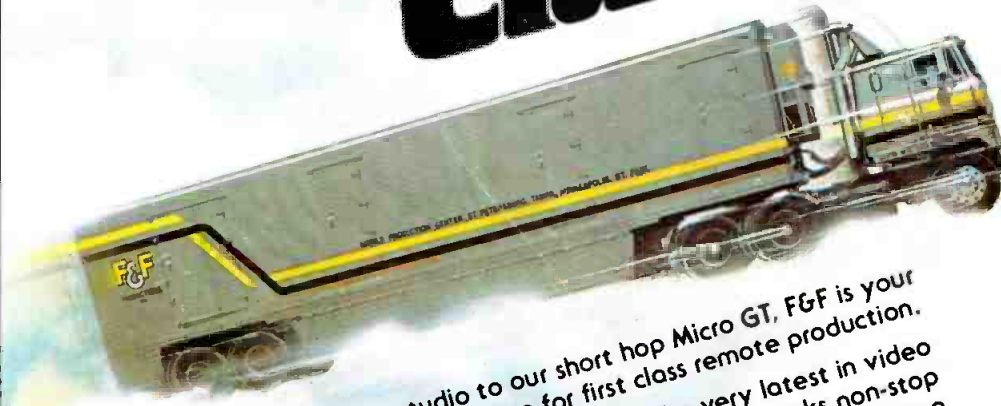


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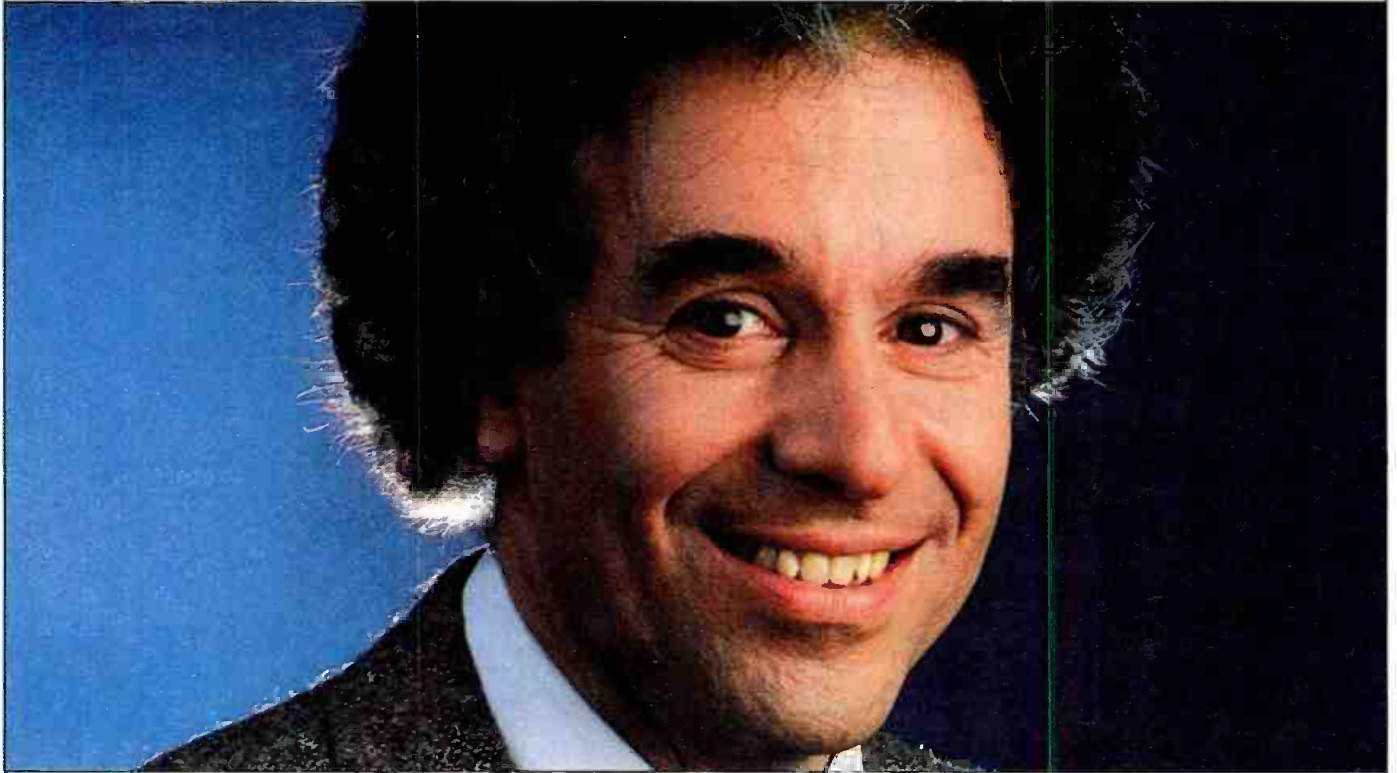
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Broadcasting May 10

The annual unveiling of the network's prime time schedules □ NCTA '82: Cable TV showcase □ Wirth hearings debate the pro's, con's of license renewal

NETWORKS SHOW THEIR CARDS FOR FALL □ About 30% of prime-time schedule will be new series with biggest overhaul at NBC-TV. **PAGE 35.**

LICENSE-RENEWAL FACE-OFF □ Though industry witnesses testify on Hill on need to correct procedures, Wirth and Dingell maintain changes must be accompanied by guarantees that public interest will be served. **PAGE 37.**

AWRT FINDS HEART IN S.F. □ Convention turns attention to strengthening its financial and organizational base, gathers input on industry changes. **PAGE 39.**

NCTA'S VEGAS SHOW □ Cable industry celebrates its coming of age as medium to beat in 80's. **PAGE 40.** On the exhibit floor, addressability steals the show. Also present: home security, broadcast equipment, satellite receivers and ad inserters. **PAGE 41.** Programers stay low key, concentrating on lining up affiliates. **PAGE 42.** Cannon warns powerful interests threaten cable legislation; Gilliland looks aft; Wheeler looks fore. **PAGE 46.** Yankelovich's White offers backdrop of social and economic trends that will affect cable. **PAGE 47.** Congressional panelists pessimistic about copyright compromise. **PAGE 50.** Bortz and Myhren see need for business offensive against new competition. **PAGE 54.** AT&T says it is amenable to cable, pay-TV foreclosure. **PAGE 58.** Quello believes franchise fees should go. **PAGE 59.** Goldwater states case for cable legislation. **PAGE 62.** Wirth says cable must prove worth to Congress. **PAGE 64.** Baring souls about operator-programmer incompatibilities. **PAGE 70.** Service based solely on entertainment called risky business. **PAGE 71.** Hill staffers differ on distant signals and copyright. **PAGE 74.** Addressability: Its technical needs. **PAGE 77.** Addressability: Its successes. **PAGE 78.** No consensus on broadcast-cable crossownership. **PAGE 79.** NCTA panels examine financing-franchising facts of life. **PAGE**

82. Cable urged to be more vocal on Capitol Hill. **PAGE 83.** Refranchising primer recited. **PAGE 84.** Making most of cable advertising. **PAGE 85.** Municipal hand in cable assessed. **PAGE 86.** Making most out of microwave. **PAGE 87.** Promoting to gain and retain subscribers. **PAGE 88.** Deciding who should decide cable's fate. **PAGE 89.**

FAMILIAR FINGER-POINTING □ National Institute of Mental Health's survey of research suggests link between TV and violent behavior in children. NBC notes inaccurate statements in report, CBS questions assessment fairness. **PAGE 92.**

TRACK ONE ON TRACK □ Wirth subcommittee easily marks up bill covering noncontroversial "technical amendments" to Communications Act. But there is some infighting on NTIA funding. **PAGE 96.**

INTERNATIONAL CLOUT □ Goldwater bill calls for powerful interagency task force to coordinate U.S. efforts in global negotiations and assist American services in gaining entry into foreign markets. **PAGE 97.**

THE ROSY AND THE REALITIES □ Bradshaw report to RCA stockholders ranges from praise for present leadership and optimism about NBC turnabout in fall to discussion of daytime and prime-time problems and explanation of why corporate diversification policy misfired. **PAGE 99.**

CABLE SPONSOR DOLLARS □ First report from BAR puts expenditure for quarter at \$31 million, with biggest share going to WTBS(TV) Atlanta. **PAGE 106.**

MAN IN THE LOBBY □ Many years ago, Gene Bohi became disturbed about the way broadcasters were losing control of their business to government and outside interests. That's why, today, the general manager of WGHP-TV High Point, N.C., maintains high visibility on such issues at federal, state and local levels. **PAGE 127.**

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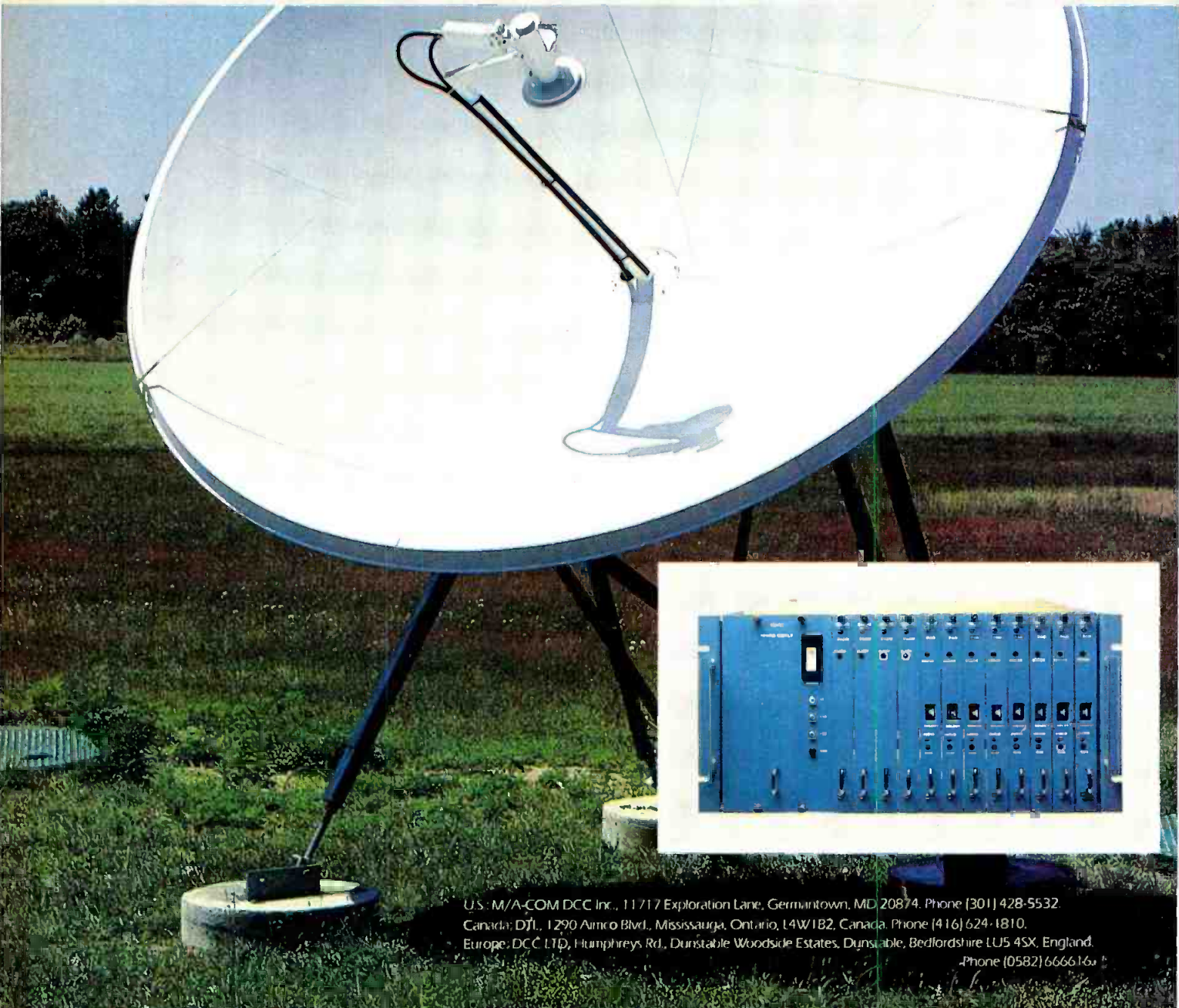
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Compromise candidate

With White House delaying announcement of its choice to succeed FCC Commissioner Abbott Washburn, whose term expires on June 30, new candidate for his seat has surfaced. He is Frank Polk, chief minority counsel to House Judiciary Committee, and his support is significant. House Minority Leader Bob Michel (Ill.), Minority Whip Trent Lott (Miss.) and Representative Robert McClory (Ill.), ranking minority member of House Judiciary Committee, are among half-dozen congressmen who have sent letters to White House urging Polk appointment. Senator Strom Thurmond (R-S.C.), chairman of Senate Judiciary Committee, has also endorsed him.

One argument Polk's backers are said to be making—orally, if not in writing—is that Polk offers White House way out of confrontation it faces with Senate Commerce Committee Chairman Bob Packwood (R-Ore.) over nomination. President Reagan has settled on FCC General Counsel Stephen Sharp, while Packwood is hanging tough for colleague Ted Stevens's (R-Alaska) choice, Marvin Weatherly, of Alaska Public Utility Commission.

Not yet

Reduction in size of FCC from seven to five members may be idea whose time has not yet come. Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, had considered offering proposal as amendment to FCC technical amendments bill that subcommittee marked up last week (see page 96). He decided against it, however, in deference to subcommittee's ranking minority member, James T. Broyhill (R-N.C.). Broyhill's feelings on matter are either "mixed" or negative, depending on source of information. In any case, Wirth did not want to raise what would likely be controversial issue in mark-up session he wanted to move smoothly.

Vive les differences

There are added—and significant—dimensions to BROADCASTING's earlier report ("Closed Circuit," May 3) of plans by MIP-TV organizer Bernard Chevy to launch international programming show on U.S. shores, probably in Miami, possibly as early as November 1983. Two big differences: (a) Only non-U.S. distributors would exhibit in marketplace; (b) hotel rooms for principal U.S. buyers would be

furnished free by organizers—established custom at MIP.

Feeling is that U.S. distributors now so dominate MIP, which has few U.S. buyers anyway, that foreign distributors don't get fair chance at marketing product to U.S. networks, stations, cable operators, LPTV's, new home video markets. Foreign distributors also feel they get lost in U.S.'s NATPE, thus aren't anxious to be part of that organization's expansion plans. Associated with Chevy in new venture is Harvey Seslowsky, of Broadcast Information Bureau.

Incommunicado

Nation's number-one communications regulator, FCC Chairman Mark S. Fowler, found himself without communication for several days last week. Moving family from Arlington to McLean, Va., he was caught with no telephone in new home. Then he contracted bronchitis and doctor ordered bed rest. Chairman was able later to reach outside world on his car mobile phone but then collided with new problem: His new mailbox was stolen.

DL&A + W

When Vincent T. Wasilewski joins Dow, Lohnes & Albertson, presumably upon selection of his successor as president of National Association of Broadcasters, it will be in top echelon of long-established Washington law firm. There are 39 partners, of whom dozen are senior partners, with William P. Sims as managing partner. By fall there will be equal number of associate partners. Wasilewski will specialize in government relations and federal legislation, his areas of expertise.

Sky's limit

Super earth station in midtown Manhattan, capable of downlinking and eventually uplinking every domestic satellite serving North America, should be ready for ribbon cutting in early June. Facility is being built by Manhattan Cable Television atop its 12-story building at 120 East 23d Street. It will be used primarily to downlink satellite programing, but Manhattan Cable also hopes to defray some of \$400,000 cost by selling earth station services to broadcasters and other satellite users in town.

Earth station comprises two 22-by-36-foot spherical antennas, each looking at half domestic geostationary orbital arc. Manufactured by U.S. Tower, antennas can bounce several signals to or from satellites at same time. Station is limited only by number of feed horns placed

opposite it; at start-up, there will be seven to receive feeds. If all goes well, uplinking and Ku-band capability will be added.

No time off

Although FCC has been contemplating furloughing all employees for from 12 to 15 days to meet shortfall in budget for fiscal 1982 (which ends Sept. 30), those unpaid vacations may not be necessary after all, top FCC official said last week. Furloughs, official said, were being contemplated to offset \$3.14 million in unforeseen costs of 4.8% pay increase for general-schedule federal employees that went into effect last October and raise an executive pay that went into in January (BROADCASTING, Dec. 21, 1981). According to official, however, Office of Management and Budget has agreed to recommend that Congress approve supplemental appropriation to cover pay increases.

Pass the ammunition

With Ted Turner and Group W rapidly approaching news war showdown, Atlanta entrepreneur has shored up his finances with help of John Kluge of Metromedia. Announcement last week that Turner Advertising and Metromedia's Foster & Kleiser unit agreed to sell each other their Atlanta operations for undisclosed sums didn't tell whole story. Turner Advertising (held separately from Turner Broadcasting by Turner and four partners) is four to five times size of F&K operations in Atlanta, and those familiar with valuation of outdoor advertising properties say Turner plant, which did \$10 million-plus in sales last year, could be worth \$40 million. Assuming Metromedia gets back \$10 million for its F&K posterboards, that leaves \$30 million. Nobody's said just what Turner's share in partnership is, but he has "majority" interest. That would mean Turner could get at least \$15 million out of deal, which could help balance-sheet problems of TBS.

Turner Advertising's smaller Chattanooga business is also for sale.

Fast trip planned

Cable copyright compromise bill (H.R. 5949) still has way to go before becoming law, but if differences between sports and cable interests can be resolved in House, Senate leaders are planning to expedite action by asking for immediate floor action when bill is referred from House, instead of referring first to Judiciary and Commerce Committees. Hearings on compromise have been tentatively set for May 24 by House Telecommunications Subcommittee.

Business Briefly

TV ONLY

Jardinay □ Jewelry. Begins June 2 for one week in Florida markets. Day, fringe, news, weekends and sports times. Agency: Crocker, Hull & Lazar Advertising, New York. Target: total women.

Wisconsin Packing Co. □ Burger Maker. Begins May 10 for three weeks in four to five markets. Day, fringe and prime times. Agency: Grant/Jacoby, Chicago. Target: women, 25-54.

Ram Golf Equipment □ Sporting goods. Begins May 24 for three weeks in six to 12 markets. Sports programing. Agency: CPM Inc., Chicago. Target: men, 25-54.

A&P stores □ Coke and A&P items. Begins this month for four weeks in Detroit and Saginaw, Mich., and Toledo, Ohio. Agency: Media Masters, Southfield, Mich. Target: women, 18-49; working women.

Imperial Sugar □ Begins May 31 for six weeks in all Texas markets. Day and fringe times. Agency: Tracy-Locke Advertising, Dallas. Target: women, 25-49.

Hardees □ Fast food restaurants. Begins June 28 for 13 weeks in over 20 markets. Day, fringe and prime times. Agency: Benton & Bowles, New York. Target: adults, 25-49; adults, 18-49.

Blue Cross/Blue Shield □ Begins June 7 for about 29 weeks in 11 Florida markets. News, weekends and prime times. Agency: Burton-Campbell, Atlanta. Target: adults, 25 and over.

Mrs. Filbert's □ I Can't Believe It's Not Butter (butter substitute). Begins May 31 for three weeks in about six markets. Day, fringe and news times. Agency: Rosenthal & Co., Chicago. Target: women, 25-54.

William Underwood Co. □ Friend's baked beans. Begins June 21 for four weeks in Boston and Providence, R.I. Day, fringe and weekends. Agency: Harold Cabot & Co., Boston. Target: women, 25-54.

Porsche-Audi □ Begins May 24 for three weeks in 18 markets. Agency: Doyle Dane Bernbach, Los Angeles. Target: men, 18-49.

Rep Report

KSJT(FM) San Angelo, Tex.: To Caballero Radio Network from Torbet.

KLFB(AM) Lubbock, Tex.: To Caballero Radio Network from Savalli Schutz.

KLFA(FM) King City, Calif.: To Caballero Radio Network (no previous rep).

KGvy(AM) Green Valley, Ariz.; KINA(AM) Salina, Kan.; WARD(AM) Pittston, Pa.: To Savalli & Schutz (no previous rep).

PRO Radio in Minneapolis. PRO Radio has opened its 11th office in Minneapolis area at 2411 Sheridan Hills Curve, Wayzata, Minn., 55391. (612) 473-5987.

Penthouse International □ Magazine. Begins May 10 for one week in about 150 markets. Prime, late fringe, sports and news times. Agency: Corinthian Communications, New York. Target: men, 18-49; men, 18-34.

Business Week □ Magazine. Begins July 5 for four weeks in at least 17 markets. All dayparts. Agency: Ayer Direct, New York. Target: total adults.

Church & Dwight □ Arm & Hammer baking soda. Begins May 31 for about seven weeks in 15 markets. Fringe, prime access, news, weekends and sports times. Agency: R.J. Palmer, New York. Target: adults, 18-49.

Oldsmobile dealers □ Begins June 7 for three weeks in over 10 markets. Prime, news, sports and late fringe times. Agency: Leo Burnett Co., Southfield, Mich. Target: adults, 25-54.

Bausch & Lomb □ Ray-Ban sunglasses. Begins May 10 for four weeks in 26 markets. Fringe and news times. Agency: Jordan, Case & McGrath Inc., New York. Target: adults, 18-34.

Kahn's Meats □ Various products. Begins July 5 for 13 weeks in at least seven markets. All dayparts. Agency: Sive Associates Inc., Cincinnati. Target: women, 25-54.

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Western Company □ Free enterprise. Begins late May or June for three weeks in 28 markets. William F. Finn & Associates, Tyler, Tex. Target: men, 35 and over.

Stokely Van Camp □ Specialty

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Down to earth. Close to home.*

products. Begins July 19 for six weeks in 15-20 markets. Morning drive times. Agency: Handley & Miller, Indianapolis. Target: women, 25-49.

Arrowhead Waters □ Begins May 10 for nine weeks in about five California markets. All dayparts. Agency: Rogers, Weiss/Cole & Weber, Los Angeles. Target: adults, 25-54.

FMC Corp. □ Furdan agricultural products. Begins May 24 for four weeks in about 10 markets. Farm programming. Agency: Marsteller, Chicago. Target: men, 18 and over.

Banquet Foods Corp. □ Omelettes (frozen food). Begins May 17 for four weeks in under 10 markets. Morning drive, middays, afternoon drive and evenings. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: women, 18 and over.

Oshmans' Sporting Goods □ Wilson brand promotion. Begins May 27 for two weeks in 18 markets. Morning drive, middays, afternoon drive and evenings. Agency: Bloom Advertising Too, Dallas. Target: adults, 25-54.

Rainier Beer □ Begins May 10 for three weeks in Denver. Morning drive, middays, afternoon drive and evenings. Agency: Marketing Communications, Seattle. Target: adults, 18-24.

AdVantage

Merger talks ended. Doyle Dane Bernbach and Foote, Cone & Belding reported that their discussions on merger of two agencies had been "amicably" terminated. Though no details were given for ending of negotiations, there were several major account conflicts on list of two agencies. Consolidation would have resulted in combined worldwide billings of about \$2.3 billion. Both are major U.S. broadcast agencies with FCB having domestic television-radio billings in 1981 of almost \$290 million and DDB, \$365 million.

Katz spot radio analysis. Study by Katz Radio of demographic requests for first quarter of 1982 shows that 25-54 age group was in first place by considerable margin, accounting for 34% of such requests, up from 26% in first three months of 1981. In second position was 18-49 at 17% and in third, was 25-49 at 15%. In dayparts, Katz study reveals Monday to Friday, 6 a.m. to 7 p.m. was most sought-out period, representing 28% of all requests, followed by full station, 22%; Monday through Friday, 6 a.m.-7 p.m. plus weekend, 17% and drive times (6-10 a.m. and 3-7 p.m.), 15%. In commercial lengths, 60-second announcement dominated, with inclusion in 75% of requests.

Award winners. Awards in 14th Annual Retail Television Commercials Competition sponsored by Television Bureau of Advertising and National Retail Merchants Association were presented last week during NRMA's Sales Promotion Conference in San Francisco. Awards were given on basis of television market ranking in categories of campaign and first place commercial. Winners were: markets, one to 20, campaign, Abraham & Straus, New York; first place commercial, Dayton's Minneapolis; markets, 21 to 50, campaign, Norm Thompson, Portland, Ore.; first place commercial, Belk Group, Anderson, Greenville and Spartanburg, S.C.; markets, 51 to 100, campaign and first place commercial, Sibley's, Rochester, N.Y.; markets below top 100, campaign, Liberty House of Hawaii, Honolulu; first place commercial, B.J. Furniture, Honolulu.

New partners. Epstein, Raboy Advertising Inc., New York, has named three senior partners—Myron B. Poloner, president and chief operating officer; Erwin Ephron, senior vice president and director of marketing services, and Alexander Tsao, senior vice president and co-creative director. With addition of John Nuveen & Co. (municipal bond specialists) and Universal Security Instruments Inc., as clients, billings of Epstein, Raboy are increased by \$4 million to \$23 million.

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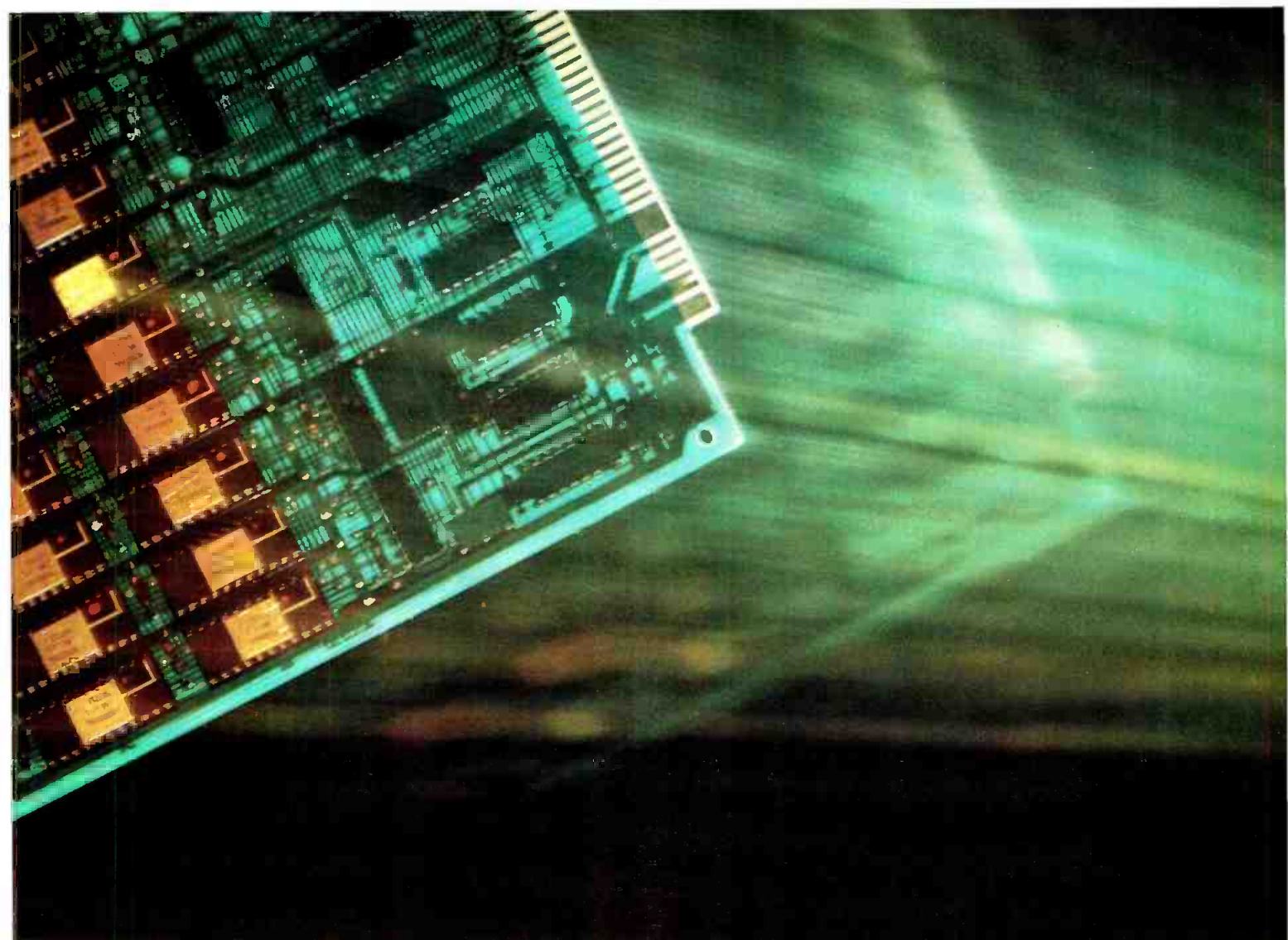


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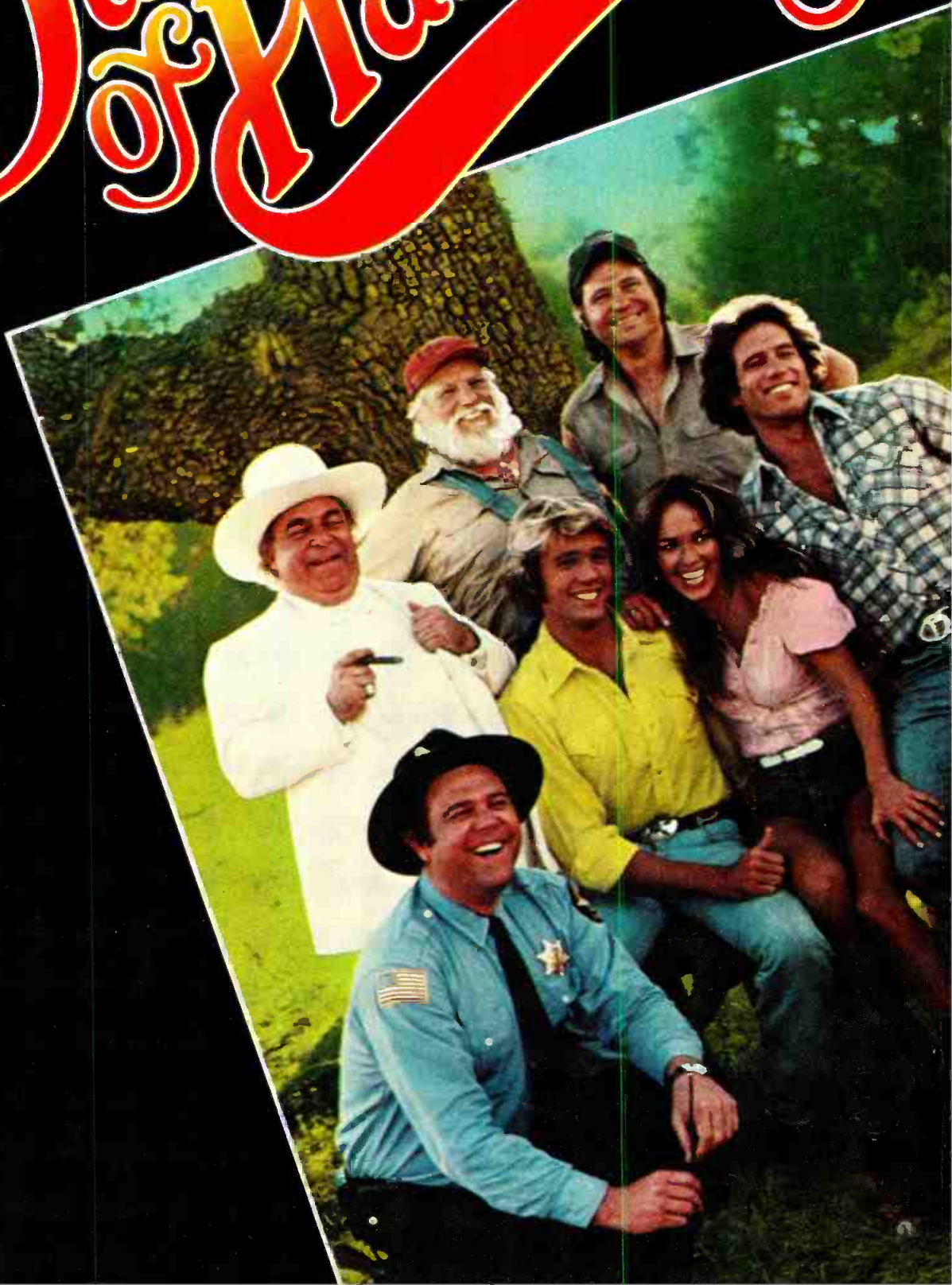
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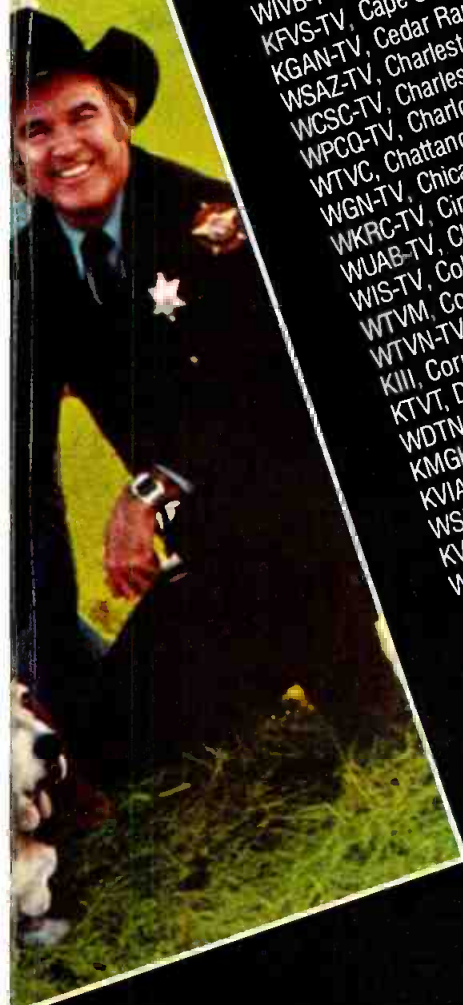


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- KBCI-TV, Boise
- WXNE-TV, Boston
- WCYB-TV, Bristol-Kingsport
- KGBT-TV, Brownsville-Harlingen
- WIVB-TV, Buffalo
- KFVS-TV, Cape Girardeau
- KGAN-TV, Cedar Rapids-Waterloo
- WSAZ-TV, Charleston-Huntington
- WCSC-TV, Charleston, S.C.
- WPCQ-TV, Charlotte
- WTVC, Chattanooga
- WGN-TV, Chicago
- WKRC-TV, Cincinnati
- WJAB-TV, Cleveland
- WIS-TV, Columbia, S.C.
- WTVM, Columbia, Ga.
- WTVN-TV, Columbus, Oh.
- KIII, Corpus Christi
- KTVT, Dallas-Ft. Worth
- WDTN, Dayton
- KMGH-TV, Denver
- KVIA-TV, El Paso
- WSEE-TV, Erie
- KVAL, Eugene
- WFIE-TV, Evansville
- KTHI-TV, Fargo
- WNEM-TV, Flint-Saginaw
- KFSN-TV, Fresno
- WEVU-TV, Ft. Myers
- KFSM-TV, Ft. Smith
- WFRV-TV, Green Bay
- WGHP-TV, Greensboro—Winston-Salem—High Point
- WCTI-TV, Greenville-Asheville
- WLOS-TV, Greenville-Asheville
- WABG-TV, Greenwood-Greenville
- WHTM-TV, Harrisburg-Lancaster
- WTXX-TV, Hartford-Waterbury
- KHTV, Houston
- WAAY-TV, Huntsville-Decatur
- WRTV, Indianapolis
- WAPT-TV, Jackson, Ms.
- WBBJ-TV, Jackson, Tn.
- WJXT, Jacksonville
- WJAC-TV, Johnstown-Altoona
- KCMO-TV, Kansas City
- WBIR-TV, Knoxville
- KATC, Lafayette, La.
- KTNN-TV, Las Vegas
- WTVQ-TV, Lexington
- KTHV, Little Rock
- KCOP, Los Angeles
- WAVE-TV, Louisville
- KLBK-TV, Lubbock
- WISC-TV, Madison
- WHBQ-TV, Memphis
- WTOK-TV, Meridian
- KMSP-TV, Minneapolis-St. Paul
- WALA-TV, Mobile-Pensacola
- WSFA-TV, Montgomery
- WTVF, Nashville
- WWL-TV, New Orleans
- WNEW-TV, New York
- WTKR-TV, Norfolk-Portsmouth
- KOKH-TV, Oklahoma City
- WOWT, Omaha
- WOFL, Orlando-Daytona Beach
- WEEK-TV, Peoria
- WTAF-TV, Philadelphia
- KPHO-TV, Phoenix
- WPGH-TV, Pittsburgh
- WGAN-TV, Portland, Me.
- KPTV, Portland, Or.
- WRAL-TV, Raleigh-Durham
- WWBT, Richmond
- WDBJ, Roanoke-Lynchburg
- WUHF-TV, Rochester, N.Y.
- KTXL, Sacramento-Stockton
- KSL-TV, Salt Lake City
- KSAT-TV, San Antonio
- KGTV, San Diego
- WTOC-TV, Savannah
- KSLA-TV, Shreveport-Texarkana
- KSFY-TV, Sioux Falls
- WSBT-TV, South Bend-Elkhart
- KHQ-TV, Spokane
- KYTV, Springfield, Mo.
- KPLR-TV, St. Louis
- WTVH, Syracuse
- WCTV, Tallahassee
- WTOG-TV, Tampa-St. Petersburg
- WTHI-TV, Terre Haute
- KVOA-TV, Tucson
- KOKI-TV, Tulsa
- WDCA-TV, Washington, D.C.
- WTOV-TV, Wheeling-Steubenville
- KFDX-TV, Wichita Falls
- WWAY-TV, Wilmington
- KAPP-TV, Yakima

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A television programing commentary from Muriel Reis, vice president, WNEW-TV New York

The responsibilities of nonfiction programing

Reality programing, a phenomenon of the 1980's, has created for television programing executives responsibilities, obligations and even risks that they never had when dealing solely with entertainment. With the increase in popularity of news programing, a desire of the public for information and the escalation of programing costs, we have entered the era of reality programing. Magazine programs, informational programs, programs featuring the bizarre and the unusual abound—such programs as *PM Magazine*, *People's Court*, *Real People* and *That's Incredible*, to name but a few. The common element of these programs is that, although they may entertain, they are not entertainment programs in the sense of being fictional; they claim to present reality. Once the broadcaster embarks on reality programing, he assumes the same kind of responsibilities and obligations that he assumes over news. If reality programing presents facts, the facts must be accurate. Above all, reality programing must have integrity; it must be what it purports to be; the public has the right not to be deceived.

During the 1970's, there was a great deal of concern about staging in connection with news. There were several FCC inquiries to the networks concerning such issues as the shooting of a bear with a tranquilizer when the bear appeared on TV as though shot by a bullet; or showing beaches allegedly littered with dead fish, possibly to illustrate pollution; or portraying women on a news documentary as undercover decoy cops, women who later testified they had never been undercover cops. Finally, Congress entered the scene. Following hearings before a House subcommittee in August 1972, the subcommittee chairman, Harley Staggers (D-W.Va.), now retired, asked the FCC for its policies on staging. Dean Burch, then chairman, responded in an eight-page letter, stating, (as if necessary) that FCC policies do not "admit of ready summarization." Although Chairman Burch declined to set forth specific "do's and don't's," the industry by then had a pretty good idea as to what constituted staging in news. Well-defined standards were set and rules promulgated by networks and stations to guard against these practices.

Everything seemed well under control. Then, in the 1980's, along came magazine and reality programing—generally produced not by news departments but by programers whose staffs may not have been schooled in the stringent rules that govern news. Programers are now dealing



Muriel Henle Reis has been vice president of Metromedia's WNEW-TV New York since 1974. She joined Metromedia as assistant general counsel and assistant secretary, posts she still holds. Reis has been active in the legal issues that confront the broadcast industry and has appeared on television public affairs programs. A graduate of the Columbia University Law School and Vassar College, she is married to Arthur Reis Jr. and is the mother of three children.

with information as opposed to fiction. The broadcaster's responsibility is to portray what happened as it happened, not to portray something as an event that was a creation, or to portray something as happening one way when it actually happened another way. If the program is informational, it must be accurate. Any program that purports to transmit information later found not to be accurate destroys the very basis of its existence.

The essence of Chairman Burch's response to the Congress was his criterion for staging as "whether the public is deceived about a matter of significance," a standard that can help the licensee determine what to tape, how to edit and how to present it. This question should be asked whenever any issue of possible staging arises. For instance, if the broadcaster presents as reality an event that would not have happened but for the broadcaster, the broadcaster must then make that clear to the viewer. Similarly, the broadcaster should not ask a subject to do something that the subject would not ordinarily do, and then present that action as reality. These examples, of course, are extreme. More common occurrences, those requiring constant vigilance and the exercise of good judgment, are the more subtle misrepresentations done simply to enhance the production, with no thought of deception. Because of the tremendous pressures for ratings, production values assume ever-greater importance. The

situation last year of a station in a major market, which discovered that letters presented as viewer mail were, in fact, written by the station's staff, illustrated the serious problems that can result from placing priorities on production values at the expense of integrity. The result undermined the credibility of the entire production.

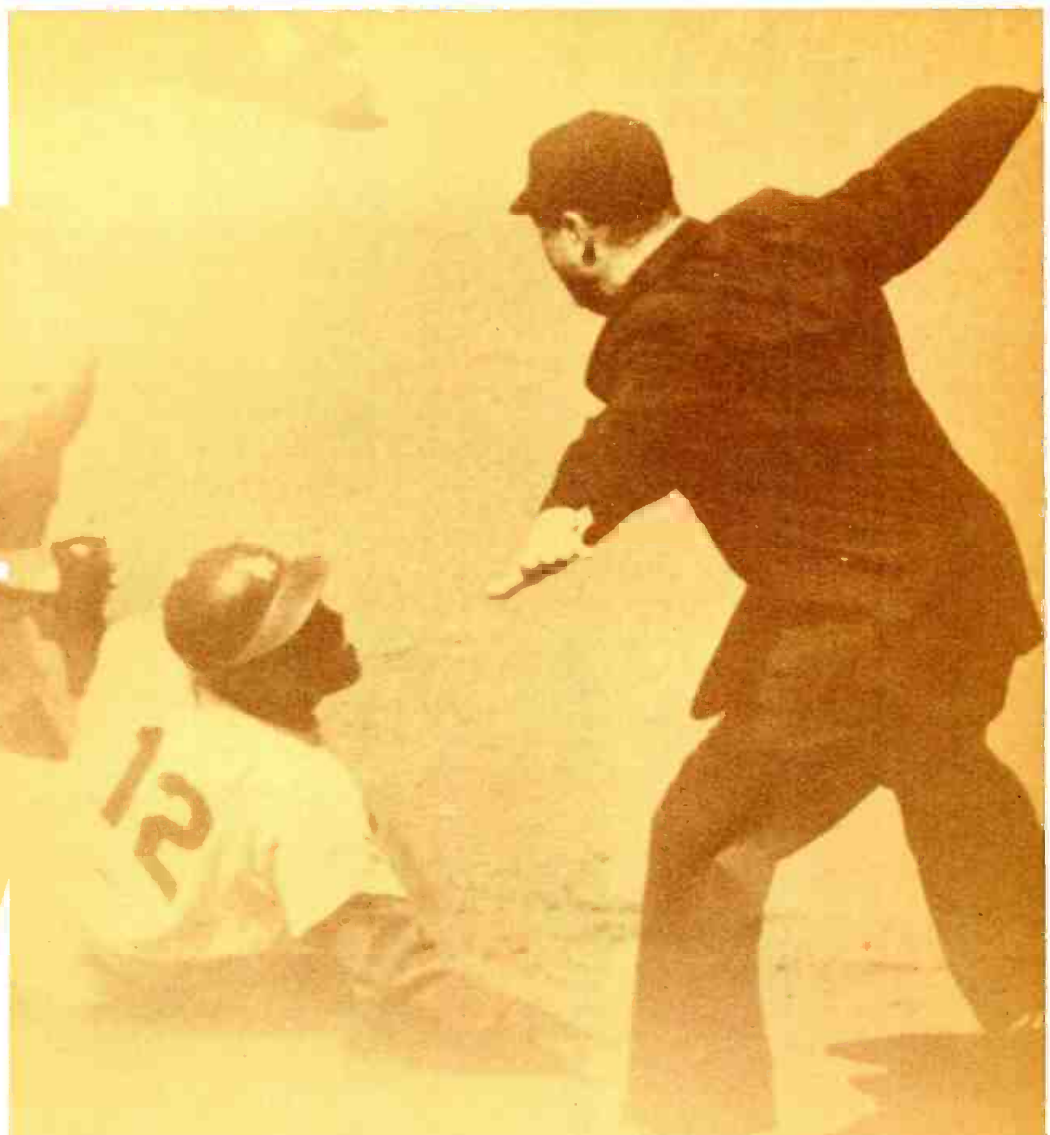
In this connection, I think it essential not to confuse programing that is entertaining with entertainment. Some programers may think that people watch magazine programs to be entertained, not to learn, and therefore, it doesn't matter what the broadcaster does. I disagree. No matter how entertaining the magazine, information or reality programing may be, the broadcaster is in no way relieved of his obligations of truthful and accurate portrayals.

In reality programing, production techniques should be used for one purpose only—to clarify and enlighten, not to confuse, to obfuscate or deceive. If production techniques remove the program from the sphere of reality, then something is wrong.

While the programer's obligations in nonfictional programing are the same as in news, the risks assumed may be greater. News, because of its immediacy, has certain built-in protections that do not extend to nonnews, reality programing. If news telecasts a person being arrested on the day of his arrest, that is the fact on that day. If the reality programer tapes the same event but broadcasts it a month later, and if in the interim the person was acquitted or the charges dropped, unless the reality programer updates that report, he may have a libel problem. Moreover, news, because of the immediate time frame within which it operates, can make honest mistakes without necessarily incurring liability. Reality programers, on the other hand, generally tape in advance and therefore have more time and hence less reason to err.

How does a broadcaster deal with these added responsibilities? And who should be responsible? Clearly, a general manager or a program director cannot be everywhere at all times. My recommendation is, from the general manager down, to develop an awareness of the responsibilities and of the problems that can arise. This awareness should be instilled among those directly responsible for production. There should be constant reminders that potential problems be immediately brought to management's attention. Producers cannot be required to solve problems, but they should be able to recognize them. Management must also be aware that staffs change; there can be a well-educated staff one day and novices

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The Viewer. There's a revolution in America. Feeling good is now a \$30 billion a year business.[†] Research shows that 4 out of 5 people are interested in seeing television programs on health and medical developments.^{††} Viewers want to see more television programs on health and science as opposed to more programs on news, situation comedy, or sports by a margin of more than 2 to 1.^{†††}

DEMAND FOR TYPES OF PROGRAMS

PROGRAM TYPES:	Health	Science	Lifestyles	News	Sitcoms	Sports
	64%	62%	46%	30%	26%	23%

The Concept. To fill this information gap, Cable Health Network was created. Beginning June 30, 1982 it will be the first and only source of in-depth programming for virtually all facets of health and science. It will be available free to cable operators on the primary cable satellite, RCA Satcom III-R, Transponder 17. Broadcasting the kind of informative and entertaining programming Americans want to see, 24 hours a day, 7 days a week.

The Programming. Cable Health Network's blend of information, entertainment, and participation is just what the doctor ordered. Programs will cover health and science, keeping fit, healthy relationships, human interest and lifestyles, self-help and medical care, growing up, and getting older. Medical advisory boards of doctors, dentists, psychologists and other health experts will consult on program content.

The Team. Dr. Art Ulene, well known for his appearances on NBC's Today Show is Chairman of Cable Health Network. Jeffrey Reiss, former head of Showtime is President. In conjunction with Viacom International Inc., they are heading up a team of top professionals including Loreen Arbus, Programming; Ron Friedman, Marketing; Don Andersson, Cable Affiliate Relations; and Bob Illjes, Advertiser Sales.

