band had been opposed by the National Cable Television Association. □

Telecommunications conference to convene in Switzerland

Executives and policymakers in telecommunications who want to get a global perspective on what's going on in their industry should consider a trip to Montreux, Switzerland, next month for Televant 83. For three days beginning Oct. 23, the nonprofit conference, featuring some of the top names in the industry, will provide a forum for discussion of the international dimension of the telephone, satellite, cable and broadcasting businesses.

"The idea is to increase the level of international dialogue," said Ronald Coleman of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey, the Washington law firm that is organizing the conference. The seminar is scheduled as a prelude to Telecom 83, the massive international conference and exhibition held every four years by the International Telecommunication Union, which starts a week run in Geneva on Oct. 25.

"There are a lot of conferences in the U.S.," said Coleman in explaining the rationale behind Televant. "But aside from the ITU meeting, there isn't much of this sort of thing done on an international level."

This is the second year for Televant, and Coleman expects to double last year's attendance of 150. So far, he said, between 150 and 180 persons from many nations have pre-registered.

Although the conference is small by most standards, it boasts an impressive lineup of speakers and panelists. Said Coleman: "We have an outstanding array of industry leaders, cutting across every aspect of telecommunications."

Among the U.S. participants: Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee; Mark

Fowler, chairman of the FCC; William McGowan, chairman, MCI Communications Corp.; Edward O. Fritts, president, National Association of Broadcasters; Thomas E. Wheeler, president, National Cable Television Association; Richard Colino, director general-designate, Intelsat; Alan Parker, president, Ford Aerospace Satellite Services; Irving Goldstein, president, Communications Satellite Corp.; Richard B. Nichols, vice president, long lines, AT&T; Robert Hall, president, Satellite Business Systems; Theodore F. Brophy, chairman, GTE Corp., and John Sodolski, vice president, Electronic Industries Association.

According to Coleman, Ted Turner, president of Turner Broadcasting System, has also been invited to appear on a panel, but has yet to make a commitment.

Opening remarks will be given by Richard Kirby, director of the CCIR; Leon Burtz, director of the CCITT; John Davis Lodge, U.S. ambassador to Switzerland, and Edouard F. le Marie, senior vice president, E. F. Hutton, which is sponsoring the event. On the second day of the seminar, Richard Butler, secretary general of the ITU, and William M. Ellinghaus, president, AT&T, will deliver the luncheon and dinner speeches, respectively. □


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- Oct. 11—Radio Advertising Bureau** retail and co-op workshop. Hilton Inn, Springfield, Va.
- **Oct. 11—Cabletelevision Advertising Bureau** local advertising sales workshop. Airport Holiday Inn, San Antonio, Tex. Information: Susan Levin, (212) 751-7770.
- 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—Grand Ole Opry** 58th 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—Cabletelevision Advertising Bureau** local advertising sales workshop. Sheraton KCI hotel, Kansas City, Mo. Information: Susan Levin, (212) 751-7770.
- **Oct. 13—New York TV Academy** luncheon. Speakers: John von Soosten, VP-program manager, WNEW-TV New York, and executive producer, *PM Magazine*; Steve Schwartz, producer, *PM Magazine*, and Dani Folquet and Jim Caldwell, co-hosts, *PM Magazine*. Topic: "The New *PM Magazine*—The Phenomenon Continues." Copacabana, New York.
- Oct. 13-16—Ohio Association of Broadcasters** fall convention. Epcot Center, Orlando, Fla.
- Oct. 16-18—North Carolina Association of Broad-**

- casters** annual convention. Marriott hotel, Raleigh, N.C.
- **Oct. 17—National Academy of Television Arts and Sciences, Syracuse University chapter**, media professionals series. Speaker: Pierson Mapes, president, NBC-TV. S.I. Newhouse School of Public Communications, Syracuse, N.Y.
- **Oct. 18—Connecticut Broadcasters Association** annual meeting and fall convention. Wesleyan University, Middletown, Conn.
- 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—Radio Advertising Bureau** retail and co-op workshop. Radisson Plaza, Charlotte, N.C.
- **Oct. 18—Cabletelevision Advertising Bureau** local advertising sales workshop. Sheraton Atlanta, Atlanta. Information: Susan Levin, (212) 751-7770.
- 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—New York TV Academy** luncheon. Speaker: John Gault, president, Manhattan Cable TV. Topic: "The Outer Boroughs." Copacabana, New York.
- 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 by Satellite Inc. (SatServe). Keynote speaker: Richard Colino, director-general, Intelsat. 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—Radio Advertising Bureau** retail and co-op workshop. Hilton Airport Inn, Pittsburgh.
- 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. 20-22—National Federation of Local Cable Programmers** Central states regional meeting. Allen County Public Library, Fort Wayne, Ind. Information: Pam Bieri, (219) 424-7241.
- 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. 21-22—"First Amendment Rights and the Cable Television Industry,"** seminar sponsored by *Communications Media Center of New York Law School and Communications and the Law magazine*. Speakers include Glen Robinson, former FCC commissioner; Tom Krattenmaker, former director of FCC network inquiry study; Morris Tarshis, director of franchises of New York City, and Douglas Ginsburg, U.S. Department of Justice, antitrust division. New York Law School, New York.
- Oct. 23-25—Televent U.S.A.**, second international telecommunications conference, sponsored in part by E.F. Hutton. Speakers include Richard Colino, Intelsat; William Ellinghaus, AT&T; Richard Butler, ITU; Mark Fowler, FCC; Senator Robert Packwood (R-Ore.); Eddie Fritts, National Association of Broadcasters; Tom Wheeler, National Cable Television Association, and Irving Goldstein, Comsat. Montreux, Switzerland. Information: Marianne Berrigan, Televent executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.
- Oct. 23-25—Canadian Association of Broadcasters/Central Canada Broadcasters Association** joint conference and trade show, "Communications Expo '83." Sheraton Center, Toronto.
- Oct. 24-29—National Federation of Local Cable Programmers** "Access coordinator training program." NFLCP national office, 906 Pennsylvania Avenue, S.E., Washington. Information: Joan Gudge, (202) 544-7272.
- Oct. 25—Marketing seminar** sponsored by *Bay Area Cable Club* and *Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.
- **Oct. 25—Radio Advertising Bureau** retail and co-op workshop. Red Lion Inn-Airport, Seattle.
- Oct. 25-26—New York Broadcasters Association** 29th annual meeting. Americana Inn, Albany, N.Y.
- Oct. 25-27—Telecommunications symposium** sponsored by *American Newspaper Publishers Association and Newspaper Advertising Bureau*. Amfac hotel, Dallas-Fort Worth Airport.
- 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.
- Oct. 25-29—Midwest Radio Theater Workshop**, sponsored by *noncommercial KOPN(FM) Columbia, Mo.*, with funding provided by *National Endowment for the Arts and Missouri Arts Council*. Broadway Inn, Co-

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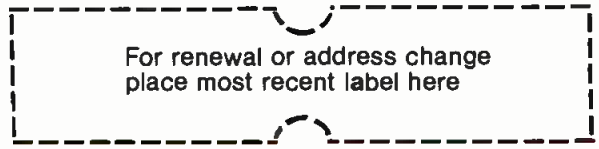
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CABLECASTING PRODUCTION HANDBOOK, by Joel Efrein. An introduction to cablecasting production for the novice, and a comprehensive handbook that will facilitate production for cable TV for those already in the field. Will help CATV planners, directors, and producers to make the right decisions in organizing a station and obtaining revenue through subscriptions, ad revenue, and programming. The author, a working pro, includes latest data about the on-going video technology revolution, and accurate and seasoned description of cable TV and its facilities, and a reminder throughout that TV works best when well-planned and well-produced. He tells how to use channel space ... and how to do it right! His book is a clear roadmap that will help you avoid the common pitfalls that have trapped so many others. 210 pps., 44 illus.

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TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus.

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■ **Oct. 26**—*New York TV Academy* luncheon. Speaker: Neal Pilson, president, CBS Sports. Copacabana, New York.

■ **Oct. 26**—*National Academy of Television Arts and Sciences, Syracuse University*, chapter, "Distinguished Visiting Professor Lecture Series." Speaker: Bob Blackmore, VP, NBC-TV Network Sales. S.I.-Newhouse School of Public Communications, Syracuse, N.Y.

■ **Oct. 26**—*Radio Advertising Bureau* retail and co-op workshop. Plaza Airport Inn, San Francisco.

■ **Oct. 26**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Drake Oakbrook hotel, Chicago. Information: Susan Levin, (212) 751-7770.

Oct. 26-28—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the '80s," co-sponsored by *Minorities in Cable*. Ramada Renaissance hotel, Washington.

■ **Oct. 27**—*Radio Advertising Bureau* retail and co-op workshop. Travelodge-Airport, Los Angeles.

■ **Oct. 27**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Daytonian Hilton, Dayton, Ohio. Information: Susan Levin, (212) 751-7770.

■ **Oct. 28**—*Montana Broadcasters Association* sales clinic. Holiday Inn, Bozeman, Montana.

Oct. 28-30—"Latin American Affairs" conference for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Tinker Foundation* and *Dallas Morning News*. Anatole, Dallas. Information: (213) 851-7372.

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

Oct. 30-Nov. 1—Multimedia teleconferencing conference sponsored by *Institute for Graphic Communication*. Andover Inn, Andover, Mass.

Oct. 30-Nov. 2—National Over-the-Air Pay TV conference and exposition, hosted by *Subscription Television Association* and *National Association of MDS Service Companies*. Century Plaza, Los Angeles.

■ **Oct. 31**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Airport Hilton, San Francisco. Information: Susan Levin, (212) 751-7770.

November

■ **Nov. 1**—*Radio Advertising Bureau* retail and co-op workshop. Holiday Inn North-Airport, Atlanta.

Nov. 1-3—*Atlantic Cable Show*. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

■ **Nov. 2**—*Radio Advertising Bureau* retail and co-op workshop. Fairmont hotel, New Orleans.

■ **Nov. 3**—*Radio Advertising Bureau* retail and co-op workshop. Amfac hotel-Airport, Dallas.

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

Nov. 3-5—Eastern regional convention of *National Religious Broadcasters*. Aspen hotel, Parsippany, N.J.

■ **Nov. 7**—*National Academy of Television Arts and Sciences, Syracuse University* chapter, media professionals series. Speaker: Bill Kurtis, anchor, *CBS Morning News*. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Nov. 5-8—*Missouri Broadcasters Association* meeting. Marriott's Tantara, Lake of the Ozarks, Mo.

Nov. 6-8—"Institutional Cable TV Networks: Planning and Utilization for Business, Government and Education," sponsored by *University of Wisconsin-Extension*. UW campus, Madison, Wis. Information: Barry Orton, (608) 262-2394.

Nov. 7-9—*Scientific-Atlanta's* ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta.

Nov. 7-10—*AMIP-TV*, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

Nov. 8—"Cable Management: Politics, Press, Public and Personnel," seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Nov. 8-11—*Unda-USA, National Catholic Association for Broadcasters and Allied Communicators*, 12th annual general assembly. Theme: "Making Connections: Issues, Trends and People." Hollenden House, Cleveland. Information: Ann DeZell, Unda-USA, 3035 Fourth Street, N.E., Washington, 20017; (202) 526-0780.

Nov. 9-11—26th annual *International Film and TV Festival of New York*, honoring "creativity and effective communication in film, TV and audiovisual media." Sheraton Center, N.Y. Information: (212) 246-5133.

■ **Nov. 9-11**—*Oregon Association of Broadcasters* fall conference. Eugene Hilton, Eugene, Ore.

Nov. 10-13—14th annual *Loyola Radio Conference*. Keynote speaker: Dick Biondi, WBBM-FM Chicago. Hotel Continental, Chicago.

Nov. 11-12—*Friends of Old-Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Nov. 14-16—*National Translator/LPTV Association's* 21st annual low-power television and FM convention. MGM Grand hotel, Las Vegas. Information: Paul Evans, NTA/LPTV headquarters, (801) 237-2623.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

Nov. 15—*Southern California Cable Club* meeting. Speaker: Ron Castell, senior vice president, marketing, Satellite Television Corp. Airport Hilton hotel, Los Angeles.

Nov. 15-17—*Washington Journalism Center's* Conference for Journalists, on "Energy Issues: Oil, Gas, Nuclear." Watergate hotel, Washington.

Nov. 17-19—*Arizona Broadcasters Association* fall convention and 31st annual meeting, running concurrently with Arizona Society of Broadcast Engineers convention and technical exhibit. Radisson Scottsdale Resort, Scottsdale, Ariz.

Nov. 18-20—"Toxic Wastes Conference" for journalists, sponsored by *Foundation for American Communications* and co-sponsored by *Chicago Sun-Times*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

Nov. 21—*National Academy of Television Arts and Sciences, Syracuse University* chapter, media professionals series. Speaker: Lester Tanzer, managing editor, *U.S. News & World Report* magazine. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

Nov. 22—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 23—Presentation of World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Mari- anne*. United Nations, New York.

Nov. 29—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Nov. 30—Deadline at school level for 37th annual Voice of Democracy competition in national broadcast scriptwriting program, sponsored by *Veterans of Foreign War of the U.S.* and its *Ladies Auxiliary* with cooperation of *National Association of Broadcasters and state associations*. Students in 10th, 11th and 12th grade, who are U.S. citizens, are eligible to compete during fall term for \$32,500 in national scholarship awards as well as expense-paid trips to Washington next March and other prizes at state and local level. Theme for recorded entries: "My Role in Upholding the Constitution." Information: Community VFW post.

December

Dec. 2-4—"Economic Issues Conference" for NBC-TV affiliates, sponsored by *NBC News* and conducted by *Foundation for American Communications*. The Houstonian, Houston. Information: (213) 851-7372.

Dec. 5-8—*Arbitron Radio Advisory Council* meeting. South Seas Plantation, Captiva Island, Fla.

Dec. 9-11—*Audio Independents* annual radio programming conference, "Dialogue '83: Sound, Survival, Solutions, Success." Asilomar Conference Center, Pa-

cific Grove, Calif. Information: AI, 1232 Market Street, San Francisco, 94102.

Dec. 11-12—National Cable Programming Conference, sponsored by *National Cable Television Association*, featuring presentation of Awards for Cablecasting Excellence. Event precedes Western Cable Show (see below). Biltmore hotel, Los Angeles.

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

Dec. 13-15—*Washington Journalism Center's* Conference for Journalists, on "The Economic Outlook for 1984." Watergate hotel, Washington.

Dec. 20—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January 1984

Jan. 8-11—*Pacific Telecommunications Council's* sixth annual Pacific Telecommunications Conference, PTC '84. Sheraton-Waikiki hotel, Honolulu. Information: 1110 University Avenue, Suite 303, Honolulu, 96826; (808) 949-5752.

Jan. 10—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Jan. 11-13—*Arbitron Television Advisory Council* meeting. La Costa hotel and spa, Carlsbad, Calif.

Jan. 12—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Jan. 12-13—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Hyatt, Richmond, Va.

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

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

Jan. 16-20—*National Association of Broadcasters* board meeting. Palmas Del Mar hotel, Humacao, Puerto Rico.

Jan. 18-20—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

Jan. 24-26—*Washington Journalism Center's* conference for journalists, "Health Care: Economic and Ethical Issues." Watergate hotel, Washington.

Jan. 28-31—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

February 1984

Feb. 1-6—*International Radio and Television Society* annual faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

Feb. 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 7-8—*Arizona Cable Television Association* annual meeting. Phoenix Hilton hotel, Phoenix.

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

Feb. 14—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Feb. 21-23—*Washington Journalism Center's* Conference for Journalists, "Sports Issues 1984: Pros, Colleges, Olympics." Watergate hotel, Washington.

March 1984

March 1-3—15th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville.

March 5—*Society of Cable Television Engineers* ninth annual spring engineering conference, "System Reliability Revisited," during SCTE convention (see below). Opryland hotel, Nashville.

As compiled by BROADCASTING, Sept. 5 through Sept. 9, 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

■ Tempe, Ariz.—Grimm & Clifford seeks facilities of KUKQ(AM) Tempe: 1,060 khz, 5 kw-D, 500 w-N, DA-N. Address: 309 First National Bank Building, Abilene, Tex. 79604. Principal is owned by Jack F. Grimm; his wife, Jackie B.; William H. Clifford, and his former wife, Ruth G. Clifford. All are also applicants for new FM at Tempe (see below). Filed Aug. 31.

FM applications

■ Tempe, Ariz.—Grimm & Clifford seeks facilities of KUPD-FM: 97.9 kw, HAAT: 1,620 ft. Address: 309 First National Bank Building, Abilene, Tex. 79604. Principal is owned by Jack F. Grimm; his wife, Jackie B.; William H. Clifford, and his former wife, Ruth G. Clifford. All are also applicants for new AM at Tempe (see above). Filed Aug. 31.

■ Farmington, N.M.—Kinnamon Enterprises seeks 102.1 mhz, 100 kw, HAAT: 460 ft. Address: 3211 Mountain View Drive, Farmington 87401. Principal is owned by Larry Kinnamon, who has no other broadcast interests. Filed Aug. 31.

■ Truth or Consequences, N.M.—Sierra Broadcasters seeks 98.7 mhz, 37 kw, HAAT: 2,664 ft. Address: 1729 East Third Street, Truth or Consequences 87901. Principal is owned by Myrna Gault Baird; her husband, Neil R.; his daughter, Susan L. (33.33% each); and his son, Joseph R. They also have interest in weekly newspaper, *Sierra County Sentinel*, at Truth or Consequences. Neil Baird also has interest in KCHS(AM) Truth or Consequences. Filed Sept. 1.

■ Andrews, S.C.—Waccamaw Broadcasting Corp. seeks 100.9 mhz, HAAT: 300 ft. Address: 1107 Front Street, Georgetown, S.C. 29440. Principal is owned by R.J. Stalvey, president, and R.H. Cunningham Jr. (50% each). It has no other broadcast interests. Filed Sept. 1.