The Potential. Cable Health Network's overall programming has a broad appeal. Yet, individual shows are focused on specific demographic and lifestyle groups. So you can more accurately reach the audience you want without the unnecessary waste inherent in broadcast television. The tone



[†]Source: Time, November 2, 1981.
^{††}Source: Research Forecasts, Inc., 1982.
^{†††}Source: R.H. Bruskin Associates, March, 1982.

and quality of the shows will provide an upscale environment for each product advertised; an environment that enhances corporate image and adds credibility to the product message.

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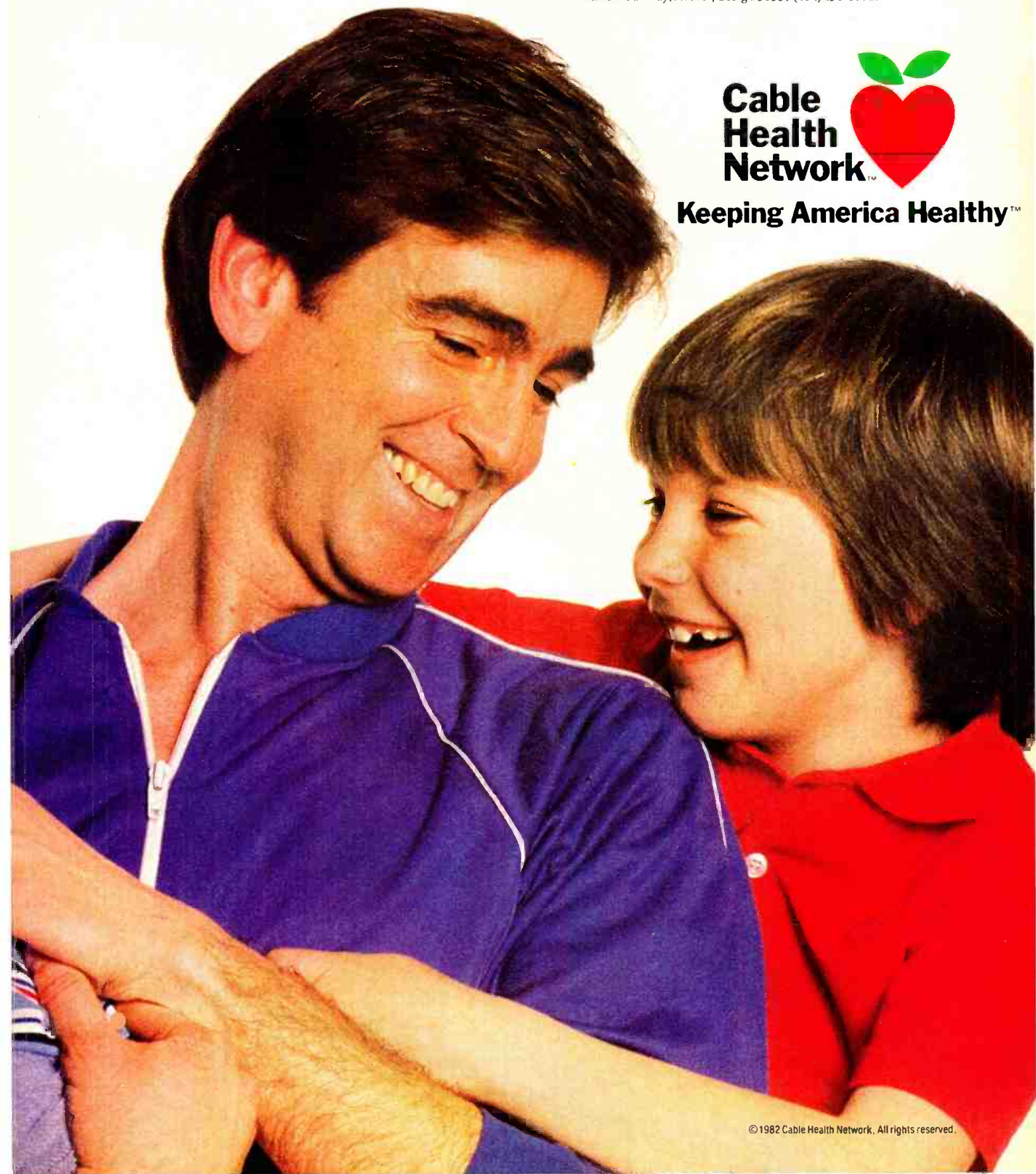
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the next. Thus, indoctrination into programming responsibilities must be an ongoing process. The FCC has held that if management provides proper guidance to its executives, and if an employee later and without the acquiescence of management disregards these instructions, the licensee will have fulfilled its responsibilities, assuming further corrective action was then taken.

Thus, to insure the all-important in-

tegrity of reality programming, management must be ever-vigilant. Program directors should insure that their producers and staff understand the principles upon which their programming responsibilities are based. Setting forth lists of specific do's and don't's may appear to some to be the answer, but it can be a dangerous trap. Because it is impossible to anticipate all contingencies, relying on specific rules can provide false security. The key is for the

principles and standards of honest and credible programming to be thoroughly understood at all levels. If reality programming is both accurate and honest, not only are legal problems avoided, but credibility insured. And unless there is credibility, no program will succeed. For the programmer who is seeking to inform, to present reality programming, what can be better than reality itself? No broadcaster can improve on that. ■

Datebook

This week

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 10-13—"The Public and the Media" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

May 11—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Charlotte North, Charlotte, N.C.

May 11—*Radio Advertising Bureau* Idearama for radio salespeople. Sheraton Plaza La Reina hotel, Los Angeles International Airport, Los Angeles.

■ **May 11**—*Federal Communications Bar Association*, New York coordinating committee, luncheon featuring panel discussion of "Impact of the AT&T Settlement." Harvard Club, New York.

■ **May 11**—*Media Institute* business/media luncheon. Speaker: S. William Scott, president and chief operating officer, Satellite News Channels. Mayflower hotel, Washington.

May 11—*Southern California Cable Club* luncheon meeting. Speaker: Tom Wheeler, president, National Cable Television Association. Holiday Inn, Long Beach, Calif.

May 12—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Robert Pittman, senior vice president, programming, Warner Amex Satellite Entertainment Co. Copacabana, New York.

■ **May 12**—*Southern California Broadcasters Association* luncheon meeting. Hollywood Brown Derby, Los Angeles.

May 12—*New York Women in Communications* luncheon, "The Future of Cable TV—What People Really Want." Speaker: James Heyworth, president, Home Box Office. Lexington hotel, New York.

May 12-15—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 13—*Television, Radio and Advertising Club of Philadelphia* communications seminar. Holiday Inn, Philadelphia.

May 13—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn-Airport, Sacramento, Calif.

May 13—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn-Airport, Sandston, Va.

May 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Henry Rivera. Touchdown Club, Washington.

May 13-15—*Women in Communications* South regional meeting. Sheraton Center, Charlotte, N.C.

May 14—Deadline for entries in *American Psychological Association/American Psychological Foundation* National Media Awards for reporting that increases public knowledge of psychology. Information: Public Information Office, APA, 1200 17th Street, N.W.,

Washington, 20036.

May 14—*Foundation for Accounting Education* Entertainment and Sports Industries conference. Topics include accounting for motion picture companies, broadcasting, cable television, records and music and sports. Sheraton Center, New York.

May 14—*Pacific Pioneer Broadcasters* luncheon salute to *Lux Radio Theater*. Sportsman's Lodge, Los Angeles.

Major Meetings

May 10-13—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 12-15—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va. Future meetings: May 18-21, 1983, Greenbrier, White Sulphur Springs, W. Va.; March 11-15, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

May 16-18—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 22-26, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

June 24-27—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Crystal City Hyatt, Arlington, Va.

July 19-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

Aug. 29-Sept. 1—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

Sept. 9-11—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

Sept. 12-15—*National Radio Broadcasters Association* annual convention, Reno. Future convention: Oct. 2-5, 1983, New Orleans.

Sept. 12-15—*Broadcast Financial Management Association* 22d annual conference. Riviera Hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

Sept. 18-21—*Ninth International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—*Radio-Television News Direc-*

May 14-16—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 15—*Radio-Television News Directors Association* meeting with Pennsylvania AP Broadcasters Association. White Beauty View Resort, Lake Wallenpaupack, Pa.

May 15—Deadline for papers for *Society of Cable*

tors Association international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.

Nov. 7-10—*Association of National Advertisers* annual meeting. Breakers, Palm Beach, Fla. Future meetings: Oct. 2-5, 1983, Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

Nov. 7-12—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 17-19—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Nov. 17-19—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

Jan. 30-Feb. 2, 1983—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

Feb. 6-9, 1983—*Association of Independent Television Stations* (INTV) 10th annual convention. Galleria Plaza hotel, Houston.

March 17-22, 1983—*National Association of Television Program Executives* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

April 10-13, 1983—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

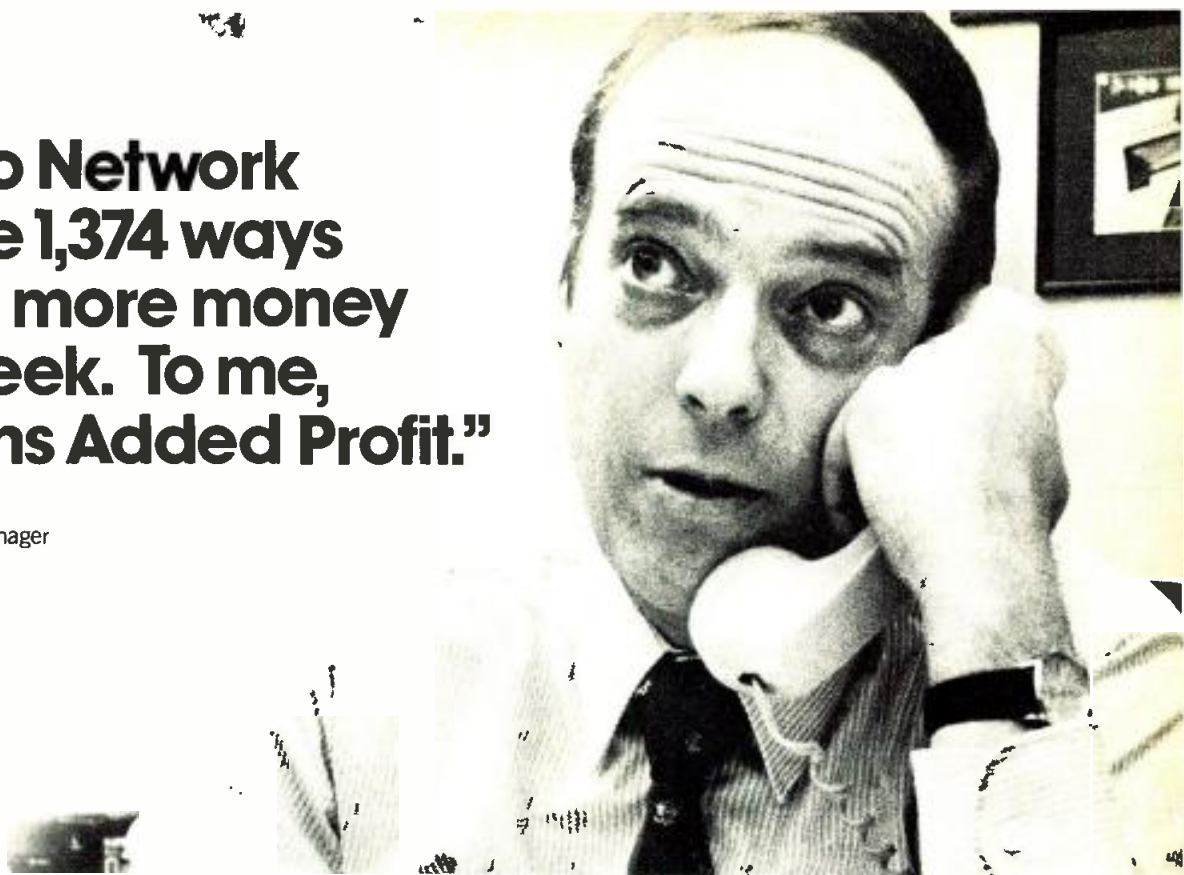
■ **May 3-7, 1983**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

■ **June 12-15, 1983**—*National Cable Television Association* annual convention, Houston. Future conventions: May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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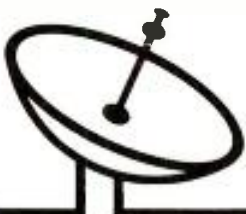


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Television Engineers' fall engineering conference. Information: SCTE, P.O. Box 2665, Arlington, Va., 22202.

Also in May

May 16-18—NBC-TV affiliates annual meeting. Century Plaza, Los Angeles.

May 16-18—University of Wisconsin-Extension workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis. Information: Barry Orton, (608)262-2394 or (608)262-8953.

May 18—Radio Advertising Bureau's Idearama for radio salespeople. Ramada Inn-Airport, Cleveland.

May 18—Radio Advertising Bureau's Idearama for radio salespeople. Sheraton Orlando International, Airport Inn, Orlando, Fla.

May 18—Radio Advertising Bureau's Idearama for radio salespeople. Ramada Inn, Evansville, Ind.

May 19—National Academy of Television Arts and

Sciences, New York chapter, drop-in luncheon. Speaker: Ted Turner, president, Turner Broadcasting System, Copacabana, New York.

May 19—Connecticut Broadcasters Association spring sales and management seminar. Lord Cromwell Inn, Cromwell, Conn.

May 19—Information Industry Association workshops on "Opportunities—and Risks—in Today's Explosive Information Industry." Grand Hyatt hotel, New York.

May 20—Radio Advertising Bureau's Idearama for radio salespeople. Hilton Airport Inn, Nashville.

May 20—Radio Advertising Bureau's Idearama for radio salespeople. Hilton Inn-Airport, Birmingham, Ala.

May 20—Radio Advertising Bureau's Idearama for radio salespeople. Hilton Inn Lansing, Lansing, Mich.

■ **May 20**—Philadelphia Cable Club luncheon meeting. Topic of discussion: Philadelphia cable franchise. GSB Building, Philadelphia.

May 20-21—Conference on "The Implications of the AT&T Settlement," sponsored by TeleStrategies, telecommunications consulting firm based in McLean, Va. Speakers include Tom Wheeler, National Cable Television Association; Richard Wiley, Kirkland & Ellis; Philip Vermeer, Pierson, Ball & Dowd, and Richard Neustadt, Kirkland & Ellis. Washington Hilton, Washington.

May 20-22—First Amendment Congress, comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, Milwaukee Journal, are co-chairmen. Xerox International Center, Leesburg, Va.

■ **May 21**—New York Law School International Law Society symposium on New World Information Order: "The UNESCO Proposals, Transborder Data Flows, Spectrum Negotiations." New York Law School, New York.

May 21-23—Carolinas UPI Broadcasters Association spring meeting. St. John's Inn, North Myrtle Beach, S.C.

May 21-23—National Federation of Local Cable Programmers' Northeast regional workshop. Riverside Church, New York.

May 23-26—CBS-TV affiliates annual meeting. Nob Hill Complex, San Francisco.

May 24-25—Conference on "Future Directions in Information Policy" sponsored by National Telecommunications and Information Administration. Bernard Wunder, NTIA, will host conference. Commerce Department, Washington.

May 24-25—Energy Bureau conference "Satellite Communications Systems." Stouffer's National Center, Arlington, Va.

■ **May 24-26**—Annual Central Educational Network Instructional Television Utilization Workshop. Hollenden House hotel, Cleveland.

■ **May 24-June 11**—University of New Haven, Department of Communications, fifth annual Communication Arts Institute, "Cable Television—Today and Tomorrow." University of New Haven, West Haven, Conn.

May 25—Radio Advertising Bureau's Idearama for radio salespeople. Sheraton Airport Inn, Albany, N.Y.

May 25—Radio Advertising Bureau's Idearama for radio salespeople. Red Lion Motor Inn, Spokane, Wash.

May 25—Radio Advertising Bureau's Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

■ **May 26**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Michael Garin, president and chief operating officer, Telepictures Corp. Copacabana, New York.

May 26-27—Ohio Association of Broadcasters spring convention. Kings Island, Cincinnati.

May 26-27—Federal Bar Association's fifth annual telecommunications law conference. Shoreham hotel, Washington.

■ **May 27**—Radio Advertising Bureau's Idearama for radio salespeople. Sheraton Airport Inn, Philadelphia.

■ **May 27**—Radio Advertising Bureau's Idearama for radio salespeople. Americana Inn-Airport, Cincinnati.

■ **May 27**—Radio Advertising Bureau's Idearama for radio salespeople. Sheraton Inn, Buffalo East, Buffalo, N.Y.

May 27-30—Satellite Services Bureau Northeastern Satellite-TV Exhibition. Howard Johnson's Conference Center, Windsor Locks, Conn.

May 31-June 3—Canadian Cable Television Association annual convention. Sheraton Center, Toronto.

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June

June 1—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by Armstrong Memorial Research Foundation in cooperation with National Radio Broadcasters Association. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York, 10027.

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WMAL/WROX
Washington

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Air Waves, Inc.

KOXY
Beaumont

All Pro Broadcasting Co.

KACE
Los Angeles

Beasley Broadcast Group

WDMT
Cleveland

Belo Broadcasting Corp.

WFAA/KZEW
Dallas/
Ft. Worth

Blair Radio

WHDH/WCOZ
Boston

Bonneville International Corp.

KBIG
Los Angeles
KOIT
San Francisco
WCLR
Chicago
KMBZ/KMBR
Kansas City
WRFM
New York

KAAM/KAFM
Dallas
KSL
Salt Lake City
KIRO/KSEA
Seattle

Booth American Co.

WRBR
South Bend
WJLB/WMZK
Detroit
WSGW/WIOG
Saginaw
WTOD/WKLR
Toledo
WZZP
Cleveland

Broadcast Associates of Nevada, New Mexico & Texas

KVEG/KFMS
Las Vegas

Burbach Radio

WEYZ/WCKK
Erie

Capitol Broadcasting Co., Inc.

WRAL
Raleigh
WRNL/WRXL
Richmond

CBS

WEEI-AM/FM
Boston
WCBS-AM/FM
New York
WCAU-AM/FM
Philadelphia
WBBM-AM/FM
Chicago
KMOX-AM/FM
St. Louis
KCBS/KRQR
San Francisco
KNX-AM/FM
Los Angeles

Charter Broadcasting, Inc.

KSLO
St. Louis
KCBO-AM/FM
San Diego
KIOI
San Francisco

Communications Properties, Inc.

KFGO
Fargo

Community Eugene Broadcasting Corp.

KEED
Eugene

Continental Broadcasting

KGNR/KCTC
Sacramento
WPIX
New York

Cox Broadcasting Corp.

WSB-AM/FM
Atlanta
WLIF
Baltimore
WSOC-AM/FM
Charlotte, NC
WHIO-AM/FM
Dayton
KFI/KOST
Los Angeles
WIOD/WAIA
Miami
WWSH
Philadelphia

Curt Gowdy Broadcasting Corp.

WCCM/WCCY
Lawrence/
Manchester

Davis & Weaver Broadcasting

KWIZ-AM/FM
Santa Ana/
Los Angeles
KLOK
San Jose

D & E Broadcasting Co.

KEDA
San Antonio
KCCT
Corpus Christi

Doubleday Broadcasting Co., Inc.

KPKE
Denver
KWK-AM/FM
St. Louis
KDWB-AM/FM
Minneapolis
WLLZ
Detroit

Empire Broadcasting Corp.

KAHI/KHYL
Auburn/
Sacramento
KLIV/KARA
San Jose

Fairfield Broadcasting Co.

WOLR
Kalamazoo
WILP/WNCW
Lexington

Fetzer Broadcasting Co.

WJFM
Grand Rapids

Forest Group

KDON-AM/FM
Salinas

Gannett Co., Inc.

KPRZ/KIIS
Los Angeles
KSDO/KEZL
San Diego
WJYW
Tampa
WVON/WCCI
Chicago
WCZY
Detroit
KSD-AM/FM
St. Louis
WWWE/WDOK
Cleveland

General Broadcasting of Connecticut, Inc.

WSCR/WPLR
New Haven

General Electric Broadcasting Co., Inc.

KFOG
San Francisco
KOA/KOAO
Denver
WJIB
Boston
WGY/WGFM
Albany

Golden West Broadcasters

KMPC
Los Angeles
KSFO
San Francisco
KVI/KPLZ
Seattle
WCXI/WTWR
Detroit
KEX/KQFM
Portland

Greater Media, Inc.

KHTZ
Los Angeles
WGAY-AM/FM
Washington, DC
WHND/WMJC
Detroit
WPEN/WMGC
Philadelphia
WMJX
Boston

Great Trails Broadcasting Corp.

WING/WJAI
Dayton

Gulf Broadcasting Group

WJMD
Washington, DC
WOAL
Cleveland
WKLS-AM/FM
Atlanta

Guy Gannett Broadcasting Services

WINZ-AM/FM
Miami
KSTT/WXLP
Quad Cities

Harris Group

WACO/KHOO
Waco

Harte-Hanks Radio, Inc.

KMJK
Portland, OR

Hearst Broadcasting Group

WTAE/WXKX
Pittsburgh
WISN/WLPX
Milwaukee

Heftel Broadcasting Corp.

WLUP
Chicago

Hicks Communications, Inc.

KIXK
Dallas

Hubbard Broadcasting, Inc.

KOB-AM/FM
Albuquerque

Infinity Broadcasting Corp.

KOME
San Jose
WIVY
Jacksonville

WBCN
Boston
WJIT/WKTU
New York
WYSP
Philadelphia

Inner City Broadcasting Corp.

KRE/KBLX
San Francisco
KGFJ/KUTE
Los Angeles

Insilco Broadcast Group

WELI
New Haven
WGSO/WQUE
New Orleans
KTOK/KJYO
Oklahoma City
WVCC/WYOR
Miami

Jefferson-Pilot Broadcasting

WBT/WBCY
Charlotte

Katz Broadcasting

WEZN
Bridgeport

King Broadcasting Co.

KREM-AM/FM
Spokane

Lone Star Broadcasting Co.

KHEY-AM/FM
El Paso

Mariner Communications, Inc.

WITS
Boston
KBEO
Kansas City

McCormick Communications, Inc.

WJYE
Buffalo

Meredith Broadcasting

WOW/KEZO
Omaha
KCMO/KCEZ
Kansas City

Metroplex Communications of Tampa Bay, Inc.

KEZK
St. Louis



Many Thanks.

Mid America Media

KKLR
Oklahoma City

Midwest Radio Co.

KOWB-AM / FM
Fargo
WEBC
Duluth

Midwest Television, Inc.

KFMB-AM / FM
San Diego

Mooney Broadcasting Corp.

WERC / WKXX
Birmingham
WMAK-AM / FM
Nashville
WMYU
Knoxville

Multimedia Broadcasting Co.

WEZW
Milwaukee

Nationwide Communications Inc.

WPOC
Baltimore
WGAR / WKSW
Cleveland
WNCI
Columbus
WSHH
Pittsburgh
WLEE
Richmond
WKZL
Greensboro

Obie Broadcasting Corp.

KAYO
Seattle

Outlet Broadcasting Co.

WDBO-AM / FM
Orlando
WIOO
Philadelphia
WSNE
Providence
WTOP
Washington, DC

Palmer Communications

WHO / KLYF
Des Moines

Park Broadcasting

KWJJ / KIB
Portland

KRSI / KJJO
Minneapolis

Phalen (Western Cities)

KNST / KRQQ
Tucson
KMJJ / KLUC
Las Vegas

Pioneer

KFOD
Anchorage

Price Broadcasting

KROW
Reno

Rollins, Inc.

KDAY
Los Angeles

Rounsaville

WJYW
Tampa

Sandusky Newspapers, Inc. Radio Division

KWFM
Tucson
KEGL-FM
Dallas

Sconnix Group Broadcasting, Inc.

WCMF
Rochester

Scripps-Howard Broadcasting Co.

KMEO-AM / FM
Phoenix
WBSB-FM
Baltimore
WMC-AM / FM
Memphis

SJR Communications, Inc.

KLVU
Dallas

Stauffer Communications, Inc.

KRNT / KRNO
Des Moines

Sudbrink Broadcasting of Florida

WNWS
Miami

Summit Communications, Inc.

WCOA / WJLO
Pensacola

WREC / WZXR
Memphis

Sunbelt Communications, LTD

KFYE
Fresno

Taft Broadcasting Co.

WKRC / WKRO
Cincinnati
WTVN / WLVO
Columbus
KOV / WDVE
Pittsburgh
WGR / WGRO
KBuffalo
WDAE / WYNF
Tampa
WDAF / KYYS
Kansas City

Tichenor Radio Group

KCOR / KOXT
San Antonio
KUNO
Corpus Christi
KGBT / KELT
McAllen / Brownsville

Viacom International, Inc.

KDIA
San Francisco
WMZO
Washington, DC
WDIA / WRVR
Memphis
KIKK-AM / FM
Houston
WLAK
Chicago
WKHK
New York

Westinghouse Broadcasting Co.

WBZ-AM
Boston
WIND
Chicago
KFWB
Los Angeles
WINS
New York
KYW
Philadelphia
KDKA / WPNT
Pittsburgh
KOAX
Dallas
KJOY
San Diego
KOSI
Denver

WROK, Inc.

WROK / WZOK
Rockford

Additional Stations with Five-Year Contracts

KDAL
Duluth
KDON-AM / FM
Seaside / Salinas / Monterey
KEBC
Oklahoma City
KEZR
San Jose
KEZW
Denver
KEZY-AM / FM
Anaheim / Santa Ana / Garden Grove
KFRE / KFRY
Fresno
KFOD
Anchorage
KGMS / KSFM
Sacramento
KIFM
San Diego
KIKF
Anaheim / Santa Ana / Garden Grove
KIOU
Corpus Christi
KIWW
McAllen / Brownsville
KLTE
Oklahoma City
KMBY
Salinas
KMPX
San Francisco
KNCN
Corpus Christi
KOKY / KLAZ
Little Rock
KOMO
Seattle
KPRC
Houston
KRDO-AM / FM
Colorado Springs
KRLA
Los Angeles
KTAR / KKLT
Phoenix
KTRS
Casper
KYNO-AM / FM
Fresno
KXEW
Tucson
KXLY-AM / FM
Spokane
WBEN-AM / FM
Buffalo
WCRT / WQEZ
Birmingham

WEAN
Providence

WEAZ
Philadelphia

WENN-AM / FM
Birmingham

WGEE / WIXX
Green Bay

WHJJ / WHJY
Providence

WHP-AM / FM
Harrisburg

WHUR
Washington, DC

WILS-AM / FM
Lansing

WTHI-AM / FM
Terre Haute

WOKI
Knoxville

WTMJ / WTKI
Milwaukee

WSLR / WKDD
Akron

WWDC-AM / FM
Washington, DC

WXPY
Columbia, SC

Groups with Multi-Year Contracts

Affiliated Broadcasting, Inc.

KRAK / KEWT
Sacramento
KMPS-AM / FM
Seattle
WHYN-AM / FM
Springfield
WOKV / WAIV
Jacksonville

Air Waves, Inc.

WLCS / WOXY
Baton Rouge

Allbritton Communications Inc.

KRKR / KFKF
Kansas City

All-Pro

WAWA / WLUM
Milwaukee

Amaturo Group, Inc.

KMJM
St. Louis
KMJO
Houston
WFTL / WWJF
Ft. Lauderdale

Associated Communications Corp.

WWOL / WACJ
Buffalo

WPXN / WPXY
Rochester

WSTV / WRKY
Steubenville

WRCP / WSNi
Philadelphia

Bahakel Broadcasting

KXEL / KCNB
Waterloo
WDOD-AM / FM
Chattanooga

Bamco Group

WLVA
Lynchburg

Baton Rouge Broadcasting Co., Inc.

WJBO / WFMF
Baton Rouge
KRGV
McAllen

Beck-Ross Communications, Inc.

WKTZ-AM / FM
Jacksonville
WHCN
Hartford
WKMF / WGMZ
Flint
WBLI
Nassau / Suffolk

Behan Broadcasting Co.

KCEE
Tucson
KCEY / KMIX
Modesto

Bell Communications

WDOO
Daytona Beach

Bloomington Broadcasters

WJBC / WBNO
Bloomington
WJCW / WQUT
Johnson City

Bluegrass Broadcasting, Co., Inc.

WHOO-AM / FM
Orlando
WVOC
Columbus, GA
WWSA / WCHY
Savannah
WVLK-AM / FM
Lexington

Brennan Properties, Inc.

WBAM-AM / FM
Montgomery
WRKK
Birmingham

Many Thanks.

Broadcast Associates of Nevada, New Mexico & Texas

KKJY
Albuquerque
KSET-AM/FM
El Paso

Broadcast Enterprises National, Inc.

WPDQ/WFYV
Jacksonville
WCIN/WOKV
Cincinnati
WTLC
Indianapolis

Broadcast Management

WNDB/WWLV
Daytona Beach
WRKR
Milwaukee

Brown

KCNN/KGB
San Diego
KXOA-AM/FM
Sacramento

Buckley Broadcasting Corp. of Conn.

WDRG-AM/FM
Hartford
WSEN-AM/FM
Syracuse

Buck Owens Broadcasting, Inc.

KNIX-AM/FM
Phoenix

Burroughs Broadcasting Co.

KRZY/KRST
Albuquerque

Capitol Broadcasting Co., Inc.

KMAC/KISS
San Antonio
Capitol
Broadcasting
Corp.

WKSJ-AM/FM
Mobile

WRKA
Louisville

WCAW/WVAF
Charleston, WV

Capital Cities Communications, Inc.

WROW-AM/FM
Albany

WPRO-AM/FM
Providence

WPAT-AM/FM
New York

WJR-AM/FM
Detroit

KZLA-AM/FM
Los Angeles

WKBW
Buffalo

WBAP/KSCS
Dallas/
Ft. Worth

WKHX
Atlanta

Clear Channel Communications

WOAI/KAJA
San Antonio
KMOD-AM/FM
Tulsa

CLA Communications, Inc.

KJOI
Los Angeles
KKUA/KQMO
Honolulu

Circe Communications, Inc.

WEBN
Cincinnati
WQMF
Louisville

Colonial Broadcasting Co., Inc.

WLWI
Montgomery
WOWW
Pensacola

Columbia Pictures Industries Communications

KCPX-AM/FM
Salt Lake City

WWVA/WCPI
Wheeling

Command Broadcast Group

WINR
Binghamton, NY

Communications Properties, Inc.

WNFL
Green Bay

Community Eugene Broadcasting Corp.

KGA/KDRK
Spokane

Continental Broadcasting

WGN
Chicago
WICC
Bridgeport

Cosmos Broadcasting Corp.

WIS
Columbia, SC
WSRZ
Sarasota

Davis & Weaver Broadcasting

KARM/KFIC
Fresno

Deer River Broadcasting Group

WRUN/WKGW
Utica

Donrey Media Group

KOCM
Anaheim

Doubleday Broadcasting Co., Inc.

WAVA
Washington, DC

Eastern Broadcasting Corp.

WRKZ
Harrisburg

Eastman Radio, Inc.

WYNZ-AM/FM
Portland, ME

WIBX/WIBO
Utica

WAPE
Jacksonville

Elyria-Lorain Broadcasting Co.

WMEL
Melbourne

WELE
Daytona Beach

Entercom

KBRG
San Francisco

WAYL-AM/FM
Minneapolis

WEEP/WDSY
Pittsburgh

KTAC/KBRD
Seattle

EZ Communications, Inc.

WEZB
New Orleans

WEZC
Charlotte, NC

WBZZ Pittsburgh

WEZR
Washington, DC
WEZS
Richmond

Fairfield Broadcasting Co.

WEZV
Ft. Wayne

Fetzer Broadcasting Co.

WKZO
Kalamazoo

Firstcom Corp.

KSSN
Little Rock

First Media

WUSN
Chicago

Forward Communications Corp.

WKOE/WBGM
Tallahassee

WKAU-AM/FM
Appleton

KWLO/KFMW
Waterloo

Fuller-Jeffrey Group

KCCY
Pueblo

WBLM
Portland, ME

Gaylord Broadcasting Co.

KYTE/KLLB
Portland, OR

WKY
Oklahoma City

GCC Communications, Inc.

WHUE-AM/FM
Boston

WIFI
Philadelphia

General Broadcasting of Florida

WHLY
Orlando

General Electric Broadcasting Co., Inc.

WSIX-AM/FM
Nashville

George C. Hatch Group

KGEM/KJOT
Boise

KGHL/KIDX
Billings

KALL-AM/FM
Salt Lake City

The Gilcom Stations

WFBG-AM/FM
Altoona
WEIR
Steubenville

Golden Pacific Group

KCVR/KWIN
Lodi/
Stockton

Golden Triangle Broadcasting

WJET
Erie

WHOT/WSRD
Youngstown

Greater Media, Inc.

WGSM/WCTO
Nassau/
Suffolk

Great Trails Broadcasting Corp.

WCII/WKJJ
Louisville

WCOL/WXGT
Columbus, OH

WMKE/WBCS
Milwaukee

Group One Broadcasting Co.

KLZ/KAZY
Denver

WAKR/WAEZ
Akron

WONE/WTUE
Dayton

KBOX/KMEZ
Dallas

Gulf Broadcasting Group

WVOJ
Jacksonville

WNDE/WFBO
Indianapolis

KTXO
Dallas

KRLY
Houston

Guy Cannett Broadcasting Services

WCAN-AM/FM
Portland, ME

KOFM
Oklahoma City



Hall Communications, Inc.

WLPA/WNCE
Lancaster

Harris Enterprises, Inc.

KTOP/KDVV
Topeka

KSEL
Lubbock

Harte-Hanks Radio, Inc.

WSGN
Birmingham

KOY/KOYT
Phoenix

WNSI/WRBO
Tampa

WRVA/WRVO
Richmond

WEZI
Memphis

KULF/KYND
Houston

Heftel Broadcasting Corp.

KSSK/KULA
Honolulu

WIKS
Indianapolis

WYYS
Cincinnati

WXKS-AM/FM
Boston

Henson Broadcasting

KISO/KLOZ
El Paso

WAVG/WLRS
Louisville

Hicks Communications, Inc.

KLVI/KYKR
Beaumont

Housatonic Valley Broadcasting Co., Inc.

WRKI
Bridgeport

WKPT
Johnson City

Hubbard Broadcasting, Inc.

WGTO
Lakeland

Hudson Broadcasting Corp.

KORS-AM/FM
Minneapolis

WCMB/WFSM
Harrisburg

Many Thanks.

WWOM-AM/FM
Madison

Inner City Broadcasting Corp.

WLBS
Detroit
WLIB/WBLS
New York

Jefferson-Pilot Broadcasting Co.

WGBS/WLYF
Miami
WOXI-AM/FM
Atlanta
WBIG
Greensboro
WWIL/WHSL
Wilmington, NC

Jim Gibbons Radio

WFIR/WPVR
Roanoke

John Walton Stations

KIDD/KLRB
Salinas
KDJW/KBUY
Amarillo

Josephson International, Inc.

WNIC-AM/FM
Detroit
WNOR-AM/FM
Norfolk

Katz Broadcasting

WZZK
Birmingham

Kaye-Smith Radio

KISW
Seattle
KXL-AM/FM
Portland, OR
KJRB/KEZE
Spokane

Kilibro Broadcasting Corp.

KFIV-AM/FM
Modesto
KTOM/KWYT
Salinas

King Broadcasting Co.

KYA/KLHT
San Francisco

Knight Quality Group Stations

WSRS
Worcester

WGIR-AM/FM
Manchester

KWTX Broadcasting Co.

KWTX-AM/FM
Waco

Liggett Broadcast Group

WHNN
Saginaw
WLOL
Minneapolis
WZZR
Grand Rapids

Lin Broadcasting Corp.

WIL-AM/FM
St. Louis
WBBF/WMJQ
Rochester
KILT-AM/FM
Houston
WEMP/WMYX
Milwaukee

Lone Star Broadcasting Co.

KPUR
Amarillo
KITE
Corpus Christi

Long Island Radio Co.

WBAB
Nassau/
Suffolk

Lubbock Broadcasting Co., Inc.

KEND/KLLL
Lubbock

Lotus Communications Corp.

KTKT/KLPX
Tucson
KENO/KOMP
Las Vegas
KONE/KOZZ
Reno
KVAR
San Antonio

M3X Corp.

KBOY-AM/FM
Medford

Malrite Communications, Inc.

KEEY-AM/FM
Minneapolis
WNYR/WEZO
Rochester
WHK/WMMS
Cleveland
WZUU-AM/FM
Milwaukee

KNEW/KSAN
San Francisco

Mann Media

WKIX/WYYD
Raleigh
WOKX/WGLD
Greensboro

Mariner Communications, Inc.

WLW/WSKS
Cincinnati

Matthias Enterprises

KOOK-AM/FM
Billings
KYJC
Medford

McClatchy Broadcasting Co.

KMJ/KNAX
Fresno
KBEE-AM/FM
Modesto
KOH/KNEV
Reno
KFBK/KAER
Sacramento

Metromedia

WCBM
Baltimore
WMET
Chicago
KRLD
Dallas
WOMC
Detroit
KHOW/KPKE
Denver
KLAC/KMET
Los Angeles
WNEW-AM/FM
New York
WIP/WMMR
Philadelphia
WASH
Washington, DC
WWBA
Tampa

Metroplex Communications of Tampa Bay, Inc.

WCKX
Tampa
WHTT/WHYI
Miami/
Ft. Lauderdale

Mid America Media

WIRE/WXTZ
Indianapolis
KBEZ
Tulsa

Mid Continent Broadcasting

KELO
Sioux Falls

Mido Communications

WKRZ-AM/FM
N.E. Pennsylvania

Mission Broadcasting Co.

KONO/KITY
San Antonio

Mutual Broadcasting System

WHN
New York
WCFL
Chicago

NBC

WNBC/WYNY
New York
WRC/WKYS
Washington, DC
WMAQ/WKQX
Chicago
KNBR/KYUU
San Francisco

Newhouse Broadcasting Co.

WSYR-AM/FM
Syracuse
WAPI-AM/FM
Birmingham
WTPA
Harrisburg

Nininger

WFHG
Johnson City

NOE Enterprises

WNOE-AM/FM
New Orleans

Obie Broadcasting Corp.

KUGN-AM/FM
Eugene
KAYO
Seattle

Ocean Coast Properties

WPOR-AM/FM
Portland, ME
WFEA
Manchester

Outlet Broadcasting Co.

KIQO
Los Angeles

Pacific Northwest Broadcasting Corp.

KPNW-AM/FM
Eugene
KCMX/KKIC
Medford
KBOI-AM/FM
Boise
KKIC
Boise

Palmer Communications

WOC/KIHK
Davenport

Park Broadcasting

KEZX
Seattle
WNCT-AM/FM
Greenville
WNAX
Sioux Falls
WDEF-AM/FM
Chattanooga
WTVR-AM/FM
Richmond
WZZK
Birmingham

Patten Communications

WNJY
W. Palm Beach
WJXQ
Lansing

Phalen (Western Cities)

KZAP
Sacramento
KZZP-AM/FM
Phoenix

Plough Broadcasting Co., Inc.

WPLO/WVEE
Atlanta
WCAO/WXYV
Baltimore
WJJD/WJEZ
Chicago
WSUN/WQXM
Tampa
WMLX/WUBE
Cincinnati

Price Broadcasting

KKRD
Wichita

Radio Colorado Springs, Inc.

KSSS
Colorado Springs
KICT
Wichita
KBMJ
Billings
KRKE/KWXL
Albuquerque
KYNR
Pueblo

Radio Corpus Christi, Inc.

KEYS/KZFM
Corpus Christi
WDJX
Dayton
WKSJ
Ft. Wayne

Reams Broadcasting

WCWA/WIOT
Toledo
WWMN/WWCK
Flint

Regional Broadcasters Group

WAMT/WAJX
Melbourne
WOXT/WGRD
Grand Rapids
WPIC/WYFM
Youngstown

RKO

WOR/WRKS
New York
WGMS-AM/FM
Washington, DC
WRKO/WROR
Boston
KHJ/KRTH
Los Angeles
KFRC
San Francisco
WHBO
Memphis
WFYF
Chicago
WAXY
Ft. Lauderdale

Robert Ingstad Broadcasting

WTNT/WLVW
Tallahassee

Rollins, Inc.

WAMS
Wilmington, DE
WRAP
Norfolk
WCHS/WBES
Charleston, WV

Rounsaville of Cincinnati, Inc.

WLOF/WBJW
Orlando
WSNY/WAIV
Jacksonville

Rust Communications Group, Inc.

WPTR/WFLY
Albany
WHAM/WHFM
Rochester
WAEB/WXKW
Allentown
WNOW/WQXA
York
WRNL/WRXL
Richmond

Sandusky Newspapers, Inc. Radio Division

KDJQ/KDKB
Phoenix
KBPI/KNUS
Denver

Many Thanks.

KJZZ/KZAM
Seattle

Sarkes Tarzian, Inc.

WATI
Indianapolis

Scripps-Howard Broadcasting Co.

KUPL-AM/FM
Portland, OR

Shamrock Broadcasting Co., Inc.

KUDL
Kansas City

KMGC
Dallas

WWWW
Detroit

Shamrock Communications, Inc.

WDIZ
Orlando

WEJL/WEZX
N.E. Pennsylvania

WOFM
Milwaukee

Sigmore

KRYS
Corpus Christi

KBUC-AM/FM
San Antonio

South Central Broadcasting Corp.

WZEZ
Nashville

WROZ/WIKY
Evansville

Southern Minn. Broadcasting

KXRB/KIOV
Sioux Falls

KKAM/KFMX
Lubbock

Southwestern Broadcasters, Inc.

KOGO/KPRI
San Diego

KCCW/KZZY
San Antonio

Stereo Broadcasters, Inc.

WLIR
Nassau/
Suffolk

Stauffer Communications, Inc.

KARZ
Phoenix

KGBX
Springfield, MO

Sterling Recreation Organization, Co.

KXRX/KSJO
San Jose

KALE/KIOK
Richland

KZOK-AM/FM
Seattle

Storz Broadcasting Co.

WHB
Kansas City

WOAM
Miami

WDGY
Minneapolis

WTIX
New Orleans

KOMA
Oklahoma City

KXOK
St. Louis

Stuart Broadcasting Co.

KWTO-AM/FM
Springfield, MO

KFOR/KFRX
Lincoln

Sudbrink Broadcasting of Florida

WORL/WJYO
Orlando

KPOI/KDUK
Honolulu

WLAC/WJYN
Nashville

Summit Communications, Inc.

KOCY/KXXY
Oklahoma City

Suncoast Stereo Corp.

WOYK
Tampa

Surrey Broadcasting Co.

KAIR/KJYK
Tucson

Sunbelt Communications, LTD

KQEO/KZZX
Albuquerque

KVOR/KSPZ
Colorado Springs

KLNK
Oklahoma City

Sunshine Wireless Co.

WLOY/WKOS
Miami/
Ft. Lauderdale

Susquehanna Broadcasting Co.

WHLO
Akron

WLTA
Atlanta

WRRM
Cincinnati

KLIF/KPLX
Dallas

WFMS
Indianapolis

WOBA-AM/FM
Miami

WARM
N.E. Pennsylvania

WKIS
Orlando

WJOR
Toledo

WSBA-AM/FM
York

Texas Coast Broadcasters, Inc.

KAYC/KAYD
Beaumont

KNUZ
Houston

The Great Ouluth Broadcasting Co., Inc.

KODS
Duluth

Tri-Cities Broadcasting Co., Inc.

WBOP/WTKX
Pensacola

WOKJ/WJMI
Jackson

United Broadcasting Co., Inc.

KSOL
San Francisco

Unity Broadcasting Network

WDAS-AM/FM
Philadelphia

KATZ/WZEN
St. Louis

Village Communications, Inc.

WKOO
Lexington

Western Sun Inc.

KLAK/KPPL
Denver

KYXI/KGON
Portland, OR

WIBA-AM/FM

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Western Sun Communications

KIOY
Hanford/
Fresno

Westinghouse Broadcasting Co.

KODA
Houston

Wichita Great Empire Broadcasting Inc.

KFDI-AM/FM
Wichita

KTTS-AM/FM
Springfield, MO

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Omaha

Wikes / Abaris Communications

KOIZ
Amarillo

KRTS/KIIQ
Colorado Springs

WOOD Communications

WOOD-AM/FM
Grand Rapids

WSPD
Toledo

WROK, Inc.

WGBF/WHKC
Evansville

WSOK, Inc.

WSOK
Savannah

Additional Stations with Multi-Year Contracts

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Windsor/
Detroit

WCMO
Miami/
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Hollywood

WFLA
Tampa/
St. Petersburg

WCLU
Johnstown

WWSW
Pittsburgh

KABQ
Albuquerque

KAIR/KJYK
Tucson

KAKZ
Wichita

KAMX/KFMG
Albuquerque

KARN/KKYK

Little Rock

KBBO/KRSE
Yakima

KBFM
McAllen

KBRQ/KADX
Denver

KBZT
San Diego

KCDR/KQCR
Cedar Rapids

KKCC
Riverside/
San Bernardino/
Ontario

KCTA/KOUL
Corpus Christi

KDAB
Salt Lake City

KDEA
Lafayette, LA

KDZA/KZLO
Pueblo

KENI
Anchorage

KEYH
Houston

KFAB/KGOR
Omaha/
Council Bluffs

KFAT
San Jose

KFH/KBRA
Wichita

KFYO
Lubbock

KFXM/KZUO
Riverside/
San Bernardino/
Ontario

KGAM/KGFM
Bakersfield

KHFI
Austin

KHQ-AM/FM
Spokane

KHYT
Tucson

KIDN
Pueblo

KIDO/KIDO
Boise

KIKI/KMAI
Honolulu

KILO
Colorado Springs

KIXZ
Amarillo



KJJS-AM/FM

Phoenix

KJLA
Kansas City

KJLH
Los Angeles

KJOY/KJAX
Stockton

KKCS-AM/FM
Colorado Springs

KKDA-AM/FM
Dallas/
Ft. Worth

KKDJ
Fresno

KKIC
Boise

KKNU
Fresno

KLAT
Houston

KLBJ-AM/FM
Austin

KLDY/KSAS
Kansas City

KLRA
Little Rock

KLUB/KISN
Salt Lake City

KLZR
Topeka

KMAK/KBOS
Fresno

KMEN/KGGI
Riverside/
San Bernardino/
Ontario

KMJX
Little Rock

KNFO
Waco

KNOK-AM/FM
Dallas/
Ft. Worth

KOKE-AM/FM
Austin

KOMO
Seattle

KONA-AM/FM
Tri Cities

KOOL
Phoenix

KORD
Richland

KOYN
Billings

KPAM/KCNR
Portland, OR

KOAM/KEYN
Wichita

KRAV-AM/FM
Tulsa

KRFG
Springfield, MO

KRNA
Cedar Rapids

Many Thanks.

KRZY / KRST
Albuquerque

KSFI
Salt Lake City

KSON-AM / FM
San Diego

KSMB / KXRW
Lafayette

KSPO
Spokane

KTEZ
Lubbock

KTMT
Medford

KTNT / KNBQ
Seattle/
Tacoma

KTRH / KLOL
Houston

KTWO
Casper

KTXR
Springfield, MO

KUKO / KUPD
Phoenix

KUTI / KUEZ
Yakima

KVOL
Lafayette, LA

KWBZ
Denver

KWMS
Salt Lake City

KXA / KYXX
Seattle/
Tacoma

KYST
Houston

KYXY
San Diego

KZAN
Salt Lake City

KZIP / KYTX
Amarillo

KORD / KZZK
Richland

WAFB
Baton Rouge

WALK
Nassau/
Suffolk

WAMO
Pittsburgh

WAMV
Lynchburg

WANM / WGLF
Tallahassee

WANS
Greenville

WAQX
Syracuse

WAVZ
New Haven/
West Haven

WAYS
Charlotte/
Gustonia

WAZZ
Greenville/
New Bern

WBBC / WWWM
Cleveland

WBBO
Augusta, GA

WBHP
Huntsville

WBNS
Columbus, OH

WBOW / WBOQ
Terre Haute

WCCC
Hartford

WCCO-AM / FM
Minneapolis/
St. Paul

WCHB / WJZZ
Detroit

WCKS
Melbourne/
Titusville/
Cocoa

WCMS-AM / FM
Norfolk/
Portsmouth/
Newport News

WCOS
Columbia

WCSC
Charleston

WDAK / WEIZ
Columbus, GA

WDEL / WSTW
Wilmington

WDNC / WDCC
Raleigh

WDSB
Wilmington, DE

WOSM / KZIO
Duluth/
Superior

WDUZ-AM / FM
Green Bay

WEAL / WQMG
Greensboro/
High Point/
Winston Salem

WEEU
Reading

WEEX / WOOO
Allentown/
Bethlehem/
Easton

WENE / WMRV
Binghamton

WERE / WCCL
Cleveland

WERU / WMAD
Madison

WESC
Greenville/
Spartanburg

WEST / WLEV
Allentown/
Bethlehem/
Easton

WEZG-AM / FM
Syracuse

WFDF
Flint

WFBR / WBKZ
Baltimore

WFLB
Fayetteville

WFMJ
Youngstown/
Warren

WFMR
Milwaukee

WFMZ
Allentown

WFNC
Fayetteville

WFTC
Greenville/
New Bern

WGER
Saginaw

WGH-AM / FM
Norfolk/
Portsmouth/
Newport News

WHAS / WAMZ
Louisville

WHLI
Nassau/
Suffolk

WHUM
Reading

WIGY
Portland

WIIN / WFPG
Atlantic City

WITN-AM / FM
Greenville/
New Bern

WJAC-AM / FM
Johnstown

WJDX / WMSI
Jackson, MI

WJMW / WZYP
Huntsville

WJPC
Chicago

WKAT
Miami/
Ft. Lauderdale/
Hollywood

WKBN-AM / FM
Youngstown

WKBR
Manchester/
Nashua

WKLC-AM / FM
Charleston

WKKQ-AM / FM
Duluth/
Superior

WKMI
Kalamazoo

WKOP / WAAL
Binghamton

WKRG-AM / FM
Mobile

WKTK
Baltimore

WLAP
Lexington

WLCF
Wilmington, NC

WLOK
Memphis

WLOS
Asheville

WMAS
Springfield

WMBM
Miami

WMGX
Portland

WMHE
Toledo

WMID / WGRF
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WNDR / WNTO
Syracuse

WNOK
Columbia, SC

WOHO / WXEZ
Toledo

WOLF
Syracuse

WOMP
Wheeling

WOND / WMGM
Atlantic City

WPCE / WOWI
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WPFX / WWDE
Norfolk/
Portsmouth/
Newport News

WPFR
Terre Haute

WPNX
Columbus, GA

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WOIK
Jacksonville

WRCO
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WRHC
Miami/
Ft. Lauderdale/
Hollywood

WRNG
Atlanta

WROV
Roanoke

WRWC
Rockford

WSAM / WKCC
Saginaw

WSFL
Greenville/
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WSGA
Savannah

WSLI / WXLY
Jackson

WSPA
Greenville/
Spartanburg

WSRF / WSHF
Miami/
Ft. Lauderdale/
Hollywood

WSTV
Steubenville

WTAR / WLTY
Norfolk/
Portsmouth/
Newport News

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Augusta, GA

WTIC-AM / FM
Hartford/
New Britain

WTLB / WRCK
Utica/
Rome

WTRY
Albany

WTWN / WLIV
Grand Rapids

WUTO / WOUR
Utica/
Rome

WVAM / WPRR
Altoona

WVIC-AM / FM
Lansing

WVNJ-AM / FM
New York

WVOL
Nashville

WVOR
Rochester, NY

WWCM / WBDJ
Terre Haute

WWCT
Peoria

WWEE / WLVS
Memphis

WWL
New Orleans

WWLF
Tampa

WWOM
Albany/
Schenectady/
Troy

WWTC
Minneapolis

WWYZ
Hartford/
New Britain

WXLK
Roanoke

WXOK
Baton Rouge

WXRT
Chicago

WYBR
Rockford

WYDE
Birmingham

WYLD
New Orleans

WYNK
Baton Rouge

WZAK
Cleveland

WZID
Manchester

WZZC
Davenport/
Rock Island/
Moline

WZZO
Allentown/
Bethlehem/
Easton

XTRA
Tijuana/
San Diego

Many thanks to all
Arbitron clients for
their continued
support.



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June 1-3—Seminar on "Telecommunications Trends and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunfee's Hyannis hotel and conference center, Hyannis, Mass.

June 3—*Advertising Research Foundation* conference on "Key Issues Workshop on the New Media and Research Technology," Marriott's Essex House, New York.

June 3-4—*Northeast Cable Television* eighth technical seminar and exhibition, Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

June 4-6—*NBC* consumer press tour, Century Plaza hotel, Los Angeles.

June 5—*Radio-Television News Directors Association* region seven meeting, Medill School of Journalism, Northwestern University, Evanston, Ill.

June 6-9—National Indian Media Conference sponsored by *Native American Public Broadcasting Consortium* and *American Film Institute*. Old Town Sheraton hotel, Albuquerque, N.M.

■ **June 7**—Third annual seminar of *Pacific Telecommunications Council*, organization headquartered in Honolulu dedicated to development, understanding and beneficial use of telecommunications in Pacific, Manila.

June 7-8—*Southern California Cable Club* and *Advertising Club of Los Angeles* seminar, "Advertising and Cable: The Affair Heats Up." Speaker: Kay Koplovitz, president, USA Network; Bob Alter, president, Cabletelevision Advertising Bureau, and Mike Roarty, vice president, Anheuser Busch, Beverly Hilton hotel, Los Angeles.

June 7-9—Great Lakes Conference and Exposition, sponsored by *Illinois-Indiana Cable Television Association*. Indiana Convention Center, Indianapolis.

June 7-11—*CBS* consumer press tour, Arizona Biltmore, Phoenix.

June 7-July 9—*Rochester Institute of Technology's* School of Photographic Arts and Sciences motion picture workshop, RIT, Rochester, N.Y.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar, St. Francis hotel, San Francisco.

■ **June 9**—*International Radio and Television Society* annual meeting honoring *NBC News* commentator John Chancellor as Broadcaster of the Year, Waldorf-Astoria, New York.

June 10-12—*Montana Cable Television Association* annual meeting, Sheraton hotel, Great Falls, Mont.

June 10-13—*Missouri Broadcasters Association* spring meeting, Holiday Inn, Lake of the Ozarks, Mo.

■ **June 10-13**—*Mississippi Broadcasters Association* annual convention, Royal d'Iberville, Biloxi, Miss.

June 10-13—*American Film Institute's* National Video Festival, sponsored by *Sony Corp.* Kennedy Center, Washington.

June 11—"The Lawyer and the New Video Marketplace," sponsored by *Forum Committee on Communications Law* and *Forum Committee on Entertainment and Sports Industries* of American Bar Association. Speakers include: Richard Wiley, Kirkland & Ellis, Washington; William Litley, CBS, New York; Irving Goldstein, Satellite Television Corp., Washington; William Baxter, Department of Justice, Washington; Henry Geller, Duke University; Larry Harris, FCC's Broadcast Bureau; Jack Valenti, Motion Picture Association of America, and Tom Wheeler, National Cable Television Association, Waldorf-Astoria, New York.

June 11-13—*Chesapeake AP Broadcasters Association* annual meeting and awards banquet, Henlopen hotel, Rehoboth Beach, Del.

June 11-18—*Radio-Television News Directors Association of Canada* annual meeting, Mount Royal hotel, Montreal.

June 12—*UCLA Extension* program, "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jimarro, president, Walt Disney Telecommunications, Beverly Hilton hotel, Los Angeles. Information: (213) 825-7031.

June 12—*Cable TV Industry* press tour, Century Plaza hotel, Los Angeles.

■ **June 12**—Presentation of fifth annual Rocky

Mountain Emmy Awards, sponsored by *Arizona chapter of National Academy of Television Arts and Sciences*. Arizona Biltmore, Phoenix.

■ **June 12-14**—*South Dakota Broadcasters Association* 34th annual convention, Ramada Inn, Sioux Falls, S.D.

June 12-16—*American Advertising Federation* annual conference, Omni International, Atlanta.

June 13—*TV Critics Association Day* (part of Consumer Press Tour), Century Plaza hotel, Los Angeles.

June 13-14—*Radio-Television News Directors Association* board meeting, Mount Royal hotel, Montreal.

June 13-15—*MDS Association* annual convention, Washington Hilton, Washington. Information: Chris Selin, MDS Association, 145 Huguenot Street, New Rochelle, N.Y., 10801, (914) 576-6622.

June 13-16—*Kansas Association of Broadcasters* 32d annual meeting, Holidome, Hutchinson, Kan.

June 13-17—International Conference on Communications, "The Digital Revolution," sponsored by Institute of Electrical and Electronics Engineers and Communications Society Conference Board, Franklin Plaza hotel, Philadelphia.

June 14—*PBS* consumer press tour, Century Plaza hotel, Los Angeles.

June 14-17—*ABC* consumer press tour, Century Plaza hotel, Los Angeles.

■ **June 15**—*Southern California Cable Club* annual dinner, Century Plaza hotel.

June 15-17—*Armed Forces Communications and Electronics Association* 36th International Convention and Exposition, Sheraton Washington hotel, Washington.

June 16-18—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting, Biltmore hotel, Los Angeles.

June 16-18—*Oregon Association of Broadcasters* spring conference, Red Lion at Bowmans, Welches, Ore.

June 16-19—*Maryland-District of Columbia-Delaware Broadcasters Association* convention, Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-July 15—*New York University's* Interactive Telecommunications Program, "Summer Institute on Cable Television and Advanced Services," NYU, New York.

June 20-23—*National Association of Broadcasters' Children's Television Conference*, Capitol Hill Hyatt Regency, Washington.

June 21-24—*Corporation for Public Broadcasting's* station development workshops, Westin hotel, Cincinnati.

June 22-25—*National Broadcast Editorial Association* national convention, International hotel, Washington.

June 23-26—*Florida Association of Broadcasters* annual convention, Innisbrook Resort, near Tarpon Springs, Fla.

June 24-27—*Public Broadcasting Service* annual meeting, Crystal City Hyatt, Arlington, Va.

June 24-27—*American Film Institute's* National Video Festival, sponsored by *Sony Corp.* AFI campus, Los Angeles.

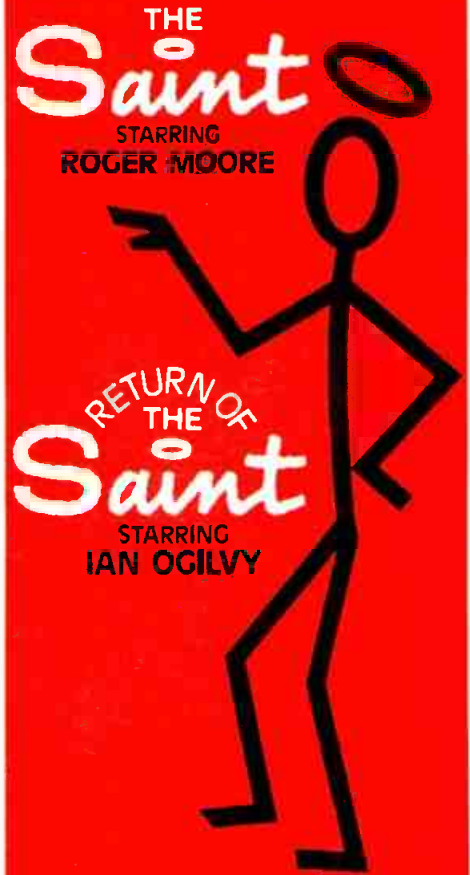
July

July 5-7—"Televent U.S.A." conference, sponsored by Televent, nonprofit organization, and organized by Washington communications law firm, Pepper, Hamilton & Scheetz. Participants include Senator Ernest Hollings (D-S.C.), Representative James Brovhl

Errata

Charles Schwab & Co., discount stock broker whose advertising is handled by Lawrence Butner Advertising, New York, has revenues of \$50,000,000, not \$50,000, as reported in "Ad Vantage," April 26, page 8.

TV'S ALL-TIME FAVORITE ADVENTURE SERIES



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BOSTON

WCVB-TV, 4-5PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49, Men 18-34, and Teens. 40% Rating Increase over February 1981.

BRISTOL-KINGS-PORT- JOHNSON CITY

WJHL-TV, 5-6PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-49, Total Men, and Teens. 89% Rating Improve-

ment over lead-in. 31% Rating Increase over February 1981.

BURLINGTON-PLATTSBURGH

WCAX-TV, 5-6PM, M-F

NUMBER ONE in: Rating, Women 18-34, Women 18-49, Men 18-34, and Children. 50% Rating Improvement over lead-in. 20% Rating Increase over February 1981.

CHARLESTON-HUNTINGTON

WOWK-TV, 10-11AM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-49, and Total Men. 28% Rating Improvement over lead-in. 350% Rating Increase over February 1981.

CHARLOTTE

WBTV, 5-6PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, and Men 18-49. 27% Rating Improvement over lead-in.

CHATTANOOGA

WDEF-TV, 4:30-5:30PM, M-F

NUMBER ONE in: Rating,* Total Women, and Total Men. 71% Rating Improvement over lead-in.

CINCINNATI

WLWT, 5-6PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, and Teens. 33% Rating Improvement over lead-in. 20% Rating Increase over February 1981.

**13
EMMY
AWARDS**

COLORADO SPRINGS- PUEBLO

KRDO-TV, 9-10AM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49,* Teens, and Children. 11% Rating Increase over February 1981.



COLUMBIA-JEFFERSON CITY

KRCG-TV, 4-5PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, and Men 18-49. 25% Rating Improvement over lead-in. 11% Rating Increase over February 1981.

COLUMBUS, GA.

WTVM, 4:30-5:30PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49, Total Men, and Men 18-49.*

EUREKA

KVIQ, 4-5PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men,* Men 18-34, Men 18-49,* and Children.

FRESNO

KMPH-TV, 10-11AM, M-F

NUMBER ONE in: Women 18-34, Women 18-49, Men 18-34,* and Children.* Number One Independent in time period. 100% Rating Increase over February 1981.



NEW YORK

WNEW-TV, 10-11AM, M-F

NUMBER ONE in: Women 18-49. Number One Independent in time period.

OKLAHOMA CITY

KWTV, 3-4PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49,* and Total Men.* 25% Rating Improvement over lead-in. 67% Rating Increase over February 1981.



ROANOKE-LYNCHBURG

WSLS-TV, 5-6PM, M-F

NUMBER ONE in: Rating,* Total Women, and Women 18-49. 50% Rating Improvement over lead-in. 20% Rating Increase over February 1981.

SPRINGFIELD-HOLYOKE

WGGB-TV, 4-5PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, and Women 18-49.

SPRINGFIELD, MO.

KYTV, 3:30-4:30PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-49, and Teens. 25% Rating Increase over February 1981.

TALLAHASSEE-THOMASVILLE

WCTV, 5-6PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, Teens, and Children. 114% Rating Improvement over lead-in.

TAMPA-ST. PETERSBURG

WTOG-TV, 10-11AM, M-F

NUMBER ONE in: Women 18-34. Number One Independent in time period.

WILKES BARRE-SCRANTON

WBRE-TV, 4-5PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49, Teens, and Children. 57% Rating Improvement over lead-in. 22% Rating Increase over Feb. 81.

*Tie. Source: NSI February 1982 and 1981 Reports, Cassandra.

★ 221 HOURS ★

The Waltons



Warner Bros. Television Distribution
A Warner Communications Company

(R-N.C.), Representative Edward Markey (D-Mass.), FCC Commissioner Anne Jones; Bernard Wunder, head of National Telecommunications and Information Administration; Vincent Wasilewski, National Association of Broadcasters; Thomas Wheeler, National Cable Television Association. Maison des Congres, Montreux, Switzerland.

July 8-10—National Federation of Local Cable Programmers fifth annual convention. Radisson hotel, St. Paul.

July 9—Society of Cable Television Engineers "Introduction to Digital Electronics" workshop. Hyatt Regency hotel, Baltimore Inner Harbor, Baltimore.

July 9-13—Television Programming Conference, "New Rules and Regulations for Programming." Radisson hotel, Charlotte, N.C. Information: Clem Candelaria, KTVT(TV), P.O. Box 2495, Fort Worth, 76113.

July 11-14—New York State Broadcasters Association 21st executive conference. Grossinger's Conference Center, Grossinger, N.Y.

July 12-Aug. 13—Rochester Institute of Technology's School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

■ **July 13**—Southern California Cable Club luncheon meeting. Century Plaza hotel.

July 14-16—Arbitron Television Advisory Council meeting. Silverado, Napa, Calif.

July 14-17—Colorado Broadcasters Association summer convention. Manor Vail, Vail, Colo.

July 14-17—Florida Cable Television Association annual convention. Dutch Inn, Lake Buena Vista, Fla.

July 19-21—Cable Television Administration and Marketing Society annual meeting. Hyatt Regency, Chicago.

July 18-22—World Future Society's Fourth General Assembly, "Communications and the Future." Sheraton Washington hotel, Washington.

July 19-24—National Federation of Community Broadcasters annual conference. MacAlister College

campus, St. Paul.

July 18-22—World Future Society's fourth general assembly. Theme: "Communications and the Future." Presentation Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

July 20-22—WOSU-AM-FM-TV Columbus, Ohio, Broadcast Engineering Conference. Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio.

August

Aug. 18-21—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord, Mich.

Aug. 19-22—West Virginia Broadcasters Association annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20—Kansas Association of Broadcasters seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

■ **Aug. 29-Sept. 1**—National Association of Broadcasters' Radio Programming Conference. Hyatt Regency, New Orleans.

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by Unda-USA for television and radio programs that creatively treat issues concerning human values. Information: Charles

Schisla, (317) 635-3586.

Sept. 9-11—Southern Cable Television Association's Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

Sept. 12-15—National Radio Broadcasters Association annual convention. Reno.

Sept. 13-17—London MultiMedia Market. Tower hotel, London.

Sept. 15—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by Southern Baptist Radio and Television Commission. Information: SBRTC, 6350 West Freeway, Fort Worth, Tex., 76150.

Sept. 15-17—Advertising Research Foundation eighth annual mid-year conference and research fair. Chicago Hyatt Regency, Chicago.

Sept. 16-17—Institute of Electrical and Electronics Engineers Broadcast, Cable and Consumer Electronics Society 32d annual broadcast symposium. Hotel Washington, Washington.

Sept. 18-21—Ninth International Broadcasting convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 19-20—CBS Radio network affiliates board meeting. Arizona Billmore, Phoenix.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications. Phoenix Hyatt Regency, Phoenix.

Sept. 20-22—National Association of Telecommunications Officers and Advisors second annual conference and convention, "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

Open Mike

Unda-USA



Announces
17th Annual
GABRIEL
AWARDS

for programs which creatively
treat issues concerning
positive human values.

30 Categories for local and national
programs, plus Station of the Year
and Personal Achievement Awards.

Deadline for entries—Sept 1, 1982

For information, contact:

GABRIEL AWARDS

136 West Georgia Street

Indianapolis, IN 46225

317-635-3586

Charles J. Schisla, Chairman

Who owns what?

EDITOR: You reported that at the National Association of Broadcasters convention Ralph Nader contended the government should regulate broadcast content because it has given broadcasters the right to "use the airwaves" and because the "airwaves belong to the people." These "airwaves," usually taken to be naturally occurring pathways radio and TV programs travel on, do not exist.

Broadcasters purchase transmitters which, when connected to power sources, emit electromagnetic radiation through antennas into space. There is no reason to believe these emissions are owned by "the people" or anyone else.

FCC regulations in effect limit the total number of transmitters that can operate in the U.S., thereby resulting in better reception for most people. The only possible justification for regulating broadcast content is this arbitrary ceiling on the number of transmitters—a ceiling that, in fact, rises with new technologies and changing regulations.—Jeff Miller, technical director, WGUL(AM)-WPSO(FM) New Port Richey, Fla.

Rationale

EDITOR: I enjoyed your article on AM stereo in the April 12 issue, but feel compelled to take issue with this statement:

"Magnavox's lack of favor with the broadcasters was illustrated by its poor

showing on the exhibit floor. Continental Electronics, which is manufacturing the exciter for the Magnavox system, reportedly took few orders at the show."

Magnavox and, I believe, Continental were counseling broadcasters to wait a few months until equipment was available before deciding which system to buy. This would allow time in which the broadcaster could look at the market and decide which system would best serve his needs away from the pressures of slick, high-pressure marketing campaigns and possibly avoid an expensive mistake.

The Magnavox exhibit on the convention floor was designed to show the broadcaster real world equipment, available with today's technology, that can function in today's broadcast environment. Admittedly, it did not demonstrate wideband FM type response into a high fidelity home headphone environment nor was it intended to demonstrate such response. It was meant to demonstrate a real world environment which, I believe, it did.—J. S. Sellmeyer, consulting engineer for Magnavox, McKinney, Tex.

One of a kind

EDITOR: Simon Geller's WVCA-FM* was quite an operation. Hours varied, and sometimes he'd pull the switch for a two-day vacation. Studios, like the programing, were not duplicated elsewhere: He slept behind the transmitter, and the equipment wasn't worth being tossed into nearby

*This advertisement is neither an offer to sell nor a solicitation of an offer to buy any of these securities.
The offering is made only by the Prospectus.*

May 3, 1982

600,000 Shares

TCA Cable TV, Inc.

Common Stock

Price \$11 Per Share

*Copies of the Prospectus may be obtained in any State in which this announcement is circulated from only such of
the underwriters, including the undersigned, as may lawfully offer these securities in such State.*

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***Editor's note.** The Gloucester, Mass., station whose license the FCC has voted to give to a competing applicant. Grandbanke Corp. (BROADCASTING, April 5).



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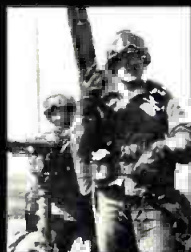
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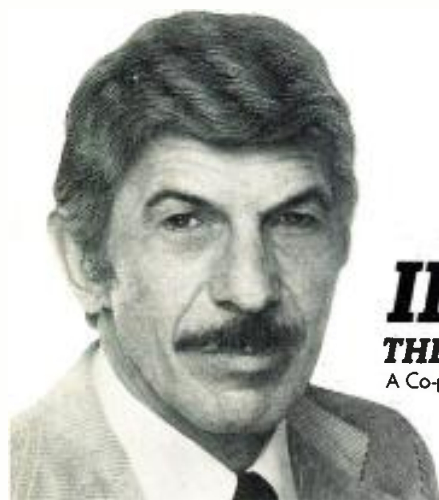
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Vol. 102 No. 19

TOP OF THE WEEK

First look at the networks' fall fare

All three networks announce their schedules; ABC and CBS have seven new shows while NBC overhauls lineup with 11

The prime-time television competition for fall was spelled out last week as both ABC and CBS outlined their plans for the 1982-83 season. NBC gave its word a week earlier (BROADCASTING, May 3).

In all, 25 new series have been slotted, as well as a few that were given test runs this spring.

■ ABC will have seven new entries—three half-hour shows: *Star of the Family*, *For Better or Worse* and *The New Odd Couple*, and four hours: *Brass Monkey*, *The Quest*, *Matt Houston* and *Ripley's Believe It or Not*. In addition, the half-hours, *Joanie Loves Chachi* and *9 to 5*, and hour, *T.J. Hooker*, three shows tested in past weeks, have found berths.

■ CBS also has seven new programs. The half-hour pick-ups are *Square Pegs*, *Newhart*, *Mama Malone* and *Gloria*, and the hours are *Bring 'Em Back Alive*, *Seven Brides for Seven Brothers* and *The Good Witch of Laurel Canyon*.

■ NBC has 11 new hopefuls, four half-hour comedies: *Family Ties*, *Cheers*, *Mama's Family* and *Silver Spoons*, and seven hour dramas: *Gavilan*, *St. Elsewhere*, *The Devlin Connection*, *The Powers of Matthew Star*, *Knight Rider*, *Remington Steele* and *Voyagers*.

With five and a half new programming hours on ABC, five hours on CBS and nine on NBC, about 30% of prime time has new series. In addition, each network has some returning series in new time slots.

Not surprisingly, the night altered the most is Friday when NBC has changed every program and ABC all but one to try to make a dent in CBS's *Dukes of Hazzard*, *Dallas* and *Falcon Crest* powerhouse lineup.

Off the schedule (aside from those series canceled earlier this season) are ABC's *Mork and Mindy*, *Barney Miller*, *Taxi*, *Strike Force*, *Code Red* and *Today's FBI*; CBS's *Lou Grant*, *WKRP in Cincinnati*, *House Calls*, *Nurse* and *Mr. Merlin*, and NBC's *Bret Maverick*, *Flamingo Road*, *Chicago Story*, *One of the Boys*, *McClain's Law*, *Harper Valley PTA*, *Barbara Mandrell* and *the Mandrell Sisters* and *NBC Magazine*.

The programming plans presented by ABC and CBS last week follow:

In presenting the schedule to advertising agency representatives in New York and via satellite to others around the country, ABC Entertainment President Tony Thomopoulos said that "minimal changes" had been made on Monday, Tuesday, Wednesday and Saturday, with the rest of the nights "attacked aggressively."

Monday stands pat with *That's Incredible* followed by *NFL Monday Night Football*, and, after the football season, the *Monday Night Movie*.

The comedy block of *Happy Days*, *Laverne & Shirley* and *Three's Company* continues on Tuesday, followed by *9 to 5*, with *Hart to Hart* still closing the night. Thomopoulos said *9 to 5* had been earning close to a 30 share without a strong lead-in and expects a hit in its new slot. He added that guest stars will be featured, including Jane Fonda, one of the show's executive producers.

Wednesday will open with the new *Brass Monkey*, a "Raiders of the Lost Ark"-type adventure set in the South Pacific in 1938. *The Fall Guy* and *Dynasty* follow.

On Thursday, ABC has the short-run hit, *Joanie Loves Chachi*, as the lead-in for the new *Star of the Family*, about a fireman whose daughter is a pop singer. The established *Too Close for Comfort* moves from Tuesday as the lead-in for *For Better or Worse*. Thomopoulos said that the network committed to this comedy without a pilot based on a script by Susan Harris, production by Witt-Thomas-Harris and stars Richard Crenna and Patty Duke Astin. It's about a physician adjusting to a new life style when his wife becomes an attorney. *20/20* remains at 10 p.m.

On Friday, only the opener, *Benson*, holds its place. Next is *The New Odd Couple*, a black version with Ron Glass (*Barney Miller*) as Felix and Demond Wilson (*Sanford & Son*) as Oscar. *The Greatest American Hero* shifts from Wednesday at 8 p.m. to Thursday at 9 p.m. At 10 p.m. is *The Quest*, a new hour "mad-cap" adventure about four Americans competing for the throne of a small Mediterranean kingdom called Glendora.

Saturday has *T.J. Hooker* back in the 8 p.m. test slot it had this spring, followed by veterans *Love Boat* and *Fantasy Island*.

On Sunday, ABC is keeping its 9-11 p.m. movie slot, but the rest of the evening has been revamped with *Ripley's Believe It or Not* stories at 7 p.m. and a new *Matt*

Houston detective adventure at 8 p.m.

Topping the list of ABC-TV special programming will be the 16-hour *Winds of War*, based on Herman Wouk's best-seller. It has been scheduled in seven episodes over eight days beginning Feb. 6. *The Thorn Birds*, from Colleen McCullough's best-selling novel, also is planned in 1982-83. That's nine hours.

ABC Theater presentations will include *The Day After*, a four-hour drama about nuclear war; *The Scandal*, a two-hour movie about Walter Lippmann with Paul Newman and Joanne Woodward, and *The*

Three new entries

ABC's *Brass Monkey*NBC's *Family Ties*CBS's *Square Pegs*

Dollmaker, with Jane Fonda as a mother uprooted from "the hills" to factory life.

Made-for-TV titles include *An American Princess*, *Mata Hari*, *Legs* and *Jack London*. *Two Lucies* is the working title for a vehicle with Lucille Ball and daughter Lucie Arnaz.

Among the theatricals are "Kramer vs. Kramer," "Coal Miner's Daughter," "The China Syndrome," "Brubaker," "Star Trek—The Motion Picture," "Chapter Two," "Smokey and the Bandit II" and "The Electric Horseman."

In addition to the Oscars and the Emmys, ABC's other specials will feature such stars as Perry Como; Marlo Thomas; Dom DeLuise; John Denver and the Muppets, and Miss Piggy.

□ CBS, on Friday, had the last of the three networks' presentations. Harvey Shephard, vice president, programs, CBS Entertainment, told his audience that the network's schedule had been framed to appeal to various demographic groups, but in particular on younger audiences. He cited the addition of *Square Pegs*, *Bring 'Em Back Alive* and *Gloria* as examples of youth-oriented programming.

Both *Square Pegs*, the story of two girls who are freshmen in high school, and *Newhart*, with Bob Newhart as an author who buys a Vermont Inn, are slated for Monday. *Pegs* will lead off the night, followed by *Private Benjamin* (last year's opener), then *M*A*S*H*, the only series holding its place. The night continues with

Newhart and *Cagney & Lacey*.

The new *Bring 'Em Back Alive*, another series in the "Raiders" mold—this one the "true-life exploits of the world famous big-game trapper and collector" Frank Buck, circa 1939—opens Tuesday, followed by the movie as usual.

Wednesday has three new shows: *Seven Brides for Seven Brothers* at 8 p.m., "loosely based" on the movie of the same name; *Mama Malone* at 9:30 p.m., about a widow with a TV cooking show, and *The Good Witch of Laurel Canyon* at 10 p.m., about married private detectives and the wife's psychic powers. The one CBS veteran scheduled that night is *Alice* at 9 p.m., which moves from Sunday.

Thursday, it's *Magnum P.I.* continuing as the opener, then *Simon & Simon*, which has been on and off the schedule, and *Knots Landing*.

Friday's *Dukes of Hazzard*, *Dallas* and *Falcon Crest* and Saturday's *Walt Disney Presents* and movie stay in place.

Sunday has been altered to make room for *Gloria*, a new vehicle for Sally Struthers, again Archie Bunker's daughter, but now living in upstate New York and working as a veterinarian's assistant. *Gloria* will run at 8:30 p.m., following *Archie Bunker's Place*. Sunday veterans *The Jeffersons* and *One Day at a Time*, are next but in different time slots; *60 Minutes* remains the night's opener and *Trapper John M.D.* the closer.

CBS mini-series planned are *Bruce Catton's The Blue and The Gray* (eight-hours), *Robert Kennedy and His Times* (six hours) and *Bare Essence* (four hours).

Drama specials and made-for-TV movies include *Svengali*, *The Scarlet and the Black*, *Beatrice*, *Phantom of the Opera*, *Thursday's Child*, *Today I am a Man*, *Big Brother*, *The Rosemary Clooney Story*, *Charles and Diana: A Royal Romance*, *Benedict Arnold*, *Johnny Belinda* and *Caribbean Mystery*. □

First draft for '82-'83

This is a composite of the three prime time schedules announced by ABC, CBS and NBC for the fall. Overall, the networks have lined up 19 1/2 hours of new series programming. NBC is introducing nine hours, ABC five and a half and CBS five. Of the 25 new series planned, NBC has 11 and ABC and CBS seven each. Fourteen of the new shows are drama, ranging from police and detective stories to fantasy and high adventure. Ten returning shows have new time periods and four programs, given limited picks this spring, have been picked up.

* indicates new show; ** new time period, † limited 1981-82 run

Sunday

	ABC	CBS	NBC
7:00			
7:30	*Ripley's Believe It or Not (Rastar/Columbia)	60 Minutes (CBS News)	*Voyagers (Universal)
8:00		Archie Bunker's Place (Tandem/Ugo)	
8:30	*Matt Houston (Aaron Spelling/Largo)	*Gloria (Embassy)	CHiPs (MGM)
9:00		**The Jeffersons (Embassy)	
9:30		**One Day at a Time (Embassy/Allwhit)	
10:00	Sunday Night Movie (various)		Sunday Night at the Movies (various)
10:30		Trapper John M.D. (Frank Glicksman/Don Brinkley/20th Century-Fox)	
11:00			

Monday

	ABC	CBS	NBC
8:00		*Square Pegs (Embassy)	Little House on the Prairie: A New Beginning (NBC Production)
8:30	That's Incredible (Alan Landsburg)	**Private Benjamin (Warner Bros.)	
9:00		M*A*S*H (20th Century-Fox)	
9:30		*Newhart (MTM)	Monday Night at the Movies (various)
10:00	NFL Monday Night Football (ABC Sports)		
10:30		**Cagney & Lacey (Filmways)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Miller-Milkis/Henderson/Paramount)	*Bring 'EM Back Alive (Thompson-Bernstein-Box/Iner/Columbia)	Father Murphy (NBC Production)
8:30	Laverne & Shirley (Miller-Milkis/Henderson/Paramount)		
9:00	Three's Company (NRW/TTC)		
9:30	†9 to 5 (IPC Films/20th Century-Fox)	Tuesday Night Movies (various)	*Gavilan (MGM)
10:00	Hart to Hart (Spelling-Goldberg/Rona II)		
10:30			*St. Elsewhere (MTM)
11:00			

Wednesday

	ABC	CBS	NBC
8:00			
8:30	*Brass Monkey (Universal)	*Seven Brides for Seven Brothers (David Gerber/MGM)	Real People (George Schlatter/NBC Entertainment)
9:00		**Alice (Warner Bros.)	Facts of Life (Embassy)
9:30	The Fall Guy (Glen Larson/20th Century-Fox)	*Mama Malone (Barry-Enright-Lewis/Columbia)	*Family Ties (UBU/Paramount)
10:00			
10:30	Dynasty (Spelling-Goldberg)	*The Good Witch of Laurel Canyon (Hill-Mandelker)	Quincy (Glen Larson/Universal)
11:00			

License renewal produces volatile points of view

Deregulatory proposals in various bills considered at House hearing; Chairman Wirth, Dingell not in favor of total elimination; NAB's Fritts proposes 'two-step' approach

Although broadcasters are apparently convinced that current license renewal procedures are in need of serious surgery, their diagnosis isn't shared by public interest groups. Or that would seem to be the case according to testimony delivered at the second of a planned series of hearings on broadcast deregulation proposals held by the House Telecommunications Subcommittee last week.

And while broadcasters might prefer to see comparative proceedings and petitions to deny deleted from the Communications Act altogether, that isn't what Representative Tim Wirth (D-Colo.), chairman of the subcommittee, is eager to see. In his opening statement at the hearing—called specifically to consider proposals in several bills before the subcommittee proposing to change broadcast license renewal procedures—Wirth made it clear that any proposal that tried to create greater certainty in the renewal process "without meaningfully clarifying the renewal standard, will serve only to insulate broadcasters from competitive challenges while eliminating a fundamental method of spurring high-quality performance. Such is not regulation in the public interest," he said. "Other proposals which further emasculate the public interest by completely repealing the public interest standard in the license renewal process, while guaranteeing license renewal to any broadcaster who merely obeys the law, are tantamount to stripping the American public of

its own airwaves," he said.

The deregulatory proposals were given a frosty greeting by Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, when the subcommittee first addressed them at a hearing last December (BROADCASTING, Dec. 14, 1981). At that hearing, Dingell said some of the "proposals call for almost total deregulation of the broadcasting industry on the theory that the forces of the marketplace will suffice to protect the public interest—while broadcasters use a public resource under conditions tantamount to monopoly . . . In the present political environment, it is fashionable to blame the government for most, if not all, of society's ills. That myopic view, unfortunately, often spawns simplistic and reflexive deregulation proposals advanced as an end in themselves without any real assurance that they will serve the public interest."

At the hearing last week, Wirth let it be known that he shared Dingell's concerns. "As long as I am the chairman of this subcommittee, I will do everything I can to prevent the passage of such sweeping, ill-conceived deregulatory measures that do not provide some alternative means of protecting the public interest," he said.

Nonetheless, Eddie Fritts of Fritts Broadcasting, Indianola, Miss., chairman of the National Association of Broadcasters, said NAB supported replacing the current comparative process for broadcast license renewals with a "two-step" approach. Under that approach, he said, the FCC would first review the licensee's actual performance. If that broadcast performance had been "satisfactory," renewal would be granted, Fritts said. Only if the licensee failed the initial evaluation could

his renewal be denied and competing applications be accepted he said.

"The present law requires the FCC to compare the incumbent licensee's performance with the mere promises of a new applicant for the same facilities," Fritts said. "While NAB does not question the good faith of competing applicants and their belief they could provide better service, good intentions do not guarantee superior results," Fritts said.

Fritts also said that under such a two-step approach, the public's voice in the renewal process wouldn't be diminished. "The existing petition to deny process will be maintained," he said. "It is a process used more often by the general public and public groups than the comparative renewal process as a last resort in dealing with stations after discussions at the station level have failed to resolve differences," he said.

Gene Mater, CBS/Broadcast Group senior vice president for policy, said adoption of one of the bills—H.R. 5752—would resolve the "long-standing and basic threat to broadcast stability" caused by the specter of competing applications and comparative proceedings. H.R. 5752, introduced by Representative Al Swift (D-Wash.), would require the FCC to renew a broadcaster's license if the broadcaster operated his station in a "manner which serves the public interest, convenience and necessity" and without "serious violations" of the Communications Act, FCC rules or any U.S. treaty.

But Mater also said CBS thought the petition to deny procedure, which he said was unnecessarily "onerous and time-consuming for the broadcaster and the FCC," should be revised, contending that the procedure contemplated by H.R. 5242

Thursday

	ABC	CBS	NBC
8:00	†Joanie Loves Chachi (Miller-Milks-Boyet/Henderson/Pmt)	Magnum P.I. (Universal/Belisarius/Glen Larson)	Fame (MGM)
8:30	*Star of the Family (RJMB/Little Andrew/Paramount)		
9:00	**Too Close for Comfort (Don-E)	Simon & Simon (Universal)	**Gimme a Break (Mort Lachman/Alan Landsburg)
9:30	*For Better or Worse (Wilt-Thomas-Harris)		*Cheers (Charles Bros./Burrows/Paramount)
10:00		Knots Landing (Roundelay/Lorimar)	Hill Street Blues (MTM/NBC Entertainment)
10:30	20/20 (ABC News)		
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson/(Wilt-Thomas-Harris)	Dukes of Hazzard (Lou-Step/Warner Bros.)	*The Powers of Matthew Star (Harve Bennett/Paramount)
8:30	*The New Odd Couple (Henderson/Paramount)		
9:00	**The Greatest American Hero (Stephen J. Cannell)	Dallas (Lorimar)	*Knight Rider (Universal)
10:00		Falcon Crest (Lorimar/Amanda/M.F.)	*Remington Steele (MTM)
10:30	*The Quest (Stephen J. Cannell)		
11:00			

Saturday

	ABC	CBS	NBC
8:00		Walt Disney Presents (Walt Disney Productions)	**Diff'rent Strokes (Tandem)
8:30	†T.J. Hooker (Spelling-Goldberg)		*Silver Spoons (Embassy)
9:00		Saturday Night Movies (various)	*Mama's Family (Joe Hamilton)
9:30	The Love Boat (Aaron Spelling)		**Love Sidney (R.G./Warner Bros.)
10:00		Fantasy Island (Spelling-Goldberg/Columbia)	*The Devlin Connection (John Wilder/Viacom)
10:30			
11:00			

would make the system more efficient without disturbing the public's right to file petitions.

H.R. 5242, introduced by Representative James Collins (R-Tex.), would require the FCC to renew a broadcaster's license "unless it finds that the actions of the licensee evidence such serious disregard for the provisions of this act and the rules and policies of the commission as to justify denial of the application." Under the Collins bill, a person filing a petition to deny would be required to present a prima facie case that the incumbent licensee evidenced "such serious disregard . . . as to justify denial," and the burden of proof would be shifted from the incumbent to the petitioner.

CBS also, Mater said, objected to that part of H.R. 4726 that seeks to quantify programing standards for broadcasters. That bill, also introduced by Swift, would require the FCC to establish a system whereby broadcasters would be given points for airing public service and local public affairs programing, quantifying the public interest standard broadcasters must meet for renewal. To warrant renewal, broadcasters would be required to meet a minimum point level established by the FCC.

Mater said, "CBS strongly believes that under the First Amendment there is no justification for the government to be involved either in setting the program schedule for broadcasters or deciding which programs are worthier than others."

Lee Loevinger, representing the Newspaper-Broadcast Committee, an ad hoc group of broadcast licensees affiliated with daily newspapers whose sole objective is to "secure a remedy for the intolerable state of uncertainty in the law regarding renewal," said the committee gave its hearty endorsement to H.R. 5752. "The bill doesn't preclude any of the other legislative proposals related to the general field of electronic communications but provides a sound foundation on which a stable and responsible broadcasting industry can serve the public interest," he said.

Henry Geller, former head of the National Telecommunications and Information Administration, said he favored deregulatory measures on First Amendment grounds, and because he thought the "public trustee" approach to broadcast regulation had been a failure and because alternative methods would be more effective. One alternative, he reiterated, would be to drop "public trustee" regulation of radio altogether in exchange for assessing radio broadcasters a "spectrum fee"—a percentage of their annual revenues—with which to fund public affairs, news and children's programing on public radio. "If it worked in radio, then you could do it in television," he said.

Andrew Schwartzman, executive director of the Media Access Project, however, urged the subcommittee to leave the license renewal procedures alone. A

prohibition of comparative hearings would have the effect of "reducing service, perpetuating monopoly and prohibiting new market entrants," Schwartzman asserted to the subcommittee.

Perhaps the hearing's most exciting moment came when Mater, apparently implying that Wirth wasn't interpreting the First Amendment properly, told the subcommittee chairman that the difference between the two of them was that Mater thought the "first 10 amendments of the Constitution" were a "bill of rights" while Wirth thought they were a "bill of privileges." Wirth, visibly outraged by the remark, defended his support of the First Amendment, branding Mater's remark as "absolute nonsense." Wirth also recommended that Mater bone up on the First Amendment by reading the *Federalist Papers*. □

AWRT's San Francisco odyssey

Convention ranges wide, covering new technologies, management, FCC and congressional activities and progress of women's status in broadcasting

The 31st annual convention of American Women in Radio and Television remained true to its theme last week (May 4-8), offering some 450 attendees a chance to take part in a "communications odyssey" at San Francisco's Hyatt Regency hotel.

Outgoing national President Muriel M. Kennedy opened the conference's first general session with a candid appraisal of the organization's economic status. "AWRT is strong," Kennedy declared, "but we are trying to get through choppy seas without taking on too much water."

Kennedy suggested the recessionary economy has had an adverse impact on the association's finances, and asked for support from members in proposals that included raising dues (now pegged at \$70 per person per year), seeking more support from outside corporations (and, in-

directly, through the AWRT Foundation) and shifting some responsibilities to local chapters. Eligibility of prospective members, for example, is one task Kennedy feels should be taken over by local chapters of AWRT. The proposals were to be voted on during the organization's closed business meeting last Friday (May 7). While conceding that AWRT has experienced financial difficulties, Kennedy emphasized the association has managed to work within its current budget and will soon implement "a new concept of growth."

The convention's 1982 theme was chosen to underscore changes in the communications industry brought about by rapid advancements in technology coupled with government deregulation. Kennedy reported that a recent survey of the organization's 2,000 members found that they "want AWRT to be the professional organization that it is and always has been."

The career enhancement aspects of the meeting were exemplified on Wednesday,



Shots from San Francisco. At left, Muriel Kennedy (r), outgoing president of AWRT, and Charlotte Tharp (l), incoming president, cut the ribbon to the exhibit hall in San Francisco's Hyatt Regency, where the 31st annual convention was held. At right, panelists (l to r) Dean Mell, incoming president of RTNDA International and news director of KHQ-AM-FM-TV Spokane, Wash., Betty Ann Bono, reporter, KTVU-TV San Francisco, and Belva Davis, newscaster at KRON-TV San Francisco discuss radio and TV news.

when delegates broke into four mini-seminars dealing with computers, personnel management, financial planning and news. The sessions were the first of their kind at an AWRP conference.

Tuesday was designated "Professional Tour Day," with about 150 participants taken on a tour of the Bay Area's Silicon Valley, headquarters for much of the nation's semiconductor industry. The group visited facilities of Ampex, Hewlett-Packard, Intel and NASA. Paul Shay, vice president of communications for the Stanford Research Institute, delivered luncheon remarks on the shift to an information-oriented society. Shay predicted that as knowledge takes over in the world's information-based economy, the "haves and have nots" will be replaced by "the knows and the know-nots."

On Thursday, the attendees could choose from five "professional development workshops" on topics ranging from speech writing to time management, from advertising to AWRP involvement. Earlier, the author of "Winning the Salary Game: Salary Negotiations for Women," Sherry Chastain, addressed a general session. And a Wednesday morning panel discussion examined "Re, De, or Un-Regulation: What's It All About?"

The panel included National Association of Broadcasters vice president and general counsel, Erwin Krasnow, as a last-minute replacement for Representative Al Swift (D-Wash.), who had been slated to participate via satellite in his capacity as a member of the House Telecommunications Subcommittee. Swift, sponsor of H.R. 5752, one of several license renewal bills introduced on Capitol Hill, was called away in response to the unexpected markup of another of his proposals on the House floor.

Another late program addition was Ward White, senior counsel for the Senate Commerce Committee. FCC Commissioner Mimi Dawson and Wade Hargrove, executive director of the North Carolina Association of Broadcasters, rounded out the panel, which was moderated by Jane E. Cohen, NAB vice president.

Much of the session was devoted to a debate over the FCC's proper role in regulation—or non-regulation—in the area of new video technologies. "Broadcasters have two choices," Dawson contended, "they can stick their heads in the sand or they can say, 'there's a whole world out there to grab' and go after" the new technologies. Citing DBS as one example, Dawson said the marketplace, not the FCC, should be the final arbiter of whether the proposed service is economically viable. She advised broadcasters to consider becoming "multimedia companies" in order to capitalize on new developments rather than ask for protection from the commission.

Hargrove compared the DBS debate to a similar controversy surrounding a proposal for "super" radio stations during the 1930's. "Congress instead [of opting for high-powered national stations] opted for many local stations serving many local

communities. What we're seeing now at the FCC is a kind of reversal of that."

Several questions from the audience were directed at Dawson, the only woman on the panel and one of two female commissioners at the FCC. Asked to respond to reports that the FCC's Equal Employment Opportunity requirements, which include data on women, had become "a dead issue" at the commission, Dawson said "philosophy at the commission runs the entire spectrum."

"If we let up on our vigilance [concerning EEO], what strides we have made will disappear quite rapidly," she stated, to sustained applause. Dawson wondered aloud why there are not women bureau chiefs on the FCC staff and said that while some deletion of red tape in the area of affirmative action makes sense, "I think maybe we've all been a little asleep on this... We have a lot of struggles still left to fight."

As for deregulation itself, White said it appears doubtful, but not impossible, that Congress will act on deregulation this year. Krasnow was more optimistic, predicting "a very good chance" that House and Senate bills will reach the conference stage during the current session. He added that

the chance of any bill asking for a spectrum fee or tax probably is slight. For her part, Dawson described spectrum and franchise fees as "very dangerous." She compared asking a broadcaster to pay a spectrum fee to "asking them to pay for the luxury of being regulated."

On the possible abandonment of the prime time access rule, Dawson said she'd like to see more analysis of the rule's impact before making a decision on its repeal. But Hargrove, a representative of ABC-TV's affiliate association, described PTAR as "critical to the survival of many local television stations." He said a survey of ABC-affiliated stations has found that as much as 25% to 30% of the net income of many stations may be derived from the prime-time access period. "The bottom line," Hargrove warned, "is dollars and cents."

Hargrove concluded the discussion with his observation that broadcasters are apprehensive about "the enormous economic power" they feel the telephone utilities represent. "We are concerned about the entry of a new player with the biggest bank account in town. We just don't know what that will mean for the rest of the old players in the game." □

ABC-TV kicks off affiliate meetings

Home View Network, expansion of advertising time, remarks by executives on tap; NBC is set for next week, CBS week later

ABC-TV kicks off the 1982 round of television network affiliate meetings tonight (May 10) at the Century Plaza hotel in Los Angeles. The proposed pay TV service, Home View Network, the 1982-83 prime-time schedule and the upcoming expansion of prime-time commercial inventory are expected to be among key discussion points.