■ Junction, Tex.—Kimble County Broadcasting seeks 93.5 mhz, 3 kw, HAAT: 300 ft. Address: 214 Pecan Street, Junction 76849. Principal is owned by Robert L. Meadows, J.A. (Mike) Murphy and Michael Nichols (one-third each). It also owns KMBL(AM) Junction, Tex. Filed Aug. 31.

■ San Saba, Tex.—Pecan Valley Communications Inc. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 703 S. Live Oak, San Saba 76877. Principal is owned by Robert W. Baker, president (51%), and his wife, Donna S. (49%). It also owns KBAL(AM) San Saba. Filed Aug. 31.

■ Rock Springs, Wyo.—Big Wyoming Broadcasting Corp. seeks facilities of KSIT(FM): 104.5 mhz, 100 kw, HAAT: 1,630 ft. Address: P.O. Box 432, Kemmerer, Wyo. 83101. Principal is owned by Robert W. Campbell, president, and wife, Maria M. (45% each). It also owns KMER(AM) Kemmerer. Campbells also own KSGT(AM) Jackson, KPCQ-FM Powell, both Wyoming, and are applicants for new FM at Riverton, Wyo. Filed Aug. 31.

TV applications

■ Mobile, Ala.—Dan Mahoney seeks ch. 21; ERP: 513 kw vis., 51 kw aur., HAAT: 1,315 ft.; ant. height above ground: 1,315 ft. Address: 8 Arlington Street, Auburn,

Mass. 01501. Principal is also applicant for new TV's at Las Vegas and Waikuka, Wis. (see below). Filed July 25.

■ Phoenix—Jason Communications Inc. seeks facilities of KTVK(TV) Phoenix: ch. 3; ERP: 100 kw vis., 15.1 kw aur., HAAT: 1,670 ft.; ant. height above ground: 231 ft. Address: 2000 L Street, N.W., Washington 20036. Principal is owned by William H. Best, president Evelyn Thompson and Evelyn Hughes (one-third each). It has no other broadcast interests. Filed Sept. 1.

■ Las Vegas—Dan Mahoney seeks ch. 15; ERP: 513 kw vis., 51 kw aur., HAAT: 1,315 ft.; ant. height above ground: 1,315 ft. Address: 8 Arlington St. Auburn, Mass. 01501. Principal is also applicant for new TV at Mobile, Ala., and Waikuka, Wis. Filed Sept. 1.

■ Las Vegas—William H. Hernstadt and others seek facilities of KVBC(TV) Las Vegas: ch. 3; ERP: 100 kw vis., 19 kw aur., HAAT: 1,270 ft.; ant. height above ground: 253 ft. Address: 3111 Bel Air Drive, Las Vegas 89109. Principal is owned by William H. Hernstadt; his wife, Judith F. (24.5% each), and his children, Edward W., Liane W. and Ruth E. (17% each). William Hernstadt is applicant (70%) for new FM's at Winchester township and Dayton township, both Nevada. He and his wife also own WKAT(AM) Miami Beach. Judith Hernstadt also has 20% interest in new FM at North Miami. Rest have no other broadcast interests. Filed Sept. 1.

■ Waikuka, Wis.—Dan Mahoney seeks ch. 15; ERP: 513 kw vis., 51 kw aur., HAAT: 1,315 ft.; ant. height above ground: 1,315 ft. Address: 8 Arlington Street, Auburn, Mass. 01501. Principal is also applicant for new FM at Mobile, Ala. and Las Vegas. Filed Sept. 1.

AM actions

■ Parrish, Ala.—Brown Communications granted 1130 khz, 1 kw-D. Address: Parrish, Ala. 35580. Principals: Jimmy Dan Brown (51%), Herman Brown (16%), Chester Grady Brown (16%), David Lee Brown (16%) and Sherry Ann Brown (1%). Jimmy Dan and Sherry Ann are husband and wife. Herman, Chester and David are brothers to Jimmy, who is employed at WREG-TV Memphis. None has other broadcast interests. (BP-830223AB). Action Aug. 26.

Ownership changes

Applications

■ KNGT(FM) Jackson, Calif. (94.3 mhz, 230 w, HAAT: 1,090 ft.)—Seeks assignment of license from Capricorn Broadcasting Co. to Gold Country Communications Inc. for \$600,000, including noncompete agreement. Seller is owned by Melvin Winters, president, who also has interest in KCEY(AM)-KMIX(FM) Turlock, Calif. (BROADCASTING, Sept. 12). Buyer is owned by Laurence G. Rutter, president; his wife, Judith (60% jointly), and George Schrader (40%).

Laurence Ritter is associate director of International City Managers Association. Judith Rutter is copy editor at *Washington Post*. Shrader is Dallas consultant and former city manager of Dallas. None has other broadcast interests. Filed Sept. 1.

■ KFOG(FM) San Francisco (104.5 mhz, 7.9 kw; HAAT: 1,454 ft.)—Seeks assignment of license from General Electric Broadcasting to Susquehanna Broadcasting Co. for \$4.5 million (BROADCASTING, June 27). Seller is New York-based subsidiary of General Electric Corp. and owner of three AM's, five FM's, three TV's and 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). This is last property sold. It has sold, subject to FCC approval, WGY(AM)-WGF(M) Schenectady, N.Y., and WSIX-AM-FM Nashville; WRGB(TV) Schenectady, N.Y., for \$35 million and KOA(AM)-KOAQ(FM) Denver for \$22 million and WJIB(FM) Boston for about \$6.5 million. Buyer, based in York, Pa., is group owner of six AM's, seven FM's and three cable systems. It is owned by Louis J. Appell Residuary Trust (87%), which is voted by trustees Louis J. Appell Jr. and other family members. Filed Sept. 2.

■ KCMN(AM) Colorado Springs (1530 khz, 1 kw-D, DA)—Seeks assignment of license from Mountain Center Broadcasting Corp. to Craddock-Chapman Communications Inc. for \$147,500. Seller is owned by Center Group Broadcasting, headed by Stephen Adams. Adams also owns WRTH(AM) Wood River, Ill.; KEZK(FM) St. Louis; WTWN(AM)-WLAV-FM Grand Rapids, WGTU(TV) Traverse City, and its satellite, WGTQ(TV) Sault St. Marie, and WILX-TV Lansing, all Michigan. He recently bought, subject to FCC approval, WWLP(TV) Springfield, Mass.; WKEF(TV) Dayton, Ohio, and KSTU(TV) Salt Lake City for \$47.3 million (BROADCASTING, Aug. 29). Buyer is owned by Russell R. Chapman, president (50%); J.B. Craddock (45%), and Edward P. Rankin (5%). It has no other broadcast interests. Filed Sept. 6.

■ WPMB(AM)-WKR(V)FM Vandalia, Ill. (1500 khz, 250 w-D; FM: 107.1 mhz, 3 kw, HAAT: 165 ft.)—Seeks assignment of license from Clark Communications Corp. Inc. to Midwest Communications Co. for \$342,500. Seller is owned by Neil F. Clark, president (82.05%), and his mother, Grace M. (17.95%). It has no other broadcast interests. Buyer is owned by Don Hecke, president, who owns commercial printing company at Effingham, Ill. Filed Sept. 2.

■ WMPI(FM) Scottsburg, Ind. (100.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Vogel Bell Corp. to Tunza Entertainment Inc. for \$130,000. Seller is principally owned by William R. Vogel, president, who also has interest in WHOD-AM-FM Jackson and WBLO(AM) Evergreen, both Alabama; WIFN(FM) Franklin, Ind.; WNOI(FM) Flora, Ill., and WDOH(FM) Delphos, Ohio. Buyer is owned by Charles D. Patyk, president; Donald R. Baxter, chairman; Harold T. Barnett, and James L. Smith (25% each). It has no other broadcast interests. Filed Sept. 2.

■ WFLE(AM) Flemingsburg, Ky. (1060 khz, 1000 w-D)—Seeks assignment of license from Fleming County Broadcasting Co. Inc. to Foothills Communications Associates Inc. for \$92,096 plus other considerations. Seller is

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principally owned by Robert V. Doll (45%). Its principles also have interest in WKIC(AM)-WSGS(FM) Hazard; WEKG-AM-FM Jackson, and WGRK-AM-FM Greensburg, all Kentucky, and WOAM(AM)-WAOP(FM) Otsego, Mich. Buyer is owned by Gary A. Beckett, president, and four others (20% each). It is also applicant for new FM at Flemingsburg. Filed Sept. 7.

■ WSMW-TV Worcester, Mass. (ch. 27, 513 kw vis., 102 kw aur.; HAAT: 1,531 ft.)—Seeks transfer of control of SIBOS Inc. from Melvin Simon and others (100% before; none after) to Central Massachusetts Television Inc. (none before; 100% after). Consideration: \$8 million. Principals: Sellers are Melvin Simon, president (45%); his brother, Fred Simon (10%), and Irwin Katz (45%), trustee of the Herbert Simon Trust, who is brother of Melvin and Fred Simon. It also has interest in new TV at Indianapolis. Buyer is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. Filed Sept. 1.

■ WXGR(AM) Bay St. Louis, Miss. (1190 khz, 5 kw-D)—Seeks assignment of license from William R. Crews and his wife, Freda V., to Badean Media Ltd. for \$390,000. Sellers also own WCVC(AM) Tallahassee, Fla. Buyer is owned by Badean Media Inc. (72%), headed by Ira C. Hatchett, president, and Richard L. Mays (18%) and Theford Collins (10%). Collins and Mays have interest in KLRT(TV) Little Rock, Ark. Mays also has interest in new FM's at Panama City, Fla., and Honolulu. Filed Sept. 1.

■ KCSR(AM)-KQSK(FM) Chadron, Neb. (610 khz, 1 kw-D; FM: 97.5 mhz, 100 kw; HAAT: 844 ft.)—Seeks transfer of control of Big Sky Co. from Deloris M. Kath (50% before; none after) to Alan G. Kath (none before; 50% after). Considerations: \$250,000. Principals: Seller is representative of estate of her husband, Kermit G. Kath, deceased. As his representative, she also owns KATH-FM Douglas, Wyo.; KGOS(AM)-KERM(FM) Torrington, Wyo., and had interest in KVSH(AM) Valentine, Neb., and KASL(AM) Newcastle, Wyo. Buyer is son of Deloris and Kermit Kath, who has interest in KASL(AM) Newcastle, Wyo. Filed Sept. 1.

■ KMKJ(FM) Lake Oswego, Ore. (106.7 mhz, 100 kw, HAAT: 877 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to 107 Ltd. for \$2.2 million. Seller, based in Phoenix, is headed by John G. Johnson, chairman. It owns four AM's and five FM's and three TV's. Buyer is owned by Victor M. Ives, general partner (9.09%); Homer G. Williams, principal limited partner (22.73%), and seven other limited partners. Ives is general manager of KMKJ. Filed Aug. 10.

■ [CP] KFMT(FM) Pendleton, Ore. (103.5 mhz, 100 kw, HAAT: 970 ft.)—Seeks assignment of license from Faith Media Inc. to Andrew F. Harle and Cheryl L. McAnally for \$55,223, including \$40,000 noncompete agreement. Seller is nonprofit corporation, headed by David L. Jones, president. It has no other broadcast interests. Buyers own 50%

each. They also own KTIX(AM) Pendleton. Filed Sept. 1.

■ WSHH(FM) Pittsburgh (99.7 mhz, 10.5 kw, HAAT: 930 ft.)—Seeks assignment of license from Nationwide Communications Inc. to Renda Broadcasting Corp. for \$2.7 million, including \$50,000 noncompete agreement. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., and headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. Buyer is headed by Tony Renda, president. It also has interest in WIXZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. Filed Sept. 6.

■ WJAR-TV Providence, R.I.; KOVR(TV) Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex., and WCMH-TV Columbus, Ohio; WTOP(AM) Washington; WQRS-FM Detroit; WIOQ(FM) Philadelphia, and KIQQ(FM) Los Angeles. (WJAR-TV: ch. 10; 316 kw vis., 50 kw aur., HAAT: 1,000. KOVR: ch. 13; 281 kw vis., 42.7 kw aur.; HAAT: 1,490 ft. WCPX-TV: ch. 6; 74.1 kw vis., 14.8 kw aur.; HAAT: 1,460 ft. KSAT-TV: ch. 12, 316 kw vis., 63.2 kw aur.; HAAT: 1,480 ft., WCMH-TV: ch. 4, 400 kw vis., 15 kw aur.; HAAT: 903 ft. WTOP: 1500 khz, 50 kw-U, DA-2. WQRS-FM: 105.1 mhz, 50 kw; HAAT: 480 ft. WIOQ(FM) Philadelphia: 102.1 mhz, 30 kw; HAAT: 650 ft. KIQQ: 100.3 mhz, 5.1 kw; HAAT: 3,060 ft.)—Seeks transfer of control The Outlet Co. from Joseph S. Sinclair and others to Rockefeller Center Inc. for \$332 million (BROADCASTING, May 9). Seller is Providence, R.I.-based group owner, headed by Bruce Sundlun, president. Buyer is headed by Richard Voell, president and CEO. It owns Cushman & Wakefield, national commercial real estate brokerage and management firm; Rockefeller building complex in New York; Wesseley Energy Corp., Dallas-based oil and gas exploration and marketing company, and Radio City Music Hall Productions Inc. Filed Aug. 4.

■ [CP] WRPX(AM) Hudson, Wis. (740 khz, 500 w-D, DA)—Seeks transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall and Lois M. Cornwall (80% before; none after) to John E. Blomquist and others (none before; 80% after). Consideration: \$25,000. Principals: Sellers are husband and wife, who have no other broadcast interests. Buyer is also owned by Stewart G. Dahl (20%) and William C. Cornwall (29%), son of Milton and Louis Cornwall. Dahl owns KABG(FM) Cambridge, Minn. Filed Sept. 1.

Actions

■ KJEM(AM) Bentonville, Ark. (1190 khz, 5 kw-D)—Granted transfer of control of JEM Broadcasting Co. Inc. from G. Ronald Rye (12% before; none after) to Jim Tiley (44% before; 56% after). Consideration: assumption of \$16,000 notes, plus interest. Principals: Seller is owned by

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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

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Elvis L. Moody, president; James J. Tilley (44% each) and G. Ronald Rye (12%). Tilley owns 50% of KACJ(AM)-KAJJ(FM) Greenwood, Ark. Buyer is owned by Elvis Moody, president (44%) and Jim Tilley (56%). (BTC-830711FT). Action Aug. 26.

■ KLEH(AM) Anamosa, Iowa (1290 khz, 500 w-D, DA)—Granted assignment of license from Dodge Point Broadcasting Co. Inc. to Steven E. Goldin for \$110,000. Seller is owned by Louise E. Hamlin (52%) and family. Buyer has no other broadcast interests. (BAL-830711EA). Action Aug. 26.

■ [CP] WKEQ(AM) Burnside, Ky. (910 khz, 500 w-D)—Granted assignment of license from Glen J. Goldenberg to Pulaski County Broadcasters for \$40,000, including consultant agreement. Seller is president, director and 90% owner of WHIR(AM)-WMGE(FM) Danville, Ky. Buyer is owned by John B. Begley and Lenn R. Pruitt (50% each). They also own two-thirds of WLPQ(AM) Pittsburg, Ky. (BAP-830526FC). Action Aug. 26.

■ WEEW(AM) Washington, N.C. (1320 khz, 500 w-D)—Granted assignment of license from Radio Washington Inc. to James Eugene Hodges for \$15,083. Seller is headed by Charles Windley Carawan, president. It has no other broadcast interests. Buyer has no other broadcast interests. (BAL-830718EL). Action Aug. 26.

■ KWEY-AM-FM Weatherford, Okla. (1590 khz, 1 kw-D, Da-1; FM: 97.3 mhz, 70 kw, HAAT: 385 ft.)—Granted transfer of control of KWEY Inc. from Alene E. Buening and Richard D. Johnson (100% before; none after) to Philip C. Spivey and Lynn Wolfgang (none before; 100% after). Considerations: \$1,378,000 plus other considerations. Sellers have no other broadcast interests. Buyers: Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buening, is sales of KWEY and has no other broadcast interests. (BTC-H-830708FR,Q). Action Aug. 29.

■ WTU(FM) Bellow Falls, Vt. (107.1 mhz, 820 kw, HAAT: 530 ft.)—Granted assignment of license from W.T.I.J. Broadcasting Inc. to Bradley Broadcasting Corp. for \$190,000. Seller is headed by Brian Dodge, president, who also has interest in new FM at Waterbury, Vt., and new FM at Hinsdale, N.H. Buyer is equally owned by Bradley M. Weeks, president, his mother-in-law, Josephine F. Jones, and Robert E. Farrar. It has no other broadcast interests. (BALH-830711GJ). Action Aug. 29.

Facilities changes

AM applications

Tendered

■ WHDM (1440 khz) McKenzie, Tenn.—Seeks CP to change frequency to 1040 khz. Ann. Sept. 6.

Accepted

■ WKND (620 khz) Windsor, Conn.—Seeks modification of CP (BP-21222) to change TL and make changes in antenna system. Major environmental action under section 1.1305. Ann. Sept. 6.

■ WKOK (1070 khz) Sunbury, Pa.—Seeks modification of CP (800721AS) to change day radiation efficiency. Ann. Sept. 6.

FM applications

Tendered

■ KSDM (94.3 mhz) International Falls, Minn.—Seeks CP to change frequency to 104.1 mhz; change TL; change ERP to 100 kw; change HAAT to 365 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Sept. 6.

■ WKPQ (105.3 mhz) Hornell, N.Y.—Seeks CP to change ERP to 43 kw and change HAAT to 530 ft. Ann. Sept. 6.

■ KJOJ (106.9 mhz) Conroe, Tex.—Seeks CP to change TL; change HAAT to 1,232 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Sept. 6.

Accepted

■ KUBB (96.3 mhz) Mariposa, Calif.—Seeks waiver of section 73.1201(B)(2) of rules to identify as "Kubb, Mariposa-Merced." Ann. Sept. 6.