Two full business days follow tonight's opening reception. As usual, station officials will be updated on the network's present and future from various ABC executives. More than 800 station and ABC representatives should be there.

NBC-TV has set its meeting a week later (May 16-19) also at the Century Plaza. CBS-TV affiliates will convene at the Nob Hill Conference Complex in San Francisco May 23-26.

The ABC-TV agenda, as tentatively scheduled on Tuesday, will include remarks by Robert F. Fountain, vice president in charge of affiliate relations, and Jim Duffy, ABC-TV president. Introducing the speakers will be George Newi, vice president and general manager, ABC-TV. Others taking center stage that day will be Roone Arledge, ABC News and Sports president, and Jim Spence, senior vice president, ABC Sports.

On tap from ABC Entertainment will be Jacqueline Smith, vice president, daytime programs; Squire Rushnell, vice president, children's television and long-range

planning; Judy Price, vice president, children's programs, and Richard Levine, vice president, programs, East Coast (and also in charge of the network's *Good Morning America*.)

Sy Cowles, vice president, creative services, ABC-TV, will talk on print advertising and Roy Polevoy, vice president, on-air promotion, ABC Entertainment, will cover broadcast. A community relations briefing will be provided by ABC Television's Jane Paley, director, community relations, and Richard Connelly, vice president, public relations.

Wednesday morning will include words from John Severino, ABC Television president, followed by a prime-time programming presentation. Detailing the fall schedule (see page 35) will be Tony Thomopoulos, ABC Entertainment president; Lewis Erlicht, senior vice president, prime time, ABC Entertainment, and Brandon Stoddard, president, ABC Motion Pictures (who handles mini-series and novels for television).

Leonard H. Goldenson, chairman and chief executive officer of ABC Inc. and Elton Rule, president and chief operating officer, will have brief remarks.

A closed business session is scheduled Wednesday afternoon, with Fred Pierce, executive vice president, ABC Inc., expected to give considerable time to the planned HVN pay TV service (BROADCASTING, May 3).

The affiliates meeting ends that night with a reception and banquet. However, the affiliate board of governors will continue on Thursday in a closed meeting with senior ABC management. □



FROM GRAND OPENING TO CLOSING BANQUET

Cable throws a party in Las Vegas

It wasn't all fun and games at the 31st annual NCTA convention, but it was hard to be too serious when things were going so well; competition from other media acknowledged but not feared; AT&T throws in the towel on competition for traditional cable or pay TV

The U.S. cable industry—some 16,545 strong—showed up in Las Vegas last week for the 31st annual convention of the National Cable Television Association. From first to last, it was more than anything else a celebration. Cable had come of age, and everyone knew it.

That was both the good news and the bad news. Good news because business was booming and the prospects for the future were even better. Bad, in one sense, because the message had gotten across to the rest of the electronic communications world that cable was the medium to beat—and an increasingly large number of entities were setting out to do just that. A large part of the electronic future might

still be cable's, but it wasn't going to be handed over on a silver platter. The slogan for this year's convention was a salesman's: "Cable Delivers." The slogan for next year's is more likely to be the front office's: "We've got some work to do."

(When cable was being serious in Las Vegas, the subject it was most serious about was copyright. At session after session, the industry's division over the legislative compromise its leaders are urging was both conspicuously and, for NCTA executives, embarrassingly evident; see stories pages 50 and 74.)

But the best news of all came on Wednesday (May 5), in one of the closing sessions, when NCTA President Thomas Wheeler extracted from AT&T's man on the scene a public promise that giant Ma Bell ("Pa Bell" is what Wheeler had been calling it) would forswear entry into the traditional cable and pay television businesses. More than that, said Randy Tobias, AT&T will not oppose legislation putting that pledge into law. "With respect to the inclusion in what would be the needed legislation to clarify the general policy as I stated, we would certainly not

oppose legislative provisions that would address our restrictions in the traditional CATV business I described earlier." (See story page 58.)

In a post-convention interview with **BROADCASTING**, Wheeler expressed gratification over the AT&T development, which he and his staff had worked long months to achieve. But did that mean cable was home free in its competition with AT&T for the future electronic marketplace? "I don't consider it being home free," Wheeler said. "But it is a major step forward. Home free would be to have AT&T providing no information services altogether."

Wheeler also indicated that NCTA was not concentrating on a "circling the wagons" approach to competition with the other media. "We're not going to be just cable operators" in the future, he emphasized. "Between now and the next convention you're going to see cable operators in DBS, in SMATV, in MDS and any other media you want to add to that list."

The deadline for making good on that prediction: June 12-15, 1983, in Houston.

On the sales side: the NCTA marketplace

HARDWARE

With close to 400 exhibitors at this year's NCTA convention, the 16,000 participants at the show had plenty of technological stimuli to absorb, but it was addressability that received the most attention.

The equipment was featured prominently including one-way interactive lines, one-way systems upgradeable to two-way and even fairly inexpensive adaptable units to give nonaddressable systems one-way capacity alleviating the need to replace the nonaddressable units. A disposable, one-time-use-only pay-per-view decoder was also displayed.

A vast array of satellite receiving, automation and commercial-insertion products was exhibited also. A number of home security companies were on hand at NCTA for the first time this year with literally hundreds of different products to entice those cable operators proposing to offer subscribers security service. Major producers of video production equipment displayed their wares, as did manufacturers of cable headend and distribution equipment, with 450 mhz capacity becoming the latest state-of-the-art.

In the addressable field, Magnavox introduced a new 64-channel upgradeable converter, the Magna 6400, complete with favorite channel memory, parental discretion code and a tamper-proof lid.

Tanner Electronic Systems Technology Inc. (TEST) introduced its single event pay-per-view decoder and headend unit. The headend unit consists of a TV encoder/generator that scrambles the video and audio portions of a channel, a lower adjacent sound generator which provides an added level of security and a pre-emphasis amplifier. Subscribers are provided with the decoder which plugs into the converter. The decoder has an operating life of about one week. It is programed to deactivate several hours after the transmission of the requested pay-per-view event, at which time it must be removed from the set to restore normal television reception.

Oak Communications introduced its Minicon 2 addressable system for the small system operator. It comprises an IBM series 5150 computer, microprocessor/controller, FSK generator, printer and CRT terminal. The total package, at \$21,000, allows the cable operator with a decoder base of 10,000 or fewer to employ basic addressable functions at modest cost.

Zenith introduced the Tac-Along addressable adapter unit which interfaces with standard converters to give them one-way addressability. It is priced in the \$75 range and will be available in three to six months. The company also introduced the Ready-Plug, enabling a cable subscriber to interface his converter with an inex-

pensive television monitor in case his television set breaks down. Thus the converter takes on the capacity of tuner as well.

Cable Data displayed prototype of a new one-way addressable converter which won't be available in quantity until January 1983. The 54-channel unit will be priced in the \$150-to-\$200 range. It will be field tested in two markets later this year. It has baseband random scramble capability and enables the operator to address each subscriber individually and disconnect any or all of the channels going into the home. It also can access selected groups of subscribers.

Payview Ltd., Hong Kong, displayed its new addressable system, complete with



headend equipment (\$8,500), computer software (\$8,500) and converter/decoders (between \$100 and \$140 depending on method of scrambling used). The system is upgradeable to interactive capability. The company also manufactures an add-on unit for upgrading non-addressable units to one-way capability, priced at \$50.

NABU Manufacturing Corp., based in Ottawa, was on hand to exhibit a new interactive service requiring the purchase of a home computer by the subscriber. The service, known as MicroCable Plus, is a home information and entertainment service for which NABU will provide all of the hardware and much of the software. The cable operator would be provided with a headend computer, high speed modulator and a combiner for feeding data into the cable distribution system from NABU's central computer banks. In addition to the home computer (priced at \$640), the subscriber would have an adapter, converter/descrambler and remote keyboard. Software services to be accessed include a host of information services (news, weather, stock or TV listings, etc.), a library of video games and educational programs. The service will be available to subscribers throughout Canada and the U.S. sometime in the fourth quarter of this year. Subscribers would be charged monthly for the basic service and for any additional services they select. Cable

operators would retain 75% of the basic service revenues and 25% of the tiered-service revenues.

Although still in development, Colormax Electronic Corp., announced plans at the convention to manufacture a new 36-channel converter which will include decoding capability for line 21 closed captions, provided for a number of television programs by the National Captioning Institute, for the hearing impaired. Colormax claims the proposed unit (to be marketed by Anixter-Pruzan and Cable TV Supply Co.) will be the first to provide hearing impaired cable subscribers with a combined converter/caption decoder. Plans call for national distribution this fall.

New satellite receivers were in abundance. M/A-Com displayed two new series of receivers, the MA-4000 and MA-1000 lines, the latter incorporating a low-noise-block downconverter design. The MA-4003, a three-rack unit, features synthesized 24-channel tuning and up to four audio outputs and real panel access. Options include inboard cable modulation, remote frequency tuning and automatic polarization switching. A one-rack version offers up to two audio outputs. The MA-1000 series uses 550 mhz to 1050 mhz input. The MA-1003 is similar to the MA-4003 in terms of options and features. The MA-1001, a one-rack unit, offers video, baseband and audio output from a selectable subcarrier.

Automation Techniques displayed its new GLR-550 receiver, with an imageless mixer designed to eliminate image frequency noise and interference. It has two tuneable audio channels for direct or matrix stereo reception and push button selection of up to 12 transponders.

Avantek displayed three new options for its AR-1000 receiver, including receiver-located downconverters, BF/IF feedline diplexer and standby memory protection.

Microdyne was on hand with its new 1100 CSR receiver, a company one-and-three-quarter-inch unit that is 24-channel frequency synthesized. It has automatic polarity selection in 12- or 24-channel modes of operation. It also features FM modulation and BCD input and FM demod output for use with external subcarrier equipment. The unit is priced at \$2,400 (delivery in 30 days).

NEC exhibited its new 204 series 4-ghz receiver comprising the 4417 low noise converter and 4420 demodulator. Options for the unit include remote control, second audio channel demodulation and a non-attenuating divider. The receiver is priced at \$1,700 and the low noise converter costs \$1,100.

A number of commercial insertion systems also were displayed on the exhibit floor. Channelmatic had on display its RAP-3000, a random access system for commercial inserting. It has the ability to play back spots recorded on tape in almost any pre-programmed sequence. It also has a

built in logging device that records time of insertion, program service, advertiser and commercial length. It is priced at \$14,075 for one-channel insert capability and \$2,250 for each additional channel up to 12 channels.

SOFTWARE

Once overwhelmed by the crush of equipment manufacturers, cable programmers seemed to have found a comfortable place for themselves at the annual NCTA convention. They were more concerned with finding new affiliates and placating old ones in Las Vegas last week than they were in making big announcements to attract attention. Indeed, some say they prefer to hold the important news for release on their own time rather than, as one Home Box Office spokesman put it, try to "break through the noise" at the convention.

Nonetheless, there was a gush of lesser announcements from programmers, particularly new ones with a desire to be in the spotlight as much as possible. The Cable Health Channel, for instance, called a press conference to announce affiliation agreement with 16 MSO's that will give the network three million subscribers by its June 30 launch date. It hopes to hit eight million by the end of the year. Sixteen series, ranging from six to 130 episodes, are in the can, providing 1,100 half-hours for the launch.

CNN did not report any advertiser sign-ons, although it did say 15 insurance companies, a number of unions, the Red Cross and the Blue Cross and Blue Shield had expressed interest. Advertising commitments will be announced later, CHN promised.

The Entertainment Channel, a pay network, readying for a June 4 launch, chose to announce its first major affiliation agreement—with Warner Amex Cable Communications for systems in Cincinnati, Pittsburgh, Houston, St. Louis, Chicago and Dallas—the week before the convention. At the show it said it had eliminated its flat fee and adopted a sliding pricing schedule with discounts for the number of homes to which the pay service is introduced and for "penetration performance."

In the same vein, Warner Amex Satellite Entertainment announced a sales incentive plan for The Movie Channel. It said it will pay new affiliates that sign for five years \$10 for each new subscriber signed.

Despite HBO's professed low-key approach to the convention, its public relations people made sure the word got out that its Cinemax service would be a part of the Tele-Communications Inc. national programming package. (A week before the convention, TCI said it would distribute the package, which also includes HBO and the USA Network, by satellite to all of its some two million subscribers.)

The Disney Channel, a pay service most believe will take off after its launch next spring, was lying low in its paper mache castle on the exhibit floor. President Alan Wagner was more concerned about

developing programming to go along with the Disney features than about signing affiliates to carry it. "We have less than a year" to produce or acquire the programming, he said, "and it has got to be good. The bad stuff will really show up in contrast to the Disney stuff."

The Satellite News Channels, the ABC/Westinghouse venture slated for a June 21 launch, and Ted Turner's Cable News Network and CNN2 continued their fight for affiliates and battle of words. Referring to the fact that SNC will not charge its affiliates a subscriber fee as does CNN, CNN President Reese Schonfeld said, "You can't even call them a whore. Whores charge. They give it away. . . . It's nothing but a goddamn shopper." Asked to respond, a Group W spokesman said: "CNN is to news what the cigar store Indian is to modern marketing."

Neither SNC nor CNN2, the headline service in direct competition with SNC,



Above. Cable's newest program service went on the air from the NCTA convention last week as Frank Batten, chairman of Landmark Communications, pushed the button launching the 24-hour-a-day Weather Channel. John Coleman, the ABC-TV *Good Morning America* meteorologist whose brainchild the service is, was on duty in the booth (he's shown here with Richard M. McCaffery of Comcast Cable Communications). □ Below. One of the older program entrants, CBS Cable, threw its now-traditional party at the NCTA convention, for this occasion transporting more than 1,200 delegates to a tent in the desert for an elaborate Arabian bazaar. Dick Cox (l), CBS Cable president, and Charlotte Schiff Jones, vice president for marketing, greeted FCC Commissioner James Quello.



was making affiliation announcements. CNN2's penetration has stalled at around 1.1 million subscribers and SNC will not say who will be carrying it for at least the next couple weeks.

Turner may have come up with the most unusual affiliate agreement. At a Monday press conference, Turner announced that Japan Cable Television Co., which pumps English-language programming into major Tokyo hotels, will carry Turner's Cable News Network a minimum

of 17 hours a day starting later this year. The deal also benefits CNN's news gathering ability. The terms of the agreement with Asahi National Broadcasting Co., JCTV's parent company, provide for the exchange of news material between the two Japanese companies and CNN. According to CNN President Reese Schonfeld, JCTV as well as the Australian Seven Network (pursuant to a deal announced earlier) will pick up CNN off an Intelsat satellite above the Pacific Ocean.

CNN introduced its new late-night talk show, *Mike Douglas People Now*, featuring the long-time syndicated talk show host, with three consecutive one-hour cablecasts from the Casino Lounge of the Las Vegas Hilton during the convention.

Turner's superstation, WTBS(TV) Atlanta, announced that it would telecast the Cuban All-Star baseball game yesterday (May 9). At the press conference Turner said he worked at the deal for the game when he visited Castro in Havana earlier this year. He got the game, he said, in exchange for his granting Castro permission to continue downlinking CNN in Cuba. "Give me the rights to the All-Star game," he said he told Castro, "and we'll call it a wash."

Black Entertainment Television made another important connection. Group W Satellite Communications has agreed, it said, to represent BET, a black-oriented basic programming service reaching 9.2 million homes, in its affiliate and advertising sales. BET, which started as a piggyback service on the USA Network in 1979, will expand to 42 hours a week when it moves to the Westar V satellite next August. Bob Johnson, founder and still majority shareholder of BET, had brought in Tele-Communications Inc. and Taft Broadcasting Co. as equity partners.

The future of UTV Cable Network seemed a little more sure after the convention and after UTV President Richard Levinson announced that it had secured a spot on Westar V after a long search. It also set a launch date: Jan. 10, 1983.

CBS Cable, which threw the convention's most lavish party (with an Arabian motif, out in the desert), said it would place greater emphasis in 1983 on bringing theatrical productions to its viewers. The cultural network is planning original dramas, a series of one-act plays and a series of "long-form" theatrical dramas or mini-series.

After less than two months of service, Hearst/ABC's Daytime said at the convention its latest subscriber commitments had nudged its subscriber total over the five-million mark. The afternoon (1 p.m. to 5 p.m. NYT) service is targeted at women.

A new audio service made its debut in Las Vegas: The Cable Jazz Network. According to The Telecast Corp., CJN's Richmond, Va.-based parent, the 24-hour-a-day stereo service will reach 15 million homes via Cable Net One, Satcom III-R. Because the satellite spot is still being negotiated, Telecast did not announce a launch date or satellite transporter. □

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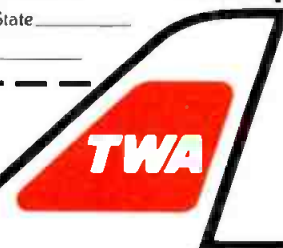
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WNEW,	New York	9	17	+50%	+42%	+52%
KTLA,	Los Angeles	12	20	+50	+43	+36
WRC,	Washington D.C.	6	22	+100	+100	+87
WKYC,	Cleveland	5	14	+67	+40	+28
KCPQ,	Seattle	4	7	+33	+40	+46
WAGA,	Atlanta	9	28	+29	+27	+116
KGTV,	San Diego	5	22	+25	+22	+78
WMC,	Memphis	15	36	+36	+44	+56
WDRB,	Louisville	11	17	+22	+21	+65
KERO,	Bakersfield	6	16	+20	+14	+50

Source: Nielsen, All M-F Telecasts Average, Feb. '81 and Feb. '82.



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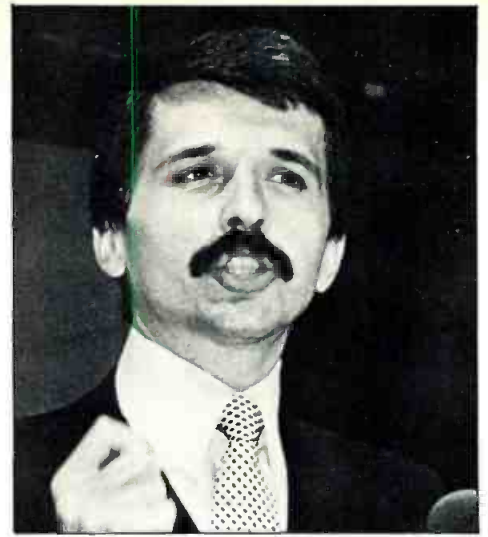
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NCTA opens with state of the cable industry appraisals by Cannon, Gilliland, Wheeler

Cannon warns delegates that powerful interests can stop legislation; Gilliland looks back over achievements of past year; Wheeler looks to future

Speaking at the NCTA convention's opening session welcoming cable operators to Las Vegas, Senator Howard Cannon (D-Nev.) urged the cable industry to be realistic, not idealistic, as Congress tries to construct communications legislation.

"Very powerful interests have the ability to stop legislation," Cannon said, and the cable industry must remember not to be caught up in theoretical models as Congress compromises on legislation.

Cannon mentioned the two cable bills recently introduced in the Senate—Barry Goldwater's S. 2172 and the Cannon-Ernest (Fritz) Hollings alternative S. 2445—the latter meant "to assure the least amount of regulation possible."

"It is tough to regulate such an expanding industry," Cannon said, adding that sometimes "the best public policy is to do nothing at all."

NCTA Chairman Allen Gilliland and President Tom Wheeler followed Cannon on the dais and took a look back to the past year's achievements and a look ahead to challenges of the future, respectively.

Gilliland said cable "has moved steadily upward ... [and its] achievements have spread steadily outward" in the past year. He said cable "faced the major public issues of the day head-on," and was able "to hold on to the compulsory license requirement in an age of increasing deregulation." That did not occur without a cost, Gilliland admitted, as cable agreed "not to carry syndicated programming on distant signals."

Gilliland, like Wheeler, who followed him on the agenda, blasted the Justice Department settlement with AT&T. The giant phone company must not be allowed to repeat past abuses, Gilliland said, by

allowing it to enter information publishing services.

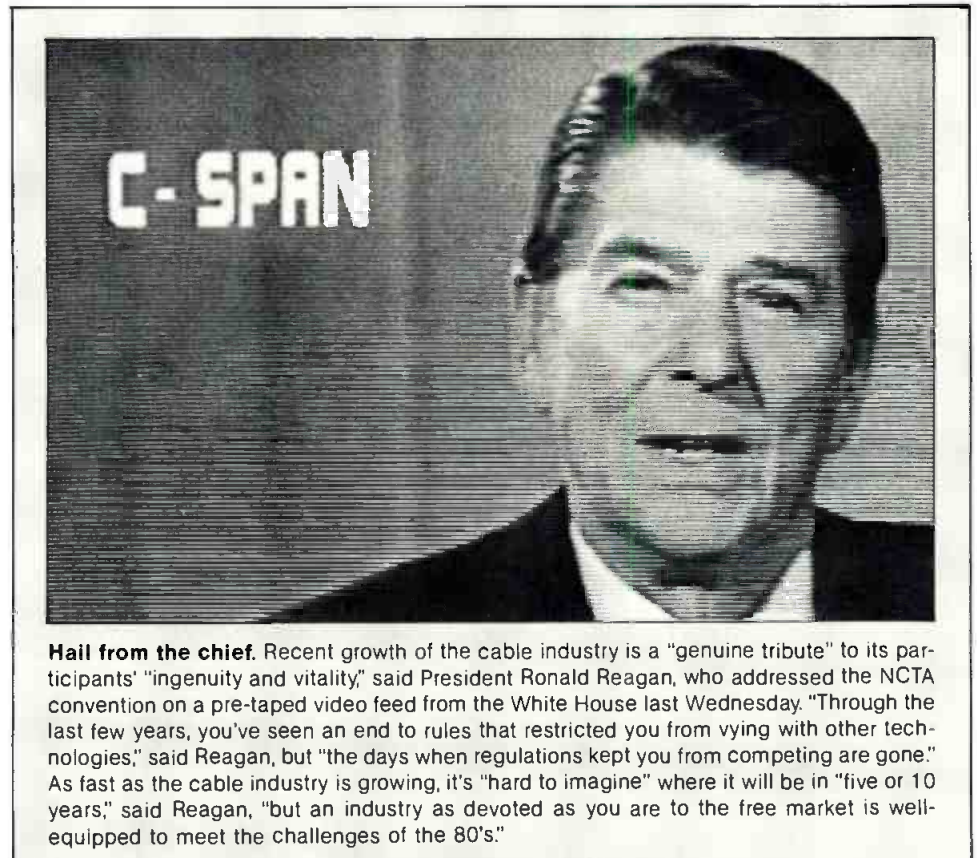
AT&T is only one of three future challenges Wheeler sees for the cable industry, adding to that cable's marketing challenges in an increasingly competitive environment and the industry's sometimes stormy relationship with the cities.

Wheeler said the proposed AT&T settlement "does not promote competition. It promotes the same kind of predatory practices which prompted the antitrust suit in the first place." And, Wheeler charged, the settlement represents "government

complicity in a major corporate restructuring."

"If the public thought there was something to worry about with Ma Bell, just wait until they see Pa Bell." Wheeler spoke with the aid of visual graphics behind him, which at one point superimposed Pac-Man over the Bell system symbol to represent the phone company's ability to enter and dominate an industry.

Wheeler said the final fights with the cities were still to come. Despite the rejection of municipal ownership by the citizens of St. Paul, other communities are



Hail from the chief. Recent growth of the cable industry is a "genuine tribute" to its participants' "ingenuity and vitality," said President Ronald Reagan, who addressed the NCTA convention on a pre-taped video feed from the White House last Wednesday. "Through the last few years, you've seen an end to rules that restricted you from vying with other technologies," said Reagan, but "the days when regulations kept you from competing are gone." As fast as the cable industry is growing, it's "hard to imagine" where it will be in "five or 10 years," said Reagan, "but an industry as devoted as you are to the free market is well-equipped to meet the challenges of the 80's."

contemplating owning their own cable systems, Wheeler said. The movement stems from cities looking for alternative sources of revenue in an era of federal budget cutbacks. "Cable is a handy target for a hurting city," Wheeler warned.

Along with municipal ownership would come government control of the system. "Once any government—regardless of how benevolent and regardless of what so-called safeguards it offers—once any government gets control of any channel of public communication, the operative word becomes 'control,' not 'communication,'" he said.

Wheeler also emphasized that the cable industry was a telepublisher and should enjoy the same First Amendment rights newspapers are guaranteed. "We put electronics on a screen instead of ink on paper—but our function and our rights are paralleled to the more traditional publishers," Wheeler said.

The final challenge facing cable operators would be the marketing one—"the battle for consumer loyalty." Cable finds itself competing with over the air and subscription TV, MDS, videodisks and cassettes, SMATV, LPTV and eventually DBS, Wheeler said. But with more competition will come a bigger pie, he said, for all the entertainment providers to split. □

Putting social trends to use in cable

Yankelovich's White lists number of sociological and financial factors for consideration as to how they will affect industry

Seen against the backdrop of current social and economic trends, the cable industry seems to stand out even more clearly as being the right business at the right time.

Painting that backdrop for cable operators at the opening session of the NCTA convention was Arthur H. White, vice chairman, Yankelovich, Skelly & White. White identified 12 pervasive trends in American society today ("how the American people say they want to live their lives") and said that eight of them were "positive" in regard to cable.

The positive trends:

■ People are staying at home. Unlike the 1960's and 1970's, White said, Americans "are staying at home more and enjoying it more." They are not only saving money, he said, but they are also finding greater satisfaction from spending time with their families.

■ People are seeking to cut out the middleman. They desire more direct control over their lives. Instead of turning their savings over to a bank (a middleman), for example, he said, they are dealing in real estate and investing in the money markets.

■ People are becoming increasingly passive. The trend dovetails, White said, with the fact that people are staying home

and stems in part from the aging of the "baby boomers." Those born in the immediate post-World War II years, he said, are reaching middle age. The trend, he added, is reflected by President Reagan, whose message is "We have over-extended. We have to pull in our horns."

■ People seek diversity. One of the carryovers from the 1960's and 1970's is people's desire for choice. There are now "many, many more options" in all facets of American culture, he said, and the American people are "happily" taking advantage of them.

■ People believe that success should be based on merit. The activists of the past two decades fought for equal opportunities for all members of the society, he said. That still highly held belief in equal opportunity, he said, is being married today with the belief that "excellence" is what should determine who wins the race and advances.

■ People have a renewed faith in technology. The suspicion of mechanical and electronic devices that marked the past two decades, White said, is giving way to a renewed confidence in all technologies.

■ People are relying increasingly on communications. People see communications, White said, as a cure-all—the answer to everything from boss-employee to parent-child relationships.

■ People are more concerned with the future. The concern is not as pervasive as it was 30 years ago, White said, but certainly more so than in the past 20 years when everybody was "living for today." People are realizing they have to plan more for the future, he said.

Yankelovich, Skelly & White has also been able to identify two trends which will have a negative effect on cable, and, for that matter, on other industries: consumerism and a distrust of business. Another carryover of the past two decades, consumerism, shows no signs of waning, White said. In fact, he said, the phenomenon should continue to be with

us for some time. Consumer groups, he said, will resort to lawsuits when government is unwilling or unable to help. People's "hostility toward business" has ameliorated somewhat, he said, but it hasn't gone away. One out of five persons surveyed says business is not worthy of confidence, he said.

"The name of the game" for cable in this decade, White suggested, should be to help people deal with two other trends: people's conflicting goals for education and government. Two-thirds of the population, he said, believe government is too big and should be cut back, but only one-third "accept that the free market can be allowed to run things." Noting cable's desire for deregulation on one hand and government protection from AT&T on the other, White said, "the American people along with you have a love-hate relationship with government." In a similar way, people want schools to do more, he said, but they don't want to spend the money it takes. Cable can help the public in understanding these incongruities and help bring about some solutions, he said.

Lou Gerstner, vice chairman, American Express; Richard Munro, president, Time Inc., and Fred Pierce, executive vice president, ABC Inc., who had been asked to follow White and analyze his finding, agreed, as Gerstner put it, that there are "powerful forces" in the country that "auger well for the cable industry." But all felt obliged to temper White's report with notes of caution.

The consumer must never be taken for granted, Gerstner said; the "nirvana" implied by the positive trends will never come. There are "significant contravailing trends" also in action. Powerful forces, he said, will fight hard to convince consumers not to spend time at home. Such forces include, he said, the airlines, the theaters, fast-food restaurants and even American Express, which will "spend millions of dollars to remind people of the pleasures of travel." There will be an economic bat-



The big picture. J. Richard Munro, president of Time Inc., was available to NCTA delegates in both real and electronic versions during last Monday's opening session. He appeared on a panel with Arthur H. White of Yankelovich, Skelly & White, Louis V. Gerstner Jr. of American Express and Frederick S. Pierce of ABC Inc. to discuss social and economic trends affecting the cable industry. The panel was moderated by NCTA President Tom Wheeler.

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tle for the consumer's dwindling disposable income and leisure time, he said. Cable's real challenge is not in the technical or regulatory arenas, but in the marketplace.

According to ABC's research, Pierce said, only 64% of Americans say that their work is their primary source of personal satisfaction. That means, he said, they have more time for leisure and more time for exploring the world around them. Although this fact and the other trends outlined by White bode well for cable, he said, it doesn't save cable programmers from doing their homework. Each service must be evaluated as to whether it will be profitable, and, if so, how profitable. And, he said, once the need is identified and the programming developed, the programmer must decide upon a means of distribution and on whether it should be supported by advertising or by subscriber fees.

Munro called White's suggestion that cable can benefit from people's desire for in-home services "extremely encourag-

ing." But, he said, "a lot of work needs to be done before we know what people really want." White implies that people are amenable to two-way services that would allow them to work, shop and be entertained at home, he said, but such activities are "social experiences" and the keyboard and screen will never replace human contact "or at least, let's hope not." He also warned that "trying to make invention the mother of necessity is a losing proposition." To the trends identified by others, Munro added that research has found that children are quite at ease with computer terminals—"as natural to kids as milk and cookies."

All the talk about trends was intended to aid cable operators in their planning, but Munro, Pierce and Gerstner served to remind the operators that such planning is a dubious business. Quoting the "famous philosopher" Casey Stengel, Munro said, "Making predictions is very difficult especially when it involves the future." □

be tragic if Congress can't deal with [the copyright issue] this year," he said. "Next year won't be any better."

A number of the congressmen took the view that the compromise deserved support simply because it was there—that the solution it prescribes was one to which all parties had agreed and was not congressionally imposed. "When there is a compromise among the industries, you ought to grab it," said Carlos Moorhead (R-Calif.). "My own view is that a compromise of this kind should be given a good deal of respect," said Thomas Luken (D-Ohio). "The members of both Houses love compromises," said Senator Max Baucus (D-Mont.).

Several of the congressmen made the point that time was running out. The longest estimate came from Moorhead, who counted 80 legislative days left. Representative Matthew Rinaldo (R-N.J.), put it at 78—a number that he said included Mondays and Fridays, when the House usually isn't working. Without them, there are only 50 days left, he said.

Rinaldo was perhaps the most openly pessimistic in assessing the compromise's chances. He added to the other obstacles the fact that the bill doesn't have Reagan administration support, and he said "it will take only one amendment to kill it."

Senator Patrick Leahy (D-Vt.) added his opinion that the Senate was inordinately reluctant to take up any controversial legislation. If the bill does not come over from the House within six weeks or so he felt its chances of passage were slim.

It was after the congressional panelists finished their presentation that the real fireworks began. Several cable operators rose to voice fierce opposition to the compromise, one noting that "with each day that passes, our position with regard to the broadcaster gets stronger and stronger." He indicated a willingness to abandon the compulsory license altogether rather than to be saddled with must-carry. Indeed, when Congressman Rinaldo challenged the audience for a show of hands on the compromise the majority voted no.

That reaction—NCTA officials were quick to point out that they considered the audience atypical of the industry at large—seemed to support the pessimism about the compromise voiced by Senator Baucus. "Will it be enacted?" he asked rhetorically. "To what extent do you support it," he said. "And if so, how hard will you work for it? If you are lukewarm or if you don't do anything about it, then I think it probably won't pass." □

Copyright compromise pessimism

Congressional panel doesn't hold out much hope for adoption with time running out; industry support questioned

If Congress is looking for unanimity on the cable copyright compromise, the last place to look for it last week was at the NCTA convention. There, the only applause was for an arch foe of the compulsory license—the one thing the cable industry is supposed to favor above all others.

The scene was a Monday afternoon panel session that brought out two senators and five representatives to adjudge the question, "Can the Compromise Survive?" Although most indicated they wanted it to, the weight of their testimony was that it would not—although no one came right out and said so. The two big difficulties: the compromise itself is so fragile that almost any opposition could destroy it, and Congress is running out of time.

The applause was accorded Representative Harold S. Sawyer (R-Mich.) after he had made a forceful presentation of his case against the compromise. "I think cable is grossly underestimating itself," Sawyer said, "grabbing at a security blanket at an awfully big cost." The indus-

try would end up "being saddled" with a syndicated exclusivity rule that the FCC had rejected, as well as with must-carry. "Let's live with what we've got for a while [the 1976 Copyright Act] and then let it be an open marketplace." Sawyer indicated he thought three years would be a sufficient transition period, although he indicated a willingness to hold off for five.

"If any medium survives [the competition among media] it will be cable, not the broadcaster," Sawyer said. "You are far too important a medium to devote yourself to second-hand carriage of broadcast signals." Sawyer said he would oppose the measure "strongly" if it reached the floor of the House.

Chairman Robert Kastenmeier (D-Wis.) of the House copyright subcommittee, the principal architect of the compromise, seemed almost mournful in presenting the prospects for it. "Any solution may not endure many years," he said, while holding that the legislation was necessary to produce some stability for the industries affected. Kastenmeier said that professional sports—not a party to the compromise forged among NCTA, the National Association of Broadcasters and the Motion Picture Association of America—was raising last-minute objections that he felt nonessential. "It would



Listening. Someone else was doing the talking while this panel of congressmen and senators listened as these pictures were taken during one of several NCTA sessions that dealt with copyright. L to r: Sawyer, Rinaldo, Baucus, Kastenmeier, Leahy, Luken and Moorhead.

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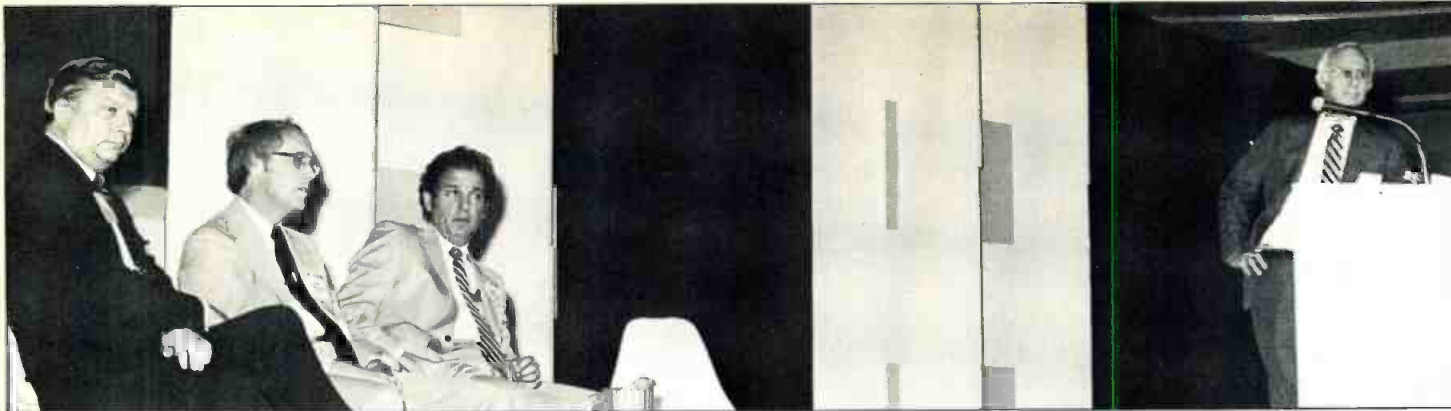
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Feeling the heat. The challenges to cable from other pay media—SMATV, DBS, STV, LPTV and MDS—were discussed at a closing panel session by (l to r) Leonard Matthews, president, American Association of Advertising Agencies; Trygve Myhren, chairman and chief executive of-

ficer, American Television & Communications Corp., and Paul Bortz, managing partner, Browne, Bortz & Coddington. At right: moderator Al Gilliland, president of Gill Cable Inc. and outgoing board chairman of the NCTA.

FEELING THE SHOE ON THE OTHER FOOT

Why cable must step up its business offensive

Bortz says thrust of industry should be to step up efforts against new competition; Myhren warns of threat from MDS; new marketing methods sought

In just three years, a leading media researcher told cable operators at one of the NCTA's general sessions, cable has gone from being the challenger in the video marketplace to being the challenged. An array of single-channel and multichannel media, said Paul Bortz, of Browne, Bortz & Coddington, are providing cable with increasingly severe competition for pay television dollars.

The challenging media, he said, include subscription television, the multipoint distribution service, satellite-fed master antenna systems and eventually low-power television and direct broadcast satellites.

Whatever impact the challengers are now having, Bortz said, it's apt to get worse. STV, cable's toughest competitor today, should become even tougher tomorrow, Bortz said, as two or three STV services in a market band together to operate and market jointly, effectively creating a multichannel service with full-market coverage.

MDS, which has been a "fairly weak" single-channel competitor in most markets, could emerge as a real threat, Bortz suggested, if the FCC authorizes four- and five-channel service in the large markets. What's nice about MDS, he said, is it doesn't cost much. A five-channel system could be put on the air for \$1 million, he said.

Also on the horizon, Bortz said, is DBS, a medium that can be used for beaming several channels into the homes. "Don't fall into the capital trap," he warned. Just because it costs a whopping \$1 billion to launch a multichannel DBS service, he said, doesn't mean it can be discounted as uneconomical. If the DBS operator signs up only five million homes, he will have

spent just \$200 to reach each of them. Satellites are a "very, very inexpensive" means of distributing programming, he said.

Once such multichannel systems are in place, Bortz projected from available data, they could pick up as much as 15% of any market's pay business, causing a 21% loss in cable revenues and a 36% drop in the operator's net income.

Although any of the alternative media will have only a fraction of the channels of a competing cable system, Bortz said, they may all be able to compete. Why? Because, according to Bortz's research, five channels are sufficient to meet 90% of the consumer demand for nonbroadcast television. Based on cable operators' experience in selling multiple pay, Bortz said, consumer demand for more than one channel drops off quickly so that by the time the fourth or fifth channel is offered, there is negligible demand.

This suggests that if the noncable, multichannel media can price their package low enough to offset the low value attached by consumers to the additional channels, they can compete directly and effectively with cable.

An experienced STV and MDS operator as well as the second largest MSO, American Television & Communications is one cable operator that has seen the competition coming. Trygve Myhren, ATC's chairman and chief executive officer, who followed Bortz to the podium, said how cable responds "over the next three years [to the competition] will determine whether this industry will have to lower its expectations for the future or whether we're tough enough competitors to continue winning."

Myhren outlined a three-point plan for combating the competition. "First, strengthen ourselves for the fight. Second, re-examine our programming, packaging, marketing and pricing with the competition in mind. Third, work harder than ever before with our legislators and regulators to create a level playing field where fair

competition can take place."

Cable can become economically strong by refusing to bid for franchises where the demands make cable too vulnerable. It will be difficult to compete with other media that have invested between \$150 and \$300 in each home, if the cable operator has to invest \$1,000. "The difference in cost is getting too great and too much of our cost is in nonproductive assets—incredible excess in channel capacity and community studios and extra institutional networks and civic giveaways."

Referring to his second point, Myhren said use of broadcast television advertising and careful pricing are "critical" in the face of the increasing competition. Bortz pointed out that STV has used television effectively. But because franchises are awarded on a municipality-by-municipality basis, Myhren said, rarely does any single operator serve enough homes to justify the cost of broadcast advertising. As ATC has been doing for the past nine months, Myhren said, cable operators should begin swapping systems to collect as many as they can in a single market. Eventually, they will produce the critical mass in homes passed to advertise on television.

"In addition," Myhren said, "cable operators in separate municipalities within the same broadcast media markets should run combined marketing programs incorporating TV advertising. As competition with [DBS] arises, this metro-market cooperation will have to be expanded to a national level."

Noting that many broadcasters have refused to sell time to cable operators, Myhren said he believes "those restrictions will be loosened."

Myhren agreed with Bortz that cable can probably get away with charging a little more for its complete array of channels, but "large differences will drive consumers to the competition." He disagreed with Bortz, however, on the value of the additional channels, the ones that follow

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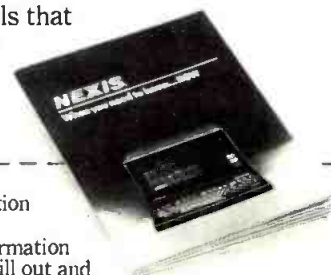
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the first four or five. The individual value of those channels, he said, may not be as important as the whole package. "For the consumer, the convenience of one-stop shopping can be a powerful draw, especially if the prices of the individual programs and services can be kept in line."

Coming to his third point, Myhren said regardless of how well cable does in its marketing and pricing, it will not "run very well in this race unless we can get some of the officials, who have taken control of the race, to remove the weights they've tied to our ankles and take at least some of the sand out of the bucket they are forcing us to carry." (The weights are the "excesses" cable is being forced to accept, he explained, and the sand is the franchise fees and rate regulation.)

Cable operators must educate municipal officials, Myhren said. They must convince the officials that cable is a competitive service, not a monopoly, an essential service or a common carrier.

Myhren conceded that cities may have a "staggering need" for revenues, and therefore suggested (as NCTA President Tom Wheeler did three weeks ago) that instead of imposing a franchise fee on cable alone, cities impose an "entertainment tax on all subscription television services."

"Let such a tax apply equally to cable, MDS, STV, SMATV, cassettes, disks and DBS," he said. "Such a tax would right the unbalanced marketplace which today creates unfair advantages for cable competitors who have no such burden."

American Association of Advertising Agencies President Leonard Matthews underscored Myhren's call for cable operators to begin using advertising to market their product: "Why do you think major corporations spend \$60 billion a year and more to buy advertising space and time? Why will they be spending a billion or more in your medium before the end of the decade? They do it because they believe advertising works for them better than any other way they could use that money."

Although he couldn't pinpoint how much, he said, cable must prepare to invest huge amounts in promotion in the coming years. The industry, he said, is going to have to move from "telling to selling." It can expand rapidly today by simply running its wire past more homes and announcing its presence, Matthews said. There will come a day, however, when there will be no more homes to pass, he said, and cable will strive to break the 55% penetration barrier.

Cable operators have to "rise above" the technology, Matthews said, and become better marketers and packagers of programming. Consumers are not interested in how the programming is delivered, he said. "All they care about is the show or ball game that comes on."

"One of the oldest . . . rubrics in the advertising business is that people don't really want three-quarter-inch holes," Matthews said, summing up the entire session. "What they really need are little holes. The drill is the only way to solve that problem." □



Sights on videotext. Whether AT&T and the cable industry will compete head on or cooperate with each other in emerging information markets was the subject of a lively debate by experts from Washington, Wall Street and Ma Bell. Participating (l to r): David Aylward, chief counsel and staff director, House Telecommunications Subcommittee; Ivan Wolff, analyst, Donaldson, Lufkin & Jenrette; Gustave Hauser, chairman, Warner Amex Cable Corp.; Randy Tobias, vice president-resident marketing and services, AT&T; Randy Nichols, administrative assistant to the chairman, FCC, and the "press reactor," Merrill Brown, New York financial correspondent, *Washington Post*.

AT&T will let them put it in writing on cable, pay TV foreclosure

Bell representative says company would not have problem with provision to bar it from cable entry

AT&T would have "no problem" with a statutory prohibition on its entry into traditional cable TV, said Randy Tobias, vice president, AT&T resident marketing and services, last Wednesday. What the company would fight, and is now, in fact, fighting, he said, is legislation to force it out of markets where it is already operating.

Tobias, who told cable operators there are many ways the cable and telephone industries can work together to develop new services, offered a rebuttal to a major theme of last week's NCTA convention: that AT&T—now that it's being freed to compete in unregulated markets—poses a major threat to future development of the cable TV industry. Joining Tobias in a panel discussion Wednesday were a group of experts on common carrier policy who offered a variety of perspectives on how the Justice Department's pending settlement with AT&T might affect the cable TV industry.

"Traditional cable—pay TV and retransmitted signals—is not our business," said Tobias, who defined AT&T's role in the telecommunications marketplace as providing consumers with "the means to summon information and services on demand."

Videotext "is a big business," said Tobias, and will provide outlets for at least three sectors of the telecommunications industry: transmission networks, terminal equipment and data bases. AT&T "wants to make network the most desirable for transmitting information," he said. It has

the manufacture of terminal equipment as a secondary goal and the creation of data bases only as "a distant goal." The "transport function is our mainstream," said Tobias. "Yours is content."

AT&T "sees advantages to working with your growing industry," said Tobias. With "increased strains for cost-effective delivery," cable operators might find it "mutually beneficial to consider ways in which the Bell System could supply your industry." For example, "AT&T could provide cable operators with microprocessor technology, newer, more sophisticated terminals, advanced computer technology and testing and monitoring services," said Tobias. "We can help you offer two-way cable."

There will be many suppliers in the information age, said Tobias, and AT&T will be only one of them, unless Congress passes pending legislation that would restrict its ability to form joint ventures to offer information services.

"Two-way information movement is our business," said Tobias. Cable is "interested in our business, but we don't want to have to get out of our business to let cable in."

David Aylward, chief counsel and staff director to the House Telecommunications Subcommittee, agreed that AT&T should be permitted to enter enhanced services and computer markets, but said it should be barred from offering information. "We've seen for 25 or 30 years how the telephone industry has responded to competition in adjoining markets," he said. Members of the Telecommunications Subcommittee, who recently approved H.R. 5158 unanimously, "do not want to see

AT&T dominate the telephone equipment or enhanced services market," he said, "but a monopoly in information would be far more significant."

Gustave Hauser, chairman, Warner Amex Communications Corp., said AT&T should "not be allowed to enter any unregulated business unless there is a showing of actual competition." AT&T "would be capable of extensive cross-subsidy" because of its dominance in long-distance telephone services, he said, and there's a danger it would become the sole supplier of information services and facilities.

To Tobias's claim that H.R. 5158 would provide foreign companies an unfair advantage by forcing local phone companies to procure a growing percentage of their equipment from non-Bell companies, Aylward replied that only American companies can be blamed for any inroads foreign companies have made. "American companies haven't gone abroad because they have fat monopolies here in the U.S.," he said. H.R. 5158 "would give Bell an incentive to market overseas."

Ivan Wolff, an analyst with the Wall Street firm of Donaldson, Lufkin & Jenrette, said AT&T's argument that the bill would hurt its ability to compete by forcing it to continue publishing old patents as required under the 1956 consent decree is a "red herring."

The concerns of consumers and competitors about AT&T's potential dominance of unregulated markets are not generally shared by Wall Street, however, said Wolff. Since announcing its consent decree with the Justice Department in January, AT&T's stock has traded only slightly higher than it did prior to the announcement, he said. Aylward maintained however, that that's no indication of how AT&T will fare after its divestiture. The stock has probably remained flat, he said, because AT&T still controls its less-profitable local companies.

Cable "will see competition from AT&T in enhanced services," said Wolff, but to counteract that, cable should "get into the telephone business," by offering new services AT&T hasn't been able to because of a "lack of aggressive strategy or an inability due to local operating plant."

Although AT&T faces the possibility of increased regulation from Congress, it should not expect that from the FCC, according to Randy Nichols, administrative assistant to FCC Chairman Mark Fowler. The consent decree could "speed deregulation at the FCC by allowing quicker deregulation of competitive carriers," he said, and that "paves the way for the offering of contract carriage via cable."

The FCC "will have to look long and hard at letting AT&T into information services," said Nichols. Its philosophy considers "entry barriers undesirable" and it would prefer "remedial measures—cracking down on abuse—to broad guidelines."