■ KNXN (101.9 mhz) Quincy, Calif.—Seeks modification of CP (BPH-810925AT) to change TL; change ERP to 1.40

kw; change HAAT to 2,360 ft., and change coordinates. Ann. Sept. 6.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks CP to change ERP to 100 kw and change HAAT to 720 ft. Ann. Sept. 6.

■ KFMK (97.9 mhz) Houston—Seeks CP to install auxiliary system antenna. Ann. Sept. 6.

■ KCIZ (104.9 mhz) Springdale, Ark.—Seeks CP to change TL; change ERP to .940 kw; change HAAT to minus 37 feet, and change TL. Ann. Sept. 6.

AM actions

■ KJCB (770 khz) Lafayette, La.—Application returned for CP to increase day power to 10 kw and change tp DA-2. Major environmental action under section 1.1305. Action Aug. 25.

FM actions

■ *WTOH (105.9 mhz) Mobile, Ala.—Granted CP to change antenna system; change location of transmitter and antenna. Action Aug. 24.

■ KHSU-FM (90.5 mhz) Arcata, Calif.—Granted CP to change TL; change ERP to 9 kw; change transmitter and make changes in ant. sys. Action Aug. 30.

■ KOKQ (95.1 mhz) Oakdale, Calif.—Granted CP to decrease ERP to 32.3 kw and increase HAAT to 620.1 ft. Action Aug. 25.

■ *KCSU-FM (90.5 mhz) Fort Collins, Colo.—Granted CP to change frequency to 90.95 mhz; increase ERP to 10 kw, and specify HAAT to minus 355 ft. Action Aug. 26.

■ KWDE (96.1 mhz) Montrose, Colo.—Granted CP to change TL; change ERP to 91 kw; change HAAT to 1,099.5 ft., and change ant. sys. Action Aug. 25.

■ WUPE (95.5 mhz) Pittsfield, Mass.—Application dismissed to increase ERP to .87 kw. Action Aug. 25.

■ WXKS-FM (107.9 mhz) Medford, Mass.—Application dismissed to increase ERP to 25.1 kw. Action Aug. 25.

■ WCRB (102.5 mhz) Waltham, Mass.—Application dismissed to increase ERP to 46 kw and change HAAT to 920 ft. Action Aug. 25.

■ WUFN (96.7 mhz) Albion, Miss.—Application dismissed to increase ERP to 46 kw and change HAAT to 920 ft. Action Aug. 25.

■ WPRB (103.3 mhz) Princeton, N.J.—Application returned for CP to change TL; change ERP to 6 kw; change HAAT to 823 ft., and make changes in ant. sys. Action Aug. 24.

■ WDRE (99.3 mhz) Ellenville, N.Y.—Application dismissed to increase ERP to .1 kw and change TPO. Action Aug. 25.

■ WKAD (100.1 mhz) Canton, Pa.—Application dismissed to increase ERP to .593 kw, increase HAAT to 697 ft., and change TPO. Action Aug. 25.

■ *WRIU (90.3 mhz) Kingston, R.I.—Granted CP to change TL; change type trans.; change type antenna; increase ERP to 3.44 kw; increase HAAT to plus 415, and change TPO. Action Aug. 29.

■ KAYD (97.5 mhz) Beaumont, Tex.—Granted CP to make changes in antenna system; increase ERP to 100 kw; change TPO, and correct longitude. Action Aug. 25.

■ WNCS (96.7 mhz) Montpelier, Vt.—Application dismissed to change ERP to .58 kw and change TPO. Action Aug. 25.

■ KIOK (94.9 mhz) Richland, Wash.—Granted CP to install auxiliary antenna system at main SL; ERP: 4.8 kw; HAAT: minus 182 ft., and change TPO (for auxiliary purposes only). Action Aug. 25.

■ WQZK-FM (94.1 mhz) Keyser, W.Va.—Granted CP to increase ERP to 15 kw; increase HAAT to 801 ft., and change TPO. Action Aug. 25.

■ WQTC-FM (102.3 mhz) Manitowoc, Wis.—Application dismissed to change community of license to Manitowoc; change TL; change ERP to 2 kw; change HAAT to 373 ft., and make changes in ant. sys. Major environmental action under section 1.1305.

TV actions

■ KMSF-TV (ch. 9) Minneapolis—Granted CP to install auxiliary ant. sys. Action Aug. 25.

■ KSAF-TV Santa Fe, N.M.—Granted MP to reduce HAAT to 1,970 ft. Action Aug. 25.

■ KLTJ (ch. 49) Irving, Tex.—Granted MP (BPCT-801023KG) to change ERP to 269.77 kw vis., 26.97 kw aur. Action Aug. 25.

■ KIDY (ch. 6) San Angelo, Tex.—Granted MP (BPCT-791107LD) to change TL. Action Aug. 25.



Nov 7-10 Miami Beach

**Nov 7 issue will be distributed
at AMIP**

Advertising closing date: October 31, 1983

Broadcasting 

The News Magazine of the Fifth Estate

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630 Third Ave., 10017
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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Station manager. Strong sales-oriented manager needed for established station in northwest Louisiana. Please send resume to James Bethard, Box 910, Coushatta, LA 71019.

Hot GM needed for our new Sunbelt top 100 class C. The goals are high, but so's the commission. Write Box B-87.

Own your own. If you've been making money for someone else all these years, isn't it time you started doing something for yourself? We've helped many first time buyers get into ownership with low cash down. Maybe we can help you. Call or write: Bob Kimel's New England Media, 8 Driscoll Drive, St. Albans, VT 05478. 802-524-5963.

Excellent opportunity Smaller market AM radio station needs a good sales or station manager. Right person can own to 50%. Answer only if you're good in sales, training, copy, production, etc. Write: General Manager, Box 28, Fredonia, NY 14063.

HELP WANTED SALES

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.

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.

WOCB/WSOX looking for professionals to sell and live in year 'round vacation community, Cape Cod, Massachusetts. Experience required. Excellent opportunities for aggressive salespersons. Resume to Don Schuette, General Manager, 278 South Sea Avenue, West Yarmouth, MA 02673.

Live and work in beautiful eastern Long Island. Stereo FM adult contemporary station, with #1 TA 25-54 position, wants aggressive salespeople. Knowledge of retail sales and RAB technique helpful. Great opportunity for right people. Send resume and references first letter to General Manager, WSBH, Stereo 95, 56 Jagger Lane, Southampton, NY 11968. Beach Broadcasting Corporation is an equal opportunity employer.

Fast growing station needs aggressive account representative who's not afraid to do great things in short time. KUIJ, 707-446-0200.

Midwest/Southwest group has openings for experienced small market salespeople interested in sales management training and advancement to management. Excellent compensation and benefits package. Send full details, with sales record. Galen O. Gilbert, P.O. Box 462367, Garland, TX 75040. EOE/MF.

Needed: hard-working, aggressive salesperson for small market. Person with right attitude can make plenty of \$\$\$\$. Beaches next door. Resume to WBCA/WWSM, Box 426, Bay Minette, AL 36507.

Account executive. 100,000 watt FM contemporary, excellent income and growth potential. One of fastest growing markets needs an experienced street fighter looking for a move up. Write Box B-90.

Are you on your way up? We need an enthusiastic, knowledgeable sales person. Leading FM CHR, 60,000 watt station. Call Manager, KQ93, 505-863-4444, in Gallup, NM. EOE.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY/KUNA, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Minnesota group owner seeks strong sales manager to lead & motivate sales staff. Resume to: Box B-99.

Sales school, complete training from prospecting thru renewals. Early October. Interviews & positions available. Only \$250 for 5 days. For info, write Box 741323, Dallas, TX 75374-1323.

Radio sales: Excellent opportunity for successful, experienced radio sales person specializing in sports programming. Rapidly growing Charlotte, NC market. Send resume to Susan Gilmore, SM, WAYS Radio, 400 Radio Road, Charlotte, NC 28216. EOE.

Sales manager for immediate opportunity with group owner's newly-acquired AM-FM in growth posture. Long term game plan. RAB support. First-hand New England knowledge an asset. Compensation to \$30K, plus incentives and benefits, depending on experience, credentials, and track record of success. Write in confidence to: Dick Hyatt, President, WRDO/WSCL(FM), One Memorial Circle, Augusta, ME 04330. EOE.

Whiteville NC. WTXY-AM daytimer needs one salesperson. Beautiful area. Established list. Mr. Putnam, Box 1038, Zip 28472.

Indiana AM/FM needs experienced professional radio salesperson. Send resume to Box B-108. An equal opportunity employer.

Expanding sales staff. Powerful country station in central Minnesota is looking for a highly motivated salesperson to cover exciting and expanding market. Unlimited potential! Send resume to: KMOM Radio, Box 900, Monticello, MN 55362.

HELP WANTED ANNOUNCERS

New all hit Sunbelt rocker looking for cooks who relate. Resume only to Box B-16 right now. This new AM/FM operation wants solid pros who want to grow. EOE, M/F.

Prominent New England station is searching for the right professional for morning drive. Must have several years' experience. Must be witty, able to relate to adults, and news-oriented, but not necessarily a news person. This is a highly visible job with a respected company. Salary negotiable. Send your resume only in strictest confidence. EOE. Write Box B-67.

Experienced announcer needed now. Production creativity a must. No stars wanted, just personable team player to execute proven format. Tape and resume to Rick Singer, Goodrock 107, Box 9217, Canton OH 44711.

Applications now being accepted for future employment at country FM. Tape, resume, requirements to Flex Broadcasting Corp., Attn: Jay Price, PO Box 50006 Tucson, AZ 85703. No phone calls!

Wanted: news editor/anchor, for major market Midwest news-talk radio station. College degree and some experience required. Salary negotiable. Send tape and resume to P.O. Box 7190, Grand Station, Des Moines, IA 50312.

50,000 watt Indiana FM has an opening for an experienced radio announcer. Salary commensurate with ability and experience. Send resume only to Box B-106. EOE.

New England Opening for mature morning drive personality. Heavy information/AC Station. T & R: Joe Corcoran, PD, WCAP, 243 Central Street, Lowell, MA 01852. EOE.

HELP WANTED TECHNICAL

Chief Radio Engineer needed at WBEV/WXRO, Beaver Dam, WI. AM - 1kw D/1kw DA nights. Class A automated FM. Nearly all new equipment in good condition. Person needs thorough knowledge of DAs, audio, remote control, rules & regs., proofs, etc. Competitive salary and benefits. Send resume, references, and salary requirements to John Klinger, WBEV/WXRO, P.O. Box 902, Beaver Dam, WI 53916. EOE/MF.

Chief engineer- group owned AM/FM, experienced in FM, AM directional, studio maintenance, and FCC reqs. Send resume and salary requirements to WNCT AM/FM, Box 7167, Greenville, NC 27834. EOE.

Field/staff engineer. Minnesota Public Radio seeks field/staff engineer. Min. 3 years' experience in broadcast RF and audio. Willing to travel. Letters of interest with salary history & references to Chief Engineer, MPR, 45 East Eighth St., St. Paul, MN 55101. EOE/AA.

Looking for permanency? If you are up on FCC regulations, directional AM, FM, and automation, we offer stable employment, congenial staff and surroundings, and excellent salary. Contact Manager, KGAK, Gallup, NM. EOE. 505-863-4444.

HELP WANTED NEWS

Eager newperson wanted. Writing skills and good delivery essential, plus a "nose for news." Send tapes and resumes to KBAT Radio, 3306 Andrews Hwy., Midland, TX 79703. EOE.

Good opportunity in a nice community. Experienced newperson wanted to gather, write, and deliver news. EOE. Send tape, resume, and writing samples to Greg Lance, WRTA, P.O. Box 272, Altoona, PA 16603

Reporter needed. Must have two or more years experience. Send resume only to Box B-107. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director needed for top rated major market country FM. An outstanding opportunity for the aggressive, ambitious, hands-on programmer who enjoys implementing audience research, training and motivating people, and integrating news, music, production, promotions and talk to a polished end product. This on-air position offers great salary and benefits to the candidate with demonstrated organizational and leadership skills and planning abilities. Prior similar position necessary. Resume only to Box B-62.

Production director. Solid announcing/recording/production skills, classical music knowledge, and 2 yrs' broadcasting exp. required at #1 public radio station in Charlotte, NC, market. Resume and tape to: John Clark, WDAV-FM, Davidson College, Davidson, NC 28036.

Northern Arizona University is presently seeking a program manager for public radio station KNAU, a new 100kw fine-arts and information service in 7000-foot Flagstaff, AZ. Responsible for all local, syndicated and network programming; direction of student production staff; management of program/production budget; participation in underwriting and fundraising activities. Possibility of some air-work and university teaching. Requires knowledge of public broadcasting regulations and working knowledge of classical music. Familiarity with jazz and folk-music helpful. Good voice and administrative ability. Minimum qualifications: Bachelor's degree in radio and 3 years programming and/or production experience preferred; or an equivalent combination of related education and/or experience. Deadline: Oct. 1, 1983. Apply: Personnel Dept., Box 4113, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO/affirmative action/Title IX/Section 504 employer.

Broadcasting/traffic assistant. Traffic department. 9-5. Typing, filing, general clerical. Mature attitude, broadcast experience desirable. Salary depending on experience. EEO employer. Phone Personnel Director, 212-752-3322.

Classical music producer/host. Program and host classical music programs for statewide public radio network (Wisconsin Public Radio). Responsibilities include programming up to twenty hours of classical music per week, operating combo board, producing live and recorded concerts. Bachelor's degree. Music degree preferred. Four years' experience in classical music programming and announcing. Ability to edit tape, write for broadcast, and deliver material on air. Salary based on annual rate of \$18,000. Application deadline: October 24, 1983. For application information, write: Jim Fleming, Wisconsin Public Radio, 821 University Avenue, Madison WI 53706. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager, highly successful, superior track record, strong sales background, experienced in all phases of broadcast. All markets considered. Write Box B-93.

General manager, young, energetic, enthusiastic, first rate credentials, strong sales background, experienced in all phases of broadcast, willing to tackle any situation. You'll never be sorry we talked. Write Box B-94.

Station owners! Are you tired of losses, increased operating costs & freeloaders? I'll manage your station and make it profitable. I have expertise in sales, hiring/training salespeople. Community oriented, first phone, mature, older adult. Write Box B-95.

General manager. Excellent background. Highly motivational with enthusiastic, aggressive attitude. Goal oriented. Good creative selling techniques. Mature. Community active. Write Box B-100.

Very successful secular broadcast executive seeks opportunity in religious broadcasting. Have led AM and FM stations from red ink to profitability. Strong in sales and marketing. Am people oriented and profit oriented. As God directs, send requests to Box B-103.

Compatibly employed GM/SM & OM-account executive seeking same position in Southeast small/medium market. GM in position over 10 yrs., outstanding success. OM/AE fully qualified, impressive record. Both professional, creative, hardworking family men. No rush, station being sold. Pay own interview/relocation expenses. Write Box B-105.

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/UHF/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.

Technical director/operations manager available with proven engineering and management skills. Extensive engineering experience includes AM directional and 100 KW FM transmitter facility, studio/office complex, and audio system design, construction and maintenance. Broad experience and skills with computers in rating analysis, traffic, and programming applications with proven results. Good overall communication and management skills in both large corporate and smaller locally-owned situations. Currently engaged with well regarded A/C operations. Write Box B-49.

Sales manager in medium market. Has agency and TV experience. Looking for general manager or sales manager position in medium or small market. Present station being sold. Write Box B-65.

Challenging sales management opportunity wanted, small/medium market. Sales pro, skilled administrator, "can do" attitude. An exceptional record in sales and program/operations management at leading stations. Will relocate. 703-448-9623.

SITUATIONS WANTED SALES

Account executive. Experienced in medium market sales, promotion, sports coverage, announcing. Looking for future in management and opportunity to utilize my talents. Write Box B-68.

SITUATIONS WANTED ANNOUNCERS

Dependable announcer. 10 years' experience. Professional sound. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

Female announcer looking for position in Indiana. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Seeking advancement. Experienced, good voice, personable, team-player. Will relocate. Dave, 414-377-3192.

Talk-show host. Proven major market pro. National award recipient. International personality - magnificent credentials. Mature, creative, aware. Any format. Audience pleaser, ratings gatherer. Currently number 1 in Eastern market. Will consider all genuine offers. Need a certain winner? Write Box B-71.

Dedicated to quality, community involvement and a future in broadcasting in central or west coast of Florida. Call Tom Gillan, 703-534-0491.

Radio is my life. I want to make it my career. Please give me that chance! Call Scott, 201-863-0917.

Original, inventive, entertaining, top-rated talk host available now. 213-973-1794 (days), 213-973-4616 (nites); Rick.

Adaptable DJ seeking entry level, anywhere. Experienced production, news, copywriting. BA communications. Mike Parker, 216-382-0845.

Experienced Christian MD/PD/announcer seeking to relocate. Nine years in broadcasting; Last two in Christian market. Mike Stevens, mornings: 803-558-2558.

Mature, stable morning man tired of getting up with the cows. Looking for mid-day or afternoon slot with medium market station. I want to settle and make a long term, mutually profitable commitment with the right station. Tape and resume on request, any format. Let's talk soon. Write Box B-78.

Jock with good pipes. Loves gospel & contemporary music. Will go anywhere for first job. Terry Posey, 312-975-0898.

Black disc jockey, 2 years' CHR/AC commercial radio experience. Hard working, dependable team player, with ability to produce your desired results. All markets/formats welcome. Call David, 212-527-6136, for air-check.

Experienced announcer, with excellent production, board operation, and copywriting skills, seeks AOR or progressive airshift. Very dependable; former college station general manager. Tape and resume available. Howie Sylvester, 617-268-6785.

Give a girl a break! I'm beginning my career in Chicagoland as a DJ. Can do news and commercial production. Try me! Call Gia, 312-268-3142.

Christian seeking to segue from secular to contemporary Christian format. PD potential. Aggressive, hard worker. Write Box B-79.

Broadcast graduate seeks fulltime job as an announcer. Responsible, dependable, hard worker. Any format acceptable. Midwest preferred, but not necessary. Jeff Allen, 312-389-0882.

Multi-talented woman. Intelligent, perceptive, humorous, creative, degreed, experienced in talk shows, news, production. She's yours! Helen Oates, 184 Heatherstone, Amherst, MA 01002. 413-253-9860.

Seek midnight to morning shift in upper New York state or in Alaska. Strong news, sports, production. Good management background. Tape: Curt Coleman, 2110 Caldwell Blvd., #238, Nampa, ID 83651.

Experienced broadcaster/technician. 1st phone. Good production. Will relocate. Write Box B-104.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer with varied experience seeking new challenge. Will relocate. Write Box B-77.

Ten years experience all aspects, including directionals, applications, construction, and design. FCC first, SBE certified. Seek position with consultant or group. Prefer Midwest; all areas considered. Box B-88.

Chief engineer looking for hands on job. AM-FM directional arrays, STL experience. Available immediately. Write Box B-101.

SITUATIONS WANTED NEWS

Experienced newscaster. Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

Talented, trained newperson and talk show host. Eager for job in Chicagoland area or Arizona, New Mexico, New York area. Call Ellie, 312-538-8492.

Need a doctor in the house? I have the prescription for success in your small or medium market station as your news and public affairs director. Let my years of experience as a top twenty market personality and newscaster, university broadcast professor, public relations director, and successful account executive work for you. Can also double as a programmer or account executive. Doctorate in communications, married, thirties, community involved, now employed. 303-241-5788

Former Washington news director now a free agent. Nine year veteran available for negotiations with DC/Baltimore/Philadelphia rosters. Colleen, 703-920-4264.

Born and raised in Boston and looking to come home. Seven years of major market experience as reporter/anchor and arts and entertainment critic. Call Kim, 305-945-8698.

Sports director who paints a complete and objective picture seeks good PBP opportunity; will consider news combo. 703-943-5939.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

B.S. in Radio-TV/journalism w/experience in public radio and newspaper. Young, bright, talented, and able to handle writing, production: just turn me loose! Mike Becker, 616-429-1097.

10 year radio pro seeks new challenge—experienced program director, chief operator, sales, some news. Background includes CHR, AC, Hot Trax & MOYL. Stable stations with desire to be #1 only!! Midwest medium or aggressive small markets. Currently employed. Chris, 219-745-3777.

Exp. Producer top rated NYC radio show (five years) ready for new challenge. Strong program control. Host support. Research. Guest interviews. On-air experience. Rapport with callers. Off air follow up. I have the abilities; do you have the challenge? All replies confidential. Write Box B-55.

TELEVISION

HELP WANTED MANAGEMENT

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.

Northeastern group-owned VHF affiliate looking for a national sales manager. Must have a minimum three years TV sales experience as local or national rep. Previous sales management preferred. Good money, good company, good future. Reply in confidence. EOE. Write Box B-48.

Research director needed. If you have strong TV rating experience and are creative, our hard working TV operation wants you. Send resume to: GSM, WCIX-TV, 1111 Brickell Avenue, Miami, FL 33131.

Accounting supervisor for ABC affiliate located in Sunbelt. Excellent accounting skills and supervisory experience necessary. Responsible for daily operations of accounting department. Broadcast experience helpful. Reply with resume, references and salary requirements to Box B-61. EOE.

Deputy director, statewide public broadcasting agency. Administers facilities development and general operation of six radio and three television stations; assures compliance with regulatory and legal requirements; supervises preparation of state appropriation request and expenditure schedules; coordinates preparation and implementation of comprehensive budgetary plans. Reports to the executive director. Requirements: five years' experience in a radio/television facility, three years of which must be in a responsible supervisory, administrative, or executive capacity. Master's degree in broadcasting or related field, or two additional years radio/television experience. Salary: low to mid \$20's. Applications must be postmarked by October 7. Send applications: Executive Director, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

Development director, KUID-TV Moscow, Idaho. Person will be involved in development and implementation of expanding fundraising and promotional activities. Bachelor's degree preferred. One year fundraising and promotional experience with demonstrated experience in organizing and motivating people. Letter of application, resume, and 3 professional references by September 30 to Chair, Development Committee, KUID-TV, Radio/TV Center, Moscow, ID 83843. AA/EOE.

HELP WANTED SALES

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.

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.

Local sales manager for a network affiliate in a medium size West Coast market. Looking for a strong leader who can implement a sales training program. Must have 5 years' TV sales experience. Send resumes to Olivia Lage, Personnel Director, KSEE, P.O. Box 24000, Fresno, CA 93779. An EOE/M-F.

Salesman for new but growing local sales effort. Two family/Christian stations in large adjoining markets. Strong family programs to sell. Cooperative professional staff supporting you. Resume to Box B-56. EOE.

Account executive. Number one independent in eleven market seeks experienced television account executive. Excellent sales performance record, good verbal and written communications, research ability, knowledge of advertising, marketing, and a high degree of professionalism and creativity necessary. Send resume to Roy Cohen, Local Sales Manager, KRIV-TV, Metromedia, P.O. Box 22810, Houston, TX 77227. EOE.

News Travel Network has openings for salespeople who like to sell and travel the U.S. Syndication sales experience preferred. Send resume including sales training, production figures, and salary requirements, to: Harry Godsil, General Sales Manager, News Travel Network, 8925 Folsom Blvd., Suite S, Sacramento, CA 95826.

Motivated individual who's eager to be part of a dynamic team. We're committed to making our independent station #1 in our top 70 ADI. If you're willing to work hard, to be part of a winner, send resume to GSM, WLRE, P.O. Box 26, Green Bay, WI 54305.

Regional salesperson to assume active account list for network affiliate in top 100 market. Must be skilled in the use of rating information and the art of schedule negotiation. An EOE. Send resume to Box B-92.

Account executive - Top 50 network affiliate seeks experienced candidates. Must have minimum 3 years broadcast sales experience - including extensive agency assignments. Send resume and salary requirements to Box B-97

HELP WANTED TECHNICAL

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.

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.

Chief engineer for VHF network affiliate in S E market. Good administrative skills, plus maintenance knowledge of ENG, 2", transmitter. Send resume and salary requirement to Box B-52. EOE.

Chief engineer—VHF CBS affiliate seeking chief engineer. Must possess 1st or general class FCC license. Excellent pay and employee benefits. Resume should reflect personnel management, responsible television engineering achievements, and FCC compliance ability. Send resume to Charles Woods, General Manager, WTVY-TV, P.O. Box 1089, Dothan, AL 36302. EEO/AA employer.

Maintenance engineer—experience in lo-band VHF, microwave ENG and translators, as well as video tape. This is a primary maintenance position. So. Cal. location. Salary range \$1500 to \$2500 per month, depending on experience. EOE. Resume and requirements to: Frank Goddard, KEYT-TV, P.O. Drawer "X," Santa Barbara, CA 93102.

Television production engineer with 2-3 yrs. of video & maintenance experience. Must have experience with Hitachi cameras, Ampex & Sony VTR's, CMX editing systems, and DVE units. Call Jerry Ebberts, 303-751-6000, or send resume to Telemation Productions, 7700 E. Iliff, Ste. H, Denver, CO 80231.

Chief engineer. KYUK AM/TV. Overall responsibility for equipment maintenance of public AM & TV station. Assures compliance with FCC rules & regulations. Monitors maintenance contract of extensive TV translator system. Budget management. Supervises maintenance engineer & assistant. Plans for future equipment needs & capital projects. Files license renewals/applications for translators, earth stations, microwave, et. al., as required. 5 yrs.' experience in repair & maintenance of broadcast equipment required. Some management experience. Valid general FCC license. Salary: high \$30s, DOE. Closing: 11/30/83./ Job begins 1/1/84. To apply, request application from Peter Twitchell, GM, Bethel Broadcasting Inc., Box 468, Bethel, AK 99559. 907-543-3131. EOE.

Experienced studio maintenance engineer for Telemation Productions/Chicago. Equipment includes: Ampex & Sony VTR's; Ikegami & RCA cameras; Ross, Vital & Utah switching; Ampex & Vital digital effects; CMX & "Epic" editors; Neve audio. For additional information, contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview IL 60025. 312-729-5215.

Communications systems engineer. Opportunity to participate in the development of state-of-the-art new technologies for PBS and its member stations. Duties will include in depth technical analysis and evaluation of new technologies. BSEE and 5 years' experience in broadcast system engineering, satellite or data communications required. Excellent benefits and salary commensurate with experience. Submit resume to: PBS, Attn: Carole Dickert-Scherr, 475 L'Enfant Plaza, SW, Washington, DC, 20024. EOE/AA.

Maintenance engineer—CBS affiliate seeking engineer to maintain studio and ENG equipment. Must possess 1st or general class FCC license. Send resume to Al Richards, KTVN-TV, P.O. Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

F & F Productions is looking for a mobile production maintenance person. The applicant must be able to travel extensively and possess good client relations and management skills ability, under difficult field conditions. The position requires 3-5 years digital and solid state maintenance background. Totally familiar with cameras, video tape, switching equipment and audio. Weekend and holiday work essential. Competitive salary, liberal overtime, and major company benefits. Call or send resume to Mr. Lawrence Nadler, Director of Engineering, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. 813-576-7676. A division of Hubbard Broadcasting, F & F Productions is an equal opportunity employer, M/F.

KRIV-TV, Metromedia, Houston, has an opening for a full time maintenance engineer with a 1st class license and five years' experience. Also needed immediately is a full-time MCR operator with 1st class license and three years' experience. Apply to KRIV-TV, 3935 Westheimer, Houston, TX 77027. EOE.

Top 25 market TV station in northern California seeking assistant chief engineer to supervise maintenance and operational areas. Individual must have at least 5 years' experience in personnel supervision and a strong background in maintenance & RF with a general class license. AE, BE, or SBE certification helpful, but not required. Modern state-of-the-art facilities and generous benefits. Good weather and close to mountains & ocean. Salary negotiable. M/F, Equal opportunity employer. Write Box B-98.

KOVR-TV, Stockton/Sacramento, is seeking an assistant chief engineer with proven management ability. A motivating "people" person who understands the demands of a tightly run news-oriented operation in the 21st market. Job requires a "hands on" understanding of the operation and maintenance of studio and RF equipment. SBE certification preferred. General class license required. Salary starts at \$35K. Contact Bob Hess, 916-927-1313, or direct correspondence to Chief Engineer, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. KOVR-TV is an equal opportunity employer, M/F.

Chief Engineer for modern University telecommunications center/public television joint facility. Facilities include 50KW FM, UHF TV, ITFS, and CCTV, and production studio. BS in related field and 3 years engineering experience required. Competitive salary plus university fringe benefits. Apply to: Joel L. Hartman, Bradley University, Center for Learning Resources, Peoria, IL 61625. 309-676-7611. An affirmative action/equal opportunity employer.

Engineer in charge for Telemation Productions/Unit 6. Equipment includes: Ampex & Sony VTR's; Ikegami cameras; Ross & Utah switching; Chyron graphics; RTS, and more. Applicant must be a self starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025. 312-729-5215.

HELP WANTED NEWS

Reporter/anchor. Midwest ABC affiliate seeks journalism excellence and willingness to do the job in the field while serving as back-up primary anchor. We are a group-owned medium market station and the opportunity is most suitable for a small market anchor or medium market reporter/anchor. EOE. Resume only to :Box B-45.

Executive producer-host: of statewide weekly news program for West Virginia's three public television stations. At least three years' experience in producing news and public affairs programs; interviewing and anchoring skills. Will coordinate field news pieces produced by the stations and supervise editing and assembly, including legislative coverage. Programs should identify and interpret issues, and suggest solutions. Strong journalism and writing skills preferred. Salary in low \$20s. Applications, postmarked by October 7, should be sent to: Executive Producer, West Virginia Educational Broadcasting Authority, Suite B-424, 1900 Washington Street, East, State Capitol, Charleston, WV 25305. EOE.

News Travel Network is expanding. We produce nationally syndicated consumer travel news pieces. If you are a top flight reporter who is willing to travel far and often, and have a minimum of five years' TV news and feature reporting experience, then send your tape and resume to: News Travel Network, 8925 Folsom Blvd., Suite S, Sacramento, CA 95826.

A cable company in the beautiful Southeast is seeking an experienced anchor/reporter. Must have excellent on-air presentation and writing skills. Not an entry level position. Good pay and benefits. Send resume only to Box B-82. EOE. Deadline: 10/1/83.

Associate producer: top Mississippi station seeks experienced reporter with solid credentials for award-winning half-hour investigative documentary unit. If you are a hard worker, good interviewer & writer, and love to dig, possess organizational skills and knowledge of production techniques, send audition tape, resume and salary requirements to WLBT-TV, P.O. Box 1712, Jackson, MS 39205. EOE.

News reporter. Must possess a commitment to journalism, personal qualities necessary for a good, hard-nosed reporter, and be a good writer with 3/4" editing ability. Salary \$14,500-17,500. Submit resume and tape to Jan Stanley, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE, M/F.

Meteorologist; to operate and forecast from our new weather center. Anchor 6 p.m. and 11 p.m. newscast. Some experience and a self-starter. Richard Howard, News Director, WJBF-TV, P.O. Box 1404, Augusta, GA 30903.

Medium-sized network-affiliated station seeking talented, capable TV news director to oversee department of 27 fulltime & 20 part-time employees. Person must be interested in providing meaningful local news coverage. Applicants must have degree in journalism/mass communications or related field with 7 years' current commercial TV news experience, 4 of those years in department management; or a combination of experience & education totaling a degree & experience. Must have extensive experience in current TV news production, reporting, writing, & new technologies. Salary \$30,000 minimum, depending upon education & experience. Qualified candidates should send current resume & VTR to Janis E. Marvin, WOI-TV, Ames, IA 50011, by Sept. 30, 1983. AA/EOE.

Executive producer - Dominant sunbelt affiliate seeking creative, aggressive executive news producer to manage day-to-day production of one-hour newscast. Send resume to the Corporate Personnel Department, WRAL-TV, Box 12000, Raleigh, NC 27605. EOE, M/F.

Top-rated CBS-TV affiliate needs full-time reporter. Applicant must have a college degree, plus strong writing skills. Creativity, resourcefulness, and professional delivery are necessary. Must have prior TV reporting and live-shot experience. Send tapes and resumes to: Joanne Corliss, News Director, KFSN-TV, 1777 "G" Street, Fresno, CA 93706. Capital Cities Communications, Inc., is an equal opportunity employer.

Meteorologist: Peoria market. 2 yrs.' experience, degree, good communicator. Tape & resume to: Tom Sazan, News Director, WRAU-TV, 500 N. Stewart, Creve Coeur, IL 61611. EOE.

Anchor/reporter needed for 5 pm co-anchor slot plus night reporting. Position requires reporting, ENG editing and on-air skills. VHF network affiliate. Send tape and resume to: WMBB-TV, Box 1340, Panama City, FL 32402, Attn: Larche Hardy. EOE.

General assignment reporter wanted for Reno, Nevada, TV station. Six months experience in TV news desired. Send tapes to: John Firpo, News Director, KCRL, P.O. Box 7160, Reno, NV 89510.

Producer - Public affairs for Alabama PTV. Requirements include degree and two years experience. For information and application form, call Sandra Polizos, 205-832-6900. EOE/MF.

Reporter - Top 50 market news leader seeks reporter with anchor potential. Send VCR and resume to Personnel Mgr., WSAZ-TV, P.O. Box 2115, Huntington, WV 25721. EOE/MF.

Producer for aggressive, top rated television station in SC. This person is organized, an excellent writer who can give directions and work well with people. Must have previous TV experience. Send resume with recent show tape and salary requirements to: Gary Anderson, Assistant General Manager/News Director, WIS-TV, 1111 Bull Street, Columbia, SC 29202.

Anchor-reporter for no. 1 station in top 50 market. Experienced applicants only. Send VCR, resume, and salary required to: Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Director/news and commercial production: leading station in news and general programming looking for pro to direct 6 & 11p.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.

TV creative director. CBS affiliate, top 40 Florida market, needs strong creative director. Good facilities and personnel ready for aggressive leadership. Salary commensurate to experience and expertise. Send resume and salary requirements only to Box B-63.

Production manager. Top 75 Southeast affiliate seeks experienced production manager or strong producer/director ready to move up. Excellent opportunity. Send resume and salary requirements only to Box B-72.

Producer/Director- experienced, creative person with strong news production skills, a minimum of four years' directing background and knowledge of state-of-the-art equipment to direct major market news programming. Send resume and 3/4-inch cassette to Sandra Butler, Executive Producer, WDMV-TV, 4001 Brandywine St., NW, Washington, DC 20016. EOE.

Segment producer. Conceive, plan, research, and produce wide range of live and taped studio and field segments. 2 years in TV production and demonstrated writing, studio, and field production experience a must. Resumes please to Bob Jones, KING-TV, 333 Dexter Ave. N., Seattle, WA 98109. EOE.

Producer/director: aggressive Sunbelt 50's market affiliate seeks well-rounded self-starter with minimum 3-years' commercial producing/directing experience. Salary negotiable. Send resume and salary history only in confidence to Box B-81.

Audience promotion director—large market. South Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills a must. Hands-on off-line experience required. Send resume only to Box B-83. EOE.

Videographer/editor. News magazine/documentary. BA or equivalent. 2-3 years' experience. Salary \$14,352 minimum. Send resume and tape to: Dan Smith, Production Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25801. EOE.

Senior producer. Supervise and co-ordinate all aspects of entertaining, creative morning show for active NBC affiliate in the Pacific NW. Responsibilities include planning and budgeting as well. Requires at least 3 years' experience in TV production, including live and taped studio and field production. Send resume to Bob Jones, KING-TV, 333 Dexter Ave. N., Seattle, WA 98109. EOE.

Producer/director with several years TV experience; minimum of 1 1/2 years as a switcher/director with emphasis in commercial direction and EFP. Please forward resume and salary requirements only to Box B-89. EOE.

KRIV-TV has an opening for a director/technical director. Position requires two years' directing experience, news directing required. Send resume to 3935 Westheimer, Houston, TX 77027, or call 713-626-2610. EOE.