The FCC does not plan to revisit its Computer II ruling in the wake of the new consent decree, said Nichols. It appears, however, that AT&T may ask it to do so, even though the company is already in the process of reorganizing to comply with that decision. "After the decree is finalized a different situation will prevail," said Tobias. "The FCC may want to look again at Computer II to see if its restrictions are still necessary." □

Quello thinks franchise fees should go

Commissioner says systems instead should pay rent for use of public rights of ways; Wunder favors elimination of compulsory license; Dawson says if regulation is needed, it should come from the FCC

FCC Commissioner James Quello told cable operators gathered in Las Vegas for the NCTA convention last week that they shouldn't have to pay a franchise fee to municipalities. Instead of paying the fee, based on a percentage of the franchise holder's gross revenues, he said, operators should pay a "reasonable rental" charge for access to the public rights of way.

Quello also called for a "high-level task force" or presidential commission of government experts and representatives—

engineers, programmers and executives—from all facets of the electronic communications industry to study the burgeoning and rapidly changing telecommunications environment and give the FCC and Congress some premise for formulating policy. "The FCC," he said, "is responsible for an orderly and stable transition from the 1980's to the 1990's."

The comments were made at the convention's Tuesday general session featuring Quello, fellow Commissioner Mimi Weyforth Dawson and National Telecommunications and Information Administration head Bernard Wunder and was moderated by John Saeman, vice chairman and CEO, Daniels & Associates.

The call for abolition of the franchise fee reflects a change of heart on Quello's part. Several years ago at a convention, Quello said he called a cable operator who claimed he paid no franchise fee "one lucky SOB" and advised him not to move and to keep the local officials ignorant. In lieu of doing away with the franchise fee, Quello said he would favor retention of the 5% fee ceiling now in the FCC rules.

The study commission idea was attacked by Wunder, who said he doesn't think "one more government study" is needed. What's needed is government's withdrawal from the marketplace, he said. Through its regulations, government has so politicized the marketplace that companies must compete in Washington instead of the marketplace for their "share of the pie." He said he would like to see how that pie would be cut up without government interference.

Quello, who admitted voting against the dropping of the FCC's distant-signal and syndicated exclusivity rules in 1980, made several other statements that should have endeared him to the cable operators. With the "explosion of competition" from MDS, STV, SMATV and eventually DBS, Quello said, there is no rational basis for regulating cable on the basis of its being a monopolistic service. It would be a "gross inequity," he added, to impose common carrier status after the industry has invested billions of dollars in the business. He also said he was glad to see municipal ownership voted down in St. Paul (BROADCASTING, May 3). It would have set



The policymakers. Three Washington regulators (or deregulators) shared their thoughts on where cable policy is heading at one of the NCTA convention's general sessions. At left: FCC Commissioners Mimi Weyforth Dawson and James Quello with Bernard Wunder, head of the

National Telecommunications and Information Administration. At right: John Saeman, vice chairman and chief executive officer, Daniels & Associates and new chairman of the NCTA. Saeman moderated the panel session.

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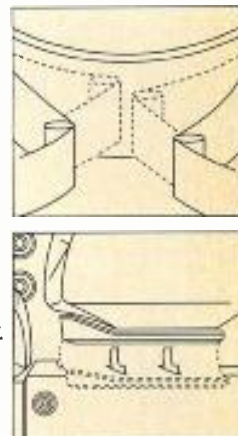
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a "very bad precedent," he said. Although he said he had to reserve judgment on the cable-telco crossownership because it's an issue the commission may have to confront, he said he has some concerns about allowing a guaranteed rate-of-return business to compete with a company that is risking huge sums of money. Quello also frowned on the idea of mandatory access channels. In many cases, people agitate for channels, he said, and then don't use them or use them improperly.

Commenting on the convention, Quello said every year it gets "bigger, better and more prestigious." Commenting on the NCTA, he said cable wins "more than its share of arguments in Washington." Commenting on the cable business, he said, "You've got a good thing, but you've got a lot of competition coming up."

Quello also reiterated his belief that free, over-the-air broadcasting must be

preserved. If pay cable one day outbids the networks for the World Series, he said, "you are liable to have an uprising in Congress."

Wunder said cable is already "significantly deregulated." The only issues that remain are compulsory license and to what extent the federal government should preempt local and state authority over cable. Wunder said he was in favor of eliminating the compulsory license. "I don't see the future of cable as being *Leave it to Beaver* or *Perry Mason*," he said. The future is in the provision of pay and other types of nonbroadcast services that don't require the compulsory license, he said. With the possible exception of small system operators, he said, cable should begin moving in the direction of full copyright liability. Although Saeman agreed with Wunder that he is "ultimately correct" in his view that cable operators should compete in an

open marketplace for programing rights, he said there is a question of when the transition can be made. Judging from their comments, if it's simply a matter of time, Wunder would opt for sooner and Saeman would favor later.

Dawson is no proponent of government regulation. (The money lost because of regulation is "extraordinary and unforgiveable," she said.) But if cable is to be regulated at all on the federal level, she said, it should be done at the FCC. Congress is too politically charged to set long-range policy. "I hope Congress has the sense to keep out of regulating cable," she said. Congress should strive instead to make the regulation of cable "an easy road to follow so we don't run into judicial problems." Dawson suggested the industry avoid problems—like the fallout from putting the World Series on pay TV—by working to circumvent them. □

Goldwater states case for his cable legislation

National policy is needed for industry to flourish, but with limited regulation, reliance on marketplace, senator tells NCTA via satellite

Congress must soon establish a national policy toward cable TV if that industry is ever to realize its full potential, said Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), in a live-by-satellite address to conventioners last Tuesday (May 4). Goldwater, who had to cancel an appearance at the convention because of a special Senate session on the Falkland Islands crisis, urged cable operators and municipal authorities for the second time in two weeks to "resolve their differences" toward how that policy should be defined.

The Communications Act of 1934 is "simply no longer adequate as a statement of national policy," said Goldwater. Some

of its provisions "actually impede the delivery of new and lower cost goods and services to the consumer."

During the 97th Congress, the Senate has passed legislation to deregulate common carrier, broadcast and other sectors of the communications industry, said Goldwater, "but one industry which is a most difficult legislative subject is the cable industry."

"Satellite distribution has significantly expanded the capability of cable systems to offer new programing services," said Goldwater, "and although your industry's provision of nonentertainment or enhanced services is in its early stages, I have every reason to believe that technology and consumer demand will make these services an important part of your business faster than you or I can imagine."

A bill now pending in the Communications Subcommittee (S. 2172) "seeks to create a framework for future government

regulation that recognizes the increasing role of the marketplace in insuring that services are provided effectively and efficiently to the consumer," said Goldwater, referring to a bill he introduced in March (BROADCASTING, March 29). The bill defines the extent to which federal, state and local authorities should regulate cable, he said, "and while we may have to clarify that language, it is clear to me our objective is sound."

Reciprocity provisions in S. 2172 address the concern among members of Congress that fairness should prevail among international markets, said Goldwater. "It is not only fair, but also essential to the future of our economy that U.S. companies be permitted to compete in foreign markets." Reciprocity provisions in S. 2172 would not apply retroactively so as to disenfranchise any current cable systems that might be owned or controlled by foreigners, he said.

Most cable operators do not like provisions in S. 2172 that would require systems with 20 or more channels to set aside 20% of their capacity for public and leased access, said Goldwater, "and neither do I." The industry, however, "must face up to this challenge and accept this obligation in return for the future opportunities which S. 2172 promises for your industry," he said.

Leased channel requirements in the bill may be satisfied "by the carriage of pay services, such as Home Box Office," said Goldwater, and "if there is any doubt about this, we will revise the bill to make it clear." No entity would be able to regulate leased channel rates, he said, and so "no one may regulate pay or enhanced services."

As he did during three days of hearings on his bill two weeks ago, Goldwater sought to put to rest speculation that he is not serious about passing a comprehensive cable bill this year. "I would not have introduced a bill unless I fully intended to



Goldwater at NCTA via C-SPAN satellite

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Democrat's turn. Cable operators can expect the Senate Commerce Committee to mark-up pending cable legislation (S. 2172) within the next four to six weeks, said Christopher Coursen, a staff counsel to the Communications Subcommittee, who offered that information during a panel discussion on legislation affecting the cable industry last Tuesday (May 4). Joining him was Aubrey Sarvis, chief minority counsel to the committee, who outlined provisions of an alternative proposal to S. 2172, introduced by Senators Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.).

A lack of time left in the 97th Congress is "a problem" facing those sponsoring S. 2172, said Coursen, but because "Senator Goldwater is committed to doing something for cable," there is "no reason" why the committee couldn't attach the cable bill to some other legislation, such as the common carrier bill that may reach a House-Senate conference later this year.

Senators Cannon and Hollings offered an alternative to S. 2172 because they believe a more pro-competitive policy is necessary, said Sarvis. By establishing a separate title in the Communications Act for cable, the alternative (S. 2445) would put to rest the industry's fear of being regulated as a common carrier, he said. The bill would deregulate enhanced services such as funds transfer, burglar alarms and data transfer, eliminate mandated carriage of local broadcast signals, and, through severe restrictions on telephone-cable crossownership, "make it unlikely that telephone companies will enter the cable industry," he said. The Democratic alternative contains no requirements for leased access or federal record-keeping and would set a statutory ceiling of from three to five percent on franchise fees. It would not contain reciprocity provisions. As does the Goldwater bill, the alternative contains provisions cable operators are likely to oppose. These include, according to Sarvis, requirements that cities and cable operators negotiate the number and types of public access channels to be offered.

work for the passage of cable legislation by the Senate and do everything I could to have the House act in similar fashion," he said.

Cities and the cable industry "are not that far apart" in their positions on S. 2172, said Goldwater in urging a compromise. "We need your help," he said. "With the speed of technological change and the proliferation of city and state regulation as new franchises are granted, it may well be 'now or never.'" □

Cable must prove itself to Congress

Wirth tells NCTA that industry should stress providing access to avoid potential problems, fight against unlimited franchise fee proposals

Cable operators must convince Congress that their's is a unique industry that deserves a new approach to communications policy, said House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) last Monday (May 3). Addressing a luncheon session of the NCTA convention, Wirth also urged cable operators to lobby in favor of his controversial common carrier bill (H.R. 5158) that would restrict AT&T's entry into the electronic information market.

Cable must overcome a number of regulatory challenges if it is to realize its full potential as an information provider, said Wirth. Although the fairness doctrine, "which was designed to govern scarce spectrum space, still plays a valid role in protecting the public interest in over-the-air broadcasting," he said, "content regulation has no business being applied to cable," with its channel capacity



Wirth

"expanding from 30 to 50 and even over 100 channels."

There are "far more simple ways of guaranteeing First Amendment values" on cable systems, said Wirth, and among those ways is structural policy. "Ownership policies must prevent the development of local media monopolies," he said, and cities and other government entities must not be allowed to exert control over programing, either through ownership of systems or by abuse of the franchising process.

The cable industry has a unique potential for promoting access and diversity of information sources, said Wirth, but that potential is threatened by some who see cable as a bottleneck and would regulate it

as a common carrier industry. "Leased, public, government and educational access are not only good policy but good sense," he said, "Your commitment to promoting a reasonable and fair access policy on a voluntary basis can—and will—take the wind out of the sails of those who contend that you will shut out competing voices and therefore should have no control over the programing of your systems."

As Congress tries to forge an overall policy toward cable TV, it must consider the industry as part of a "broad video marketplace" in which many services compete with one another, said Wirth. "If rules, such as franchise fees, are applied to only one part of that video market, as public policy makers we must think very carefully about how those rules affect a fair balance with regard to other competing technologies," he said.

National cable policy must "prohibit unlimited franchise fees" and it must address the franchising process, which today is evoking "unrealistic promises of performance" from cable operators that not only disappoint the public but threaten to undermine the financial viability of the industry. "There must be some fair degree of certainty in the rules of franchise renewals" to provide the incentive for cable operators to commit the financial resources necessary for modernizing facilities, he said, but at the same time, cities should have the right to refuse renewal if cable operators have failed to deliver services.

Part of the national policy being reviewed by Congress is included in a copyright bill recently referred to the Telecommunications Subcommittee, said Wirth. Although the cable, broadcast and motion picture industries have compromised on provisions for proposed legislation, Congress must now look at "the extent to which principles should be codified today which may become obsolete as a more competitive video marketplace develops in the future," he said.

Cable operators have a direct interest in common carrier legislation now pending in the Energy and Commerce Committee, said Wirth, in part because the bill would extend the soon-to-expire 1976 pole attachment law, which guarantees reasonable rates for cable operators who must utilize the poles of private utility companies. More important, however, are provisions in the bill that would require AT&T to set up a separate subsidiary for its regulated long-distance services, to prevent the company from unfairly subsidizing ventures into computer and cable TV markets with ratepayer revenues. The bill would also prohibit AT&T from offering information services over its own transmission lines in an effort to prevent AT&T from having the power to inhibit the growth of competition in that market through its control of over 96% of all long-distance transmission facilities. "Diversity in the information industry must not be reduced under the weight of monopoly transmission revenues," said Wirth. "You need to be involved; Congress needs to hear from you—because you are deeply affected." □

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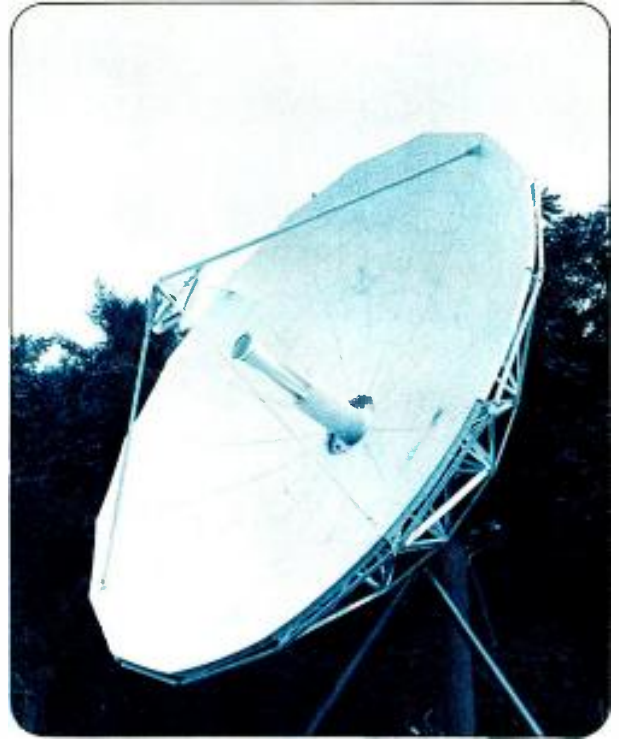
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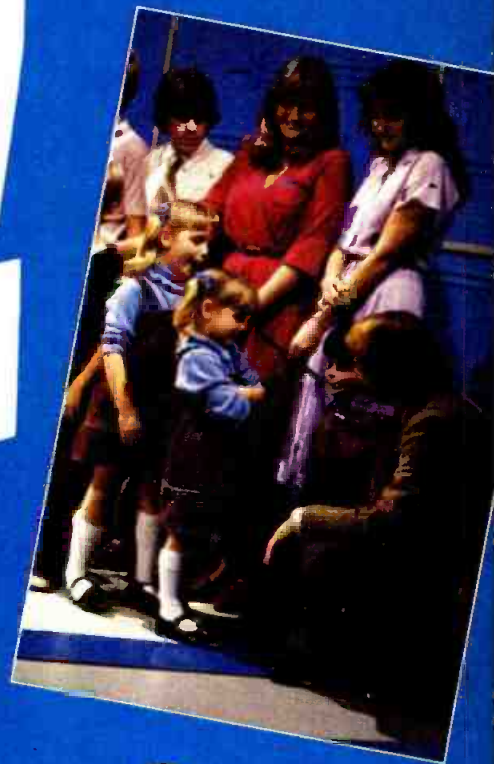
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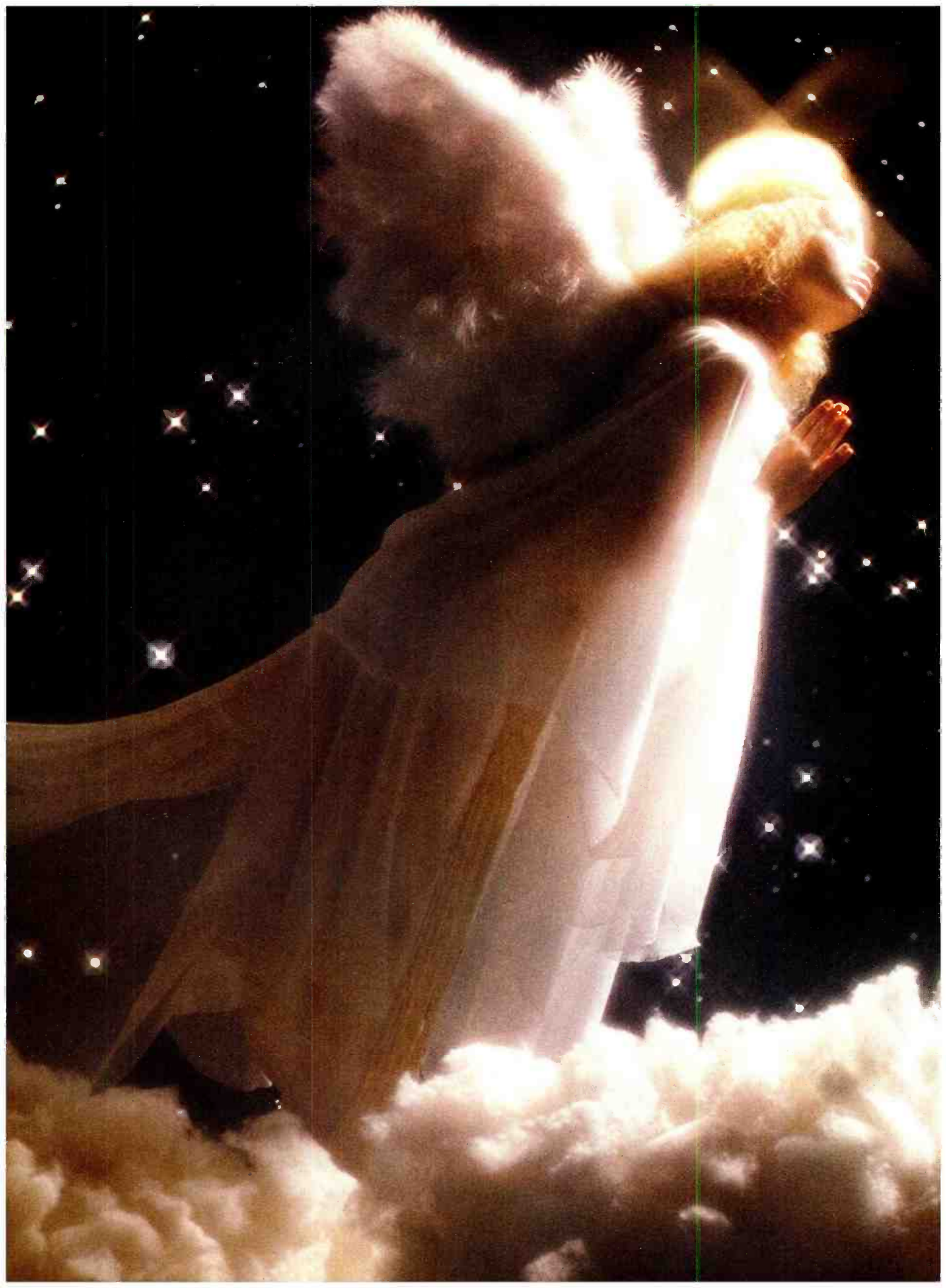
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Talking it over. Five cable operators and six basic cable programmers met for a convention panel session, agreed they were partners in the cable business, but still found they had differences. The panel (l to r): Vivian Horner, vice president-program development, Warner Amex Cable Communications; Edward Bennett, senior vice president, Viacom Communications; Maurine Christopher, deputy executive editor, *Advertising Age* (the "press reactor"); Jonathan Hayes, president, Group W Satellite

Communications; Chet Simmons, president, ESPN; Robert Wussler, executive vice president, Turner Broadcasting System; Kay Koplovitz, president, USA Network; Richard Cox, president, CBS Cable, and James Perkins, president, Daytime. Not pictured: Marc Nathanson, president, Falcon Communications; Martin Lafferty, director-program services, Cox Cable Communications, and Burton Staniar, senior vice president-marketing, Group W. Cable. Bennett was the session's moderator.

Baring souls on operator-programmer incompatibilities

NCTA panelists agree subscribers belong to operator, but express unhappiness about nonsharing of research, possessive attitude of some advertisers, and current glut of basic services

It didn't take long for an NCTA convention panel of five cable operators and six basic cable programmers to come to a consensus on "Whose Subs Are They?"—the question posed by the panel's organizers. Burton Staniar, senior vice president, Group W Cable Corp., said the subscribers belong to the operators. "We are the ones who invested the capital and, more important, we are the ones who program the system, making the pay, basic and local programming." But because operators and programmers are both committed to marketing of the product and viewer satisfaction, he said, their relationship "has to be a partnership."

While all agreed with Staniar, further consensus did not come quite so easily.

One sticking point was research. Staniar said that when programmers come calling, to get him to add their services, it would be nice to have some hard evidence of the services' consumer appeal. "It's not there," he said. Richard Cox, CBS Cable president, said that his network does plenty of research—it has to for its advertisers—but it's a question of whether "we are going to share it with you."

If the programmers don't share their research, said Marc Nathanson, president, Falcon Communications, programmers' decisions are going to have to be based on "judgments" that may be fallacious. Nathanson said he is beginning to feel that nobody really cares. "We don't know who to talk to in the research departments of the networks. All we see is the wining and

dining at the conventions." He would be happy, he said, if the networks spent one-hundredth of what they spend at the convention on doing research in his market.

Some of the divisiveness between cable programmer and operator can be traced to the advertisers who support the basic services, according to Vivian Horner, vice president, program development, Warner Amex Cable Communications. "The advertisers like to think of the subscribers as their customers as well and that's perhaps where the conflict lies." Operators, she said, may want to put a particular service on a high tier to attract people to it. But the service would prefer to be in the lowest tier in order to get the most reach for its advertisers.

Edward Bennett, senior vice president, Viacom Communications, complained about his frustrations in negotiating contracts with the cable programmers. Some of the provisions programmers seek are "onerous to operators." Many of those provisions deal with control over the channel that will be carrying the service. One supplier, he said, offered a part-time service and demanded all the down time on the channel. Another wanted a clause that forbade the operator from promoting these services without prior approval of the network.

Citing the current glut of basic services, Nathanson asked the programmers whether there will come a day when all the programmers will have to pay for positions on the cable system. James Perkins, president, Daytime, Hearst/ABC Video Service, responded by saying that the glut is temporary. "We are in the midst of an enormous welter of program services coming to the fore. I don't think we will ever see another year like 1982 with as many programming services of this type."

Robert Wussler, executive vice president, Turner Broadcasting System, agreed with Perkins. "You better hope that 20 of those [services]," he told Nathanson, "hang around long enough to catch your viewers' attention." □

MDU's: the latest cable challenge

Multiple dwelling units, that is; declining with legal, technical ... problems of apartment condo wiring

"Unique animals" are what Doug Jarvis, president, Jack Barry Cable Management, and moderator of an NCTA panel session on wiring apartments and condominiums, described such dwelling units. And judging from the remarks of the panel members participating in the session, the cabling of such units can be fraught with legal and economic problems.

Participants included Dan Shields, general counsel, United Cable; Neil Burmeister, vice president and general manager, American Cable TV; Jack Gault, president of Manhattan Cable, and Tom Campbell, president, Campbell Management, Houston.

Addressing the legal aspects of wiring multiple dwelling units (MDU's), Shields noted the requirement of a contract between the cable operator and the apartment owner, or residents' association in the case of a condominium. The contract, he said, could be "simple" or "comprehensive," depending on whether "you want to protect yourself to the ultimate or get in quick and dirty."

With the simple type of contract, Shields said a cable operator can often negotiate an agreement with a local agent, relying on the doctrine of apparent authority if the absentee apartment owner raises objections later on. Once the operator has a signed agreement in hand, said Shields, he should obtain an easement from the county government, recognizing his right to be on the MDU property for the purpose of cable service. And the easement would be in effect "for all times" even if the dwelling should change hands, Shields said.

As for the more comprehensive type of

contract, Shields advised cable operators to seek concessions such as prohibiting other forms of pay television on the premises. And in the case of condominiums, he also noted that the operator should obtain private easements for common areas within such a complex from the governing association.

There are a few states, noted Shields, that have legislation on the books mandating access to MDU's by cable operators. However, in one such state, New York, there is currently an appeal pending before the state supreme court challenging the legislation. And the outlook, he said, doesn't appear promising "for the home team," a reference to Manhattan Cable, the system that is being challenged. Indications are, he said, that the court will rule in favor of the MDU on the grounds that mandated access is "a taking of property rights without just compensation for the access."

Manhattan Cable's Gault said that an unfavorable decision in that case could prove to be a precedent-setting financial disaster for urban cable operators, especially in light of ever-increasing competition from STV, MDS, master antenna operations (MATV) and perhaps even direct broadcast satellite services in the future. The "only hope," he said, was for cable operators to work with their congressmen to "craft legislation" defining cable as "a public utility providing a necessary service," and thus entitled to access, overriding the just compensation argument. And, in the best of all possible worlds, he said, such legislation would not define cable as a monopoly service.

As to the marketing of condominium sales, Burmeister asserted that condo associations should be treated by the cable operator as "political units... you either work with them or lose the ball game." Door-to-door soliciting is usually prohibited in condominiums so a direct mailing campaign must be used instead. The assigned salesperson, said Burmeister, should develop a rapport with a resident in the complex "who wants cable badly." That resident becomes a contact for the salesperson, appraising him of activities at association meetings. After approval has been obtained, Burmeister said, a "simple agreement" should be sought, providing for at least one-third of the residents putting up connection fees at the outset. The one-third figure, he said, provides a "critical mass" that virtually assures penetration growth.

Campbell, whose father, John Campbell founded Tocom, is an SMATV operator in the Dallas and Houston markets. He described plans to interconnect three SMATV operations in Dallas with an amplitude modulator link (AML) microwave system, thus alleviating the need for accessing public rights of way and a city franchise. The AML unit would also eliminate the need for more than one earth station. The AML license, he said, will allow for the building of a central headend system from which the three Dallas-area SMATV systems can be fed by microwave. □

Cable opportunities beyond the horizon of entertainment

Business data and transaction services should provide as much revenue for cable by 1990's as entertainment, and market student Howard Anderson says cable should enter that market

Market researcher Howard Anderson of the Yankee Group of Cambridge, Mass., warned the cable industry last week that it is built on "shaky ground" by relying only on entertainment for revenues and that it should expand into business data and transaction services.

Anderson amplified upon a Yankee Group report at an NCTA technical session on cable's nonentertainment opportunities. The report suggested that by 1990, cable revenues should be split equally among all three services.

Although Anderson sees business data and transaction services as "risky," he said local business loop revenues could reach \$2.875 billion by 1990.

The local loop market includes electronic mail, word processing and teleconferencing. One in 25 office employes has computer terminals today; the ratio will be one terminal for every 3.5 employes by 1990, Anderson said. People will pay for that data, Anderson said, and the cable industry is in a good position to provide it.

Anderson sees cable companies and the Bell operating companies as the principal participants in the local loop battle between 1983 and 1990. But Anderson feels cable could win. "The BOC's have no desire nor the willingness or capital" to implement a local loop system, he said.

Many cable systems already have the local loop in place, and once service is established there, the cable operator could move on to compete in the long-haul area.

The participants in data and business communications to date are successful, Anderson said. In less than 10 years MCI's gross has risen from \$750,000 to \$1.2 billion. Manhattan Cable, Anderson said, brings in \$1.5 million to \$2 million annually from business communications. The industry is recession proof, he maintained.

Anderson pointed to a number of steps cable operators can take to gain local loop revenues. One was to concentrate on the business needs in the local markets. Cable companies may have to make initial deals with companies presently in data communications—the Southern Pacifics and the Hugheses of the world, he said—but that would contribute to the establishment of industry standards. Above all, Anderson said, it was imperative cable develop marketing expertise.

"It's amateur night out there," Anderson chided, referring to today's marketing efforts of home security, teleshopping and banking. The lack of research and development and knowledge on how to build new businesses is holding cable back, he said.

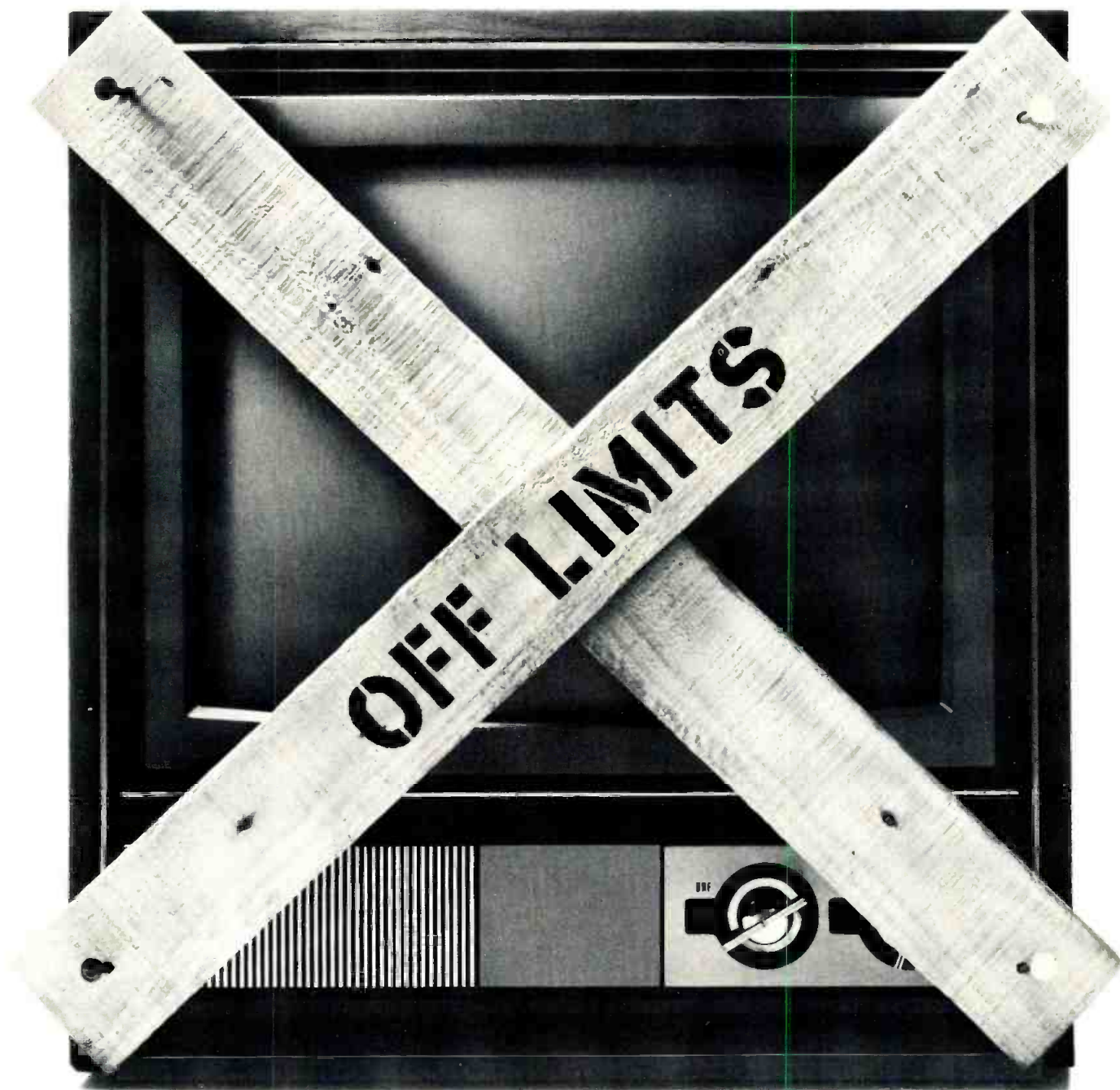
Cable is a one-legged stool, Anderson said, depending on entertainment fare for its existence. Given the normal programming life cycle plus new entertainment entrants, Anderson said cable must develop other revenue streams (business and data communications) to prosper.

At one point Anderson profiled three of the leading companies in the industry, finding more weaknesses than strengths in each. Warner's introduction of Qube he called "brilliant strategy" but said it was a "\$40 million loss leader." He also cited Warner's reliance on entertainment and its large capital expenditures to build its



Cable appraisal. Panelists at a session concerning current value of cable systems (l to r): Fred Vierra, executive vice president, brokerage investment services, Daniels & Associates; Keith Cunningham, vice president, Prime Cable Corp.; Paul Kagan, Paul Kagan Associates; Jeffrey Marcus, Communications Equity Associates, and Douglas Dittick, president, Tribune Company Cable. Some thoughts shared at the session: a softening in the market due to high interest rates; values in the private market continue to fluctuate between 8% and 10% cash flow; public companies have not yet reached their peak; larger systems with good growth potential will draw a greater per-subscriber price, perhaps in the \$1,000-to-\$2,000 range, while smaller mature systems will yield less, perhaps in the \$500-to \$700 range. Ultimately, however, a system's worth is determined when a prospective seller and buyer sit down and hammer out a deal.

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cable systems as weaknesses.

Anderson likened Time Inc. to a center ring (HBO) that had several smaller rings attached to it. Though he said it was an industry leader and number-one distributor, it, too, was entertainment dependent and had no internal research and development.

Cox, with its broadcast base and cable systems, is in many good markets, but the company sees itself as a technological leader and expert in franchising, Anderson said. To Anderson, that self-evaluation was not true. Criticism aside, Anderson felt the cable industry was in the best position to exploit the growing business communications market. The opportunity, however, won't last forever, he said. "You better do it or somebody else will," he told cable operators. □

Distant signals and copyright: differing points of view from Hill staffers

Opinions vary widely on how cable has fared and what future holds in terms of regulations

A cable subscriber had the last word at the NCTA's panel on distant signals in Las Vegas last week. It came after the discussion had gotten around to the landmark decision of a New York court holding that satellite carriers were liable for copyright—a decision that moved the cable industry the final inch in reaching the copyright compromise that was the subject of repeated NCTA convention mention last week (also see story page 50). A representative of Eastern Microwave rose from the audience to read excerpts of a letter from a subscriber to Los Angeles's Theta Cable, who had suddenly been denied the programming of WOR-TV New York, the "unwilling" superstation whose signals Eastern Microwave transmits nationwide.

"I cannot tell you how much WOR will be missed!" the letter began. "There are literally thousands of ex-New Yorkers ... who have come to depend on channel 9 as a lifeline to the things we had to leave behind. To lose Rangers and Islanders games to an expatriate hockey fan is like losing a child."

"If there is some way to improve the transmission of WOR without disenfranchising its most loyal and ardent absentee viewers, I implore you to consider it. We are heartsick."

The point of reading the letter was to demonstrate the kind of pressures to which Congress would be subjected if it decided on its own to eliminate the compulsory license and cable's right to distant signals. Ed Taylor of Southern Satellite Systems, another carrier, had initiated that element of the discussion with his statement that SSS last year had paid \$8 million

into the copyright pool, a figure he estimated would leap to \$40 million in the absence of a compulsory license.

Before the audience got into it, the panel session had heard the perspectives on distant signals in particular, and the copyright compromise in general, from five members of congressional staffs on both the Senate and House sides. Moderator Brenda Fox, general counsel of NCTA, had set the stage by outlining provisions of the present copyright compromise, and by warning that "The fight is not over. There's a lot of negotiating still to be done."

Her point was borne out by the panelists who followed. Thomas E. Mooney, minority associate counsel for the House copyright subcommittee, said that although it was easy to take the picture out of the theater (due to "burgeoning technology") it was far more difficult to bring the box office into the home with it. But he noted that cable has now paid upwards of \$50 million into the copyright treasury administered by the Copyright Royalty Tribunal, and expressed belief that the system set up by the 1976 copyright law was working—if not, as yet, at full efficiency.

Mooney's generally sympathetic approach to the copyright situation was met head-on by that of a Republican colleague on the House Telecommunications Subcommittee, Rodney Joyce, the minority staff director. After noting that he spoke only for himself, Joyce said cable has made a "serious mistake." Instead of agreeing on new restrictions on its operations (the must-carry and syndicated exclusivity provisions of the current compromise), the industry should have asked for the elimination of all regulation. He said that many stations would seek out cable systems to carry their signals in order to extend their reach for advertising purposes. And anyway, Joyce said, distant signals are assuming less and less importance in the cable programming mix. Adopting a

policy position not based on continuation of the compulsory license would enable the cable industry to sue for substantially reduced regulation at the FCC and the CRT, he said.

Eric Hultman, general counsel of the Senate Judiciary Committee, said that panel was essentially in a holding pattern concerning the copyright compromise, "awaiting the posture of the bill coming over from the other side." Gordon Fink, minority counsel to the Senate Commerce Committee, said that committee feels it has jurisdiction over sports and must-carry provisions, and cited proposed bills that would address those subjects independent of the copyright legislation going forward on the House side.

Ward White, senior counsel to the Senate Communications Subcommittee, said that "to some extent we're fighting battles that were won or lost a long time ago." Distant signals, he said, were a dead issue; cable has moved far beyond it. "We should look down the road to anticipate what will be needed 10 years from now," White offered—at the same time acknowledging that "we can't anticipate" what the future may bring. He, too, referred to the jurisdictional contest between the Judiciary and Commerce Committees over the issue, but said the Senate side might feel no need to be involved. □

Cable executives: the salary side

A survey of how cable operators compensate their managers and executives has been commissioned by NCTA and should be published within the next 60 days. Few preliminary results were available last week, but Michael Adler and John Moyer, consultants at the firm doing the research, offered cable operators advice on general trends in executive salaries, benefits, per-



Congressional points of view. Five staff members of Senate and House committees discussed the distant-signal issue and attendant cable copyright problems at this NCTA panel. L to r: Gordon Fink of the Senate Commerce Committee, Rodney Joyce of the House Telecommunications Subcommittee, NCTA General Counsel Brenda Fox (moderator), Eric Hultman of the Senate Judiciary Committee and Ward White of the Senate Communications Subcommittee. Not pictured: Tom Mooney of the House copyright subcommittee.



Hang in there. The U.S. economy will spring back to recovery once tax cuts passed by Congress last year go into effect, said economist Arthur Laffer, because businesses are deferring investments until they can take advantage of those cuts. Laffer, who addressed last Wednesday's luncheon at the NCTA convention, said tax cuts implemented by the Kennedy and Truman administrations resulted in decreased federal deficits and lowered inflation and that the same effect can be expected from 10% and 30% tax cuts planned for later this year and next. "Federal budget deficits are caused by bad economics," said Laffer, who is credited for the supply-side theories behind Reaganomics. "They are not the cause of bad economics."

quisites and other forms of compensation.

Cash had fallen during the last 30 years from its status as a significant motivator, but recent economic conditions have seen it elevated once again, said Adler, who is principal in charge of the Human Resource Services Center at Ernst & Whinney in Atlanta. America's highest paid executives are in the petroleum, broadcasting and pharmaceutical industries, he said, and among *Fortune* 1,000 companies, those that pay bonuses generally pay their executives more than those that compensate without them.

Typical bonus plans in American industry amount to about 30% of base salary for chief operating officers and about 35% for chief executive officers, said John Moyer, manager of the Human Resource Services Center. Preliminary survey results indicate executives for cable multiple system operators are eligible for bonus plans when they reach certain positions within the company, rather than when they attain a certain salary level. Typical bonus plans in cable range from 20% to 30% of base salary, he said, and they appear to be most often a percentage of a company's pre-tax income, subscriber growth, sales or total revenues. Fringe benefits among cable operators appear to be typical of those offered in most industries, said Moyer,

and include automobiles, dining and country club memberships, health insurance and supplemental retirement income.

Many companies are now offering benefits on a "cafeteria" rather than a set basis, said Moyer, and an increasing number are negotiating a specific set of benefits with each executive, to tailor compensation to special needs. At most companies, about 37.1% of payroll goes to benefits, he said, and generally, the bigger the company, the bigger the percentage of payroll spent on benefits.

For the most efficient results, companies should coordinate their compensation plans, said Moyer. A compensation committee must work together with the board of directors, shareholders, executives and the Internal Revenue Service to design the best plan for the company. "Your compensation should fit your company's philosophy," said Adler. Without a philosophy, he said, a compensation plan will fail to do what it's supposed to do: attract the best executives possible.

The NCTA survey will be sold to cable operators for about \$200 each, said Moyer, and will be available through NCTA. □

Applications of addressability examined by panel

Although the technology is here, addressable cable systems need fine tuning and development in scrambling and integrated control systems, among other things

Addressable cable systems are now available to operators in many forms and degrees of sophistication. But while technology itself has indeed arrived, there is still much room for improvement in its practical applications. That fact was reinforced last week at an NCTA panel session on developments in addressability, where participants discussed where technology stands now as well as probable future uses.

The session moderator was David Large, vice president, Gill Cable TV, San Jose, Calif. He opened the session by saying that "a lot of developments and fine tuning" is needed within the addressability market, although the technology per se "is not all that horrendous." He said today's market was "primarily one-way [and] dominated by large systems." Perhaps that is understandable, with the typical addressable converter box costing \$135 and a central computer system approaching \$150,000 or more, he said.

Among the challenges addressable-system manufacturers must take on, he said, were:

- Scrambling. ("Sync suppression isn't going to make it in the long run.")
- Real time link between the data-base hardware and converter boxes.
- Lower cost. He noted some predictions

of 40% cost reductions in the next two years.

■ The need for an integrated control system for single-unit and multiple-dwelling-unit operations.

■ A "smooth path of upgrade" from one-way addressable to two-way addressable systems, as "all of us will eventually end up in two-way."

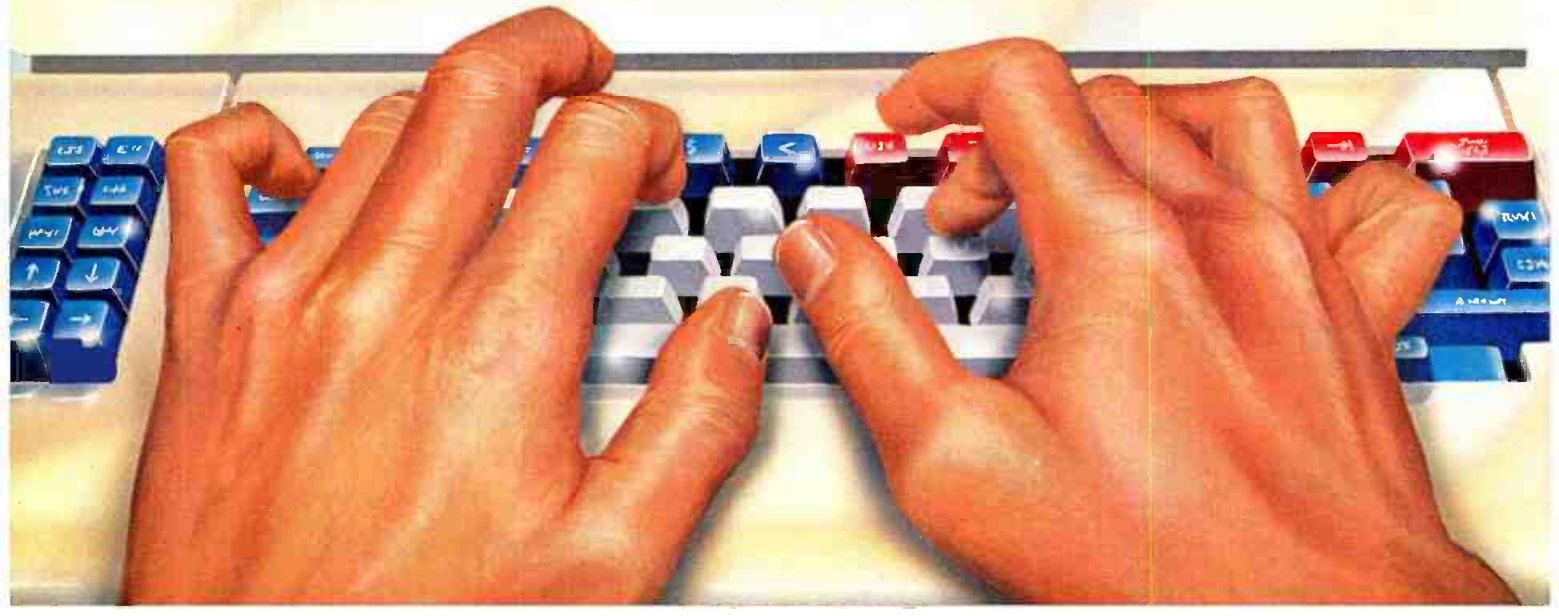
Panel members included Jack Hooper, director, converter and converter/decoder products, Oak Communications; M. Farouque Mesiya, manager, electronic design and development, Times Fiber Communications; Patrick Birney, manager, systems engineering, Pioneer Corp., and William L. Thomas, manager, videotext engineering, Zenith Radio Corp.

Hooper described what he called a "mini-system" with addressable functions for small cable systems or systems in "an early growth phase." Such a system, he said, has capacity for up to 8,000 converter/decoders, and is cost effective with about 5,000 subscribers. The home terminal and headend components of the mini-system are common to a fully addressable system, he said, and can therefore be retained if the cable system ultimately exceeds an 8,000-subscriber capability. The basic difference between the systems, he said, was in the control center, which, for the mini-system, "utilizes off-the-shelf, low-cost components to enter data and to generate and store the customer file." And those components "use a software that is unique but not as powerful as that used in a fully addressable system. The software has been cut to the basics in order to meet the system cost goals." Essentially, he said, the software has "been restricted to [a] decoder [and] many business functions have been eliminated." Nevertheless, the mini-system has pay-per-view capability and the ability to add or delete subscribers or change a subscribers program authorization.

Hooper said a financial analysis of mini-system conducted by Oak concluded that a 1,000-subscriber cable system with 35 channels and three premium channels could accumulate total annual revenues of \$188,400, with an annual net cash inflow of \$35,000 and a payback period of a little more than two years. The analysis assumed that all subscriber homes were equipped with addressable units, that the initial cash outlay for the system takes place in the first year and that six pay-per-view events are offered annually with 50% of the base subscribing.

Both Mesiya and Birney described addressable systems their companies have developed for the multiple-dwelling-unit market.

In effect, both systems are based on Bell Telephone's local switching station concept. In lieu of an expensive converter/decoder, subscribers are provided with an inexpensive keypad which is used to request, one channel at a time, authorized signals from a terminal in the basement of the dwelling unit, which is connected to the main cable. A permanently mounted wall unit provides an interface between the



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keypad, the subscriber's television set and the distribution terminal in the basement.

With only one authorized signal piped into the subscriber's wall unit at a time, as requested with the keypad, Mesiya and Birney described their systems as virtually pirate-proof. The keypad is worthless to the subscriber if disconnected from the system, and in any event, costs only about \$25 or so, minimizing the operator's losses due to theft.

The Times Fiber system, known as the Mini-Hub system, uses dual fiber optic cable to link the subscriber's wall unit with the distribution unit in the basement of the multiple-dwelling complex. The company has begun installation of a Mini-Hub system in a 150-tenant apartment in the New Britain, Conn., franchise of United Cable Television of Connecticut. It has also contracted to provide a 1,000-subscriber Mini-Hub system for Storer's cable system in Dade county, Fla. The Pioneer system, known as the VIP system, is still in development, said Birney. He said the company has not yet decided whether or

not to use fiber optic technology.

Zenith's Thomas shared with the audience some of his company's plans for developing videotext systems. "Coupled with addressability and tiering concepts already being widely used in the industry," he said, "a system that offers selective subscription to large amounts of information, can be offered." And large amounts of information, along with interactive capability, are among the advantages the full-channel videotext technology has over the one-way, vertical blanking-interval type of teletext technology. He noted that videotext, using a full video channel, can transmit 500 pages of information per second to a subscriber compared to the six- to 10-page capacity of teletext.