Videotape editor. South Florida Public TV station and national production center is looking for an experienced videotape editor. Applicant must have at least 2 years' experience in national or commercial post production on 1" computerized videotape systems such as CMX or Datatron. Must be able to communicate closely with clients. This is an opportunity for the right person to enjoy competitive salary and excellent benefits. Send resume and salary requirements to: Personnel Generalist, WPBT/Ch.2, P.O. Box 2, Miami, FL 33201-0002. An equal opportunity employer, M/F/H.

Director: the number 1 independent station in the number 1 market seeks a number 1 staff director. Three to five years' experience required. Send resumes and tapes (no phone calls) to Laurie J. Rich, WNEW-TV, 205 East 67th Street, New York, NY 10021. An EOE.

Executive producer. Experienced professional sought to work in development of contract productions, as well as actively producing and/or directing assigned projects. Please send resume to Mary Sullivan, Connecticut Public Broadcasting, 24 Summit St., Hartford CT 06106. EOE, M/F.

Creative director—create commercials at the #1 station in the 21st market in new, in-house post production facility. We're looking for a highly skilled individual in commercial production with a minimum of five years' television production experience. Must have strong creative writing and concept skills; producing and directing experience in studio, location, and post production; and in assisting account execs with sales development. Practical knowledge of equipment operations a must. Send resume and tape to: Duane Borovec, Production Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE, M/F

Producer/reporter, Detroit public TV station. Responsible for producing and reporting monthly one-hour program series documenting issues reflecting the African-American cultural experience. Successful candidate should have a degree, be a journalist with on-camera reporting experience, and have demonstrated ability to produce performance and arts programming and documentaries. Letters and resumes to: Personnel Director, WTVS, 7441 Second Blvd., Detroit, MI 48202. Equal opportunity employer.

Assistant director/photographer: desire experienced self-starter with demonstrated "eye" for EFP minicam and studio videography, and ability to write, produce, and direct. Opportunity for involvement and advancement commensurate with ability. Send resume, 3/4" tape, and sample commercial script with first letter, please. All tapes returned. EOE. Bob Peltz, Production Manager, WPTA-TV, 3401 Butler Road, Fort Wayne, IN 46808.

Television director. South Florida Public TV station has an opening for a creative television director for their music and drama productions. This position is responsible for creative aspect of live or videotape studio production, remote production, CMX computerized post production, and techniques using TV equipment, talent, station personnel, and related sources. The ideal applicant will have 5 years experience in TV production and a minimum of 3 years on-line directing experience in a major market with knowledge of lighting, art direction, audio and camera operation. College degree with major coursework in field of mass communications or equivalent technical training required. Send resume and salary requirements to: Personnel Generalist, WPBT/Ch. 2, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

Promotion manager—WRAL-TV, Raleigh, NC, needs highly motivated, dynamic, talented leader to direct large active department plus outside agency. If your strengths combine advertising expertise with leadership and personnel skills, and you've spent 2 years or more learning and demonstrating those skills, we would like to hear from you. We're one of the nation's best stations in one of, if not the most, dynamic, exciting growth markets. Please contact Corporate Personnel Department, Capitol Broadcasting Company, Box 12000, Raleigh, NC 27605. EOE, M/F.

PM videographer/editor: seeking creative and energetic person for number one rated PM Magazine. Must have at least two years' experience. Responsibilities include videotaping, lighting, and editing on videotape. Send resume and tape to Senior Producer, PM Magazine, WWL-TV, 1024 N. Rampart St., New Orleans, LA 70176. No resumes and tapes will be accepted after September 30th. No phone calls, please. EOE.

Star videotape editor—major mid-Atlantic, production/post-production center seeks talented, creative on-line videotape editor. Experience with 1" type C VTRs, computer managed editing systems, and ADO preferred. Solid technical background essential. Resume only to Box B-112.

SITUATIONS WANTED SALES

Mature account executive, with international experience in program distribution, cable syndication, advertising, and commercialization of TV spaces, seeks a demanding but rewarding position where ability to communicate with clients at all levels of management is decisive. Salary requirements \$40K to \$50K range. 305-387-2668.

SITUATIONS WANTED NEWS

Anchor/producer/reporter. Expert in financial and economic news. Credibility, experience, looks, voice, savvy. 815-455-5797.

Female law school graduate with investigative research experience seeks researcher/associate producer position on consumer or investigative unit. Have solid print background and lots of energy. 312-266-0796.

Wanted: television news director needing a reporter, anchor, producer, editor and cameraman all in one body—mine! Call 602-726-3608, Wendy.

Call me! Weather forecaster. Computer graphics, communications, meteorology. Looking for top 100's area. Jeff, 716-434-4676.

Sports. If you're serious about it, so am I. Ten years radio and TV, including PBP. Help! Write Box B-80.

Experienced commentator/hostess, telegenic, seeks anchor/reporter slot in news or magazine format. Strong interviewer, professional journalist. Tape, 8 X 10 on request. 212-564-9659.

Attractive, top-rated female anchor/reporter, now doing weekends, seeks full time anchor position. Proven ratings booster! Hurry! Call 612-483-4426.

Sports personality—if you want more than just a copy-reader, aggressive, young, yet experienced talent awaits your call. 250 radio and TV play-by-play games, plus network production experience and degree. I am ready to go to small or medium market. Brent Weber, 404-469-2827.

Sports anchor/reporter available immediately! Former sports director for Chicago-area cable firm. Versatile reporter likes strong local sports and people-oriented features. Also have TV/radio news background. PBP. Excellent photographer/editor. Erik, 312-357-3507.

Sportscaster. Anchor-reporter. Young, experienced pro. 31, 10 years TV-radio. M.S. Communications. Former SD medium market. Also, top level radio PBP. Only interested in station with major commitment to sports broadcasting. Tom, 417-782-0031.

Producer: Cable News Network, Atlanta. 9 years' experience in TV news. Looking for position in top 25 market. Box B-102.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Dupont-Columbia award - winning television documentary producer seeks staff or freelance production position. Rob, 212-898-5327.

Hard working college graduate finishing an internship in promotion department of third market station. Copywriting, production & editing experience. Looking for an opportunity in promotion or production. Bob, 312-893-8773.

I can. Recent graduate, Newhouse Communications School, scholarship recipient. Extensive internship experience in promotion, programming & production. Good with people, ideas, bottom line and creativity. Hard working, responsible, ambitious. Will relocate. References. Reply Box B-76.

Swift, lively writer; adept researcher seeks news, documentary or indep. project. NBC affiliate experience. 6 yrs. print reporter. Highly organized. Spanish speaking. 619-942-3361.

TV movie reviewer. Bright, witty, upbeat veteran TV news staff and freelance critic, expanding freelance. Every review personalized to your specifications. No mass-produced syndication. Ideal insert for newscasts, magazine programs. Write Box B-111.

CABLE

SITUATIONS WANTED MANAGEMENT

30 year old communications oriented professional, with administrative background and experience, seeking a challenging opportunity with progressive cable organization. Write Box B-70.

ALLIED FIELDS

HELP WANTED SALES

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 TECHNICAL

Recording engineer/technician. Religious audio and video production facility seeks recording engineer/technician with strong audio production skills and electronics background. Position includes recording/mixing/editing audio for various electronic media resources, plus some maintenance work. Desirable for applicant to have recording experience with orchestras, small ensembles, and voice talent. Video experience helpful. Send resume to: Personnel Office, RLDS Auditorium, P.O. Box 1059, Independence, MO 64051, Attn: David Wheaton.

HELP WANTED INSTRUCTION

Journalism chairperson search reopened at University of Wisconsin-Eau Claire. Probationary. Teach undergraduate courses, represent and administer department. Doctorate preferred, master's acceptable. Should have extensive experience in advertising, broadcast news or print news. Administrative experience desirable. Rank, salary dependent on qualifications. Send letter of application, resume, transcripts, three to five letters of recommendation to Henry Lipold, Journalism Department, University of Wisconsin-Eau Claire, Eau Claire, WI 54701. Closing date: Oct. 15, 1983, or until position is filled. UW-Eau Claire is an equal opportunity/affirmative action employer.

Telecommunications—Kutztown University, located an hour from Philadelphia in southeastern Pennsylvania, is seeking an assistant professor to teach undergraduate and graduate classes in an established, professionally-oriented program. Tenure track position, Ph.D. preferred. Teaching experience required. Should be able to teach audio or video production and one or more of the following: writing, law, programming, management, cable, or new technologies. Salary competitive. Available January, 1984. Applications will be accepted until the position is filled. Send resume, transcripts, and three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530. Kutztown University is an equal opportunity/affirmative action employer.

Ohio State University school of journalism is accepting applications for the position of Kiplinger professor of public affairs reporting. Applicants must have 10 years' experience in public affairs reporting, with Washington experience a plus. The Kiplinger professor teaches advanced investigative and interpretative reporting techniques related to the 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.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Media man (NY, NJ, CT): heavy management/creative experience radio, television, advertising agency, cable/pay TV. Will consider any. Write Box B-53.

WANTED TO BUY EQUIPMENT

Wanted: 1,000 foot FM tower for Phelps-Dodge CFM HP-10 10-bay antenna. Call 612-222-5555.

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.

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, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

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. VTRs, 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.

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.

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 System Associates to receive our free flyer of equipment listings. 213-641-2042.

Ampex VPR-2B, AST Head, TBC with monitor bridge, including color monitor, Techtronics 528, waveform 1420 switching console w/separate slow motion controller. Quantel DPE 5000/SP digital special effects unit, single channel. Chyron III B titling system, 16K memory, 4 fonts, disc drive, colorizer/keyer. Terms & financing available on equipment. Television Graphics Co., 555 Broad St., Glen Rock, NJ 07452. 201-444-2911.

6 1/2" copper coax, flange fittings, bullets, some hardware. 14 20', 10 19 1/2', \$450. Ampex 350 rec/pla electronics, \$200. Townsend/Ampex TD-15B aural/visual modulator, 10 watt out, tuned ch. 44, \$15,000. 2 PC-60 1 PC-70 Norelco color camera with CCU's Angenieux 18-180 mm lenses and cables. \$15K negotiable. Ron Mighell, 419-339-4444.

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.

Vital two channel SqueezeZoom with PZAS and two remote panels, \$85,000. Chyron IIIB character generator, \$12,000. RCA FR-35 35mm projector, \$4,500. Ampex RA-4000 electronic 2" edit controller with interfaces, \$7,500. General Television Network, 313-548-2500, R. Hippler.

Nurad mini-pod antenna for ENG helicopter. RF technology 212 transmitter, 204 central receiver. 1990-2110 MHz. Will sell separately. Fred Zimmerman, 305-751-6692, ext. 248.

Ampex recorders, AG 440C - ATR 700 new, priced to close out. Special prices on ATR 800's in stock. RCA 44 BX and Neumann U47 microphones wanted in trade. We quote at bid pricing on 3M, Ampex, and AudioPak magnetic products. NorthWestern, Inc, 800-547-2252.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armadillo, 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. Copywright, 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.

RADIO

Help Wanted Management

RADIO ADVERTISING BUREAU INC. REGIONAL MANAGER

Sales management person, now working the **NORTHEAST** region, to headquarter in that area and to cover regional cities such as Philadelphia, Baltimore, Boston, Washington, DC and other key cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Write to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. **NO PHONE CALLS PLEASE.**

Help Wanted Technical

ASSISTANT CHIEF ENGINEER KHTZ FM LOS ANGELES

One of America's leading radio station groups has an immediate opportunity for an assistant chief engineer at its state of the arts FM facility in Los Angeles, KHTZ. The position requirements include a general class FCC license and a minimum of two years' related experience including studio and transmitter site maintenance. We offer a fully commensurate salary and excellent benefit package. For prompt consideration, send resume including salary history and requirements in confidence to: Ms. Marguerite Findra, Manager of Personnel, Greater Media Inc., 197 Highway #18, East Brunswick, NJ 08816.



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Help Wanted Sales

REGIONAL SALES MANAGER

Chicago Office

Arbitron's radio sales office in Chicago has an exceptional opportunity for a regional sales manager to join our advertiser/agency sales department.

The person we are seeking should have at least 5+ years' experience in agency media and/or radio broadcast sales management. You should be a self-starter, ready to travel, committed to hard work, and ready to meet the challenge of this exciting job opportunity.

We offer an excellent starting salary, plus incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to personal advancement.

To explore this exceptional opportunity, send resume and salary history in confidence to:

Jim Ridings

The Arbitron Ratings Company
A Control Data Company
1350 Avenue of the Americas
New York, NY 10019

An affirmative action employer.

NATIONAL SALES REP

The nation's leading private weather service is looking for additional representation for its wide range of weather-related products and services. Only sales people with proven credentials in radio and/or TV should apply. Send resume and salary history to Accu-Weather Inc., Department B, 619 W. College Avenue, State College, PA 16801. No phone calls, please. Accu-Weather Inc., is an equal opportunity employer.

SALES MANAGER

Prove your ability and become GM of Pennsylvania station in one year. Salary, commission, golden opportunity for aggressive, highly motivated person. Send resume and income requirements to Box B-60. EOE.

Help Wanted News

SUNBELT TOP 50 MARKET

FM seeks morning co-anchor; some street reporting. Delivery and voice most important. Must be good writer. Minimum 2 years on-air news experience. Resume only to Box B-75. EOE. Minorities and women also encouraged to apply.

Help Wanted Programing, Production, Others

MAJOR MARKET AOR

Top 20 Northeastern market. AOR powerhouse looking for top caliber program director. Must have excellent people skills, be highly organized, and promotionally-oriented. Send resume only to Box B-109. EOE.

Situations Wanted Management

I DON'T NEED MONEY

Just the things money can buy. Creative, high-energy and resourceful pro with small, suburban and major market track record in both sales and programing, including management, plus first phone, B.A. in mass communications and law degree (admitted to NY bar) seeks challenging growth opportunity with stable organization. Major market GSM, or GM with option to buy of most interest, but open to confidential discussion of all worthwhile ideas. Will be at NRBA. Phone 617-227-7988, or write Barry Skidelsky, 480 Commercial Street, 4B, Boston, MA 02109. Equal Opportunity Employee.

GROUP MANAGER

Seeking group manager and/or GM position in medium markets. Currently VP/COO of small West Coast group. Top credentials and references. Previous VP/GM in two top 100 markets. Both turnaround situations. Great people skills. Known for ability to hire right people to make money for owners. Looking for permanent home. 20 years in radio. Last 10 in management positions. Take charge manager who will make your life easier. Salary \$60+. 503-451-4379, or write in confidence. Box B-74.

TELEVISION

Help Wanted Sales

National Sales Manager

Television Equipment 6 Figure Potential Income

Call Don Forbes
800/531-5232
Broadcast Systems Inc. Austin, Texas

Help Wanted Programing, Production, Others

PROMOTION MANAGER

Top 50 affiliate seeks energetic, creative person to coordinate all internal/external promotion & advertising. Must have extensive experience in on-air production. Writing skills a must. Resume only to Box B-57.

Help Wanted Programing, Production, Others Continued

TURNER BROADCASTING

ON-AIR DESIGN SPECIALIST

If you're a self-starter who wants room for creative growth, this is a one in a million offer. You'll design and produce the on-air looks for Turner Broadcasting promotional and programing projects in the areas of entertainment, news, and sales presentations. Your work will be seen in over 29 million homes carrying TBS, CNN, and CNN Headline News. You will have access to two 300As, ADO, CMX, AVR3s, VPR2s and Chyron 4A, so extensive production experience is a must. NOTE: This is mainly a night-time job. Send resume and reel to:

Paul A. Bissonette
Vice President, Advertising/
Promotion
Turner Broadcasting System
Inc.
1050 Techwood Drive, NW
Atlanta, GA 30318
No phone calls, please. EOE-M/F.

TALENT HOST HOSTESS

Rapidly growing nationally distributed specialty TV show about personal computers seeks host and hostess. Experience required in writing, news reporting and on-air activity. Male/female; mature, with outgoing personality and individual initiative desired. Some knowledge of personal computing a real plus. High growth potential. Compensation commensurate with experience. Please send resume and demo tape to The Personal Computer Show, P.O. Box 5433, San Antonio, TX 78201.



CABLE/BROADCASTING POSITIONS

BROCKWAY BROADCASTING CORPORATION has numerous openings for qualified cable &/or broadcast personnel. We're looking for eager, self-motivated people who want a challenge working with a progressive television syndication firm, located 40 miles from New York City on Long Island's North Shore. We offer our employees good starting salaries & a complete benefit package that includes life, medical, & dental insurance.

If you believe you qualify for one of these positions, send us a complete resume including your hobbies & interests, along with your salary history. No telephone calls or personal visits accepted. Resumes will only be accepted by mail.

PRODUCER/ASSISTANT WRITER

Responsible for all operational aspects of syndicated weekly 30-minute "how-to" program, including scheduling, location selection & clearance, staff coordination. Must also be creative & possess excellent writing skills to assist staff in the writing of scripts.

ON-CAMERA HOST/ASSISTANT PRODUCER

This position requires a professional on-camera host who will assist in the production of a syndicated weekly 30-minute "how-to" program. We're looking for a smooth, knowledgeable TV pro with a sense of humor & wit.

SENIOR VIDEO EDITOR

A knowledgeable, take-charge editor is needed for this position in charge of final editing. Should be creative & experienced with 3/4 inch Convergence style on-line editing.

DIRECTOR OF MARKETING

Responsible for the sale of syndicated programs, marketing, advertising, & public relations. 1-2 years' in cable television a plus.

PRODUCTION ASSISTANTS

Openings available for ground floor opportunity in TV production. Must have either work experience or college/technical school education in TV production. Various responsibilities for on-location shoots will include VTR operations, audio, lighting, prompter operation, etc.

ASSISTANT VIDEO EDITORS

Responsible for insert editing on off-line 3/4 inch systems.

Send complete resume, hobbies/interests, & salary history to:

BROCKWAY BROADCASTING CORPORATION
PO BOX 92
COLD SPRING HARBOR, NY 11724



**BROCKWAY
BROADCASTING
CORPORATION**

An equal opportunity employer

EXECUTIVE PRODUCER

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Continued**

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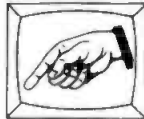


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MW	Medium	FM	\$950K Terms	Jim Coursolle	(414) 233-6222
NW	Medium	FT/Cl.C	\$900K \$250K	Elliot Evers	(213) 366-2554
W	Med/Met	FT/FM	\$725K \$275K	Ray Stanfield	(213) 366-2554
R.Mtn.	Medium	FM	\$625K \$125K	Greg Merrill	(801) 753-8090
E	Regional	FM	\$595K Cash	Warren Gregory	(203) 364-5659
FL	Medium	Cl.IV	\$550K Terms	Randy Jeffery	(813) 294-1843
MW	Small	FM	\$450K Terms	Bill Lochman	(816) 254-6899
MW	Small	FM	\$250K \$75K	Ernie Pearce	(615) 373-8315
M.All	Small	Cl.IV	\$225K \$55K	Mitt Younts	(804) 355-8702

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PA	AM	\$30,000	downpayment
KY	FM	\$50,000	downpayment
TN	FM	\$35,000	downpayment
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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.)

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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:

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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

Jim Brooker, operations director, WWJ(AM)-WJOL(FM) Detroit, joins Josephson Radio, Dearborn, Mich., as VP, group operations. Josephson group comprises WNIC-AM-FM Dearborn; WNOR-FM Norfolk, Va.; WVKO(AM)-WSNY-FM Columbus, Ohio, and WMGF-FM Milwaukee.

Marty Greenberg, VP, radio, Belo Broadcasting, Dallas, resigned over disagreement with corporate policy. No replacement has been named.

Mike Schweitzer, general sales manager, KTVK(TV) Phoenix, joins WCPX-TV Orlando, Fla., as VP and general manager

Sam Rosenblatt, general sales manager, WTMI(FM) Miami, named VP and general manager.



Douglas

Bernardine Douglas, regional-national sales coordinator, KMJM(FM) St. Louis, joins KATZ(AM) St. Louis-WZEN(FM) Alton, Ill., as general manager.

Norman Nelson, president, Westinghouse Learning Corp., subsidiary of Westinghouse Electric, New York, named VP,

Southwest region, of Westinghouse's Group W Cable, Encino, Calif., with responsibility for 33 cable systems in southern California, Arizona, Colorado, New Mexico, Kansas and Texas.

Tom Scanlon, from WKFT(TV) Fayetteville, N.C., joins WABG-AM-TV Greenwood, Miss., as general manager.

Bob Poe, regional sales manager, Susquehanna Broadcasting's WKIS(AM) Orlando, Fla., joins Susquehanna's Florida Network, statewide radio network there, as general manager.

Jim Christopherson, general manager, KIDD(AM) Monterey, Calif., joins KDON-AM-FM Salinas, Calif., as station manager.

Doug Kiel, news director, WOKY(AM) Milwaukee-WMIL(FM) Waukesha, Wis., named operations manager, WMIL.

Barbara Smith, program manager, WCIX-TV Miami, joins WPMT(TV) York, Pa., as director of programming, operations and promotion. **Keith McFarland**, from WBSA-TV York, Pa., joins WPMT as operations manager.

Linda Underhill, from WBZ(AM) Boston, joins WKVT-AM-FM Brattleboro, Vt., as traffic and operations manager.

Steve Weed, operations manager, KMJM(FM) St. Louis, joins KRMG(AM) Tulsa, Okla., in same capacity.

John Grubbs, VP, Storer Communications,

Miami, named to new post of VP, business development, cable communications division.

John Cowles III, from Cowles Media, Minneapolis, joins United Satellite Communications, New York, as director of financial analysis. **Ann Davis**, from Sony Corp. of America, New York, joins United Satellite Communications there as director, special projects. United plans to initiate direct broadcast satellite network Nov. 15.

John Grubbs, VP, central region operations, cable communications division, Storer Communications, Miami, named VP, business development for division.

Olivia Cohen-Cutler, associate, law firm of Jackson, Lewis, Schnitzler & Krupman, New York, joins RKO General there as labor relations attorney.

David Naseman, attorney, Fried, Frank, Harris, Shriver & Jacobson, New York, joins LIN Broadcasting there as VP, general counsel and secretary.

Linda Lomon, from Personal Products Co., Milltown, N.J., joins Cable Television Network, Trenton, N.J., as accountant.

John Ragosta, from Grinnell Fire Protection Systems Co., Providence, R.I., joins Colony Communications there as systems programmer.

Carl Wenhold, assistant controller, CBS-TV, New York, named VP, finance, CBS Television Stations division. **George (Ged) Young Jr.**, district supervisor, affiliate relations, CBS-TV, New York, named district manager.

Mary Lou Joseph, special assistant, public liaison, Motor Carrier Ratemaking Study Commission, Washington, joins National Public Radio there as director of national affairs.

Nancy Briere, development director, non-commercial WSVH(FM) Savannah, Ga., joins noncommercial WAER(FM) Syracuse, N.Y., in same capacity.

Joseph Corrigan, production manager, National Captioning Institute, Los Angeles, named director, captioning services, West, there.

Ray Ellis, assistant general manager, noncommercial WEDU(TV) Tampa-St. Petersburg, Fla., retires. **Elsie Gardner**, production manager, WEDU, succeeds Ellis.

Marketing

Elected executive VP's, Young & Rubicam International: **Jean Claude Boulet**, president, Y&R, Paris; **John Destler**, director, client services, New York; **James McCoubrey**, deputy area director, Europe, London, and **Jerry Roberts**, director, Y&R headquarters, New York.

Elected VP's, Kenyon & Eckhardt, New York: **John Linder** and **Donald McKechnie**, creative group heads, and **James Algieri** and **Steve Laudani**, art supervisors. Elected VP's,

K&E, Detroit: **Jeffrey Jacobs**, account supervisor, and **Robert McBride**, associate creative director.



Levy

Sy Levy, chairman of board, March Direct Advertising, New York, joins RS&L, newly formed direct marketing division of Rosenfeld, Sirowitz & Lawson there, as president.

Susan Auerbach, VP, associate network television director, BBDO International, New York, joins NBC-TV there as director, daytime sales.

Appointments, Dancer Fitzgerald Sample, San Francisco: **Bill Delaney**, VP and management supervisor, to senior VP; **George Dunn**, VP and research director, to senior VP, and **Kit Artig**, graphic design and merchandising group manager, to VP. **Jerry Darringer**, VP, account supervisor, DFS, New York, named senior VP, management supervisor.

Marilyn MacRae, manager, administration, Campbell-Ewald, Warren, Mich., named VP.

Patrick Mandarano, account supervisor, Car-

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rafello, Diehl & Associates, Irvington-on-Hudson, N.Y., elected VP.

William Stockdale, president, Stockdale Communications, Rochester, N.Y., named chairman of board. **Dee Griffin**, VP, succeeds Stockdale.

Gary Krull, VP, business development, Designer's Folio, Vienna, Va., communications consultant, joins U.S. Chamber of Commerce as television sales manager, broadcast division, responsible for advertising sales on Biznet, Chamber's syndicated business programming network.

Rick Lazzara, **Rick Leslie** and **Fred Wood**, writers, Tatham, Laird & Kudner, Chicago, named associate creative directors. **Linda Cyza** and **Tina Vulgaris**, print coordinators, TL&K, Chicago, named assistant media planners.

Kelly McCarthy, from marketing resources Inc., Kansas City, Mo., joins Barkley & Evergreen there as account coordinator.

Richard Kurlander, program manager, WBZ-TV Boston, joins Katz Television New York as VP, director of programming.

Bennett Boyd, director of marketing, Jones Intercable, Englewood, Colo., named VP, advertising revenues.

Charles Weigel, account executive, WHTG-AM-FM Eatontown, N.J., joins WJDM(AM) Elizabeth, N.J., as general sales manager, succeeding **Kenneth Peach**, who resigns to assume ownership of WWFL(AM) Clermont, Fla.

Bill Vassar, station manager, WFAS(AM) White Plains, N.Y., joins WGBB(AM) Freeport, N.Y., as general sales manager.

Jim Dimino, local sales manager, WGR(AM) Buffalo, N.Y., joins WBUF(FM) there as general sales manager.

Appointments, WPMT(TV) York, Pa.: **Gerry Liss**, local sales manager, WDZL(TV) Miami, to general sales manager; **Louis Castriota**, general manager, WGCN-TV Red Lion, Pa., to local sales manager, and **Rick Jones**, account executive, WKBS-TV Philadelphia, to same capacity.

Kerry Bogard, from WMUM(FM) Marathon, Fla., joins KDON-AM-FM Salinas, Calif., as general sales manager.

Mike Malone, local sales manager, WJW(AM) Cleveland, joins WHBC-AM-FM Canton, Ohio, as general sales manager.

Bruce Grindie, national sales manager, WTEN(TV) Albany, N.Y., named general sales manager.

Joseph Lembo III, coordinator, co-op advertising programs, WLKW-AM-FM Providence, R.I., named local sales manager.

Bob Hogan, account executive, KSRR(FM) Houston, named sales manager.

Sidney Gurkin, VP, office manager, MMT Sales, Los Angeles, joins KPDX-TV Portland, Ore., as national sales manager. **Jack Salling**, partner, Art Moore Inc., Portland, Ore., broadcast representative firm, joins KPDX-TV as advertising account manager.

Dennis Dougherty, member of sales staff, WIF(FM) Philadelphia, named retail sales manager.

Jana Bell, assistant marketing manager, WBBM-TV Chicago, joins WABC-TV New York as retail marketing account executive.

Susan Schaadt, account executive, Major Market Radio, San Francisco, joins KGO(AM) there in same capacity.

Doug Francis, from KNX(AM) Los Angeles, joins KABC(AM) there as account executive.

Suzette Hutchings, from *Phoenix Magazine*, Phoenix, joins KOPA-AM-FM Scottsdale, Ariz., as account executive.

Adrian Camerer, from Equitable Life Insurance, Sioux City, Iowa, joins KTTV(TV) there as account executive.

Sean Thomas, senior sales assistant, KHJ-TV Los Angeles, joins KSBY-TV San Luis Obispo, Calif., as account executive.

Joi Wilson, from WGFT(AM) Youngstown, Ohio, joins KSOL(FM) San Mateo, Calif., as account executive.

Judy Cesarone, area sales director, WAUR(FM) Aurora, Ill., joins WLUP(FM) Chicago as account executive.

Marc Ferguson, office manager, Avery-Knodel, San Francisco, named account executive.

Michael Huddleston, from WPTA(TV) Fort Wayne, Ind., joins KTRK-TV Houston as account executive.

Frank DiGola, general sales manager, WBBF(AM)-WJQ(FM) Rochester, N.Y., joins WABC(AM) New York as account executive.

Programming

Frank Brill, supervising producer, *Gladiola Girls* (working title), Katz Gallin/Half Pint Productions, Los Angeles, for NBC-TV, and former VP, talent and variety, ABC, joins Caesars World Productions, Los Angeles, as president. Caesars World Productions supervises and controls ancillary rights to performance talent and sports events, and is expanding into production for broadcast, cable and pay television.

Steve Diener, executive VP, CBS/Fox Video International, named president

Carol Forace, director of research, Metromedia Producers Corp., joins Tribune Entertainment Co., Chicago, as director of program sales development and research.



Paulson

Daniel Paulson, from Daniel Paulson Productions, Los Angeles, joins Dick Clark Cinema Productions there as VP, movies and television series.

Fred Schnell, senior VP, program acquisition and motion pictures, Viacom, Los Angeles, joins Showtime there as VP, film

acquisition.

Ted Harbert, director, program planning and scheduling, ABC Entertainment, Los Angeles,

named VP, program planning and scheduling.

Robin Montgomery, director of marketing, RCA/Columbia Pictures Home Video, Los Angeles, joins Embassy Home Entertainment there in same capacity.

Barry Jossen, from The Konigsberg Co., Los Angeles, joins Telepictures Productions there as supervisor of production and post-production. **Larry Sanitsky**, VP, Highgate Productions, Los Angeles, joins Telepictures there as VP, creative affairs.

Mike Sobel, account executive, Eastern region, MTV: Music Television, New York, named director of advertising sales, Western region, Los Angeles. **Karen Volkman**, account executive, TeleRep, New York, joins MTV: Music Television there in same capacity.

Allan Kartun, associate director and vacation relief director, *Entertainment Tonight*, Los Angeles, joins *Breakaway*, syndicated entertainment series from The Bennett Group and Imero Fiorintino Associates there, as director. **Sandle Newton**, co-host, *PM Magazine*, KTTV(TV) Los Angeles, joins *Breakaway* as life-style reporter.

Bill Spiegel, program director, Multimedia's WLWT(TV) Cincinnati, named general manager of Multimedia Sports Productions, new regional pay sports television enterprise to be based in Cincinnati and to produce all programming for pay cable sports channel, Sports-Time, joint venture of Multimedia, Anheuser-Busch and Tele-Communications. **Tom Lamarche**, station and program manager, WKEF-TV Dayton, Ohio, succeeds Spiegel.

Terry Paolillo, promotion director, Syndicast Services, New York-based programming syndicator, named VP, operations manager.

Elkan Kaufman, from Incorporated Television Co., London, joins Western-World Television, Los Angeles, as director of international sales.

Appointments, *Taking Advantage*, weekly syndicated personal finance series from Paramount Television Domestic Distribution, Los Angeles: **Jerry Graham**, host, *Pacific Currents*, KPIX(TV) San Francisco, and **Sybil Robson**, anchor, WFMY-TV Greensboro, N.C., to co-hosts; **Sharon Lovejoy**, co-anchor, Daytime, ABC/Hearst Cable, New York, to New York correspondent, and **Michael Russell**, freelance news correspondent, Los Angeles, to travel correspondent.

David Gerety, regional affiliate manager, Southwest, Satellite Music Network, Dallas, named Western division manager.

Steve Royce, from RKO Television's KHJ-TV Los Angeles, joins RKO's WOR-TV New York as executive producer, special projects.

Barry Schulman, executive producer of programming, WBZ-TV Boston, named program manager.

Dave Nemeth, from WGXA(TV) Macon, Ga., joins WFSB(TV) Hartford, Conn., as co-host, *PM Magazine*. **Walter McEntire**, producer-writer, WFSB, named producer-director of station's commercial production subsidiary, WFSB Productions.

Brian Gadlinsky, public affairs producer, WTVJ(TV) Miami, named special projects producer.

Steve Nosoff, from WGAL-TV Lancaster, Pa., joins WPMT(TV) York, Pa., as production manager.

Don LaCombe, from KING Broadcasting, Seattle, joins KPNX-TV Phoenix as director of video services.

Tom Chasuk, production assistant, WABC-TV New York, named associate producer, *The Morning Show*.

Sherel Gallagher, staff member, Hawaii Production Center, production subsidiary of KGMB(TV) Honolulu, named manager.

Thomas Daldin, assistant promotion director, WRIF(FM) Detroit, named assistant program director.

Michael Wadel, from WTOV-TV Steubenville, Ohio, joins WTVC(TV) Chattanooga as director.

Steve Klotz, production manager, KPIC-TV Roseburg, Ore., joins KTRV-TV Nampa, Idaho, as producer-director.

Ricky Conway, secretary, Hawaii Production Center, Honolulu, division of KGMB(TV) there, named production coordinator for station. **Gary Sprinkle**, sports reporter, KGMB(TV), named sports director.

Rick Kymala, assistant program director, KMGG(FM) Los Angeles, assumes additional duties as music director.

Peter Leinaw, air personality, KNCR(AM) Fortuna, Calif., named music director.

Perry Williams, sports anchor-director, WOKR(TV) Rochester, N.Y., joins KMSP-TV Minneapolis-St. Paul as sports anchor.

Mogle Langston, co-host, *Kaleidoscope*, KAKE-TV Wichita, Kan., named host, *PM Magazine*.

Fred Gallagher, sports reporter-announcer, KNX(AM) Los Angeles, named sports editor.

Mike Adame, sports anchor, NBC-TV, New York, joins WLS-TV Chicago as sports anchor-reporter.

Jim Bergamo, from WFAA-TV Dallas, joins WVUE(TV) New Orleans as sports anchor.

Marcia Neville, sports anchor-reporter, WNYT(TV) Albany, N.Y., joins KCNC-TV Denver as sports reporter.

News and Public Affairs

Debbie Young, anchor-reporter, WOKY(AM) Milwaukee-WMIL(FM) Waukesha, Wis., named news director, succeeding Doug Kiel (see "Media," above).

Joanne Corliss, acting news director, KFSN-TV Fresno, Calif., named news director.

Turner Bridgforth, associate director, ABC News, Washington, named director.

Appointments, WPRI-TV Providence, R.I.: **David Graves**, news director, WHJJ(AM) Providence, R.I., to assignment manager; **Charlene Perrone**, producer, WSVN-TV Miami, to assistant news director, and **W. DeWolf Fulton**, editor, *Bristol Phoenix* newspaper, Bristol, R.I., to assistant assignment manager.

Gail Brown, writer-producer, Satellite News Channel, Stamford, Conn., joins WHBF-TV Rock Island, Ill., as newscast producer. **Kim Young**, news director, KWPC(AM)-KFMH(FM) Muscatine, Iowa, joins WHBF-AM-FM as an-

chor reporter. **Kathleen Selth**, from Cable News Network, Chicago, to reporter, WHBF-AM-FM-TV.

Richard Mattioni, news and public affairs director, noncommercial WRNR(AM) Martinsburg, W.Va., joins noncommercial WAER(FM) Syracuse, N.Y., as news director.

Jack Heaton, news director, WZLE(FM) Lorain, Ohio, joins WPMW(FM) Mullens, W. Va., as news and public affairs director.

Linda Douglass, correspondent, West Coast bureau, CBS News, Los Angeles, joins CBS-owned KNXT(TV) there as political editor.