He said Zenith was currently developing a videotext converter box, the Z-Text, which the company hopes to be able to produce in large quantities at a cost per box in "the hundred-dollar range," compared with existing boxes which typically are priced in the "several-hundred-dollar range." □

from 30% to 50%.

Among the marketing gimmicks, he suggested, were a "Movie Club" and a "Fight of the Month Club." In each case, the subscriber agrees to take a series of fights or movies at a discount. (The fights, he added, could even be tied in with promotions involving other companies, i.e. coupons for fast-food restaurants.)

As did Derick and Watson, Hosfeldt believes that once a sufficient number of addressable converters are in place, the PPV events "will come along." He said there have been rumors, for instance, of concerts featuring Barbra Streisand, Neil Diamond and Frank Sinatra.

Group W's Derick is still somewhat apprehensive about the reliability of the addressable technology and with reason. Although the attitude of cable operators in the past year has gone from skepticism to the belief that addressability does work, he wonders "how much is wishful thinking." He said he had just learned that subscribers at one of Group W's addressable systems had figured out how to defeat the addressability and the security. But he remains optimistic, noting that Zenith, an old-line company with plenty of experience in consumer electronics, was now in the business.

Although it takes about \$1.25 in operating costs to present a PPV event, he said, the big cost derives from the program or event itself. Cable operators have to fight hard against promoters and producers who demand 50% of the take. Operators should remind the suppliers that PPV is never going to get going if the product is too expensive.

Pricing of the PPV event should be another concern of cable operators contemplating PPV. Unsure of the marketplace, operators from the start priced conventional pay television too low. "I hope we don't make that mistake this time around," he said.

For PPV movies to work, he said, they have to be available for PPV between nine

Three hallelujahs for addressability

Hosfeldt reports Gill's success in initial test; Group W's Derick optimistic despite misgivings about security and software costs; Rogers' Watson points out fringe benefits in labor, administration

"This is the year of addressability," observed Monroe Rifkin, managing partner, Rifkin-Fox Communications, at the end of a NCTA panel session he moderated on the subject. And those in attendance would have had to agree based on the testimony of panelists Bob Hosfeldt, executive vice president and general manager, Gill Cable Inc.; M. Christopher Derick, president, Group W Cable, and Colin Watson, Rogers Cablevision.

The three cable operators, all currently operating addressable cable systems, have found that they work and that, in addition to providing a number of important operational benefits, addressability permits them to enter the world of pay-per-view (PPV) programming.

Despite lingering doubts about the technology in the industry, Gill Cable is charging ahead with addressability and with PPV. Gill's Hosfeldt said about 34,000 of the 94,000 basic subscribers on its San Jose, Calif., system are now equipped with addressable converters and by the end of 1984 every Gill home will be so equipped. Using the technology, the system has experimented with a variety of PPV programming and marketing schemes. It has scheduled football and basketball games, boxing matches, and movies. The results have been a mixed bag. For instance, he said, there were more people on the production crew of one PPV basketball game, than there were home viewers.

But most of the Gill PPV offerings have been well received. Thirty-four per cent of

the addressable homes bought the Hearn-Leonard fight, he said, and 22% paid for a Rolling Stones concert. The system began last month to offer PPV movies, charging between \$4 and \$6 for such titles as "Mommie Dearest", "Superman II" and "Seduction" and achieving a 7% to 8% penetration of the addressable homes. "We think we can do a lot better as we learn how to promote it and take the orders," Hosfeldt said. Even at the low penetration levels, he said, Gill is making money on the PPV movies. There is little incremental operational overhead to market the movies he said and what Gill pays to movie producers is based on a percentage of the gross, anywhere



Is PPV for real? According to three panelists at an NCTA session, addressability and PPV programming may be closer to contributing to cable operators' bottom lines than previously thought. L to r: Monroe Rifkin, managing partner, Rifkin-Fox Communications (moderator); Robert Hosfeldt, executive vice president and general manager, Gill Cable Inc.; M. Christopher Derick, president, Group W Cable, and Colin Watson of Rogers Cablevision.



Mirror image. There'll be a replay of the NCTA convention—albeit at considerably shorter length—on those cable systems that carry the signal of Ted Turner superstation WTBS(TV) Atlanta on May 30 at 8:05 p.m. (EDT). Crews from that station captured both up-front and backstage glimpses of the event and its delegates last week for a one-hour special titled *Cable Plays Vegas*. The program will be co-hosted by Bill Tush, Mary Anne Loughlin and Liz Wickersham (Tush is pictured here as he interviewed cable industry pioneer Bill Daniels [l] of Daniels & Associates, while cameraman Tim Hickman captured the action). The assignment from Turner Broadcasting President Robert Wussler: to look at "the highlights and lowdown of cable's past, present and future—who's dealing with whom and at what price."

and 12 months before they are available for regular pay television. Consumers don't want to buy something that is going to show up on HBO and Showtime within a few months, he said.

Derick said cable operators should strive to get movies for PPV at the same time they are released to the theaters; Hollywood should go for simultaneous release when the addressable boxes in home reach the critical mass: five million.

Group W has found that the people that buy multiple pay services are the same ones that buy PPV events, Derick said. People who want movies will buy them, he said.

All of Group W's experiments with PPV have involved one-way addressable systems. The consumer ordering a PPV event has to use the telephone or the mail. The alternative is a two-way addressable system by which the consumer orders the event by sending a signal back up the cable to the operator. Although a two-way system facilitates the impulse buying, Derick said, one-way systems teamed with sophisticated telephone systems can do the job. Not having two-way capability, he said, is "not going to hamper my ability to be really effective in PPV."

PPV is just one of many benefits that derive from addressability, according to Watson. First of all, addressability allows for easy upgrading and downgrading of services. This capability has come in particularly handy at Rogers' three new addressable systems in Portland, Ore.; LaMirada, Calif., and the southwestern suburbs of Minneapolis where its marketers have been able to achieve an initial pay-to-basic ratio of 2.7-to-one. As that ratio falls back to a more realistic 2.5-to-one, the systems have been able to downgrade service "more quickly and smoothly."

The addressability at those systems also permits more labor-efficient installations; encourages subscribers to pay promptly since service can be turned off remotely; discourages theft of converters because they are useless at other systems, and facilitates auditing of services and impulse buying. The addressable system also permits the operator to gather viewership information and do opinion polling.

Watson, of course, also agreed that the primary benefit of addressability is PPV. Once the homes of North America are addressable, Watson said, movie producers will recognize addressability as the "greatest thing" in their history. □

Broadcast-cable crossownership: no consensus

Networks want to be cable system owners; MSO's say that's unfair competition

Broadcasters and cable operators have long been in opposing camps on the issue of local broadcast and network crossownership of cable systems. As joint ventures and acquisitions continue to blur the lines between players in the game and as the FCC and Congress consider lifting crossownership bans, the two industries, if a panel session last Tuesday reflects the general feeling, remain largely on opposite sides of the fence.

The FCC is clearly more disposed to eliminate crossownership restrictions now than it was three years ago, said FCC Broadcast Bureau Chief Larry Harris, but it will consider very carefully the impact of

such a decision before making it. There's a "delicate balance in today's video industry," he said. Any FCC decision on crossownership will be meant to "foster a competitive marketplace."

"We won't recognize the video marketplace 10 years from now," said Harris. "We're heading toward an interactive society in which the tube will no longer serve only as a receiver." Because the cable industry has "grown phenomenally" in recent years and will continue to do so, the FCC has a different marketplace to evaluate now than it had in the past.

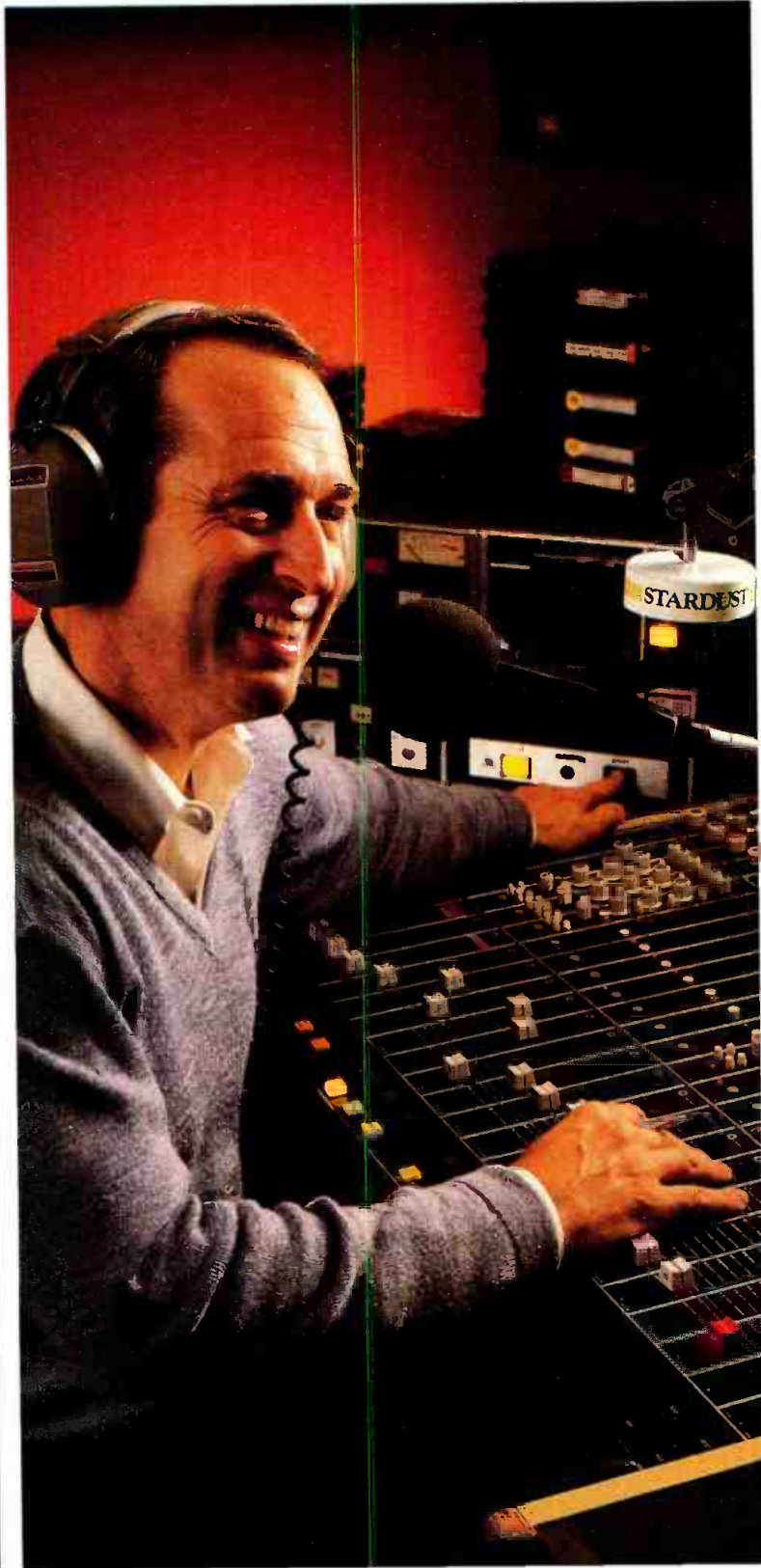
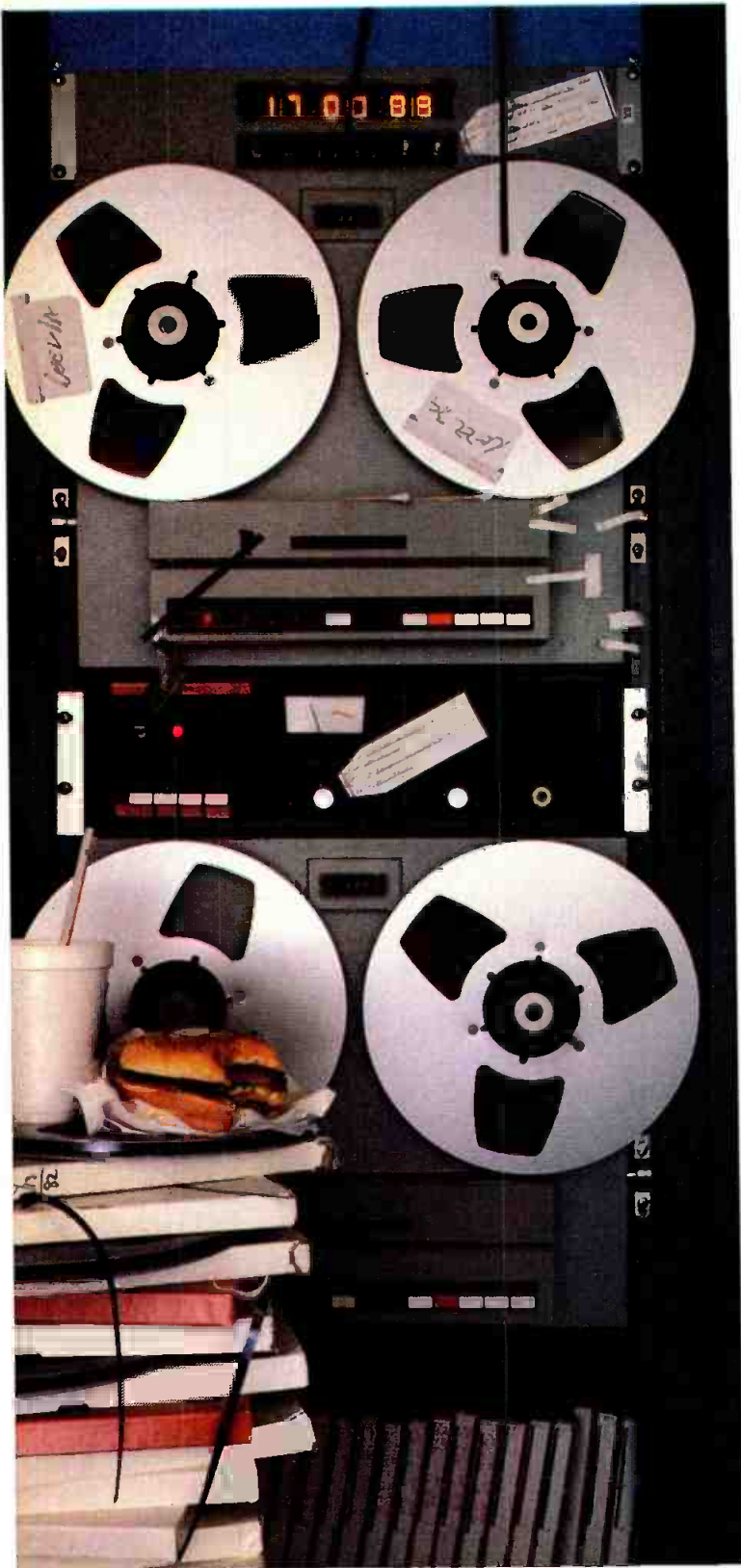
William Lilley, CBS vice president, corporate affairs, argued that the FCC should drop its broadcast-cable crossownership bans because they are no longer necessary in a marketplace where diverse competition will prevent any one player from gaining undue power. Cable is a "deconcentrated" industry, populated by many companies, the largest of which, Tele-Communications Inc., has less than a 10% share of annual revenues, said Lilley. Because cable is a high-growth industry, the expanding market share of any one company will be diminished by continuing overall increases in revenues. The cable marketplace is susceptible to technological change, characterized by low entry barriers and competition from other video technologies, said Lilley, and in such a marketplace, government should not control the kinds of players permitted to participate.

Taking issue with Lilley was William Bresnan, chairman, Group W Cable Co., who said competition in the video marketplace would be thrown off balance if broadcasters could own local cable systems. A broadcaster who owned a local cable system "would not have the maximum incentive to present the widest number of programs and other services to subscribers," he said, because it would seek to retain its own audience share in the market. Any pressure from franchising authorities could be diminished by the controller of so many information outlets into the home, especially, he said, now that broadcasters are pushing for the elimination of political broadcasting rules.

Because it could command a hefty share of local viewership, such a broadcast-cable combination would have an unfair advantage over other local media in the competition for both advertising dollars and programming packages, he said. Crossownership rules have not kept broadcasters from owning cable systems, said Bresnan, whose company owns six TV stations, 132 cable systems and is participating in a joint venture with ABC Inc. to produce cable news programming. "Broadcasters can take advantage of their programming, marketing and production expertise to compete for cable franchises," he said, "but they should not be permitted to do so where they have undue economic, political and practical advantages over an independent cable system operator."

Network ownership of cable systems may bring fewer problems to the marketplace, said Bresnan, however, and the FCC should study whether its rules

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might be relaxed in that area. The three major networks are seeing a decline in their shares of viewership, he said, and if the FCC, after careful study, finds they could no longer suppress the growth and development of cable networks, it might permit limited network ownership of cable systems in markets where affiliate shares of viewership are low, for example.

Disagreeing with both Lilley and Bresnan was economist Alan Pearce, who said the three major networks "dominated broadcasting and will continue to do so for the next 10 years." The networks spend more on programming than the entire cable industry generates in annual revenues, said Pearce. Cable networks, which are permitted to own cable systems, are simply not in the same league, he said, and until the broadcast networks lose their dominance, the FCC should not "unilaterally" decide to drop its crossownership bans.

According to Lilley, however, the FCC is not acting in the public interest if it bases its decisions on the market shares of competing industries. "The public doesn't give a damn how programming is delivered," he said. If media concentration starts to limit the kinds of new services being marketed, "then worry" about restricting ownership, he said. "You're looking at an explosion of new services." □

Brother, can you spare \$10 million?

Small operator on NCTA panel says many lending institutions won't deal in amounts less than that; financing-franchising explained; challenges of minority-controlled and modest sized cable operations

One of today's realities in cable is that small and minority-controlled companies have a tough time winning the franchises and finding the financing needed to enter the business or merely to grow with it.

That was one of the principal points stressed at an NCTA panel that featured Eddie Pena, president, TeleVu Cable TV; Zakee Rashid, vice president, Telecable Corp., and Herb Wilkins, president, Syndicated Communications Inc., a venture capital company. Moderator was Alex Mercure, Mercure Telecommunications Inc.

Pena, whose company serves about 7,000 subscribers in nine franchise areas, said banks and lending institutions often find his proposals too small. Two banks told him, he said, they don't want to bother with loans of less than \$10 million. The solution for Pena would seem to be to try to be a bigger fish. But, he lamented, he can't come up with the equity needed to borrow larger sums. "I feel like a dog chasing his tail," he said after the session. "The faster I go, the further behind I get."

Regardless of how much money he needs, he said, it is always a struggle finding it. "There are very few lending institutions that I haven't been thrown out of."

Rashid, who with his partners, operates a system passing 18,000 homes in East Cleveland, Ohio, and who is eyeing the franchise for the city of Cleveland, said the financing is available, but added, "You have to work for it. If they slam a door, you have to head for another door."

Wilkins, whose company caters to minority entrepreneurs, said the money is out there, but that the entrepreneur must be prepared to give up large chunks of equity to get it. Venture capitalists are used to getting a 35% to 40% return on investment and because independent and minority companies are viewed as risky propositions, they expect a "premium added on—generally up front."

Wilkins agreed with Pena that a cable system can be too small to warrant financing. In fact, he said, his firm will not touch anything under 1,000 homes, unless there are contiguous communities to which the operator can expand. It's just not economically viable from a venture capital standpoint, he explained.

Before Syncom considers putting up money for any system, Wilkins further noted, some threshold criteria have to be met. The operator has to show he can build his system for no more than \$700 per home. Anything more than that, he said, may be uneconomical and could put the operator in "an untenable financial

position later on." Wilkins also said his firm likes to see density of between 250 and 300 homes per mile.

Since, as Wilkins pointed out, financing is a "biddable item" it must be worked out before a bid is submitted to a municipality. If the applicant can't prove he has solid financial backing, Wilkins said, he is going to be "knocked out . . . in the first round."

All of the panelists reminded the cable operators that the franchising is a highly political process and the ones who come out on top will be those who are politically astute. Rashid, who had to battle for the East Cleveland franchise, said it's naive to believe cities accept bids, objectively evaluate them and hand down a decision. It's not always that "black and white," he said, often the "political turmoil behind the scenes" overshadows everything else.

Whether a particular applicant wins a franchise, Wilkins said, depends on his ability to persuade those voting on the franchise that it's in their political interest to vote for him. The successful applicant must also obtain a degree of community support, he said. "You can't be an outsider and expect to walk away with the franchise." He must also become thoroughly familiar with the local franchising process and with everybody involved in it, including municipal staff. Just knowing the councilmen or commissioners who vote on the franchise isn't good enough, he said. □



Three out of four. A variety of viewpoints about the relaxation of cable-television crossownership restrictions were presented by (from top) Larry Harris, chief of the FCC's Broadcast Bureau; Bill Lilley, CBS Inc. vice president for corporate affairs, and Bill Bresnan, chairman of Group W Cable Co. Not pictured: economist Alan Pearce, who has helped devise regulatory policy.

Financial experts cite least painful ways to pay piper

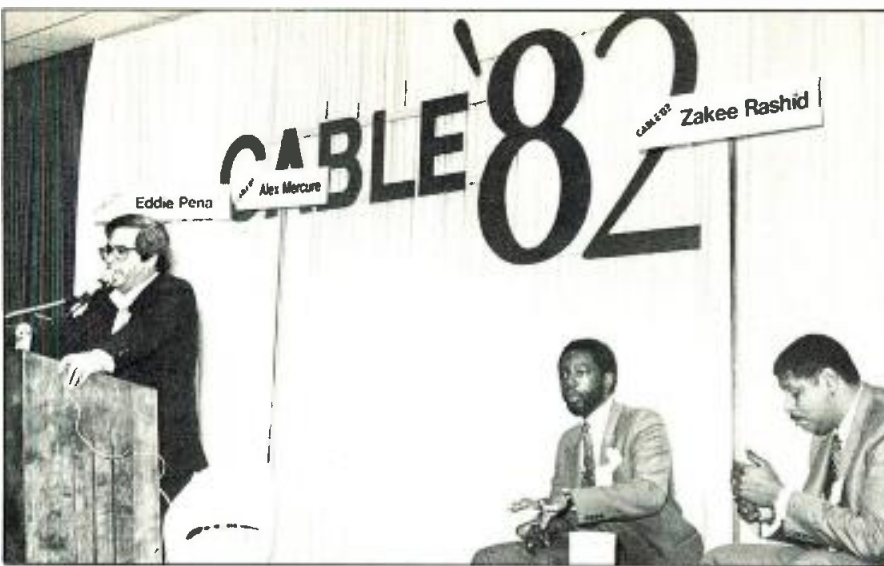
NCTA panelists agree cable's glamour, breaks in tax laws enhance industry's position, see capital demand exceeding supply by \$10 billion yearly

The cable industry has been "preoccupied with finance," said panel member Jim Cavanaugh of Tribune Company Cable during a session on alternative financing methods for cable systems. And little wonder. The costs of financing cable deals—start-ups or acquisitions—has increased 100% over the past several years. That, along with changes in tax laws and the fact that the industry enjoys a "glamour status" in the eyes of the financial community, has created "a host of new financing opportunities for us," said Cavanaugh.

He was joined by several others involved in cable financing, including Steven Halstedt, managing general partner, Centennial Management Co.; Herbert Wilkens, president, Syndicated Communications Inc., and Fred Thomas, executive vice president, Drexel Burnham Lambert.

Primary considerations when borrowing, said Cavanaugh, are the lowest cost, the greatest operating flexibility and timing.

Halstedt, addressing venture capital fi-



A matter of scale. Minority and small independent cable operators have the same troubles with franchising and financing as the big MSO's. Cable operators received advice on dealing with the two "F's" at an NCTA panel featuring (l to r) Alex Mercure, Mercure Telecommunications Inc.; Zakee Rashid, vice president, Telecable Corp., and Herb Wilkins, president, Syndicated Communications Inc. Not pictured: panelist Eddie Pena, president, TeleVu Cable TV.



Money men. Participating in a panel on alternative methods for financing cable operations (l to r): Centennial's Haistedt, Drexel Burnham's Joseph, Tribune Cable's Cavanaugh and Syncom's Wilkins.

nancing said that perhaps 25 venture capital firms invested \$50 million in cable last year. Firms such as ATC and Apple computers have been backed by venture capitalists. He said that such firms are generally seeking a rate of return on investment of three to five times money in as many years, and usually complete one deal for every 50 they look at. And such firms tend to take "an active role" perhaps in an "advisory or board capacity."

Wilkins said that Syncom was a private venture capital firm with a subsidiary MESBIC, which invests in properties that are minority controlled. He said that one key to a successful deal is finding "an investor who knows the business." With new builds, Wilkins said he looks for a system with little need for underground construction and lower population densities, such as Newark, N.J., or South Los Angeles, where his firm has put together the financing.

Thomas said that demand for capital will exceed supply by about \$10 billion in each year through the 1980's. And the cable in-

dustry will seek \$2 billion in financing per year throughout the decade. "Use your strength in structuring deals," he said, such as the values of the franchise or "highly predictable cash flows." □

Cable exhorted to be more vocal on Capitol Hill

Industry is not doing enough to get its point of view across on AT&T settlement, H.R. 5158, say congressmen

Legislation to protect ratepayers from bearing an unfair share of the costs of AT&T's antitrust settlement with the Justice Department has little chance of passage this year unless telecommunications users and competitors let Congress know that they favor such a proposal. Right now, the only message Congress is getting is that AT&T and its employees, shareholders and pensioners vigorously oppose the bill.

That was the message last week from key members of Congress and their staffs, who participated in panel discussions meant to explore the impact the proposed AT&T settlement and legislation aimed at modifying it would have on cable operators. With only 80 legislative days left before an election-year adjournment in mid-October, some panelists maintained that even with the help of the cable TV and other potentially affected industries, the 97th Congress would be unable to agree on such a controversial proposal.

"It's AT&T against the world and the world's losing," said Representative Al Swift (D-Wash.) in summing up the effect of lobbying efforts presently under way on the bill (H.R. 5158), which he maintains has no opposition except from AT&T. The giant phone company got the "best deal it's ever had" in agreeing to divest its costly, unprofitable local operating companies, said Swift, and it has "threatened to burn my tail if I continue to support" legislation to change that deal.

Representative W. J. (Billy) Tauzin (D-La.), who with Swift is a member of the Telecommunications Subcommittee, which unanimously passed H.R. 5158, said Congress has not heard from telecommunications users who support the bill

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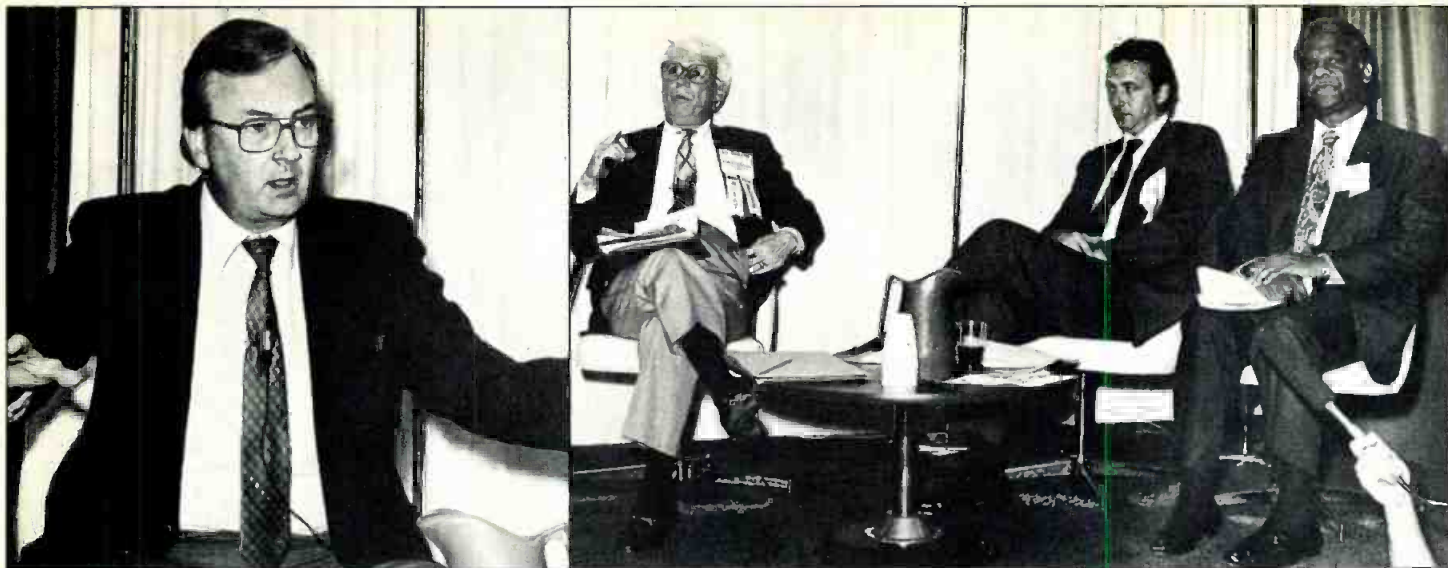
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Words to the wise. AT&T will trounce congressional efforts to rewrite the Communications Act unless ratepayers and competitors show some support, according to legislators who participated in a panel on the

issue. On the dais were (at left) Representative Al Swift (D-Wash.) and (at right, l to r) Representatives Marc L. Marks (R-Pa.), Dan Lungren (R-Calif.) and Harold Washington (D-Wash.).

nor from cable operators or other future competitors of the deregulated AT&T. "We'll lose this without your help," he said.

Cautioning cable operators that they were hearing good advice, Representative Dan Lungren (R-Calif.) said members of Congress who don't know a great deal about a bill will tend to vote the way their mail tells them to and right now, Congress is not hearing from anyone who supports H.R. 5158. "I don't want to see a monolith take over and knock everybody else out" of the telecommunications industry, he said, "but you've got to prove to me that that's what's going to happen." Lungren, who as a member of the Judiciary Committee will get a chance to review the common carrier bill before it goes to the House floor, said he tends to oppose legislation that will affect a pending anti-trust settlement, but that that doesn't mean the cable industry shouldn't try to convince him otherwise.

Tom Rogers, a Democratic counsel to the Telecommunications Subcommittee, agreed with the three legislators that passage of a bill is possible this year, but a key Republican staffer who also works for the subcommittee, disagreed. With little time left in the 97th Congress and lots of

other legislation to be passed, a controversial measure like H.R. 5158 will require a "go slow approach," said Randy Davis, Republican counsel to the House Commerce Committee, who set the odds at "substantially less than 50-50 that we'll see a common carrier rewrite this year."

Christopher Coursen, a Republican counsel to the Senate Commerce Committee, said the leaders of that panel "do not embrace" the concepts involved in H.R. 5158 and the AT&T settlement in the same way that members of the Telecommunications Subcommittee do. Committee leaders are taking a "wait-and-see" approach to the common carrier rewrite, he said, and will "take a look at" H.R. 5158 if it is passed by the House.

Cable operators have reason to be concerned about the AT&T settlement and congressional attempts to modify it, said Davis. AT&T has shown no signs of wanting to enter the video entertainment business, but it has "mapped out a strategy" for competing in the information industry, where cable systems could someday be major players. "You have a great deal to fear from such a well-heeled competitor," he said, noting that AT&T is objecting strenuously to restrictions on its market entry. □

Refranchising primer for cable operators

Early planning called key by panelists who relate own franchise renewal experiences

Start early. Plan. Negotiate where possible, but if bidding is needed, bid competitively. Those were the watchwords from an NCTA panel on the nuts and bolts of franchise renewal, moderated by John Evans of ARTEC, Arlington, Va.

Evans prefaced the session by suggesting that cable operators begin renewal preparations five years before the franchise expiration date, to be prepared for special interests, and stick to a planned timetable.

The first panelist, Curtis Speck, from Cox Cable's Santa Barbara, Calif., system, was on the firing line for one of the country's more celebrated renewal proceedings. Speck went through a short history of how Cox acquired the system. (It bought it in 1971 from the town's newspaper which later gave Cox trouble at renewal time.)

Cox upgraded the system to 20 channels in 1975. At that time a local group challenged the franchise because there were no public access channels on the system. Speck said Cox complied, but once the channels were set aside, interest in public access dropped to zero.

Cox began negotiations with the city for franchise renewal in 1979. But when a local movie operator expressed interest in the system, Speck said Cox was forced to submit a detailed bid package, as if it were applying for a new franchise.

Eventually the new proposal, which calls for a 54-channel upgrade in two years, was passed unanimously by the city council. Speck said Cox spent about \$200,000 in the refranchise fight for the 72,000-home community.

If he had it to do over, Speck said he would have organized a better media campaign to inform the people on the issues. With the newspaper taking an anticable

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stance, Speck said it was difficult for Cox to get a fair shake.

Sally Davison, Staunton Video Corp., Staunton, Va., related the experience of what a small 12-channel system goes through in refranchising. Staunton Video has been family-owned for 30 years and serves about 10,000 subscribers.

Last year at renewal time, Davison said, the city manager put out a request for new bids. That forced Staunton to hire franchising, technical and financial consultants to prepare a complete bid package. The proposal included a planned upgrade from 12 to 54 channels, with a 35-channel institutional loop and more pay services. Staunton found himself, though, to be the only bidder when the proposals were due in February and has since won refranchise.

Davison's word of advice was to start early. She said Staunton began six months before the franchise was due to expire and found that was not enough time. "You can't be too complacent. If you need to bid, bid competitively." Davison said she felt that even if there had been other bidders, Staunton "would have won anyway" because of the depth of the proposal.

Charles Younger of Continental Cablevision of Ohio, said: "You begin renewal or refranchising the day you sign a franchise agreement." Younger emphasized the need to plan, to look for potential political problems, to tailor a new proposal or upgrade the system in a way that fits in with community needs and to educate both local government officials and the people on what exactly the cable operator has done and intends to do.

As the process continues, Younger warned not to skimp on presentations: "Make them professional." In addition to briefing local officials, Younger suggested that cable operators "meet with your staff and explain what you plan to do and when you will be doing it," since the staff is on the firing line handling calls from the public, and influences the public's perceptions of the company.

Younger, like Speck, urged cable operators to take their case to the people through the media, using ads, office dis-

plays, civic group meetings, open houses and hand-out materials. Younger also said it was important for a company to be a good corporate citizen and not to forget its obligations.

Evans summarized the panel by saying there was no such thing as a free lunch: The costs a cable operator incurs in renewing a franchise are passed along to the consumer. Those costs should be pointed out to city officials, said the panelists, before the city makes a decision to open bidding or place demands on the existing franchise for which all subscribers would have to pay. □

Making the most of cable advertising

Stepped-up research, aggressive push for co-op among suggestions

"Cable can deliver if we work together to deliver the goods." That's how Ira Tumpowsky, chief cable buyer at the nation's largest advertising agency, Young & Rubicam, New York, summarized his remarks at an NCTA session on tapping into the national advertising revenue stream.

Tumpowsky said it had been "a frustrating and confusing year." He criticized the cable industry "for playing it too close to the vest," in not looking for partnerships with advertising agencies.

Since cable is a new media, new advertising ideas should be employed, Tumpowsky said, rather than the same ones used in broadcast advertising. Tumpowsky stressed the need to substantiate numbers and to do "research, research, research."

Cable operators "should not try to be all things to all people," he said, and should explain their medium to advertisers and agencies to add to their knowledge base.

A representative from the largest cable rep in the country, Eastman Cablecorp, reviewed the national spot selling the company has done for cable in the past two



Refranchising. An early morning NCTA session reviewed recent franchise renewals. L to r: Charles Younger, Continental Cablevision; Curtis Speck, Cox Cable; moderator John Evans, ARTEC, and Sally Davison, Staunton Video Corp.

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Tapping in. Acquiring money from the national advertising revenue stream was discussed at an NCTA panel by William McGee, Broadcast Marketing Co.; Robert Hance III, Eastman Cablerep; moderator William Ryan, Palmer Communications; Ira Tumpowsky, Young & Rubicam, and Robert Johnson, Black Entertainment Television.

years. Robert Hance III said Eastman sells national spots in 30 markets and plans to be in 50 markets by yearend. "The important thing is that the revenue goes to the system operator," Hance said.

Eastman now has 170 advertisers from 18 product categories. Hance recommended that advertisers push agencies to find out what's available on cable systems. One thing the agency must remember is accountability. Cable can't be measured by traditional broadcast C-P-M figures alone, said Hance, but by looking at audience shifts and other measurements.

Hance recommended that cable operators commit the dollars to equipment and personnel to show advertisers and agencies they are serious about selling advertising.

Hance advised cable operators to interconnect their systems and to conduct research to learn more about their subscribers and what advertising would work.

Black Entertainment Television's Robert Johnson reviewed the differences between mass- and narrow-appeal programming and advertising. Johnson told advertisers and agencies they might not be able to reach an audience they want with mass-appeal buys.

People tune in to cable because they have a "passionate interest" in watching a particular program. It is there, Johnson said, where ad dollars can be successfully spent.

Johnson also had a word of advice on matching local and national accounts. He said if Ford Motor Co. bought national spots on a basic service, the local cable operator should go to the local Ford dealers to sell the other availabilities on the service, adjacent to the national Ford spots.

William McGee, Broadcast Marketing Co., San Francisco, reviewed what co-op dollars can mean to cable systems. McGee said that Cox, Warner, Viacom and General Electric are among the MSO's that are involved in co-op ad dollar campaigns. Though cable is a different medium, the sales basics are the same as in radio, TV or newspapers.

Local dollars make up one-third of all

co-op dollars, said McGee, and cable operators contact local distributorships that may have co-op money coming through the pipeline from the manufacturer. It's one pipeline cable can tap to gain more advertising dollars, McGee said. □

The local hand in regulating cable issues

Pros and cons of municipal ownership, deregulation of basic service rates and local public policy issues provide focus for NCTA panel session

Municipal ownership of cable systems, deregulation of basic service rates, franchise fees, community programming and communications between city governments and cable franchise holders were among the topics discussed at an NCTA panel session concerning local public policy issues in cable. Bill Strange, vice president, Sammons Communications, moderated the session. Panelists included Steve Simmons, president, Simmons Communications (formerly with Tribune Company Cable and on the domestic policy staff during the Carter administration); Kenneth Spigle, general counsel, Massachusetts Cable Television Commission; Marvin Weatherly, a public utilities commissioner for the state of Alaska (and candidate for the FCC); Sheila Mahony, vice president, franchising, Cablevision, and Frank Greif, director, Mayor's Office of Cable Communications, Seattle.

As for municipal ownership, Simmons contended municipalities looking into that option are motivated by one factor only—money. "They believe cable is a cash machine," he said, and can be used to alleviate ever-increasing budget pressures. But local governments that believe cable may provide the answer to all of their financial woes, he said, are "looking through rose colored glasses." Noting the

tremendous amount of capital needed to start a system, and the debt service involved, he said cable operation involves grave financial risks many cities tend to overlook. And cable is not an essential service, like an electric utility company, but rather a "competitive service and not a guaranteed profit." And since the rate return on investment would not begin for a number of years after start-up of the system, Simmons said municipal ownership will only "exacerbate, not help, budget problems" in the short term.

And government control over the conduit for perhaps over 100 video channels, said Simmons, raises "severe First Amendment problems."

Simmons also said there was certainly "no mass movement for municipal ownership," noting the recent St. Paul referendum where, by a margin of 63%, residents voted against a proposal for a municipally owned system.

Greif challenged Simmons's contention that local governments would like to get into cable ownership just for the money. "It's a leverage option," he said, conceding that while it would not work everywhere, in "some places it's a necessity" to insure that residents receive adequate service. Cable is a "local business," he said, and if the private sector cannot provide such service then it is up to the municipality to provide for "local needs."

Spigle described Massachusetts's experience with basic rate regulation and subsequent deregulation, enacted in 1979. Developing a methodology for setting rates, which the state decided to do in 1975, "simply proved impossible," he said. And by 1978 it was "looking for a way out." Under deregulation, which took effect in 1980 and affects about 75% of the state's subscribers, basic rates were raised on a statewide average by about 10%, a far cry from the skyrocketing rates predicted by some opponents of deregulation.

Weatherly touched on Alaska's preliminary deregulation scheme enacted in 1980 and subject to review in 1983. He said he felt confident the state would permanently deregulate the cable industry at that time.

Mahony said it was ironic that cities often give "millions of dollars in tax abatements" to industries as an incentive to reside in their locales, yet ask cable operators to hand over 5% of their revenues and 20% of their channel capacity in addition to regular taxes. "No other business has ever been called upon to pay for the right to do business," she said. The cost of operating a system is ultimately passed on to the subscriber, she said. And when cities respond to the "grand promises" of franchise applicants, they are in effect exacting a tax on subscribers which could never be imposed directly.

Greif described what he characterized as "outright hostility" on the part of many cable operators toward municipal governments, which he said for the most part was uncalled for. He said the two groups had to "work toward some common goals," and not in "an atmosphere of rhetoric." □



Local regulatory front. Addressing local and state policy issues at an NCTA panel entitled "Multifiler Regulation" are (l to r) Steve Simmons, president and CEO, Simmons Communications; Kenneth Spigle, general counsel, Boston Cable Television Commission; Marvin Weatherly,

Alaska public utility commissioner; Frank Greif, Seattle telecommunications officer; moderator Bill Strange, vice president Simmons Communications; Sheila Mahony, vice president, Cablevision Systems, and press reactor Norm Black of AP.

Making the most out of microwave

Computers, rulemakings both suggested as possible solutions to overcrowded frequency

With the ever-increasing demand for microwave transmission links by cable operators, methods must be devised for using the capacity that's available in the most efficient manner. Several engineers shared their thoughts on the issue during a session on satellite technology and microwave design last week at the NCTA convention.

Marvin Mason Jr., a staff engineer with Metrovision Inc., Atlanta, described a method he developed to profile prospective microwave paths. Usually such profiles are done by hand and can take hours to complete. Mason, however, was able to write a computer program. His inspiration was the task of profiling 18 possible paths for an eight-community cable interconnect system. He wrote the program for use with a model 3 Radio Shack com-

puter, which can print out a path profile in about 10 minutes, he said.

John Wong, a staff engineer with the FCC Cable Bureau's CARS microwave branch, said that due to the current CARS band congestion, some urban franchises will find channels unavailable. "There is not enough capacity to accommodate the cable industry," he said, noting that the CARS band is shared by cable systems, television auxiliary services and the fixed satellite service.

Wong also indicated that because of the congestion in the CARS band, his branch would enforce more strictly the rules that were designed to encourage spectrum efficiency. For example, the rules currently state that a CARS applicant must justify the need for a microwave link in lieu of trunk cable. "We'll be scrutinizing [that rule] more," he said. And with the manpower cutbacks at the commission due to budget cuts, Wong said the agency will play a minimal role in the process. Appli-

cants will have "responsibility to select and coordinate and resolve technical problems among themselves," he said, with the commission getting involved "only as a last resort."

Yet whatever short-term measures the commission takes, the ultimate solution, in Wong's opinion, lies in the expansion of the CARS band. It "has to be expanded," he said, "although the industry will have to initiate the rulemaking," as the commission will not. And simple initiation of a rulemaking will not guarantee success either, he said, as other groups will be competing for the same expanded capacity. "The group that hollers the loudest," he said, "will get it."

Dom Stasi, director of engineering for Warner Amex Satellite Entertainment, described the problems of selecting the right earth station site. His company recently installed a new transmitting earth station on Long Island, about 27 miles (line-of-sight) from its downtown New



Microwave matters. Panelists participating in a session on microwave system design and satellite technology (l to r): Marvin Mason Jr., Metrovision; William Johnson, Microwave Filter Inc.; Allen Koch, Compucon Inc.; Dom Stasi, Warner Amex Satellite Entertainment

Co.; moderator Dean Popps, Communications Technology Management; John Wong and Cliff Paul, both of the FCC, and John Keys, Ford Aerospace. One thought to solve the problem: expand the congested CARS band.

York headquarters. Problems to contend with include RF interference, 4-ghz and 6-ghz congestion and environmental impact concerns. The constituencies of many communities seemed troubled by what they perceive to be "microwave pollution," he said.

Objections from existing terrestrial users about interference they suggest might be caused by a proposed earth station are "purely calculations," he said. And, "if they can calculate, you can calculate." He noted that when WASEC first proposed the Long Island earth-station site, the proposal drew 66 objections, all of which were refuted successfully.

He pointed out the especially tenuous position of objecting terrestrial microwave users that use standard B periscope antennas. That antenna is characterized by poor off-axis discrimination and is susceptible to interference from transmitting earth stations, said Stasi. The FCC authorized the use of such antennas a number of years ago with the proviso that they not inhibit the future growth of new systems. Thus a microwave operator using a periscope antenna will not prevail in an objection against an incoming earth-station proposal unless he upgrades his own facilities and is still interfered with by the new earth station. □

and marketing plan, establish priorities, create commercials for unsold availabilities and institute graphics, music and animation in their presentations.

Klein's biggest point, however, was to promote in the fourth week of the month, before subscribers decide to turn off the service. "It is the most important preventive medicine, you can do," Klein said, to insure the viewer stays on through the next month.

In addition, Klein recommended involvement in the Broadcast Promotion Association but said the day may come when another acronym will be added to the world—CPA, for cable promotion association. Klein parted with drumming piped in over his closing remarks. "Those who beat the drum the loudest," he said for those who did not understand, "are destined to lead the parade."

Gary Bryson, marketing vice president for American TV & Communications, expanded on the market segmentation and retention comments of some of the earlier panelists in his remarks. Bryson said it is important to go after erosion and downgrades and warned that, while churn is a fact of life, it is not inevitable.

"The best sub," Bryson said, "is the one you already have." Among retention benefits Bryson listed were increased net gain, a base for future services, cost savings, and an aid at refranchising time.

Another tip Bryson suggested was to cycle billing, so as to avoid a monthly phone crunch at bill time and to place information in the bill package since it already goes into the home.

One point that was not brought up in the session but was emphasized during the Q&A was the use of program guides. Carter called it "an incredible use of power," since everyone in the home reads or at least glances at it a number of times a day. Panelists agreed program guides were an excellent way to aid in the promotional campaign. □

Gaining and keeping subs

That's the goal of promotion and marketing techniques exchanged at NCTA workshop

Cable operators received an array of advice on advertising, marketing and promotion of their services and systems at an NCTA panel. The emphasis was on obtaining and keeping subscribers, a job expected to become more difficult with new entrants in the marketplace. And the consensus on achieving success revolved around system identification, hard-nosed marketing and frequent promotion.

Brian Gail, senior vice president, Ted Bates, New York, gave the advertising perspective, listing four ad strategies cable operators should use.

The first was to project and control a market image. "Make a unique selling proposition" that stimulates consumer desire for the service, Gail suggested.

The second was segment acquisition. The first phase of cable marketing is door-to-door, Gail said, which represents about 40%. The remaining 60% is classic marketing which itself is segmented. The approach used on homes that haven't subscribed is different from that used on homes that take a single pay channel, Gail said.

The third strategy was retention. Gail suggested using tune-in advertising to keep viewers and increase satisfaction.

Gail's final point was to build a strong identity package that can be used as an inducement to those who haven't yet bought cable.

Edward Carter, sales and marketing vice president for Warner Amex, said the key to marketing was "to send people to talk to people about cable." Carter listed a number of steps Warner goes through as it markets its services.

It begins "with a thorough knowledge of the market" and implementation of a penetration plan, Carter said. The latter includes mailings before the first service call to prepare the potential subscriber for the first visit and frequent service calls after initial meetings. Carter said after the first wave of installation, Warner has been able to increase penetration 5% just from word of mouth alone.

Next on Carter's list was sales/manage-

ment interaction with a disciplined sales force directed toward set goals. An important point for salesmen, said Carter is to bring back specific reasons why a subscriber chose not to subscribe.

That led to Carter's next point: how to reapproach the home that didn't subscribe. That calls for new pitches and new reasons for subscribing, not the same speech that was given the month before, Carter said.

Other points Carter emphasized were: to push the local programming opportunities (school plays, church musicals); to put greater reliance on remarketing by pushing just as hard, if not harder, the second time around, and to form a territory plan so salesmen know their areas including such information as when people may be moving in and out.

Bob Klein, president of Klein &, said cable promotion "was the most important key to cable marketing." Klein sees the need for both system and service identity and a need for MSO's to aid in marketing services.