Tena Haraldson, correspondent, Associated Press, Sioux Falls, S.D., named head of bureau. **John Kenney**, broadcast executive, AP, Albuquerque, N.M., named broadcast executive, southern California, Los Angeles.

Cindy DiMattia, news producer, KAKE-TV Wichita, Kan., named senior news producer.

Jeff Scheldecker, assignment editor, WIXT(TV) Syracuse, N.Y., named anchor, weekend editions, *Eyewitness News*.

Ed Gargano, senior account executive, WCBSTV New York, joins Warner Amex Satellite Entertainment Co.'s Nickelodeon there as VP, advertising sales.

Nel Taylor, from CableVision, Scripps-Howard's Fairfield, Conn., cable system, joins WCPO-TV Cincinnati as anchor. **Bob Alan**, from WTUV(TV) Miami, joins WCPO-TV as weather anchor.

Keith Edwards, news director and anchor, KRDO-TV Colorado Springs, joins WPTA(TV)

Fort Wayne, Ind., as anchor.

Kelly Craig, from KAVU(TV) Victoria, Tex., and **David Marquis**, from KGBT-TV Harlingen, Tex., join KSAT(TV) San Antonio, Tex., as co-anchors.

Dan Katz, from WTVW(TV) Evansville, Ind., joins WFIE-TV there as anchor-reporter.

Thomas Haillock, from WRGB(TV) Schenectady, N.Y., joins WLYH-TV Lancaster, Pa., as reporter.

Helen Wheeler, recent graduate, University of Georgia, Athens, Ga., joins WJBF(TV) there as photographer-editor.

Bonnie Keller, anchor-reporter, WMTW-TV Poland Spring, Me., joins WLNE(TV) Providence, R.I., as general assignment reporter.

Linda Kaufmann, from WTOL-TV Toledo, Ohio, joins KTIW(TV) Sioux City, Iowa, as reporter.

Kevin Roark, photographer and producer of special projects, KOB-TV Albuquerque, N.M., named chief photographer, news department.

Jody Reed, from KTVX(TV) Salt Lake City, joins WSVN(TV) Miami as consumer reporter.

Robyn Zimmerman, weather anchor, WSPA-TV Spartanburg, S.C., joins KGUN-TV Tucson, Ariz., in same capacity.

Technology

John Cowles, director, video operations, Western Union, Upper Saddle River, N.J., named senior director, Texas systems operations, Dallas. Texas operation provides in-

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trastate program transmission to commercial television networks and intercity video transmissions to television stations and program distributors. **James Mattix**, director of video-conference services, Western Union Video-conferencing, Upper Saddle River, named director of marketing, Texas video systems, Dallas.

Bobby Lee Lawrence, senior technical advisor, Convergence Corp., New York, joins NBC News there as director of technical education, responsible for training personnel in electronic journalism techniques.

Dimitri Maistrellis, manufacturing manager, R.F. Cable Products, Times Fiber Communications, Wallingford, Conn., named plant manager, Wallingford Cable Operations.

Warren Happel, corporate director of engineering, Scripps-Howard Broadcasting, Cleveland, elected VP, engineering.

Kenneth Hoch, director of contracts, Comsat Telesystems, Fairfax, Va., named assistant VP, contracts.

Leslie Taylor, legal adviser to Ambassador Abbott Washburn, chairman of U.S. delegation to ITU Region 2 Satellite Conference, joins GTE Spacenet, McLean, Va., as director of regulatory affairs.

Max Ellison, head of San Diego sales office, Tritronics, named VP, marketing, based at Burbank, Calif., headquarters of broadcast equipment manufacturer.

Joseph Leon, sales director, magnetic audio-video products division, 3M, New York, named marketing director, professional markets. **Joseph Giordano**, business planning manager, electronic and information technologies, 3M, named product planning and development director, magnetic audio-video products division.

Harry Perlow, VP, engineering, International Cable, Buffalo, N.Y., joins Domestidyne, New Orleans-based developer and operator of addressable SMATV systems for hotels and apartments, in same capacity.

James Mason, technical manager, Integral Data Systems, Milford, N.H., joins Comex Systems, Wellesley, Mass.-based manufacturer of communications products, as operations manager.

Al Stern, manager, satellite transmission facility, United Video, Tulsa, Okla., named director of satellite operations and engineering.

Lowell Landrie, systems test engineer, MCI/Quantel, Palo Alto, Calif.-based communications products manufacturer, named service coordinator.

Joseph Lasky, from Digital Equipment Corp., Marlboro, Mass., joins Artel Communications, Worcester, Mass., as general manager.

Bob Muchow, chief engineer, WTCN-TV Minneapolis-St. Paul, named VP.

Truman Krumholz, assistant chief engineer, KYTV(TV) Springfield, Mo., named chief engineer.

Promotion and PR

Julie Tarachow Hoover, VP, broadcast standards and practices, East Coast, ABC. New

York, named VP, public relations, owned television stations there.

Steven George Ellis, VP, Burson-Marsteller, Washington, joins Earle Palmer Brown Public Relations, Bethesda, Md., as VP and general manager.

Terri Park, public relations manager, WBZ-TV Boston, joins WNEV-TV there as VP, public relations.

Anne Tarbel, from Pennwell Books, Tulsa, Okla., joins United Video there as promotion director.

Ridge Shannon, news director, KMBC-TV Kansas City, Mo., joins DeVault Public Relations there as head of broadcast production department.

Mary Nord Weber and **Sara Gavin**, VP's, Hill & Knowlton, Minneapolis, join Dorn Public Relations there as VP's.

Deborah Meadows, from West Michigan Environmental Action Council, Grand Rapids, Mich., joins WOTV(TV) there as public relations director.

Cindy Spodek, from Buse Printing and Advertising, Phoenix, joins KDKB(FM) Mesa, Ariz., as promotion coordinator.

Antia Cajar, public relations assistant, ABC-TV, New York, joins WFSB(TV) Hartford, Conn., as promotion writer-producer.

Arlene Rachel Schrock, freelance writer, noncommercial WSBE-TV Providence, R.I., joins station as publicist.

James Sweeney, from Turner Broadcasting System, Atlanta, joins WFLD-TV Chicago as on-air producer-director.

John Simmers, from WGCB-TV Red Lion, Pa., joins WPMT(TV) York, Pa., as on-air promotion producer. **Joanne Nosoff**, from WSBA-TV York, Pa., joins WPMT as promotion producer.

Mary Anne Tabor, public affairs associate producer, KOMO(AM) Seattle, named radio promotion assistant.

Bobbi Jo Leber, operations supervisor, KDKA(AM) Pittsburgh, joins WTAE-TV there as promotion manager.

Gary Michaels, program director, WITY(AM) Danville, Ill., joins WASK-FM Lafayette, Ind., as promotion manager.

Linda Lerner, account executive, Cohen & Marino Advertising, New York, joins WHTZ-FM there as promotion director.

Allied Fields

Virginia Brewin, independent marketing consultant, La Jolla, Calif., joins Satellite Systems Engineering, Bethesda, Md.-based communications consultant, as marketing consultant, specializing in development of public and private telecommunications business in Latin America.

Art Reynolds, VP, sales and marketing, Disney Channel, Los Angeles, resigns to form own marketing and consulting firm, Reynolds Communications, based in La Jolla, Calif.

Gary Thomas Krieg, VP, security systems engineering, Warner Amex Cable Communications, Columbus, Ohio, joins Fischer & Associates, broadband communications

consulting and engineering firm there, as VP, senior engineering associate.

Don Dekoker, from LPTV Services, New York-based consulting firm specializing in low-power television, joins National Institute for Low-Power Television, Norwalk, Conn., as director of member services.

Elected officers, New England Cable Television Association, Concord, N.H.: **John Fletcher**, Warner Amex Cable Communications, Boston, chairman; **Peter Jones**, Rhode Island CATV Corp., Providence, R.I., vice chairman; **William Henchy**, Adams-Russell, Waltham, Mass., secretary, and **Ralph MacPhail**, Cape Cod Cablevision, South Yarmouth, Mass., treasurer.

Richard Dellacquila, training coordinator, data analysis department, Nielsen Television Index, New York, named client service executive.

Deaths



Hackett

Montague Horace Hackett, 80, former head of M.H. Hackett Co., New York advertising agency, from 1937 until his retirement in 1957, and previously director of national radio client activities for Lord & Thomas (predecessor to Foote, Cone & Belding), died of heart

attack Sept. 8 at White Plains (N.Y.) hospital. Hackett's radio credits included introduction in 1931 of Bing Crosby to a regular radio series for Cremo cigars. Fred Astaire, Eddie Duchin and Walter Winchell were also introduced to radio through sponsorship of Hackett clients. Hackett also helped create *Magic Carpet* and *Your Hit Parade* radio music series for sponsor Lucky Strike. He is survived by his wife, Flavia, and two sons.

Sidney Walton, 68, broadcast investor and publisher; New York news commentator and news director at stations including WOR(AM), WMCA(AM), WHN(AM), all New York; voice of Fox Movietone "News of the Day" newsreels; founding member, Broadcast Pioneers, and former owner of WINF(AM) Manchester, Conn., died Sept. 1 of heart disease at his home in Hartford, Conn. He is survived by his wife, Marjorie, daughter, Judy and sons, Jonathan and Mark, last chief congressional correspondent and anchor for Cable News Network, Washington.

Maurice R. Valenti, 54, former president, RCA Corp., New York, died by hanging Sept. 3 at his apartment in Rome. Authorities are investigating circumstances surrounding death. Valenti joined RCA on Jan. 1, 1980, as president and chief operating officer, and was dismissed less than six months later for not performing as well as expected. He later formed his own New York investment banking firm. He is survived by daughter and two sons.

Edward W. McGinley, 64, retired technician, NBC, Washington, died of heart attack Sept. 11 at Tucson (Ariz.) General hospital. He is survived by his wife, Irene, three sons and two daughters.

Riding his own new wave in TV programing

Today (Sept. 19) marks the premiere of a television program syndication venture that is billed by its creator as the first ripple in a wave of the future.

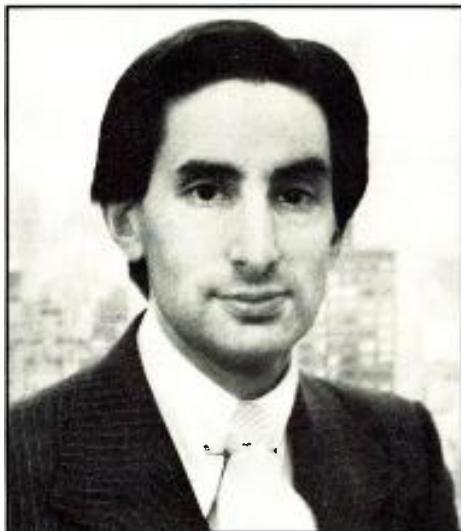
The program, to be broadcast live, five days a week on a lineup of stations that include partners in the venture, is The Bennett Group's *Breakaway*. Its creator, Alan Bennett, believes over-the-air broadcasters can best compete with proliferating new media by banding together with program packagers to launch cooperatively owned programs. Such consortiums, says Bennett, have the best shot at creating what still eludes creation: a fourth network.

Anyone who knows Bennett and the history of his program, which is a late-afternoon information/entertainment hour designed to lead into a station's early evening news, knows it was largely his determination that brought the program to the air. On its way to today, *Breakaway* survived a pullout by CBS-owned stations, needed for their audiences in the top three markets, a change in executive producers and a change in the program's production site from New York to Los Angeles, made necessary by the entry into the project of Metromedia's owned stations, three of them located in the top three markets.

A native of Detroit, Bennett has been fascinated with electronics and broadcasting nearly all his life. By the time he was 12 years old, he had turned the basement of his parent's home into an audio production studio. During high school, he created and sold radio programs to the U.S. Navy, which used them as vehicles for recruitment, and later, while at Wayne State University in Detroit, he produced documentaries for the U.S. Information Agency, then under the aegis of Edward R. Murrow.

Upon graduating from college with degrees in mass communications and political science, Bennett joined ABC-owned WXYZ-TV Detroit as production coordinator. His goal was to own his own station. Two years later, working nights and weekends, he began drawing up a prospectus for a UHF NBC affiliate in Topeka, Kan., then the largest single-station market in the country. He took his idea to 200 prospective investors, raised the capital he needed, survived competitive bids by two parties who had liked his idea but chose to pursue it on their own, and in 1967, put KTSB(TV) on the air.

Bennett ran KTSB(TV) from 1967 through 1973. In those days, he recalls, a UHF station in a market the size of Topeka could not survive on TV alone, so Bennett launched a commercial production subsidiary, which numbered RCA and J. Walter Thompson among its clients. Among KTSB's journalistic credits was an editorial—delivered by Ben-



Alan Bruce Bennett, president, The Bennett Group, Los Angeles. b. Feb. 5, 1942, Detroit; BA, mass communications and political science, Wayne State University, Detroit, 1963; production coordinator, then producer, special projects, WXYZ-TV Detroit, 1963-65; vice president, general manager, KTSB(TV) Topeka, Kan., 1965-1973; vice president, general manager, WKBF-TV Cleveland, 1974-75; vice president, operations, Kaiser Broadcasting, San Francisco, 1975; operations manager, WKBW-TV Buffalo, 1976-78; vice president, programing, Katz Television, 1978-82; formed The Bennett Group in September, 1982. m. Rebecca Cleveland, April 2, 1977—child, Kathryn, 4.

nett—calling for the impeachment of President Nixon.

In 1973, a disagreement with the station's largest shareholder led Bennett to sell his interest in the facility and join Kaiser (now Field) Broadcasting, first as vice president, general manager of its Cleveland TV station and later as vice president, operations, for the station group. He earned further experience in broadcast management as operations manager of Capital Cities' WKBW-TV Buffalo, N.Y.

In 1978, Bennett joined Katz Television in New York, a job that offered "the opportunity to transcend any one medium . . . over the air, cable or home video, to view the entire marketplace," said Bennett. Katz offered a program similar to *Breakaway* while Bennett was programing vice president, but stations, he recalls, objected to the rep firm's entry into direct program syndication. With the encouragement of Dick Mendelson, then executive vice president and chief operating officer at Katz, Bennett went out on his own with his program idea and, in 1982, formed his own company to offer *Breakaway* in the syndication marketplace.

Breakaway's concept, a package of between 12 and 14 segments designed for viewers who can't give uninterrupted atten-

tion during one of the busier times of the day, is targeted to draw adult viewers, primarily women, back into early fringe TV viewing, an activity Bennett says they have abandoned in large numbers since the talk shows of the early 1970's grew stale or moved to other time periods. "Once network soap operas end at 4 p.m., 50% of female viewers turn off their sets," said Bennett, "because they are bored with off-network reruns being broadcast by both independent and network affiliated stations in that time period."

One of the advantages TV networks have over most program syndicators is the ability to keep a program on the air long enough to develop an audience, even if it achieves only mediocre ratings at first. Because *Breakaway* is owned in part by many of the stations airing it, it will be given the chance programs of its kind need to build its audience, says Bennett, who believes *Breakaway* will perform modestly in November's rating sweeps but prove itself a winner by February.

As it goes on the air today, *Breakaway* claims close to 70 stations in its lineup covering 67% of U.S. homes; 90% of its national advertising time is sold.

When *Breakaway* moved to Los Angeles, to Metromedia's Metrotape Studios, so did The Bennett Group, Bennett himself and his family. Bennett's wife, Rebecca, has worked in local television sales and before too long, according to Bennett, she is likely to join The Bennett Group, making it a family enterprise.

In addition to adding more programs to The Bennett Group's stable, Bennett would some day like to expand on his concept of TV station ownership. "My goal is to have a company involved in three areas of broadcasting: ownership, program development and distribution," he says.

Bennett says that in the next decade the video marketplace will become as fragmented as the radio industry became in the 1950's when the demise of pre-television network radio made way for local programing. "There will be a unique opportunity for stations to work out consortiums with packagers such as myself to develop programing and to form their own networks," he says.

"If our industry fails, it will be from destruction from within," he says. "Cable won't kill our industry, but we will falter if we don't start forming alliances."

As for the future of TV program syndication, Bennett believes competition will only get hotter. The major studios are entering first-run production and syndication, Bennett notes, following the example set by Paramount Pictures Television, and their presence in the marketplace poses formidable competition to smaller companies. Through consortiums and cooperative ownership, however, Bennett believes there is opportunity for anyone with a good idea and the will to see it through. ■

In Brief

In initial decision, **Administrative Law Judge John Conlin has denied Mid-Ohio Communications Inc. renewal for wbbv(FM) Westerville, Ohio, and granted competing application of Metro Broadcasting Inc.** for same facility. Case is unusual since FCC approved sale of station to minority stockholder and members of his family (Carl Nourse) after application for renewal had been filed and after competing application had been filed, but before required competing application had been held. (As result of divorce proceeding, original majority owner, William Bates—who, through separate, earlier court action had been restrained from participating in station's affairs—had been ordered by court to sell his interest.) Noting that Nourses had not participated in station's affairs over past license period, Conlin declined to grant credit or discredit on past record of station. He then granted Metro's application, finding its integration proposal superior. Metro is owned by Roger D. Jones (27.8%); Paul A. Heinlein (27.8%); Jerry D. Litton (27.8%), and Robert Casagrande (16.6%). None has other media interests except Jones, who owns .001% of Taft Broadcasting Co.

Former Presidents Gerald Ford and Jimmy Carter have accepted invitations to participate in "Voting for Democracy" symposium on American voter participation, to be held **Sept. 30-Oct. 1 in Washington** under co-sponsorship of **ABC Inc. and Harvard University**. Ford will appear in session on role of media; Carter in one on elections and registration. Sponsors hope President Reagan will also take part. Other participants slated thus far include former CBS President Frank Stanton, FCC Commissioner Mimi Dawson, former FCC Chairman Charles Ferris, PBS President Lawrence Grossman, Senate Majority Leader Howard Baker (R-Tenn.), Presidential Assistant David Gergen, ABC News President Roone Arledge and ABC News Correspondent David Brinkley.