Klein said cable operators should create an ID for the system, develop a research



Effective marketing. Promotion and marketing techniques to improve penetration and viewership was the subject of this NCTA panel. L to r: moderator Dave Van Valkenberg, Cox Cable; Brian Gail, Ted Bates; Gary Bryson, American TV & Communications; Edward Carter, Warner Amex; Robert Klein, Klein &, and press reactor Nick Furlotte, *Cable Marketing* magazine.



Who regulates? An NCTA panel on whether markets or mayors should regulate the cable industry focused on the subjects of municipal ownership, franchise fees, mandated access, rate regulation and content regulation. L to r: Representatives Mike Synar (D-Okla.), Cardiss Collins (D-Ill.), Thomas Bliley (R-Va.), Edward Madigan (R-Ill.) and Senator Arlen Specter (R-Pa.).

Deciding who should decide cable's fate

Question of whether mayors or markets should be regulator of cable brings no definitive answer from NCTA session but precipitates much debate

The difficulties Congress faces in wrestling with regulating a technological world that is constantly changing were played out in an NCTA session on who should be the final regulator of cable—the markets or the mayors. Three Republicans and two Democrats took turns grappling with five main issues—franchise fees, rate regulation, municipal ownership, content regulation and mandated access.

Two of the issues, for the most part, proved to be noncontroversial. No one thought government control over content was a good idea, and municipal ownership received an OK only from Representative Edward Madigan (R-Ill.) and only in small markets where cable companies do not go and local governments decide to provide service.

Franchise fees, rate regulation and mandated access play a part in both Senate bills affecting cable regulation, whether by their inclusion or omission in the bills. Senator Arlen Specter (R-Pa.) prefaced his remarks by referring to legislation he introduced to abolish FCC ceilings on municipal franchise fees. Representative Thomas Bliley (R-Va.), a member of the House Telecommunications Subcommittee, still saw a need for a franchise fee cap but indicated the 3% to 5% ceiling in present FCC rules may not be the ideal.

One point made during the discussion of franchise fees was that other entertainment services—STV, over the air TV, SMATV, disks and cassettes—do not pay franchise fees. Three of the congressional

panelists repeated that point, saying they had read the briefing books provided by NCTA on the issues. Bliley said he had changed his opinion after seeing some of the economic constraints cable faces.

Mandated access drew the most spirited response of the session from a cable operator who wanted to know why newspapers or broadcast stations didn't have to give a percentage of their space or time to access, as cable would under S. 2445. That drew a response from Madigan who reminded him how cable attached to telephone company poles and rebroadcast programming from broadcast stations, both for nominal fees.

Representative Cardiss Collins (D-Ill.) focused her remarks on equal opportunity for all citizens to participate in cable. She said she fell somewhere in the middle on

regulation—between marketplace reliance and federal regulation. She reminded the cable industry "that promises have not been met by performances" in the past and that regulations would ease once the industry has made good on its promises.

Collins was emphatic that the new technologies should not be used for "electronic redlining" and that "stringent guidelines on EEO matters" be maintained to insure minority participation.

Representative Mike Synar (D-Okla.) said cities look to cable as a revenue producer, and with federal cutbacks on funding and greater reliance on state and local governments for programs, municipalities will lobby to retain the franchise fee.

Specter said there "would be a lot more hearings before any real conclusions" would be reached. □

Flap over sports blackout

Railsback amendment is supported by author, opposed by other congressmen as possibly hurting entire copyright compromise

A highly controversial proposal to change the blackout rules governing retransmitted sporting events could scuttle nearly two years of work toward amending cable copyright laws, according to key members of Congress who debated the issue last Monday (May 3). At a panel discussion on the proposal, those members maintained that if sports and cable interests could reach a compromise, passage of the legislation in both House and Senate would be easy.

The sports provisions, set forth in an

amendment sponsored by Representative Thomas Railsback (R-Ill.), would prohibit cable operators from retransmitting a game of the same sport as that being played at a stadium located within 35 miles of the cable operator during the same part of the day. They are necessary, Railsback said, to insure the continued viability of sports leagues.

Professional sports are the second largest supplier of TV programming, said Railsback, and yet they "don't get nearly the revenues" generated by motion picture companies for their product because they have fewer outlets to which to sell and because the rights to a sporting event can most often be sold only once. It was a "mistake" not to have included sports in

the negotiations that led to an industry compromise on copyright legislation among cable, broadcast and motion picture interests, said Railsback, and unless sports are allowed into the compromise, "you'll see sports go more and more into pay TV."

Five members of Congress who joined Railsback on the panel, however, appeared strongly to oppose his amendment. "It seems much too harsh on viewers and cable companies," said Representative Mickey Leland (D-Tex.), a member of the Energy and Commerce Committee, which is preparing to review the bill later this month. The amendment "would create impediments for the future," he said, and rather than enacting it, Congress should

let broadcasters and cable "develop new ways to market sports to people."

Representative Henry Waxman (D-Calif.), a member of the Telecommunications Subcommittee, said the amendment "is not a copyright proposal" but a "proposal to create a monopoly." A blackout is not the issue, he said. "The amount of the fee" sports interests collect is the issue.

Calling the amendment "bad public policy," Representative James Sensenbrenner (R-Wis.) said sports interests really want the new blackout rules so they can shift all of their product to pay TV outlets. Any team that sells its rights to pay TV "shouldn't get protection under the bill," he said.

Representative Billy Evans (D-Ga.) said

importation of outside games is no threat to the home gate, and sports are paid huge fees by broadcasters. Agreeing was Representative Sam Hall (D-Tex.) who said sporting interests "are getting bigger and bigger" and that cable is "entitled to a fair shake." Congress, he said, won't allow entrepreneurs to be stymied.

Senator Charles Mathias (R-Md.), a member of the Judiciary Committee, said he doubts that Congress will find time to pass the copyright bill this year, but reminded cable operators that Congress "drifted for years" before it passed the Copyright Act of 1976. It was only when the affected parties compromised on its provisions, said Mathias, the Congress was finally able to pass the legislation. □

Homogeneity in cable programming

Programming executives from HBO, Showtime, Warner Amex, RCTV and Spotlight discuss during panel session ways to develop program fare that will distinguish one pay TV service from another

One problem cable operators have found in marketing multiple pay television services has been that they feature many of the same movies and are perceived by the consumer to be too much alike.

Recognizing the problem, Home Box Office and Showtime have striven to distinguish themselves from one another by interspersing original programming with their movies. And RCTV's yet-to-be-launched Entertainment Channel has taken a completely different tack, putting together a package that more closely resembles a major broadcast network than any of its pay predecessors.

The desire to be different dominated discussion at an NCTA convention panel session featuring the top programming executives of the major pay programmers: Michael Fuchs, senior vice president, programming, Home Box Office; Greg Nathanson, senior vice president, programming, Showtime; Arnold Huberman, senior vice president, programming, RCTV; Robert Pittman, senior vice president, Warner Amex Satellite Entertainment, and John Cooke, president, Spotlight.

Pay television is entering its "adolescence" in the 1980's, said Nathanson, and each service will be seeking its own identity. The Showtime identity, he promised, will emerge through its original programming, ranging from comedy to soap opera. Not all the programming will succeed, he said, but Showtime is willing to take chances. Cable needs its own "breakthrough show" and "must-see show," he said. And cable must create its own stars, he added, as broadcasting created Milton Berle and Lucille Ball in the 1950's.

Home Box Office began supplementing its movie package with its SRO series of

popular performers in 1976, Fuchs said, and it will continue to develop such programming in the years ahead. Beginning in 1983, HBO will present 15 to 20 hours of made-for-pay movies, some one and two hours and some long enough to air as mini-series. Paced by the made-for-pay fare, he said, the next 12 to 18 months of HBO will be as full of "highlights" as any period in the service's history.

Huberman said The Entertainment Channel is "100% nonduplicative programming," which should make it an attractive additional tier of pay service. "We don't want to be another movie service," he said. The Entertainment Channel is intended to complement one or two of the pay foundation services, he said. Instead of describing the service, Huberman showed a videotape highlighting some of the service's programs. The Channel will blend, according to the tape, such Broadway plays as "Mame," "Pippin" and

"Sweeney Todd" with numerous dramatic and comedy series from the British Broadcasting Corp., which will make up about 40% of the programming day at start-up. (The percentage of BBC programming will shrink, Huberman said, as the amount of original programming increases.)

Since The Movie Channel and Spotlight offer only movies, their representatives were unable to make any claims of original programming. But Warner's Pittman commented that the key to cable's future is marketing. If cable is going to continue to grow, he said, it is going to have to respond to the real needs of consumers.

Cooke addressed his comments to the subject of pay-per-view (PPV), listing a number of questions cable operators should ask themselves before jumping into PPV. How many movies really qualify as PPV events? How many entertainment events can be staged for PPV? How many PPV events should be offered per month?



Be different. Pay per view and programming that sets one pay service apart from another were the topics at one of NCTA's panel sessions. At top: Ed Allen, Western Communications Inc. (moderator); Michael Fuchs, senior vice president-programming, Home Box Office. At bottom: Robert Pittman, senior vice president-programming, Warner Amex Satellite Entertainment; Arnold Huberman, senior vice president-programming, RCTV (The Entertainment Channel); John Cooke, president, Spotlight, Times Mirror Cable Television, and Greg Nathanson, senior vice president-programming, Showtime.

NCTA winners. The National Cable Television Association bestowed its annual National Awards at the gala dinner that closed its Las Vegas convention last Wednesday night in the Las Vegas Hilton. Carl Gainer, president of Richwood Cable Television, Richwood, W. Va., won the association's top prize—the Walter Kaitz Award for outstanding contribution through a state or regional association. The Idell Kaitz Award went to Carolyn Chambers, founder and executive vice president of Liberty Communications, Eugene, Ore. Viacom walked away with two awards. Ralph Baruch, chairman and chief executive officer, won the Larry Boggs Award. Frank Bias, vice president for science and technology, picked up the committee chairman award. Presenting the awards were NCTA Chairman Allen Gilliland of Gill Cable on the left, NCTA President Thomas Wheeler, on the right. This year's entertainment featured singer Sammy Davis Jr.



Richwood's Carl Gainer:
Walter Kaitz Award



Viacom's Frank Bias:
Outstanding committee chairman



E-Com's Robert Dickinson:
Engineering development



Warner's James Fischer:
Engineering operations



Showtime's John Sle:
Robert H. Beisswenger Award



USA's Kay Koplovitz:
Jerry Greene Memorial Award



Liberty's Carolyn Chambers:
Idell Kaitz Award



Viacom's Ralph Baruch:
Larry Boggs Award



President's Award winners: Rifkin-Fox's Monroe Rifkin, Black Entertainment Television's Robert Johnson and Warner Amex's Gustave Hauser

per year? Will PPV play a major role in the recovery of the operator's investment in addressable equipment? Will PPV be profitable enough to warrant channel allocation? How much is PPV programming going to cost and how much is it worth to consumers?

The program suppliers may be more bullish about PPV than cable operators, Cooke said. They believe operators "will become convinced that investment in addressable equipment makes financial sense" and that PPV will win consumer acceptance.

Spotlight is a partnership of several MSO's and over the past few months those MSO's have been dropping established pay services and substituting their own, effectively cutting out the middle man. Asked whether the conversions have caused subscribers to protest, Cooke said no. It has not led to "subscriber rejection, disenchantment or churn," he said. In response to another question, Cooke said the partners have made no decision on whether to sell the service outside the partnership. □

Ad innovators. Jack Clifford (l), Colony Communications, detailed that company's effort in setting up an advertising time sales effort in its New Bedford, Mass., system. Clifford advised operators to take the step his company took by purchasing a \$100,000 commercial inserter to place commercials automatically in programming. In addition, Clifford said Colony bought remote and studio equipment, allowing it to do in-house commercials. The total budget was \$250,000 for the first year, including the inserter, and Clifford said Colony was still \$77,000 ahead of budget.

In addition to selling time on CNN, ESPN, MTV and the USA Network, Colony sells three minutes per hour in its own Movietime service, stocked with 750 titles. The service, Clifford said, is "extraordinarily popular." Colony's rates are \$24 for 30-second announcements and \$75 per hour for production facilities. The system does not provide frequency discounts and its top premium is the first CNN availability on its nightly newscast. Clifford's appraisal: "Cable does deliver customers."

Pictured at right is Bob Alter, president of the Cabletelevision Advertising Bureau. Alter reported to conventioners that CAB's first full-year budget was \$1.2 million. Though modest compared to other media advertising associations, Alter said "it exceeds original projections and is allowing us to move more rapidly on several important projects."

Alter then listed some of the projects CAB has and will institute. It will hold regional ad conferences in San Francisco, Chicago, Detroit and Dallas in the fall. And next month it will launch a cable audience methodology study in conjunction with NCTA.

In addition, it will beef up the number of meetings between top advertisers and agency decision makers and cable representatives. And it has instituted a cable advertising sales help (CASH) phone line and a co-op ad service.



TV castigated for link with violence in children

Study by National Institute for Mental Health claims 10-year research shows aggressive behavior follows TV viewing; NBC, ABC, CBS disagree; other effects include distortion of reality

Ten years after the Surgeon General's Advisory Committee on Television and Behavior issued a report indicating, if with considerable qualification, that television violence leads to violent behavior in the children who watched it, another government report has been issued suggesting there no longer is any doubt about the link. "According to many researchers," the report says, the evidence "seems overwhelming that televised violence and aggression are positively correlated in children."

The report—"Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties"—was prepared by the National Institute of Mental Health on the basis of research done on the subject in the past decade. It is not limited to the effects of television violence on children, as the 1972 surgeon general's report was. Rather, it addresses a range of areas in which television plays a part in the life of the viewer—its socializing effects, for instance, and its influence on physical and mental health.

But the chapter on violence and aggression—one dealing with a subject that has commanded the attention of critics, including many in Congress, and parents for 30 years—is sure to command the most attention.

The language, unlike that in the 10-year-old report, seems unequivocal. "After 10 more years of research, the consensus among most of the research community is that violence on television does lead to aggressive behavior by children and teen-agers who watch the programs."

The report notes that "not all children become aggressive, of course." But it says "the correlations between violence and aggression are positive." Indeed, it says, the correlation is as strong as "any other variable behavior that has been measured." The conclusions are based on laboratory experiments and field studies.

Among the field studies was one funded by CBS. It reported that teen-age boys in London, according to their own accounts, were more likely to engage in "serious violence" after watching violence on television.

Two independent studies of three- and four-year-old children over a year's time both showed "consistent associations between heavy television viewing of violent programs and unwarranted aggressive

behavior in their free play."

And in a five-year study of 732 children, several kinds of aggression—conflict with parents, fighting and delinquency—were all positively correlated with the total amount of television viewing, not simply viewing of violent programs.

The report said that, despite concerns expressed by critics, "the amount of violence" on television has not decreased. It does seem cyclical, though. The report says it is up one year, down the next, with the percentage of programs containing violence remaining essentially the same over the past decade. And during that time, the report says, children's weekend programming was more violent than that

supervision of David Pearl, chief of the Behavioral Sciences Research Branch of NIMH. The first volume is a summary of reviews of the literature on television and its effects on viewers, done by 24 researchers that NIMH commissioned for the task. The reviews themselves will be published in the second volume.

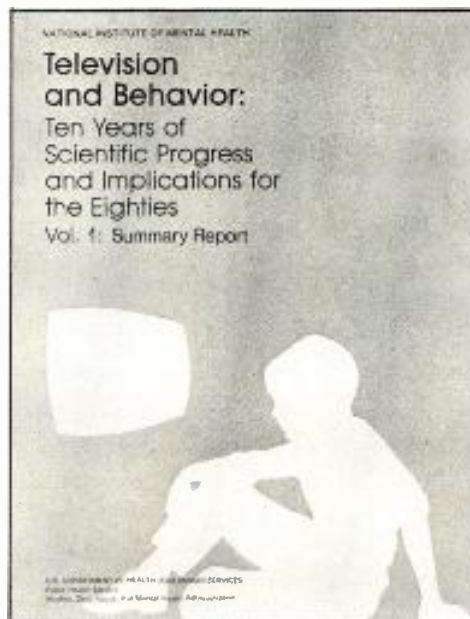
And that bifurcated approach was cited by CBS and NBC spokesmen in commenting, critically, on the report.

The summary "cannot be properly and fully evaluated until the material in the second volume ... is released and studied," said the NBC spokesman. "In what is available so far, however," he said, "NBC researchers find a number of inaccurate statements and believe that many of the conclusions in the report will be challenged by social scientists conducting independent reviews." He said the NBC study, which does not support the report's conclusions, will be published by Academic Press this fall.

The CBS spokesman said that the "assessment" of the literature the report's introduction said would be made "is not apparent," at least as far as the section on violence is concerned. He said the report "seems to represent an almost wholly uncritical selection and acceptance of certain studies." He also claimed "there are conflicting approaches and results within the report itself" and said it has been "put together by individuals who came to it with publicly identified positions on the role of television in society." Among those listed as "advisors"—not authors of the project, George Gerbner, of the University of Pennsylvania, who has done a number of critical studies of television and its effects on children, and Dr. Eli A. Rubinstein, of the University of North Carolina, who directed the 1972 study.

ABC said it remains convinced "the existing body of research literature does not warrant the conclusions reached" in the report. Among other reasons, it says the summary report does not provide "conclusive substantiation" for the conclusions reached, "making it difficult" to evaluate the claims in detail.

Citizen groups saw the report differently. Sam Simon, executive director of the National Citizens Committee for Broadcasting and a member of the board of the National Coalition on Television Violence, said the report "is not surprising," that it validates the results of the monitoring NCTV has done and "highlights the need to do something" about television violence. He talked of a need to educate viewers as to their "rights" in broadcasting and parents as to the role they should play as TV monitors. He also said net-



seen in prime time.

The studies on which the report was based were not unanimous in showing a link between television and real-life violence. One study funded by NBC found no evidence for a long-term enduring relation between viewing violent television programs and aggressive behavior. The NIMH study suggests that "others doing television research will no doubt examine the new study to try to learn why it does not agree with many other findings."

The report is not entirely negative in its conclusions. For instance, a section on imagination and pro-social behavior says that "evidence is persuasive that children can learn to be altruistic, friendly and self-controlled by looking at television programs depicting such behavior patterns. It appears that they also learn to be less aggressive."

The report constitutes Volume One of a two-volume project conducted under the

works and syndicators must be informed "a public health problem exists" with which they must deal.

Peggy Charren, president of Action for Children's Television, also said the findings "make sense." But she expressed the hope the report would not be "a stimulus to censorship." Rather, she said, it should send the administration a message that alternatives to existing children's television programming "cannot be left to the marketplace." She said a reasonable response would be "adequate funding for public broadcasting."

Beyond television violence, the report contained a number of other findings:

- There is good evidence that television contributes to viewers' conceptions of social reality, especially when they are related to violence and feelings of mistrust. "People who look at a great deal of television tend to believe that there is more violence in the real world than do those who do not look at much television."

- Television seems to be doing a rather poor job of helping its audience to attain "better health or better understanding of health." The report acknowledges that that is not a goal of commercial television. But it notes that incidental watching may influence life styles—it may encourage the use of alcohol and food that is not nutritious.

- Some observers believe television "reinforces the status quo and contributes to a homogenization of society and a promotion of middle-class values. Television's ubiquity in bringing events—especially violent and spectacular events—throughout the world to millions of people may mean television itself is a significant factor in determining events."

- Among adults, television viewing and education are inversely related—the less schooling, the more television viewing. Children with low IQ scores watch television more than others, but there is no indication as to whether heavy viewing lower scores or whether those with low IQ simply choose to watch more TV.

The report does not contain any recommendations. But the director of the NIMH, Dr. Herbert Pardes, expects the report to have an effect. In a foreword, he says, "We would anticipate ... that persons bearing responsibility for policy and for television industry practices would be interested in the findings for use in decisionmaking."

But the report does not contain all of the answers. Pardes notes that a tremendous surge of interest in the subject of television's impact on society followed the release of the surgeon general's advisory committee report in 1972. Some 2,500 titles—about 90% of all research publications on the subject—appeared in the last 10 years. And the report itself notes that the research papers are continuing to pile up. "Compared with the 1970's," it says, "the decade of the 1980's should witness an even greater intensity of necessary research effort on television and behavior." □

Cable making greater inroads with Yankees

Ball club admits talks under way; 15-year deal believed in works

The New York Yankees baseball club is reported in the final stages of negotiations for granting rights to cable telecasts of its games for a period of 15 years and for more than \$100 million.

A spokesman for the Yankees would only say last week that discussions have been held with various cable companies in the past months but declined to identify them or discuss any financial or programming details. Front-runners in the bidding appear to be SportsChannel and Warner Communications. Officials of SportsChannel declined to comment and a Warner spokesman said the company has held several meetings with the ball club but could not go beyond that statement.

The club currently has a five-year contract (through 1984) with WPIX(TV) New York, calling for payments in excess of \$25 million over that period. The station telecast more than 100 games. Speculation is that while the WPIX agreement is still in force, the Yankees will carry 40 to 50 games a year on cable and the remainder on WPIX. Starting in 1985, the Yankee plan is said to call for about 100 games on cable television and the remainder on free TV.

For several years, until this season, the Yankees had an agreement with SportsVision for 30-40 games a year but did not renew the arrangement for this season. This action fueled reports that the Yankees wanted to open up their cable rights to a number of bidders for a long-term cable commitment.

Pay-per-view the goal of ABC-Cox deal

Addressability is key to new joint ventures offering programing, information, data

ABC Video, which had startled the electronic communications world the week before with news of its Home View Network (HVN), using its ABC-TV network to construct a middle-of-the-night pay TV system (BROADCASTING, May 3), announced still another pay project at the NCTA convention last week. This time the news was less surprising, perhaps because of the frequency with which that once-pay-and-cable-reluctant company has been announcing new ventures into those fields. Perhaps, too, because hard outlines of the newest project were elusive.

The deal is a joint venture with Cox Cable Communications ("In Brief," May 3) "to develop advanced programing and addressable communications technology." The avowed purpose: pay-per-view.

Ratings Roundup

Score a double victory for ABC-TV.

Not only did the network win prime time for the week ended May 2, it also topped the usual network news leader, CBS, in the early evening.

In prime time, ABC scored a 15.4 rating and 26 share to CBS-TV's 14.7/25 and NBC-TV's 13.8/24. In news, ABC earned a 12.1/24 to CBS's 11.8/24 and NBC's 11.2/22.

During this post-season week, ABC won Tuesday, Wednesday and Saturday; CBS took Thursday, Friday and Sunday and NBC won Monday. Big numbers weren't needed to win a night. On Saturday, ABC won with a 13.4/26 average and on Monday, NBC's 16.4/26 was enough for victory.

If overnight ratings in the three top markets are indicative of a nationwide audience, the networks also faced stiff competition from the latest Operation Prime Time project: *A Woman Called Golda*.

Airing on various days across the country, the first two hours of the four-hour special earned a 23.6/32 Nielsen rating and 21.0/29 Arbitron rating on WPIX(TV) New York. On KCOP-TV Los Angeles, it scored a 17.9/28 and 18.2/29 respectively and on WGN-TV an 18.8/30 and 19.1/30. Those all were winning scores.

The First 20

1.	<i>60 Minutes</i>	CBS	21.6/44
2.	<i>Dynasty</i>	ABC	21.4/35
3.	"Mae West" (movie)	ABC	19.6/31
4.	<i>M*A*S*H</i>	CBS	19.5/29
5.	<i>Fall Guy</i>	ABC	19.1/30
6.	<i>Too Close For Comfort</i>	ABC	19.1/30
7.	<i>Hart to Hart</i>	ABC	19.0/32
8.	<i>Magnum, P.I.</i>	CBS	18.9/31
9.	<i>Three's Company</i>	ABC	18.9/30
10.	<i>Jeffersons</i>	CBS	18.9/29
11.	"Side By Side" (movie)	NBC	18.6/29
12.	<i>Simon & Simon</i>	CBS	18.3/29
13.	<i>Facts of Life</i>	NBC	18.0/29
14.	"Kenny Rogers As The Gambler" (movie)	NBC	18.0/29
15.	"The Babysitter" (movie)	ABC	17.2/27
16.	<i>Alice</i>	CBS	17.1/27
17.	<i>Country Music Awards</i> (special)	NBC	17.0/29
18.	<i>Greatest American Hero</i>	ABC	16.9/29
19.	<i>Real People</i>	NBC	16.8/29
20.	<i>Dukes of Hazzard</i>	CBS	16.7/32

The Final Five

63.	<i>No Soap, Radio</i>	ABC	9.1/16
64.	<i>Q.E.D.</i>	CBS	8.2/14
65.	<i>Crime In America</i>	ABC	7.8/16
66.	<i>Father Murphy (R)</i>	NBC	7.8/16
67.	<i>Johebook</i>	NBC	6.7/13

Herbert A. Granath, president of ABC Video Enterprises, spoke of a "ramping process" that would begin with one-way addressable operations, would proceed to two-way and then add data capability. Robert C. Wright, president of Cox Cable, put the joint venture's "philosophy" in virtually the same terms: to look toward the long-term objective of interactive two-way systems with data capability. But

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beyond that, neither company was saying much, except that they were 50-50 partners committing an undisclosed amount of capital and resources to the venture.

What isn't excluded from the venture is anything, to judge from the press release describing the bare outlines. "The full range of entertainment and information programming, including pay-per-view, video games, videotext and transactional services" will fall within the ABC-Cox charter.

And although cable is the immediate focus of attention, a number of other developing media were mentioned as possible candidates, including STV, MDS, DBS and low-power TV. As described by Wright, the venture's first priority appears to be fact-finding, or market research, to determine just what services the public will pay for and at what cost—and whether the hardware to make it all possible will work.

Cox, the fourth largest MSO, has developed a two-way system, Indax, now activated in Omaha, and has one-way addressable operations in four of its other systems. ABC Video, a subsidiary of ABC Inc., has two other joint ventures (with Hearst and Group W) that have formed three basic cable services (ARTS, Daytime and Satellite News Channels) and another joint venture involving development of pay-per-view sports with Getty's ESPN. □



All smiles. Film critics Gene Siskel (l) and Robert Ebert (r), who gained national prominence for their PBS series, *Sneak Previews*, signed four-year contract April 26 with WGN Continental Productions. Contract is for weekly half-hour nationally syndicated program to be hosted by two and called *Movie Views* (it will be similar in format to *Sneak Previews*). Joseph Antelo (standing left), and Sheldon Cooper (standing right), executive vice president of WGN Continental Productions and president of WGN-TV, respectively, sport wide grins after stealing away public broadcasting personalities, whose contracts with non-commercial WTTW(TV) Chicago, are up in July. *Sneak Previews* currently airs on about 300 public broadcasting stations. *Movie Views* will include 40 original hours and 12 repeats and will be available on barter basis. Series goes into production in September. Both Siskel and Ebert are established Chicago newspaper critics.

**'M*A*S*H' continues
to operate at top
of syndicated list**

It leads Nielsen's Cassandra ranking; 'Family Feud' comes in second; in daytime, the winner is 'Donahue'; teen-agers' favorite is 'Happy Days,' while children give top rank to 'Scooby Doo'

It's *M*A*S*H* by more than a rating point.

With a 14.8 rating and 30 share average in 184 markets, *M*A*S*H* was the highest scoring series in the Nielsen Station Index's Cassandra rankings of syndicated programs.

Next was *Family Feud P.M.*, averaging a 13.7/23 in 122 markets and then came *P.M. Magazine* with a 13.1/22 in 90 markets.

The rankings are based on viewing last February.

Other series ranking with a 9 rating or better were *Hee Haw* (10.2/22 in 173 markets), *Barney Miller* (9.5/20 in 108), *Jeffersons* (9.3/20 in 64), *Happy Days* (9.1/21 in 151) and *Tic Tac Dough* (9.0/19 in 109).

Those with at least an 8 rating were *Dance Fever* (8.6/20 in 118), *Entertainment Tonight* (8.6/18 in 108), *Laverne and Shirley* (8.6/18), *Where Were You* (8.6/15 in five), *You Asked for It* (8.4/16 in 99), *Lawrence Welk Show* (8.2/17 in 171), *Little House on the Prairie* (8.1/19 in 52), *Solid Gold* (8.1/20 in 177) and *Fight Back* (8.0/18 in 17).

The Cassandra rankings also include one-shot specials and limited series. The list gives the *Music City Special* the best average rating of all programs, with a 15.4/24 in 12 markets. Other leading specials and limited series were *Country Top 20* (10.0/19 in five markets), *Solid Gold '81* (8.5/20 in 150) and *Mobil Showcase* (8.4/13 in 36).

In prime-time access, the top five ranked series were *M*A*S*H* (with a 17 rating in 113 markets); *Hee Haw* (16 rating in 118), *P.M. Magazine* (15 in 86), *Family Feud P.M.* (14 in 113) and *Tic Tac Dough* (13 in 68).

*M*A*S*H* also led the Monday-through-Friday late-night list with a 12 rating in 38 markets. That was double the rating of second-place *Barney Miller* (6 in 16). Late-night series all with 5 ratings were *Solid Gold* (in 20 markets), *Carol Burnett* (in 9 markets), *Jeffersons* (in 17) and *Benny Hill* (in five).

Among other dayparts, *Donahue* topped Monday-through-Friday daytime series with a 7 rating in 175 markets. *M*A*S*H* also was the leading series in weekday early fringe (13 rating in 80 markets and in prime time (12 rating in 13 markets).

As for series performance among various demographics, *M*A*S*H* was the leader in women 18-49, men 18-49, total men and adults. *Family Feud P.M.* led the category of total women. *Happy Days* was the highest rated for teen-agers and for kids, it was *Scooby Doo*. □

Network complaint. Caucus for Producers, Writers and Directors, Hollywood-based advocacy group, is accusing three commercial television networks of interfering in "the prerogatives of the creative community." Caucus says pre-emption of producer and/or director function "takes the form of approvals, increasingly demanded by the networks, over the hiring of actors, directors, writers, and almost all other key creative personnel." Group charges networks are ignoring terms of recent union agreements and "are consequently forcing the program suppliers and their employees to violate the express terms of the various minimum basic [contract] agreements." Networks had no immediate response to caucus request that alleged practice be halted.

Superstation sale. Metromedia Producers Corp. has sold *Sara Dane*, eight-part, eight-hour mini-series, on exclusive basis in U.S. to WTBS(TV) Atlanta. Program was produced in Australia by South Australian Film Co.

From special to series. Atlantic Television Inc., Hollywood-based independent production company, will finance, produce and distribute three additional episodes of *Likely Stories*, hour-long original comedy program for pay television. Series has been pre-sold on nonexclusive day and date basis to five pay services: Oak, ATC, SelecTV, STAR, and Escapade. One-hour pilot, released last December, has been sold to Spotlight and Escapade services, as well as STV and stand-alone services in 29 markets. Delivery of completed programs is expected by early 1983.

Into sports. Katz Communications, New York, has formed division, to be called Katz Sports, to purchase and produce sporting events and shows for regional and national distribution. Fred Botwinik, director of sports for Katz Television for past year, will head new unit. Katz Sports will seek to produce live sports events for syndication as well as acquire sports properties.

Coleman on Saturdays. NBC-TV's *Diff'rent Strokes* star Gary Coleman joins network's Saturday morning lineup next fall as model for new animated *Gary Coleman Show* from Hanna-Barbera Productions. It's based on NBC movie, *The Kid with the Broken Halo*, in which Coleman played guardian angel. Other new entries are *The Incredible Hulk*, animated Marvel Production of character ABC-TV had used in prime time; and *The Shirt Tales*, another Hanna Barbera animated show with "funny and fuzzy" Hallmark card characters. High-rated *Smurfs* is being expanded from 60 to 90 minutes. The lineup: returning *Flinstone Funnies* (8:30); *The Shirt Tales* (8:30-9); *Smurfs* (9-10:30); *Gary Coleman Show* (10:30-11); *The Incredible Hulk* (new) and *Amazing Spider-Man Hour* (returning) (11 a.m.-noon); veterans *Jetsons* (12-12:30) and *Flash Gordon* (12:30-1).

Airborne TV. More broadcast programs are finding audience in sky. American Airlines, already using CBS News's *Eye on Science* and *Magazine of the Air* in-flight news features, this month will begin showing WPXI(TV) New York's *Independent Network News: Midday Edition* on seven daily flights from New York, WPXI will be delivering cassettes of complete show, with commercials included, to airport each day and is offering INN free. In May, Telepictures starts *Airliner* magazine deal to Western Airlines, with much of material re-edited from its N.I.W.S. news feature service. Telepictures claims that is only first step of major in-flight effort planned.

Suite production. Paramount Television announced it is taping production of Neil Simon's *Plaza Suite* before live audience for exclusive run on Home Box Office.

'SNL' goes international. London Weekend Television of Great Britain and NBC International have reached agreement for London-area telecast of 22 episodes of NBC's *Saturday Night Live* comedy series. Package includes shows originally aired from 1975 to 1980.

Olympic bound. MCA TV claims about 90 markets cleared for *The Road to Los Angeles*, 30-hour series leading up to summer Olympic games in Los Angeles. Stations cleared include WOR-TV New York, WMAO-TV Chicago and KNXT(TV) Los Angeles (BROADCASTING, March 29). Now sold out, series will be sponsored by Anheuser-Busch and Pontiac (through D'Arcy-MacManus & Masius), Sunkist and First Interstate Bank (Foote, Cone & Belding) and Atari (Doyle Dane Bernbach).

Pay 'Chase.' *Paper Chase*, one-time CBS series that was reprised on PBS, is to get shot at pay cable. Twentieth Century-Fox Television will develop two one-hour scripts for consideration as possible series on Showtime, pay cable network.

Animation agent. Charisma Productions of New York is agent for U.S. licensing and distribution of Vidiom Inc.'s library of 185 computer-generated visual effects and film animation. Library totals 10 hours of effects. (Vidiom, in turn, is U.S. licensee of effects developed by Montreal's Lumino-Cite).



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Track One, stamped by Wirth panel, heads for Commerce

House Telecomsubcom marks up H.R. 5008; key elements are FCC lottery, travel expense reimbursement for commission and standard for manufacturers to help reduce interference; NTIA funding bill also passes

The House Telecommunications Subcommittee last week quickly and easily marked up and sent to the parent Commerce Committee a bill containing what were described as "technical amendments" to the Communications Act, even though there were several that did not fit easily into the "technical" class. The panel had a bit more trouble with a bill authorizing funds for the National Telecommunications and Information Administration, with Democrats wanting to provide more funds than did the Republicans—and ultimately prevailing through the strength of their majority on the subcommittee.

The "technical amendments" measure was based largely on legislative proposals sent up by the FCC in its so-called Track One, or noncontroversial, package. (The more controversial matters—including repeal of the equal-time law and the fairness doctrine—are contained in Track Two, on which action is yet to be taken.)

But the measure (H.R. 5008) was used as a vehicle to which amendments making substantive changes in the law were attached. Representative Timothy Wirth (D-Colo.), chairman of the subcommittee, offered language revising the measure passed last year to permit the commission to use a lottery to select winners among competing applicants, as well as a proposal allowing the commission to accept reimbursement from private parties for travel expenses (BROADCASTING, May 3). And Representative Al Swift (D-Wash.) offered an amendment authorizing the commission to establish standards that manufacturers of audio and visual electronic equipment would have to meet to reduce its susceptibility to interference from citizen band and ham radio.

The new lottery language was worked out by staffs of the FCC and the subcommittee after the commission said the statute as written could not be implemented. The new language permits the commission to consider an applicant's qualifications after a selection by lottery, rather than before, to ease what the commission said would be a heavy administrative burden. And it would permit the hearing on qualifications to be based solely on written pleadings and would allow the commission to assign employees other than administrative law judges to preside at such proceedings. What's more, the amendment would ease the burden of assigning significant preferences to representatives of various groups. Minorities—defined as including blacks, Hispanics, American Indians, Alaska natives, Asians and Pacific Islanders—would continue to be given such preferences. But rather than requiring them to be given to women, labor unions and other groups underrepresented as broadcast licensees, as the original measure would, the amendment would simply require that preferences be given with a view to assuring diversification of the ownership of mass media.

The proposal to permit private parties to reimburse commissioners for travel expenses was a highly controversial one originally. Opponents saw too much opportunity for abuse. However, the overwhelming argument in favor was the severe budget constraints facing the commission. And, as approved by the subcommittee, the amendment contains a number of safeguards to "minimize the impact of setting a somewhat risky precedent," as Wirth put it in a memorandum circulated among committee members.

It would limit the total amount the commission could travel in any fiscal year to the level of travel funds appropriated in that year. (The aim would be to deny the commission a free hand in deciding how much travel its members would do.) The commission would be required to report to Congress and to the public when its mem-

bers received reimbursement. And the section would be in the form of an experiment: It would run from the beginning of fiscal year 1983 until the end of fiscal year 1985.

The Swift amendment, passed over the opposition of Representative Thomas J. Bliley Jr. (R-Va.), complements a measure already passed by the Senate—S. 929—which had been introduced by Senator Barry Goldwater (R-Ariz.). Swift said the measure is needed because of increasing complaints from consumers about interference to the reception of their television sets and other electronic equipment and the failure of the electronics manufacturing industry to remedy the situation "voluntarily." "I don't like government action, but the industry has not been cooperative," Swift said.

The amendment would authorize the commission to establish "minimum performance standards for audio and visual electronic equipment to reduce their susceptibility to interference from radio frequency energy." The main culprits were described as CB and ham radio emissions. Swift said the necessary equipment could be installed at little cost.

The discussion over the NTIA measure (H.R. 6162) started off placidly enough, with Wirth proposing an increase in the authorization being sought by the Reagan administration—\$16.5 million for each of the next two fiscal years, rather than \$12.4 million for 1983 and \$11.3 million for 1984. Wirth said the \$16.5 million—the amount appropriated for the agency last year—would provide "a barebones budget." But he said it was the minimum NTIA needed to carry out its function as an adviser to the executive branch on telecommunications matters. He specifically mentioned the "policy guidance" NTIA would be called on to provide in connection with his telecommunications bill (H.R. 5158), which has cleared the subcommittee—but is being fiercely opposed by AT&T. "NTIA," said Wirth, "is one of the most cost-effective agencies in town."

Republicans thought the cost could be reduced, however. Representative James Collins (R-Tex.), ranking minority member on the subcommittee, citing the need to work for a "balanced budget," proposed an amendment containing the administration's figures. And, after the \$400,000 needed to administer the \$18-million public broadcasting facilities grant program became an issue—Wirth said the Democrats would fight to retain both the program, which the administration wants to scuttle, and the \$400,000—Representative Thomas J. Tauke (R-Iowa) offered an amendment adding \$400,000 to the amounts proposed by the administration.

At that point, Wirth still appeared in

Appeals to begin in Eastern Microwave case. U.S. Court of Appeals for the Second Circuit in New York is scheduled to hear oral argument the week of June 7 on an appeal filed by Eastern Microwave Inc. (EMI), Syracuse, N.Y., in a copyright infringement action.

EMI filed its appeal shortly after U.S. District Court Judge Neal P. McCurn ruled EMI was liable for copyright payments in retransmitting New York Mets baseball games to more than 600 cable systems without the permission of Doubleday Sports Inc., New York (BROADCASTING, March 22). The suit was filed by Doubleday Sports, owner of the Mets, which sells its TV rights to WOR-TV New York.

In the meantime, EMI and Doubleday have reached an interim agreement under which EMI will continue to broadcast Mets games as usual. Pending the outcome of the appeal the proceedings in the lower court are stayed.

good humor. He offered a compromise—\$13 million for each of the years. But when the Republicans offered technical objections, Wirth dropped all efforts at conciliation, expressing annoyance at the introduction of “surprise” amendments. “There may be political points in this,” he said, “but it’s a lousy process.”

He called for a vote on the various amendments, and the Republicans were defeated while his was approved. On the only roll-call vote—on the Collins proposal—the measure lost on a 210-6 party line vote, with Wirth holding five proxies.

Goldwater bill would shore up U.S. position in international negotiations

S. 2469 provides for new task force to coordinate policy and oversee participation in various international conferences

Senator Barry Goldwater (R-Ariz.) has introduced legislation aimed at strengthening the U.S. in international communications, both in terms of trade and as a political force. The bill (S. 2469) would provide a framework within which the FCC could deregulate and promote competition. And, in provisions that have already proved controversial, it would create a powerful seven-member interagency task force to coordinate international telecommunications policy and oversee U.S. participation in international telecommunications conferences.

Goldwater, the chairman of the Senate Communications Subcommittee, reflected the impatience that members of that panel have long felt regarding the manner in which the U.S. plays its role in international telecommunications matters. “The competitive viability of the U.S. industry international markets . . . no longer deserves to be put on the ‘back burner’ by Congress or the executive branch,” he said in the statement with which he introduced the bill. “In fact, the international telecommunications arena should increasingly be the focus of our national attention.”

He noted that the technologies of satellite communications do not recognize national boundaries. And he warned that “the increasing demand for spectrum from all nations will require the United States to organize itself more effectively for participation in international telecommunications conferences.”

The bill, which was co-sponsored by Senator Harrison Schmitt (R-N.M.), a member of the subcommittee, and Howard Cannon (D-Nev.), ranking minority member of the parent Commerce Committee, says it is national policy “to rely wherever and whenever possible on

marketplace competition and on the private sector to provide international telecommunications services, and it assigns the FCC the responsibility for assuring competition in the provision of such services. It also establishes as national policy that U.S. carriers must be permitted to compete in foreign markets and that entry to such barriers must be reduced.

The bill requires the commission to reduce regulation as competition develops in offering services, facilities or access to or interconnection in foreign markets. And while, within 30 days of enactment of the bill, international telecommunications services would be classified as regulated, the commission could then deregulate services as they become subject to effective competition. Carriers dominant in offering international telecommunications facilities or services would be classified as such by the commission, and they would be authorized to offer unregulated services only through fully separated affiliates.

Neither resale (the reoffering, with or without adding value, by any person for a profit of any telecommunications service which has been obtained by a carrier) nor shared use (collective use of telecommunications services or facilities with each user paying its pro rata telecommunications-related usage) would be subject to FCC regulation.

Goldwater cited what he saw as some specific benefits the deregulation provided for in the bill would allow. He noted that commission policies have barred AT&T from entering nonvoice markets and protected the international record carriers by prohibiting the Communications Satellite Corp. from offering retail services. “These policies limited competition in the international market,” Goldwater said. “Significantly in this bill, such market and service restraints are eliminated.”

But if Comsat would benefit from a provision permitting it to offer retail services, another provision would cut back on some of the dominance it now enjoys. The commission would for the first time be authorized to allow other carriers to have legal (as opposed to beneficial) ownership of earth stations.

The burden of reducing foreign barriers to entry of U.S. international services would fall on the FCC. Reciprocity apparently would be the goal, with the commission authorized to adopt rules and policies applicable to the entry of foreign carriers that are comparable with the terms and conditions applicable to U.S. carriers in foreign markets.

Goldwater calls the provision creating the task force “the major” one in the bill, one designed to give the U.S. what he said it alone among the industrialized nations lacks—“a comprehensive, cohesive set of national goals and policies and the institutional structure to deal with these events.” And he said U.S. leadership in telecommunications “is gravely endangered by our government’s inability to respond quickly enough” to changes in the world telecommunications environment created by changes in technology.

Under the bill, the task force would be chaired by the secretary of commerce. (Goldwater said programs aimed at improving the effectiveness of U.S. policies in international trade should be the primary responsibility of that cabinet officer.) The other members would include the secretaries of state and defense, the attorney general, the U.S. trade representative, the chairman of the FCC (ex officio), the deputy assistant secretary of state for transportation and telecommunications (which would be a new post created by the legislation) and the director of the International Communication Agency.

The task force would not necessarily be a permanent fixture. Under sunset provision in the bill, the task force would go out of business in 36 months unless the President, at any point during the final six months, extended its existence for a period of not more than three years.

The bill would also authorize the creation of an Advisory Committee on International Telecommunications and Information. It would be composed of a maximum of 30 members representing labor, affected hardware, software and service industries, journalists, broadcasters and consumer groups, among others, and its function would be to advise the task force.

The task force, as described in the Goldwater bill, would become the primary force in developing international telecommunications policy. It would “develop consistent and comprehensive . . . international telecommunications and information policies and [would] advise the President” regarding them. It would also review and approve or reject, or modify, all positions, policies and public statements relating to international telecommunications and information.

Goldwater said he expects the bill to provoke “extensive debate,” both in the Senate and in the international community. The subcommittee will hold hearings on the measure on June 14, 15 and 16. □

U.S. policy getting mixed reviews abroad, says Schaefer

However, FCC official tells international meeting, that will not change this country’s telecommunications philosophy

When it comes to international telecommunications policy, the FCC has the same policy goals it has on a domestic level: promoting a free flow of information and ideas; promoting “equitable” access to the radio spectrum, and broadening opportunities for competition and investment. That was the message delivered by Kalmann Schaefer, assistant to the FCC chairman for international telecommunications, to the International Com-

munications Association in New Orleans last week.

In a speech prepared for FCC Chairman Mark Fowler (who was ill and couldn't attend the meeting himself), Schaefer also made the point that the U.S. "enthusiasm for minimum government regulation" wasn't always shared. "Many nations view communications as a vehicle for achieving other national or international goals rather than as a goal in itself," Schaefer said. "Communications is seen as a means to foster national development, to preserve cultural or religious values and, in many cases, to encourage or compel loyalty to a state. Because an open entry communications approach can threaten these other goals, international policymaking can become bluntly political," Schaefer declared.

Nonetheless, Schaefer said, the U.S. approach to international communications policymaking reflects the same values it holds as a nation, and the U.S. believes international communications policy "must be flexible enough to account for technological, social and political realities."

He admitted, however, that although the FCC intended to promote the acceptance by others of the principle of free flow of information and ideas—a principle that has been "the cornerstone of U.S. policy since our country's birth"—that principle wasn't getting rave reviews worldwide. Developing countries are demanding a new international information order, contemplating heavy governmental controls internally as well as imposing international

regulations, he said. "In my view, ongoing changes in communications and information technologies have great potential to foster more open societies throughout the world, to improve mutual understanding among nations and to maintain international peace and security. We in government will continue to try to ease the tensions and conflicting views on this subject by pointing out the benefits of the free-flow principle. For what it means, in effect, is limiting, not expanding, intervention by governments," Schaefer said.

Another policy objective the FCC has sought to promote internationally is equitable access to the radio frequency spectrum, Schaefer said. But while many nations in the International Telecommunication Union seem to prefer a rigid planning approach to the orbit and spectrum resources as a means to accommodate future needs—and they see that approach as a means to redress "perceived inequities resulting from disparate rates of information flow between" developed and developing nations—"it's apparent to me that rigid schemes applied to technology can stifle innovation," he said.

Schaefer also said that some nations were using the excuse of protecting privacy to mask what are "clearly" nontariff barriers to trade. "The United States stands second to none in its concern for individual privacy," he said. "Yet we must be equally forceful in preventing the privacy issue from becoming a ruse to sanction discrimination against U.S. firms." □

mittee, faced with cutting funds for pet projects, would find it hard to understand why the administration wants to spend more than \$17 million on a project whose purposes, Weicker said, might be served by the Voice of America and private radio stations in Florida.

Enders, the administration's point man on the issue, made essentially the same argument in behalf of the Radio Marti project he has made in previous congressional appearances. Essentially, the purpose is to provide what the Cuban people are lacking—"reliable news about Cuban life, features, sports and entertainment alternatives to the distorted, censored news that is being offered by a government that rules not for the people but for itself." Thus, it would not report on America, the responsibility of the VOA, he said.

One new element in Enders's presentation was the suggestion that the administration believes Cuba's response to Radio Marti would be counterbroadcasting rather than jamming or efforts to cause interference to American stations.

He acknowledged that "we do not know for certain what Cuba will do about Radio Marti." He noted that, last August, a month before the White House announced plans for Radio Marti, Cuba disclosed its intention to place a 500 kw station on 1040 khz, the frequency on which State Department officials now have tentatively settled for Radio Marti and on which WHO(AM) Des Moines, Iowa, operates. Enders conceded that the proposed Cuban station could cause serious interference to Radio Marti and to WHO, as well as to many other stations in the hemisphere. Jamming of Radio Marti by low-powered stations in Cuba that would have no more than a "minimal effect on WHO" is also a possibility, he said.