CBS Evening News maintained its two point lead in evening news race with 11.3/24 for week ending Sept. 9, first week that competitors **ABC World News Tonight** and **NBC Nightly News** went to single-anchor formats, based in New York. **ABC placed second** with 9.3/20 and **NBC followed** with 9.1/19. Week earlier, when all three newscasts had inflated ratings due to Korean jetliner incident, CBS had 12.6/26; NBC, 9.9/20, and ABC, 9.6/20. Two of three evening newscasts have declined in ratings over past year, when, for week ended Sept. 10, 1982, CBS had 11.1/23 (up 2%); ABC, 10.5/22 (down 11%), and NBC, 9.3/20 (down 2%).

One week after debut, all national **commercial inventory for Thicke of the Night has been sold out**, reported Metromedia Producers Corp. Ninety-minute strip, produced in association with MGM/UA Television and InterMedia, has **largest commercial load of any syndicated program in TV history**: 18 30-second national spots plus same for local sales. Price of average national spot is \$7,500. Procter & Gamble is largest advertiser picking up \$5 million in spots. Other heavies are Warner-Lambert and Johnson & Johnson. Additional advertisers include General Foods, Sears, J.C. Penney, Kodak, Maybelline, Pillsbury, AT&T, Universal Pictures, 20th Century-Fox and Bristol-Myers. Paul Rich, VP for worldwide sales at Metromedia Producers, said that he was "not disappointed" about Thicke's debut week. He said ratings were satisfactory and that since Thicke is carried on heavy load of independents, strict comparison to network affiliate ratings is "unfair."

NBC is canceling hour-long Fantasy daytime program (3 p.m.-4 p.m. weekdays) on Friday, Oct. 28, and **will replace it with new game show** which combines concepts of two former long-running half-hour game shows into one hour **The Match Game-Hollywood Squares Hour**. New program debuts Oct. 31. It is being produced by Mark Goodson Television in association with Orion Television. New show starts off with three **Match Game** players with two highest scorers moving on to play **Hollywood Squares**, followed by special "Match Game Bonus" for money and prizes.

San Diego-based **Oak Industries confirmed** last week **it is discussing with SelecTV possible merger of their competing subscription TV systems in Los Angeles**. Unidentified Oak executive told *Los Angeles Times* talks have been going on for "eight months to a year" but

remain at discussion level. Other executives at Oak's ON TV subsidiary and SelecTV were not available for further comment last week. ON TV has about 270,000 and SelecTV about 100,000 subscribers in Los Angeles, representing about one-third of STV subscribers in U.S.

National Academy of Television Arts and Sciences awarded its **Engineering Emmys** last week during evening gala at New York's Sheraton Center hotel. Recipients included: **RCA Broadcast Systems**, for its development of hand-held Hawkeye line of recorder cameras; **International Radio Consultative Committee** of the International Telecommunication Union, for its effort to come up with compromise digital video studio standard; **European Broadcasting Union**, for its effort in achieving European agreement on component digital-video studio specification; **Society of Motion Picture and Television Engineers**, for its work in achieving digital-video studio standard; **3M Co.**, for development of first "industry accepted" videotape; **Ampex Corp.**, for development of first transparent quality real-time digital effects system, making multiple pass operation possible without signal deterioration; **Xerox Research Center**, for research effort leading to development of first electronic graphic creative system, and **Richard G. Shoup**, for his development of first electronic graphic creative system.

ABC/Watermark, Los Angeles-based long-form program production center for ABC Radio Networks, is **discontinuing syndication of its three newest programs** by end of year and laying off about 1 full-time staffers. Staff members, mostly involved in marketing and promotion of Watermark programs, are declared superfluous as a New York-based ABC personnel take over sales and marketing duties for unit, acquired in January 1982. **New Music News** and **Musical** are being dropped Oct. 1; **TV Tonight with Ron Hendre** will be distributed until Dec. 31. Independent producer Ron Cutler has bought back domestic syndication rights to three-hour weekly series, **Musical**, and other means of distribution are considered likely. **TV Tonight's** producers are also looking into other forms of syndication, but it appears **New Music News**, currently airing on about 25 stations, will shut down after just six months on market. All three shows are sold for cash.

FCC Private Radio Bureau has released final report, **"Future Private Land Mobile Telecommunications Requirements."** To no one's surprise, document finds that, even with use of so-called new technologies, current allocations won't be sufficient. For all areas except New York, Chicago and Los Angeles/San Diego, report concludes that minimum spectrum requirements could be met through year 2000 by permitting narrowband equipment at five khz channels in 150-170 mhz band; allocating at least 17 mhz of land mobile reserve spectrum at 821-947 mhz for narrowband and wideband systems (or three unused UHF-TV channels); reallocating two mhz from 216-225 mhz for narrowband systems, and permitting use of narrowband systems in several existing private bands. In New York, Chicago and Los Angeles/San Diego, report recommends additional 24 mhz of land mobile spectrum reserve and use of currently unassigned UHF-TV spectrum.

KMG(FM) Los Angeles and **KSHE(FM) St. Louis** have been **sold by Chicago-based Century Broadcasting to Emmis Broadcasting for \$20 million**. Century also owns **WATT(AM)-WL00(FM) Chicago** and **KMEL(FM) San Francisco**. Emmis is headed by Jeff Smulyan, president, and owns **WENS(FM) Indianapolis** and **WL0L(FM) Minneapolis-St. Paul**. Cecil L. Richards brokered sale.

FCC adopted freeze last Thursday (Sept. 15) **on major amendments on all new low power television and television translator applications**. In public notice, FCC said applications will continue to be accepted only when mutually exclusive with those on cut-off lists. It said freeze will permit it to "focus" on about 12,000 applications already pending. It added that it would issue notice of proposed rulemaking, "within the next few months," aimed at coming up with procedures that will "lessen the processing burdens for both commission and future low-power television and television translator applicants." FCC had imposed freeze on applications for all bu

st rural areas in April 1981.

ional Association of Broadcasters President Edward O. Fritts **urged FCC to act on** its inquiry aimed at repealing so-called **en rule**. Rule says political-debate broadcasts are exempt as vs events from equal time demands from candidates not includ- only if debate is sponsored by third party and broadcast live, or aped, rebroadcast within 24 hours. Inquiry sought comment on ether, among other things, broadcasters should be allowed to ange debates and whether rebroadcast restrictions should be pped or relaxed (BROADCASTING, July 26, 1982). In letter to FCC airman Mark Fowler last week, Fritts noted that presidential ction year is approaching. "The need to follow through in this ceeding becomes increasingly important as broadcasters look ard ways to better inform and educate the public on the candi- es and the issues," Fritts said. Mass Media Bureau official said expected final action before end of year.

ree cable television companies in California have filed suits against nicipalities, challenging basis on which they franchise cable erations. Federal district court **suits allege** that, in determining d only one cable system will be permitted to offer cable service d then "auctioning off" right to provide that service, **communi- s are violating systems' First Amendment rights and are violating trust laws**. Pacific West Cable Co. filed suit against city of ramento; Preferred Communications Inc. filed against Los An- les, and Century Federal Inc. filed against three communities— lo Alto, Menlo Park and Atherton. Counsel for systems, Omer L. ins, said in memorandum to media, "it is anticipated that these its will have nationwide repercussions, and could [and should] ell an end to 'cable franchising' or the 'auctioning' off of the right cable companies to do business in any given locale."

Anixter Communications, Skokie, Ill. has signed long-term "materi- management" **contract with United Satellite Communications**, which plans to offer direct broadcast satellite service this fall. cording to Anixter President Alan Anixter, firm's warehouses oss country will receive and store USCI's roof-top earth stations d distribute them to designated installers. Anixter said contract d be worth "millions," depending on number of earth stations d related parts it handles.

in Blair & Co. announced it would exercise right to **acquire re- ining voting stock of Advo-System Inc.**, Hartford, Conn.-based ct mail processor, for **\$33 million cash**. In June, John Blair chased 8% of company for \$3 million cash, with option to quire balance of stock. Deal is expected to close in February 84, spokesman said. John Blair's graphics division, which in- des couponing and direct mail operations, had sales of \$7,828,000 for first six months of this year, or 78% of company's al revenues for period. Advo-System, with 2,500 employes nwide, is largest mailer in country, originating over half of all rier-route sorted third class mail in U.S.

ational Public Radio announced last Wednesday that it has **re- ived \$100,000** from Friends of National Public Radio, indepen- nt organization of supporters, including Tom Brokaw, NBC ws anchorman; Walter Cronkite, CBS News, and Edward O. tts, president, National Association of Broadcasters, who raised ds for network during recent financial crisis.

n Diego-based Charter Broadcasting closed on sale of KCQB-AM-FM n Diego to New York-based Infinity Broadcasting for \$8.5 million t Monday (Sept. 12) and expects to close on transfer of KIOI-FM n Francisco to Price Communications for \$12.4 million on Sept. 1. That will officially put it out of radio station owned-and-operat- business (BROADCASTING, May 2). Charter Broadcasting presi- nt and CEO John Bayliss said he plans to open up his own media rkerage business by Nov. 1 but will keep same office space ough subleasing agreement with Charter Co. Bayliss, who cur- tly owns KSMA(AM)-KSNJ-FM Santa Maria, Calif., said he will be

looking to acquire additional radio properties. Charter Broadcas- ing will maintain small staff for about six months to handle post- closing adjustments on several radio properties it has sold off.

CommuniCom cable system, with 400,000 homes passed (40,000 subs) in Los Angeles area, was **purchased Friday (Sept. 16) by United Cable**, 12th largest MSO (million homes passed nation- wide), from Nielson Enterprises Inc. of Cody, Wyoming. United won franchise for East San Fernando Valley (165,000 homes) week earlier (BROADCASTING, Sept. 12).

KGNS-TV Laredo, Tex. was sold by Gulf Coast Broadcasting Co. to Alfred T. Burke for \$3 million. Smith also owns KRIS-TV Corpus Christi, Tex. Norman Fischer & Co. was broker for sale.

National Association of Broadcasters has distributed more than \$1.3 million in cable copyright royalty fees royalty fees to 309 com- mercial television stations. Fees represent broadcasters share of 1980-81 cable copyright fund distributed by Copyright Royalty Tribunal.

National Education Association has announced **\$1.5 million broad- cast advertising campaign urging support for public schools**. Thirty- second spots will air 128 times on ABC-TV and NBC-TV during evening and morning news programs, NEA stated. Theme of com- mercials: "Education. It Pays...A Strong America Needs Strong Public Schools."

In Sis Kaplan's last major speech as National Radio Broadcasters Association president (see "Closed Circuit," page 7), she is expect- ed to tell attendees of Minnesota Broadcasters Association fall 1983 conference in St. Cloud today (Sept. 19) that radio broadcas- ing industry must create market for use of SCA's by analyzing needs of other industries—such as banking—to see how they could better utilize subcarrier channels. Kaplan is also scheduled to reiterate NRBA's stand on radio deregulation by calling it "a myth" without legislation. "For two-and-a-half years—from the very day the FCC's so-called deregulation order was issued— NRBA called it by its correct name: re-regulation," Kaplan will say, according to prepared text.

Jane Cohen, former VP for televi- sion, National Association of Broadcasters, Washington, **joins WILA-TV Washington**, as assistant to president, Thomas Cookerly. Cohen joins station Oct. 1 and will assist Cookerly on local and corporate level.

Kalman Schaefer, foreign affairs adviser to FCC, has resigned, effective Sept. 23, to establish con- sulting firm in Washington. Schaefer, who is economist, has been with commission since 1977, and for two years before that was with White House's old Office of Telecommunications Policy. His experience in international affairs includes service with United Nations' International Labor Organization. FCC Chairman Mark Fowler, who was accompanied on his trip to Japan last week by Schaefer, said of him: "His counsel to me and the commission- ers was the wisest. Very few, if any, other persons in government possess his knowledge of and expertise in international telecom- munications. We shall miss him."



Cohen

House Telecommunications Subcommittee is to hold **hearing on minority participation in media** today, Sept. 19, at 9 a.m., in Rayburn House Office Building. Witnesses include Benjamin Hooks, presi- dent, National Association for the Advancement of Colored Peo- ple, and actor Sidney Poitier. Subcommittee is also planning to hold tentative **markup on financial interest and syndication** legisla- tion (H.R. 2250) on **Sept. 22**.

Editorials

A chance to make a difference

With the entry of George McGovern in the race for the Democratic nomination to the Presidency, the field of candidates reaches proportions that may fairly be called epic. Clearly the campaign for election in November 1984 has already begun. Political broadcasting problems can be expected momentarily.

It may be assumed that candidates and their advisers are already boning up on Section 312 (a) of the Communications Act (requiring broadcasters to give candidates for federal office "reasonable access" to the air) and Section 315 (mandating equal broadcasting and cable opportunities for rival candidates for any office and throwing in the fairness doctrine to add complications). Candidates wanting to make life intolerable for broadcasters will also consult the shelves of FCC interpretations of the law. As supplemental reading, the Supreme Court's decision in *CBS vs. Carter-Mondale* can cause any candidate to salivate. That decision all but removed broadcasters from the process of deciding when a campaign has begun and put stations and networks at the anytime disposal of seekers of federal office.

The inevitable onset of political broadcasting demands gives special urgency to several procedures under way at the FCC to ameliorate former FCC interpretations of the law. The long-range effort to attain repeal of Sections 312 (a) and 315 must be doggedly pursued in the Congress, but there are immediate benefits to be had from FCC repairs before the politicking gets serious.

In various stages of consideration at the FCC are proposals to repeal or modify the application of the fairness doctrine and the equal-time requirement to cable television, to repeal or modify the broadcast rules on personal attacks and political editorializing and to eliminate the exclusion of broadcasters from the arrangement of debates featuring political candidates. The sooner the FCC reaches decisions, the fewer problems will be generated in a political year that has begun before the calendar decreed it.

Nobody can seriously suggest that the FCC has the power to eliminate the application of the equal-time law to cable, which was expressly incorporated in Section 315 by congressional amendment in 1971. As to the fairness doctrine, the National Cable Television Association has advanced a novel argument, described here in the Sept. 5 issue. The NCTA says that a previous amendment to Section 315, in 1959, recognized the existence of the FCC's fairness doctrine but stopped short of codifying it. By the NCTA's reasoning, the fairness doctrine is FCC policy that the FCC is empowered to withdraw, as the NCTA hopes it will for cable.

Whether the FCC will agree or, if agreeing, will be supported by the courts will not be guessed at here. If, however, the NCTA prevails for cable, the same argument could as well be made for the FCC's release of broadcasters from the fairness doctrine. Not many broadcasters will hold their breaths.

Whatever the outcome, cable operators are entitled to a timely definition of their status under a political broadcasting law that will be more and more invoked in the campaign that is already under way.

There can be little question that the FCC has the power to take back its personal attack and political editorializing rules, and the history of both has given it every reason to do so. The rules have been applied with conflicting results by different compositions of

the FCC. Both are excessive applications of the fairness doctrine, and both inhibit journalistic enterprise.

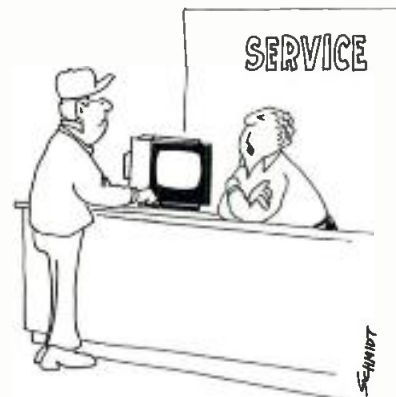
As has been emphatically pointed out by broadcasters, the personal attack rule, requiring broadcasters to seek out the objects of critical commentary and offer time to reply, is a poor substitute for the judicial remedies available in alleged defamations. Indeed it circumvents settled principles of libel law that make distinctions between public and private figures. The rule has been principally used in attempts to vindicate personal reputations, a purpose the FCC, in adopting it, explicitly forswore. It has contributed nothing to the reasoned dialogue that was intended.

The political editorializing rule requires broadcasters to offer time to any candidate who is editorially opposed or to any candidate whose rival is editorially endorsed. Its effect has been measured by a National Association of Broadcasters survey that found 96.9% of broadcasters refraining from endorsing candidates, but 35% saying they would make editorial endorsements and another 7.7% saying they might if the political editorializing rule were repealed. Obviously the vibrant journalistic voices that the FCC through the years keeps pretending to encourage have been silenced by the political editorializing restraint.

Eddie Fritts, president of the National Association of Broadcasters, wrote a letter last week to remind Mark Fowler, chairman of the FCC, that nearly a year had passed since the receipt of comments urging repeal of the so-called Aspen rule, one of a previous FCC's more inane readings of the equal-time law. Space is inadequate on this page plus several others to recount the history of the Aspen rule, which belongs in the library of the National Institute of Mental Health, but it may be summarized as follows:

A debate between candidates for political office up to and including the Presidency is not a news event exempt from equal-time demands if arranged by broadcasters. No rebroadcast of a debate arranged by others qualifies for exemption as a news program or news documentary if aired more than 24 hours afterward. Documentaries that contain more than fleeting glimpses of a candidate forfeit their exemption from the equal-time law.

Eddie Fritts is right. The FCC ought to have been able to write off Aspen before the ink on the comments was dry.



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XEROX

bamboozle, swindle, hoax, (Slang), rip off (Slang).
 duplicate adj. identical, like, alike, similar, matching, resembling, equivalent, double, twin, dual, twofold.
 —n. facsimile, copy, replica, reproduction, imitation, likeness, transfer, transcript, reprint, offprint, carbon, photocopy, Xerox, photostat, counterfeit, counterpart, double, twin, second, match, mate, fellow. —v. copy, reproduce, replicate, transcribe, photocopy, Xerox, imitate, repeat, double, echo.
 duplicity n. deception, double-dealing, deceitfulness, dissimulation, hypocrisy, cant, insincerity, guile, artifice.
 ant. straightforwardness, genuineness, artlessness, openness, candor.
 ENDURANCE. solid, strong,

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