As the administration was attempting to persuade Congress to make the necessary funds available, a presidential commission that was established to plan the station was working on its preliminary report to the President and Congress. F. Clifton White, the chairman, announced at a brief public meeting following a closed one on Monday that the committee would vote on the preliminary report late this month or early in June.

A principal recommendation—already disclosed to the House Foreign Affairs Committee—would be to extend the life of the commission for one year after Congress authorizes the station, in order to get the facility on a firm footing. At that point, the commission would issue a final report, with a recommendation as to ultimate "parentage" of Radio Marti—that is, the agency under which it would operate.

The House Foreign Affairs Committee, in approving a Radio Marti bill, has already spoken on the subject. It says the station would eventually operate under the Board for International Broadcasting, which now oversees RFE/RL. Some members of the presidential commission, including White, at one time seemed to favor BIB for that role also. However, they appear to be having second thoughts. □

Weicker criticizes Radio Marti plan

He calls radio station to Cuba outdated response; Enders says service is vitally needed; compares it with RFE/RL

The Reagan administration's proposal to establish a radio station to broadcast news of Cuba to that country ran into static on Capitol Hill last week. Senator Lowell Weicker (R-Conn.), chairman of a Senate appropriations subcommittee considering the administration's request for \$17.7 million for Radio Marti for 1982 and 1983, indicated that the "severe budget constraints" faced by all agencies and departments of government posed a serious obstacle to approval of the request.

And it wasn't only the money, Weicker indicated, though he said the State Department budget could not be approved "without taking a few nicks along the way." He did not think much of the Radio Marti idea. He called it "a 1950's response to a 1980's problem," and suggested that the U.S. would simply get involved in "a name-calling contest in the Florida Straits."

Weicker made his comments while presiding at a hearing on the request that was being defended by the assistant secretary of state for inter-American affairs, Thomas Enders. The administration

spokesman had noted Cuba's close ties to the Soviet Union, but Weicker wasn't impressed. "I am concerned about the Soviet presence," he said. "But there are better ways of responding than by creating a whole new bureaucracy."

Enders's response was that the Radio Free Europe and Radio Liberty, on which Radio Marti is being modeled, have had a major impact with their broadcasts to Eastern Europe, particularly to Poland during the prolonged crisis there. And as for Weicker's suggestion that the response is 30 years out of date, Enders said, "What we have in Cuba is a 1950's situation," a "classic" case, in which the people around Premier Fidel Castro have been committed to revolution and communism all their lives.

Enders also sought to make the argument that the project would not require all new funds. Of the total, the \$10 million that would be required in 1982 would be "offset" by savings in other department activities. But since those other activities are not within Weicker's jurisdiction, he said the \$10 million was still additional money to him. Besides, he said, there is no reason "we shouldn't use money saved here for other purposes."

Weicker said after the hearing that members of the full appropriations com-

RCA report to shareholders: strong leadership; 'major' problems in daytime, prime time

Annual meeting of shareholders hears glowing report by Bradshaw on Tinker's first 10 months as NBC chairman; first-quarter sales up slightly, but profits marginal

"We must get on with the job of restoring the magic to those letters, R-C-A." That was the message RCA Corp. Chairman Thornton Bradshaw had for shareholders who attended the company's four-hour annual meeting last Tuesday. Drawn out by the occasionally illuminating, though more often self-serving questions and comments of corporate "gadflies" and private shareholders, the meeting, (Bradshaw's first as chairman), reviewed such issues as the recent financial revenues of RCA, the fees paid some directors, Bendix Corp.'s purchases of RCA stock, the contemplated sale of Hertz, and the plans Bradshaw and his fellow directors have for the corporation.

Looking to the future, Bradshaw reiterated the company's commitment to "two major growth areas—entertainment, with its related electronics, and communications . . . areas which correspond neatly to RCA's basic strengths and competences." And he described a two-fold corporate strategy—saying: "We will consider joint ventures and acquisitions depending on prevailing financial and market conditions. We also plan to strengthen our core electronics and communications businesses through a phased redeployment of the company's assets."

In marked contrast to the lukewarm support then NBC head Fred Silverman had received at last year's annual meeting, Bradshaw said of his appointee to succeed Silverman, NBC Chairman Grant Tinker, "Ten months ago, I thought he was the best in the business. Today, I know that he is. Grant has done a remarkable job of stabilizing NBC so that it can focus on the formidable task of regaining its competitive edge."

Bradshaw later noted that broadcast sales in the first quarter had been "up slightly from a year ago, but profits were marginal. NBC's prime-time and daytime problems are major ones." Describing the efforts of NBC's "new management team of Grant Tinker, Bob Mulholland and Irwin Segelstein," Bradshaw said, "One of their immediate priorities was to go through an inventory of TV programs that were contracted some time ago. By the fall of this year, most of these commitments will be out of the way and NBC will be able

to concentrate on new and more appealing programming."

Tinker, responding to a shareholder's question during the meeting, said in part that "next fall will be the beginning of a turnaround for NBC." And he separately told another shareholder asking about Bill Small's departure as head of NBC News that it was "a private matter between us and Small . . . a matter of management style" that "had nothing to do with [Small's] recruiting people from CBS."

Bradshaw maintained that RCA's troubles in 1981 resulted largely from the "diversification program that exposed its balance sheet to the corrosive effects of external economic conditions."

Bradshaw also retraced the varied restructurings of RCA subsidiaries he's undertaken, the write-downs of inventory (including NBC program inventory) that have been made and the slashing in half of RCA's dividend. He noted the negotiations to sell Hertz, and acknowledged that a sale of CIT was considered—"but the consideration was short lived."

"In the weeks and months ahead, RCA will make the transition from a diversified organization to one tightly focused on its newly defined core businesses," Bradshaw stated, adding: "Steps have already been taken toward creating a new organizational structure." They included, the chairman said, the addition of new outside directors to the present seven on the board. Three inside directors plus former Chairman Edgar Griffiths, were not standing for re-election at the meeting. Bradshaw later restated what had been said on that matter previously: that he considered cuts in inside directors in keeping with a general corporate trend.

"The last remaining task to complete RCA's new look," said Bradshaw, "is the naming of a president," something he called "an immediate priority."

Before closing his remarks, Bradshaw addressed Bendix's purchase of 5.5 million RCA shares and the "speculation recently about the possibility of an outside takeover of RCA." "Any attempt at dismembering this corporation would not be in the long-term best interests of the shareholders, and we would resist it to the utmost," he told the meeting. The "strong statement" issued after the Bendix purchases was designed "to make it clear that we were determined to maintain the independence of RCA."

Given that financial picture, a great deal of the shareholder comment focused on

the performance of the directors standing for re-election, their stock holdings in RCA (which some shareholders maintained were too low, reflecting, they thought, lack of confidence in the company), the fees directors earn, particularly one contract paying \$150,000 to Donald Smiley, and the fees earned by director Peter Peterson's investment banking firm, Lehman Brothers Kuhn Loeb. Bradshaw defended the Smiley contract saying how much he valued Smiley's counsel, and noted that the Lehman Brothers is but one of four RCA bankers, and receives about one-third of such fees.

One shareholder, "gadfly" Evelyn Y. Davis, entered into nomination as a director the name of Bendix Corp. Chairman William Agee. A total of 4,000 shares were voted in support of Agee's nomination, but that was few compared with the 65 million plus received by the eight board members standing for re-election.

Blair to stay on as WNAC-TV rep

Announcement is made at firm's stockholders' meeting; Fritz also reports softer second quarter than first, but is optimistic for whole year

Although the ownership of WNAC-TV Boston will change with the FCC's order that RKO General relinquish its license (BROADCASTING, April 26), John Blair and Co. President Jack Fritz told his company's stockholders last week that Blair will continue to represent the station in national sales under the new ownership by New England Television Corp.

Fritz's announcement was part of his presentation to Blair's annual meeting last Tuesday. Reviewing the firm's record 1981 earnings of \$13.6 million, \$3.65 per share, and record first-quarter earnings of \$3.4 million, 90 cents per share, Fritz noted that while the first quarter "historically has been slow for spot television sales," this year Blair's time sales for clients "were exceptionally high" in those three months. The second quarter, however, has seen business activity "settle into a pattern more consistent with that of prior years."

Regarding Blair's owned stations, Fritz said KOKH-TV Oklahoma City, KSBW-TV Salinas, Calif., and KSBY-TV San Luis Obispo, Calif., all have "particularly" or "exceptionally" good outlooks for 1982. Fritz noted that the two California stations have each begun using portions of the CNN2 feed, and that KSBW-TV, with the CNN material added to its own news pro-

graming, now carries 63 hours of news a week

The Blairsat commercial delivery system was used by 58 advertisers in the first quarter, Fritz told shareholders, and the unit expects to introduce a "computer-based information system in 1982 ... which will enable advertisers to control the on-air usage of the many different versions of their commercials in various marketing regions of the country."

And Blair Video Enterprises "has evaluated a number of opportunities presented to the company in television and radio programming," according to Fritz, and has "a substantial number of proposals under study." Enterprise's Starfleet, Blair's radio production company, Fritz said, originated its first live rock concert for NBC Radio last month.

All told, Fritz said "we expect 1982 to be a good year for John Blair & Co." □

ing group. **Buyer** is owned by RET Butler Communications Corp. (81%) and Chermi Communications L.P. (19%). RET Butler Communications is owned by Ronald E. Tarrson, who is vice president of Chicago dental hygiene products manufacturer and has no other broadcast interests. KFMU is on 103.9 mhz with 265 w and antenna 1,527 feet above average terrain.

Changing Hands

PROPOSED

KBZT(FM) San Diego □ Sold by Force Communications Corp. to Alta Broadcasting Co. for \$6.3 million. **Seller** is owned by Norman Feur and Harold W. Gore (48.34% each) and Carmen Bolton (3.32%). Gore also owns WCBF(AM) Tampa, Fla. **Buyer** is owned by James E. Levitt and brother, John E. Levitt (50% each), who own KEZR(FM) San Jose, Calif. KBZT is on 94.9 mhz with 1.9 kw and antenna 1,850 feet above average terrain.

WAZL(AM)-WVCD(FM) Hazleton, Pa. □ Sold by Hazleton Broadcasting Inc. to The Luzerne Co. for \$1 million plus \$134,000 for consulting and noncompete agreements. **Seller** is group of eight

stockholders principally owned by estate of Victor C. Diehm Sr. Victor Diehm Jr. is president and 4.5% owner. **Buyer** is owned by Frank J. Mangano, who is president of East Liverpool, Ohio, real estate and investment company and owner of WOHI(AM)-WELA(FM) East Liverpool and WRRO(AM) Warren, both Ohio. WAZL is on 1490 khz with 1 kw day and 250 w night. WVCD is on 97.9 mhz with 24 kw and antenna 660 feet above average terrain.

KFMU(FM) Oak Creek, Colo. □ Sold by Chermi Communications Limited Partnership to KFMU Limited Partnership for \$729,000. **Seller** is owned by D. Michael Barry (51%) and wife, Cheryl L. Barry (49%), who have no other broadcast interests but will keep 19% interest in buy-

KILR-AM-FM Estherville, Iowa □ Sold by Emmet Radio Corp. to Jacobson Broadcasting Inc. for \$610,000. **Seller** is principally owned by Robert D. Ray, who has no other broadcast interests. **Buyer** is principally owned by Roger J. Jacobson, who is former sales manager at KGRN(AM) Grinnell, Iowa, and has no other broadcast interests. KILR is 250 w daytimer on 1070 khz. KILR-FM is on 95.9 mhz with 2.8 kw and antenna 300 feet above average terrain.

WEIV(FM) Ithaca, N.Y. □ Sold by The Christian Broadcasting Network Inc. to Kimmanger Communications Inc. for \$600,000. **Seller** is parent of Virginia Beach, Va.-based group CBN Continental Broadcasting Network Inc., owner of two FM's, four TV's and permittee of new TV at Richmond, Va., last which it sold, subject to FCC approval, for \$34,500 (BROADCASTING, May 3). M. G. (Pat) Robertson is president. **Buyer** is owned by Alan Gerry (36%), George Kimble (29%) and brother, Russell Kimble (20%), and David Mance (15%). Kimbles and Mance are principal owners of WCGR(AM)-WFLC(FM) Canandaigua, and, excluding Mance, WDNV(AM) Dansville, both New York. Gerry owns 47% and Kimble brothers each own 15% of WAQX(FM) Manlius, N.Y. WEIV is on 103.7 mhz with 12 kw and antenna 890 feet above average terrain.

WWSR(AM)-WLFE(FM) St. Albans and WSNO(AM)-WORK(FM) Barre, both Vermont □ Sold by Robert I. Kimel to sons, John O. Kimel and David R. Kimel, for \$570,350. **Seller** is retiring and relinquishing interest in stations. Balance is owned by Alan H. Noyes, general manager of Barre stations, who will keep his interest. **Buyers** are treasurers and directors of St. Albans and Barre facilities. WWSR is 1 kw daytimer on 1420 khz. WLFE is on 102.3 mhz with 3 kw and antenna 215 feet above average terrain. WSNO is on 1450 khz with 1 kw day and 250 w night. WORK is on 107.1 mhz with 1.5 kw and antenna 410 feet above average terrain.

WTRO(AM)-WASL(FM) Dyersburg, Tenn. □ Sold by McQueen & Co. to M.D.R. & Co. for \$518,890. **Seller** is owned by Alvin D. Wood (75%), Howard L. Shuster and H. Parks Tigrett (12.5% each), who have no other broadcast interests. **Buyer** is owned by Donald R. Meikle and Dr. Pepper/Pepsi-Cola Bottling Co. of Dyersburg Inc. Meikle is general manager of WTRO-WASL. W.E. Burke is president of Dr. Pepper/Pepsi-Cola Bottling Co. Neither has

Attractive Opportunities

AM—Mid Atlantic	Daytimer with CP to go fulltime in desirable university setting; Terms.	\$ 300,000
FM—West Virginia	This class A is one of two stations and the only FM facility in the county; Terms available.	\$ 350,000
AM—New England	Extremely profitable fulltimer in unique attractive radio market; Terms available to a qualified buyer.	\$1,250,000
FM—Midwest	Excellent Class B facility in large economically healthy market; Terms.	\$1,200,000
AM/FM—West	Fulltimer and Class B in leading agricultural area and attractive coastal market; Terms available.	\$3,500,000

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other broadcast interests. WTRO is 500 daytimer on 1330 khz. WASL is on 100.1 mhz with 3 kw and antenna 319 feet above average terrain.

KLWT-AM-FM Lebanon, Mo. □ Sold by Lebanon Broadcasting Co. to Morningstar Communications Inc. for \$450,000. **Seller** is owned by Zoe A. Coughenour, who has no other broadcast interests. **Buyer** is owned by Joel G. Nagy, who is executive with Cleveland manufacturing company and has no other broadcast interests. KLWT is on 1230 khz with 1 kw day and 250 w night. KLWT-FM is on 92.1 mhz with 3 kw and antenna 25 feet above average terrain.

WTRU(AM) Muskegon, Mich. □ Sold by Regional Broadcasters of Michigan Inc. to WTRU Broadcasting Ltd. for \$401,000. **Seller** is part of Regional Broadcasters Group, closely held Kingston, N.Y.-based group of five AM's and six FM's principally owned by Alistair B. Martin and family. **Buyer** is owned equally by Frederick P. Tascone, William Schroeder and Ronald L. Piasecki who own WQWQ(FM) Muskegon. WTRU is on 1600 khz with 5 kw full time.

KDSJ(AM) Deadwood, S.D. □ Sold by The Heart of the Black Hills Station to Goldrush Broadcasting Inc. for \$312,000. **Seller** is owned by Eli Daniels and Harry Daniels (50% each), who have no other broadcast interests. **Buyer** is owned by Alvin E. Decker (60%) and Rick Keefer (40%). Decker is station manager at KUV(AM) Huron, S.D., where Keefer formerly was program director and engineer. Neither has other broadcast interests. KDSJ is on 1340 khz with 1 kw day and 250 w night.

KERC(AM) Eastland, Tex. □ Sold by Carnette Broadcasting Inc. to Maverick Broadcasting Inc. for \$225,000. **Seller** is group of six stockholders, headed by Joe E. Willis, president and 20% owner, none of whom have other broadcast interests. **Buyer** is owned by Robert D. Hanna, Dallas-based media broker and owner of 66% of KCLW(AM) Hamilton, Tex., 33% of KROX(AM) Crookston, Minn., and 13.1% of KERV(AM)-KPFM(FM) Kerrville, Tex. KERC is 500 w daytimer on 1590 khz.

□ Other proposed station sales include: WKXO(AM) Berea, Ky.; KASM(AM) Albany, Minn.; WLRV(AM)-WLTV(FM) Statesville, N.C. (BROADCASTING, April 19); KQV(AM) Pittsburgh (BROADCASTING, April 12); WTJZ(AM) Newport News-WQRK(FM) Norfolk, Va. (BROADCASTING, April 12) and WGOE(AM) Richmond, Va. (BROADCASTING, May 3). (See "For the Record," page 108).

APPROVED

WIXT(TV) Syracuse, N.Y. □ Sold by WIXT Television Inc. to Ackerley Inc. for \$13.8 million. **Seller** is owned by Transcontinent Communications Corp., which is owned by WIXT Disposition Trust (51%), Larry

Israel (34%), Steven J. Kumble (6.5%) and others. They bought WIXT in 1977 for \$11 million (BROADCASTING, Nov. 28, 1977). WIXT Disposition Trust is administered by former directors of Coca-Cola Bottling Co. of New York, which transferred its interest into trust after merging with Coca-Cola, Atlanta. Proceeds will go to former stockholders of Coca-Cola Bottling Co. of New York. Israel is former president of Washington Post Co. and, with Kumble, principal owner of WICS(TV) Springfield, Mo., which they bought for \$10.7 million (BROADCASTING, April 14, 1980). Kumble also has minority interest in WALL-AM-FM Middletown, N.Y., and WRAN(AM) Dover, N.J. **Buyer** is Seattle-based outdoor advertising company principally owned by Barry Ackerly, president. He has no other broadcast interests. WIXT is ABC affiliate on channel 9 with 79.6 kw visual, 11.8 kw aural and antenna 1,520 feet above average terrain.

WSEE(TV) Erie, Pa. □ Sold by Gillett Broadcasting of Pennsylvania to SCS Communications of Erie Inc. for \$4.75 million. **Seller** is owned by George Gillett, who owns KPWR-TV Bakersfield, Calif., and KXON-TV Mitchell, S.D. Last year he bought WSM-TV Nashville for \$42 million (BROADCASTING, Oct. 5, 1981). Gillett bought WSEE-TV four years ago for \$1.7

million (BROADCASTING, Jan. 9, 1978). **Buyer** is subsidiary of MMT Sales Inc., New York-based station representative which has no other broadcast interests. Gary Schollard is chairman and president. WSEE is CBS affiliate on channel 35 with 2,000 kw visual, 200 kw aural, and antenna 960 feet above average terrain.

WMZK(AM) Detroit □ Sold by Booth American Co. to TXZ Corp. for \$2 million. **Seller** is Detroit-based MSO and group owner of five AM's and seven FM's owned by John L. Booth, chairman, and family. They were granted FCC approval to buy WSAI-AM-FM Cincinnati for \$5.2 million (BROADCASTING, April 5) and sell WXCM(AM)-WIBM(FM) Jackson, Mich., for \$1.1 million (BROADCASTING, March 22). **Buyer** is principally owned by Harvey Deutch, Detroit investor, who has no other broadcast interests. WMZK is on 1400 khz with 1 kw day and 250 w night.

KGU(AM) Honolulu □ Sold by Communications Hawaii Inc. to Marketing Systems Inc. for \$1.3 million. **Seller** is owned by Lawrence R. Wilson (71%), John F. Bayliss (21%) and Michael Gallagher (8%). Bayliss is president of radio division of Charter Co., Jacksonville, Fla.-based group owner which sold, subject to FCC approval, six of its seven radio stations for \$32 million (BROAD-

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Southeast	Medium Market—Class C-FM Profitable—\$1.5 million terms
Midwest	Major Market—Class A-FM Profitable—Guaranteed Cash Flow \$2 million terms
West	50,000 watt fulltime AM Profitable—\$1.5 million terms

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CASTING, Dec. 14, 1981 and its seventh—WDRQ(FM) Detroit—for \$5 million (BROADCASTING, May 3). He also owns KJMA(AM)-KSNI(FM) Santa Maria, Calif. Neither Wilson nor Gallagher has other broadcast interests. **Buyer** is owned by Roger D. Larson and A. Hollis Norton (50%), who are Reno-based financial advisers and have no other broadcast interests. KGU is on 760 khz with 10 kw full time.

KGVL(AM)-KIKT(FM) Greenville, Tex. □ Sold to M&M Broadcasting for \$714,000. **Seller** is principally owned by estate of Cecilia Kimzey, son, John P. Kimzey and Leo Hackney. Kimzey owns 45% of KSST(AM) Sulphur Springs, Tex. **Buyer** is principally owned by Wayman E. and Edwin E. McMackin, brothers, who are Dallas-based real estate investors and plastic manufacturers who have no other broadcast interests. KGVL is on 1400 khz with 1 kw day and 250 w night. KIKT in on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

WATO(AM)-WETQ(FM) Oak Ridge, Tenn. □ Sold by Rau Radio Stations Inc. to Mark S. Manafo for \$525,000 **Seller** is Washington-based group owner of five AM's and five FM's principally owned by Robin Rau Henry, president, and Rau family. **Buyer** is Knoxville, Tenn.-based broadcast consultant who bought WMVQ(FM) Amsterdam, N.Y., for \$250,000 (BROADCASTING, Feb. 1). He is also applicant for new FM's at Hilton Head, S.C.; Grifton, N.C.; Bath, N.Y., and Elkins, W. Va. WATO is on 1290 khz with 5 kw day and 500 w night. WETQ is on 94.3 mhz with 1.82 kw and antenna 395 feet above average terrain.

□ Other approved station sales include: WMPH-FM Wilmington, Del.; WSSA(AM) Morrow, Ga.; WQXR(FM) [CP] Benton, Ill.; and KYBS(FM) Livingston, Mont. (See "For the Record," page 108).

Metromedia signs to purchase Radiofone

Less than a month after company announced it would buy Beep, another radio paging business, Metromedia agrees to purchase Radiofone for \$56 million

A "firm commitment" to expand in radio paging and cellular communications was voiced last week by Metromedia Chairman John Kluge, as he announced his company's agreement in principle to acquire Radifone Corp. for some \$56 million. That news followed Metromedia's separate announcement of its intention to purchase Beep Communications, another paging company, for \$9 million-plus (BROADCASTING, April 26), at which time Kluge spoke of the "growth potential" of paging and cellular.

Under terms of the Radiofone agreement, shareholders of the paging company

would get \$26 per share for their stock holdings—and Metromedia says it has secured agreements with officers and directors of Radiofone who hold 19% of the 2,146,583 outstanding Radiofone shares. Under options and warrants, an additional 210,000 shares of Radiofone common are issuable—Metromedia will also acquire the options and warrants, but a price was not disclosed.

Radiofone, located in Englewood Cliffs, N.J., and Beep, headquartered in New York, both operate in the New York metropolitan area. And both are applying individually and as members of a 12-company consortium for the one cellular license the FCC is set to grant to a radio

common carrier in New York. (Another license would be reserved to the local phone company.) Metromedia says if the Radiofone and Beep acquisitions are completed, operations of the two companies would be combined, most likely under the Radiofone banner. Metromedia believes there's a bright future in cellular mobile service and radio paging, predicting pagers will be a consumer item down the road.

The broadcaster's stock had already started to settle back from the ethereal heights of \$219.50 per share it reached in recent weeks, as some on Wall Street moved to take their profits. It lost another \$2.50 to close at \$209.50 the day of the announcement. □

Bottom Line

Changing hands. 20th Century-Fox Film Corp. has sold its 50% ownership in Prism, Philadelphia-area pay television program service, to Chroma Enterprise Inc. Chroma, controlled by Ed Snider, already owns 50% of Prism. Jack Williams, president and CEO of Prism, remains in his position and obtains equity interest in firm. □

Making deal. Los Angeles-based SelecTV has formed joint venture with Chicago Teleproductions and International Teleproductions for production and distribution of multiple, live music events to pay TV and cable industry. First event is planned for summer 1982. □

New look. Multimedia Inc. is getting into home security business, with new subsidiary, Multimedia Cable Security Services, to manage those operations. Company has also purchased Interstate Alarm Systems, Inc., which serves over 350 subscribers in Wichita, Kan., area, where Multimedia operates cable system. Walter Bennett, former owner of Interstate Alarm Systems, has joined newly formed Multimedia security company as sales manager, reporting to Tom Barber, vice president, security, of Multimedia Cablevision. Services to be provided include burglar, fire, and medical alert coverage for residential and business subscribers. □

Oak-Compact? Oak Industries, San Diego-based cable and STV company, is in preliminary negotiations with financially troubled Compact Video Inc., video post production firm. Burbank-based CVI reported third-quarter loss of \$10 million for period ending Jan. 31, 1982. Compact retained investment banking firm last month to advise it on future planning. For quarter ended March 31, 1982, Oak Industries reported sales of \$134.7 million, yielding net income of \$7.4 million or 46 cents per share. Results compare sales of \$124.7 million and net income of \$6.3 million or 46 cents per share for same period in 1981. Oak's backlog on March 31 was \$231 million, compared with \$158 million on same date year before. □

Deeper pockets. Falcon Communications has received commitment to increase cable firm's line of credit to \$36 million from First National Bank of Boston. Falcon, which passes 160,000 homes in Los Angeles county, will use new credit line to continue franchising and operational efforts in southern California. □

Listing sought. Heritage Communications has applied for listing on New York Stock Exchange of its 7.3 million shares of common stock and 919,000 shares of series B convertible preferred stock. Both issues are currently traded over-the-counter. Company separately announced it has secured \$10-million, five-year loan from institutional lender at 16.35% interest. Money will be used to repay bank debt. □

No royalties for Rooney. Mickey Rooney has lost court fight to force studios to pay royalties to actors for pre-1960 movies that have been given new circulation by television, video recordings and other means. Rooney, who made his first movie in 1932, contended he and other actors were denied share in hundreds of millions of dollars in profits to which he said they were entitled. But U.S. District Judge William C. Conner denied request to convert suit to class action and dismissed it after finding that companies were acting on basis of rights accorded them in contracts with actors. Defendants in suit were Columbia Pictures, Inc., Metro-Goldwyn Mayer Inc., Paramount Pictures Corp., RKO General Inc., 20th Century-Fox Film Corp., United Artists Corp., Universal City Studios Inc. and Warner Bros. Inc.

Stock Index

Exchange and Company	Closing Wed. May 5	Closing Wed. Apr 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	37 3/4	36	+1 3/4	+ 4.86	7	1,086
N Capital Cities	77 5/8	76	+1 5/8	+ 2.13	13	1,010
N CBS	43	42 1/8	+ 7/8	+ 2.07	7	1,201
N Cox	31 3/8	30 7/8	+ 1/2	+ 1.61	15	888
A Gross Telecasting	25	25			6	19
O Lin	24 1/2	23	+1 1/2	+ 6.52	15	251
N Metromedia	204	219 1/2	-15 1/2	- 7.10	14	810
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17	+ 1/2	+ 2.94	10	180
N Storer	30 1/8	29 1/2	+ 5/8	+ 2.11	15	478
N Taft	32	31 3/4	+ 1/4	+ .78	9	306
O United Television	8 1/8	8 3/8	- 1/4	- 2.98	14	97

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	23 5/8	24 5/8	-1	- 4.06	18	93
A Affiliated Pubs.	24 3/8	24 3/4	- 3/8	- 1.51	9	126
O A.H. Belo	18 1/4	18 1/8	+ 1/8	+ .68	7	168
N American Family	9 1/2	9 3/8	+ 1/8	+ 1.33	9	128
N John Blair	34 5/8	32 3/4	+1 7/8	+ 5.72	9	129
N Charter Co.	8 3/4	9 1/2	- 3/4	- 7.89	7	188
N Chris-Craft	39 3/8	38 7/8	+ 1/2	+ 1.28	10	88
N Cowles	36 1/4	35 1/2	+ 3/4	+ 2.11	23	143
N Dun & Bradstreet	71	68	+3	+ 4.41	16	1,987
N Fairchild Ind.	14 5/8	15	- 3/8	- 2.50	6	190
N Gannett Co.	35 3/4	36 3/4	-1	-2.72	11	1,896
N General Tire	18 3/8	18 5/8	- 1/4	- 1.34	7	432
O Gray Commun.	34	34			7	16
N Gulf United	18 1/4	17 3/4	+ 1/2	+ 2.81	6	489
N Harte-Hanks	26 1/2	25 1/4	+1 1/4	+ 4.95	10	257
N Insilco Corp.	15 7/8	15 1/2	+ 3/8	+ 2.41	7	238
N Jefferson-Pilot	28	27 1/2	+ 1/2	+ 1.81	6	604
O Josephson Intl.	7 7/8	8 3/8	- 1/2	- 5.97	7	30
N Knight-Ridder	31 5/8	31 1/2	+ 1/8	+ .39	10	1,018
N Lee Enterprises	25 7/8	26 1/4	- 3/8	- 1.42	9	179
N Liberty	13 1/2	12 3/4	+ 3/4	+ 5.88	7	172
N McGraw-Hill	52 5/8	52	+ 5/8	+ 1.20	13	1,308
A Media General	38 3/8	37 7/8	+ 1/2	+ 1.32	9	268
N Meredith	60 1/2	59 1/8	+1 3/8	+ 2.32	7	192
O Multimedia	32	31 3/4	+ 1/4	+ .78	13	324
A New York Times Co.	40 5/8	41 1/4	- 5/8	- 1.51	10	501
N Outlet Co.	33	32 3/4	+ 1/4	+ .76	60	88
A Post Corp.	27 3/8	27 1/2	- 1/8	- .45	15	49
N Rollins	15 1/8	15 3/4	- 5/8	- 3.96	9	415
N San Juan Racing	22 1/8	22 1/8			35	95
N Schering-Plough	29 3/4	30 5/8	- 7/8	- 2.85	9	1,581
N Signal Cos.	18 3/4	20 1/2	-1 3/4	- 8.53	6	1,354
O Stauffer Commun.	44	44			11	44
A Tech Operations	17 3/4	18 1/4	- 1/2	- 2.73	8	16
N Times Mirror Co.	45	45			10	1,536
O Turner Bcstg	12	12 1/2	- 1/2	- 4.00	15	244
A Washington Post	33 7/8	33 3/8	+ 1/2	+ 1.49	14	476
N Wometco	24 5/8	24	+ 5/8	+ 2.60	14	335

CABLE

A Acton Corp.	7 1/8	7	+ 1/8	+ 1.78	238	33
N American Express	49 3/8	47 7/8	+1 1/2	+ 3.13	9	4,582
O Burnip & Sims	11 3/4	12 1/8	- 3/8	- 3.09	12	102
O Comcast	20	20 1/4	- 1/4	- 1.23	19	89
N General Instrument	39 3/4	38 5/8	+1 1/8	+ 2.91	14	1,225
N Group W Cable	37 1/2	37 1/2			30	638
O Heritage Commun.	11	9 3/8	+1 5/8	+17.33	31	79
O Rogers Cablesystems	6 1/4	6 5/8	- 3/8	- 5.66	125	137
O Tele-Communications	20 3/4	21 1/2	- 3/4	- 3.48	51	579
N Time Inc.	33 5/8	34	- 3/8	- 1.10	12	1,673
O Tocom	9 1/2	9 1/2			12	47
N United Cable TV	24 3/8	22 1/2	+1 7/8	+ 8.33	22	265
N Viacom	23 7/8	24	- 1/8	- .52	17	270

Exchange and Company	Closing Wed. May 5	Closing Wed. Apr 28	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	2	1 7/8	+ 1/8	+ 6.66	15	11
N Columbia Pictures	70 7/8	70 1/2	+ 3/8	+ .53	15	593
N Disney	57	57 1/8	- 1/8	- .21	17	1,900
N Dow Jones & Co.	47	46 1/2	+ 1/2	+ 1.07	18	1,475
N Filmways	5 3/4	5 1/4	+ 1/2	+ 9.52	1	33
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	52 1/8	49 5/8	+2 1/2	+ 5.03	5	4,282
N Guif + Western	15 1/8	15 3/8	- 1/4	- 1.62	4	1,116
N MCA	51 1/4	51 3/4	- 1/2	- .96	14	1,219
N MGM/UA	5 7/8	6	- 1/8	- 2.08	8	292
O Reeves Commun.	34 1/4	32	+2 1/4	+ 7.03	14	278
O Telepictures	8 3/4	9 1/8	- 3/8	- 4.10	17	42
O Video Corp. of Amer.	9 7/8	9 7/8			38	16
N Warner	57 1/4	56 7/8	+ 3/8	+ .65	16	3,510
A Wrather	25	25			20	58

SERVICE

O BBDO Inc.	44 3/4	44	+ 3/4	+ 1.70	9	119
O Compact Video	5 1/4	5 7/8	- 5/8	-10.63	5	16
N Comsat	63 3/8	64 3/8	-1	- 1.55	18	507
O Doyle Dane Bernbach	15	17	-2	-11.76	8	82
N Foote Cone & Belding	33 1/4	33 1/4			8	89
O Grey Advertising	66	66			6	37
N Interpublic Group	28 7/8	27 3/4	+1 1/8	+ 4.05	9	133
N JWT Group	21 1/4	20 3/8	+ 7/8	+ 4.29	16	111
N MCI Communications	38 5/8	36 1/2	+2 1/8	+ 5.82	33	1,875
A Movielab	3 1/4	3 3/8	- 1/8	- 3.70	33	5
O A.C. Nielsen	50 1/4	48 1/4	+2	+ 4.14	14	564
O Ogilvy & Mather	32 1/4	32 1/2	- 1/4	- .76	8	137
O Telemation	2 5/8	2 5/8			15	2
O TPC Communications	1 3/8	1 3/8			2	1
O Unitel Video	7 1/2	7	+ 1/2	+ 7.14	12	9
N Western Union	33 3/4	33 5/8	+ 1/8	+ .37	11	574

ELECTRONICS/MANUFACTURING

O AEL	12	12			4	23
N Arvin Industries	13 1/2	13 3/4	- 1/4	- 1.81	8	92
O C-Cor Electronics	24	22	+2	+ 9.09	31	71
O Cable TV Industries	7	7			8	21
A Cetec	4	4 1/8	- 1/8	- 3.03	8	8
O Chyron	19 1/2	18 3/4	+ 3/4	+ 4.00	16	53
A Cohu	4 1/2	4 3/4	- 1/4	- 5.26	6	7
N Conrac	24 3/4	25 1/4	- 1/2	- 1.98	18	53
N Eastman Kodak	72 1/2	72	+ 1/2	+ .69	9	11,701
O Elec Missile & Comm.	15	16 1/2	-1 1/2	- 9.09	56	41
N General Electric	65 3/4	65 1/2	+ 1/4	+ .38	9	14,981
N Harris Corp.	30 1/8	31 1/2	-1 3/8	- 4.36	10	942
O Microdine	13 1/2	13 3/4	- 1/4	- 1.81	17	61
N M/A Com, Inc.	22 3/8	23	- 5/8	- 2.71	21	870
N 3M	55 5/8	55 5/8			10	6,534
N Motorola	64 5/8	63 7/8	+ 3/4	+ 1.17	12	2,316
O Nippon Electric	81 1/2	79 3/8	+2 1/8	+ 2.67	29	3,158
N N. American Philips	38	39 1/2	-1 1/2	- 3.79	5	519
N Oak Industries	20 1/2	24	-3 1/2	-14.58	9	290
A Orrox Corp.	9	9 3/8	- 3/8	- 4.00	53	19
N RCA	20 3/4	21 1/2	- 3/4	- 3.48	12	1,569
N Rockwell Intl.	32	31 1/2	+ 1/2	+ 1.58	8	2,438
A RSC Industries	5 3/8	5 1/4	+ 1/8	+ 2.38	45	17
N Scientific-Atlanta	16 1/2	18 3/4	-2 1/4	-12.00	16	383
N Sony Corp.	14 1/2	13 7/8	+ 5/8	+ 4.50	12	3,344
N Tektronix	55 1/4	55 1/8	+ 1/8	+ .22	13	1,033
O Telemet (Geotek Inc.)	1 7/8	2	- 1/8	- 6.25	5	5
A Texscan	14 3/4	13 5/8	+1 1/8	+ 8.25	18	67
N Varian Associates	37	36	+1	+ 2.77	26	297
N Westinghouse	26 1/8	26 5/8	- 1/2	- 1.87	5	2,228
N Zenith	14 1/4	14 1/2	- 1/4	- 1.72	17	269

Standard & Poor's 400 Industrial Average

130.61 129.97 + .64

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Powell charges eavesdropping by networks

In syndicated column, former press secretary says presidential communications are routinely monitored; networks all deny it

Jody Powell, who as President Carter's press secretary had his share of arguments with the network news organizations, has kicked up a new one in his present incarnation as a syndicated columnist. He has charged that "some of the most aggressive, high-level eavesdropping is done by journalists"—specifically, network journalists. The networks deny it, at least in the main.

Powell leveled the charge in discussing syndicated columnist Jack Anderson's use—in Anderson's column, on the Mutual Broadcasting System and on ABC-TV's *Good Morning America*—of an intercepted telephone conversation between President Reagan and Secretary of State Alexander M. Haig Jr. during Haig's travels in efforts to resolve the Falkland Islands dispute.

Powell, in his column, treated the alleged network activity as something that had not been a matter of great concern when he was on the White House staff—the networks "are usually circumspect about how they handle" the information they pick up—and said the Jack Anderson reports had gone too far. "Where do you draw the line?" he asked. "Anderson broke one unwritten rule by broadcasting and publishing what had been overheard."

Powell, in the column distributed by the *Dallas Times Herald* syndicate, discussed



See it again. Thirty years to the day of CBS's first prime-time broadcast of *See It Now* on April 20, 1952, the Museum of Broadcasting in New York launched a retrospective on the classic Edward R. Murrow documentary series. Running through May 15, the retrospective features about 50 of 187 *See It Now* programs (aired from 1951 to 1958). Among those attending a reception at the museum for the retrospective was Fred W. Friendly (center) who created the series with Murrow and served as its editor and producer. With Friendly, now professor emeritus at Columbia University Graduate School of Journalism, were Richard S. Salant, NBC general adviser and former CBS News president (l) and Robert W. Sarnoff, Museum trustee and former RCA and NBC chairman.

the alleged monitoring as an open secret. "Network technicians routinely monitor all radio and radio-telephone conversations from the President's car or helicopter," Powell wrote. "In Washington, the monitoring is done by equipment located in the network bureaus."

Not so, said executives at the ABC, CBS and NBC news bureaus in Washington. All acknowledged scanning Secret Service radio transmissions—with equipment commercially available—but only while on the road and as a means of keeping track

of the President's movements. As for anything else, the denials were unequivocal.

"We do not monitor presidential conversations or communications of the staff," said Bob Zelnick, ABC's deputy bureau chief. "We don't intercept or eavesdrop in any way." He also said that if he heard ABC employees were engaged in such activity, he would do everything he could to stop it. NBC's bureau chief, Bob McFarland, and CBS's Jack Smith said their staffs monitor the Secret Service transmissions only. "If a presidential conversation has been picked up in the 13 months I've been here, I don't know about it," Smith said.

Powell, informed of the denials, did some further checking with former colleagues in the White House, then stood by the statements in his column. As an example of what he said was network eavesdropping, he cited the coverage of the Camp David summit. He said network crews knew of the arrival by helicopter of important officials before the White House staff did. Couldn't the crews have picked up the information from Secret Service transmissions? No, not that information, Powell said. "They picked it up from phone calls" from the helicopter.

Powell appeared surprised at the flat denials by the networks. "If they get in the business of denying they do more than listen in to the Secret Service," he said, "all they are doing is turning a small problem into a big one." □

NewsBeat

Response time. Democrats could have had half-hour on NBC on Friday night, April 30, to respond to President Reagan's speech on Thursday on breakdown of budget talks. But House Speaker Thomas J. (Tip) O'Neill (D-Mass.) and Senate Minority Leader Robert Byrd (D-W.Va.) preferred immediacy of reply, even if it was only 10 minutes. So NBC joined ABC and CBS in carrying Representative Richard Bolling's (D-Mo.) response immediately after President's talk. NBC spokesperson also confirmed report that O'Neill and Byrd complained to top officials—NBC President Robert Mullholland, in case of O'Neill, and Thornton Bradshaw, chairman of NBC parent, RCA, in case of Byrd, about network permitting Reagan to give "partisan" speech. □

Getting it together. Associated Press is combining its broadcast news department, now headquartered in New York, with its AP Radio Network in Washington. New consolidated broadcast news center will be located at 1825 K Street, N.W., Washington, site of AP Radio Network since its founding seven years ago. □

Radio grant. National Public Radio has received \$100,000 grant from Geraldine R. Dodge Foundation. Grant will fund series of news reports called *Critical Issues of the 80's*. Reports will be broadcast on NPR's daily programs, *All Things Considered* and *Morning Edition*.

Rick Lee,
Vice President/
General Manager,
106 FM KMEL, San Francisco.

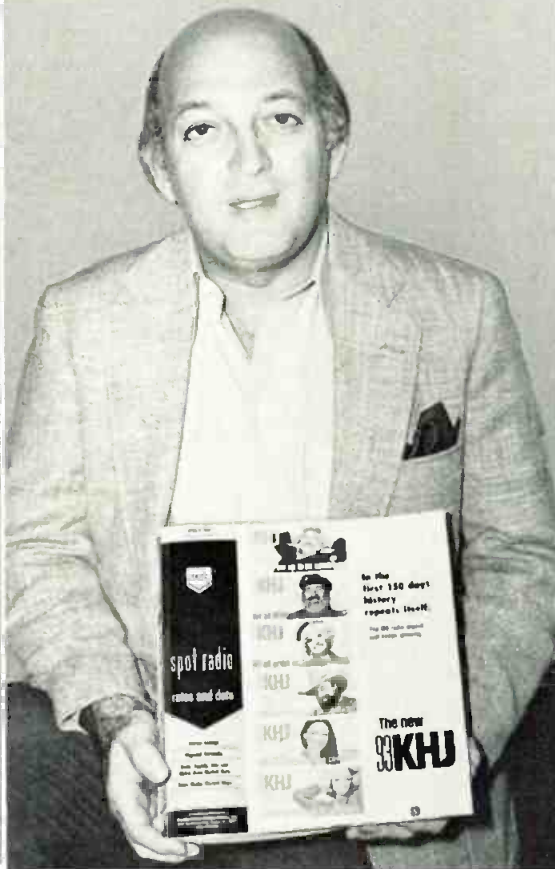
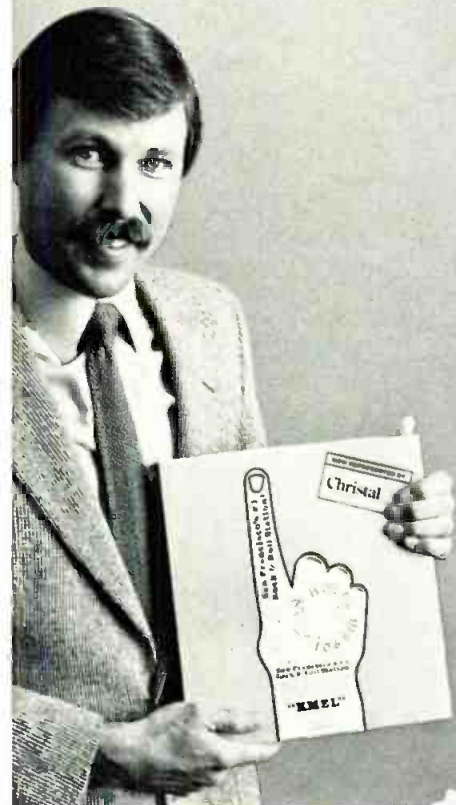
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Nell Rockoff,
Vice President and
General Manager,
93 KHJ, Los Angeles.

"The question was...how do we translate what we're doing locally to national buyers, account people and media directors? The answer was simple and singular...use SRDS. Use it boldly, with color, and splash our message. From what we hear nationally, it's working incredibly well."

David W. Salisbury,
Executive Vice President,
WROK/WZOK, Rockford, IL.

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These radio station executives know SRDS Spot Radio Rates and Data is used to recommend particular radio stations for spot radio advertising.

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The Media's Medium
srds

Cable advertising in first quarter: WTBS gets half

BAR Cable Advertising Service releases report showing most of the \$31 million spent by advertisers was placed on four major cable networks

Advertisers spent an estimated \$31,293,000 on four major cable-TV networks in this year's first quarter, according to tabulations based on monitoring by Broadcast Advertisers Reports and being released today (May 10).

More than half of the advertising dollars went to superstation WTBS(TV) Atlanta, almost half were spent for commercials appearing between 6 p.m. and midnight (NYT) and about eight out of 10 went for direct-response rather than conventional product commercials.

These and other findings are being released as highlights from the first report of the BAR Cable Advertising Service, which is due for distribution to subscribers

this week.

Of the estimated expenditures on the four networks, WTBS is credited with \$16,251,000 or 51.9%; the Entertainment and Sports Programming Network (ESPN), \$5,539,000 or 17.7%; Cable News Network, \$5,316,000 or 17.0%, and USA Network, \$4,187,000 or 13.4%.

BAR suggested that USA Network's share might have been higher except that it carried C-SPAN government affairs programming for "a significant number of daytime hours" throughout the first quarter, before replacing C-SPAN on April 1. The estimates for WTBS, BAR officials said, represented expenditures on the cable network, excluding local advertising on the station alone.

Any correlation between the number of commercial units bought and the money paid for them appeared to be loose, at best.

Thus nighttime (6 p.m. to midnight) represented 32.0% of the commercial announcements and 49.3% of the dollars; weekday daytime accounted for 31.4% of the announcements and 22.3% of the dollars; weekend daytime brought in 14.3% of the announcements and 16.1% of the dollars, and late night, 22.3% of the

announcements and 12.3% of the dollars.

The total dollar expenditure — \$31,293,000 — equaled about 2.18% of the total revenues estimated, also by BAR, for the three broadcast commercial TV networks for the same three-month period ("Closed Circuit," May 3). The cable commercials numbered 71,203. This number included units of varying lengths, from 30 seconds up, but the average was said to be about 53 seconds. On that basis, the average cost per minute would be about \$498, as against a first-quarter average of \$46,885 per minute on the conventional networks.

BAR noted that its findings tended to challenge speculation that cable networks would be supported primarily by direct-response rather than conventional product advertising. While direct response was found to be in the minority in both units and dollars, BAR said, it nevertheless accounted for almost a third—32%—of the spots. In dollars, it represented 17%.

Virtually all of the direct-response advertising, BAR said, was on CNN, ESPN and WTBS.

David W. Thurston, BAR executive vice president, said more than 80 advertising agencies, cable networks, conventional networks and other organizations had signed up as subscribers to the new cable monitoring service prior to completion of the first report. Monitoring is scheduled to continue without interruption, as in the case of BAR's monitoring of broadcast networks.

The cable report's highlights are in the box at left. □

Highlights of First Quarter Cable Network TV Reports

Estimated industry advertiser expenditures by daypart

Weekday Daytime	Weekend Daytime	Nighttime	Late Night	Total
\$6,977,000	\$5,044,000	\$15,437,000	\$3,835,000	\$31,293,000
22.3%	16.1%	49.3%	12.3%	100%

Number of announcements bought by daypart

Weekday Daytime	Weekend Daytime	Nighttime	Late Night	Total
22,374	10,158	22,816	15,855	71,203
31.4%	14.3%	32.0%	22.3%	100%

Estimated industry advertiser expenditures by cable network

CNN	ESPN	USA	WTBS	Total
\$5,316,000	\$5,539,000	\$4,187,000	\$16,251,000	\$31,293,000
17.0%	17.7%	13.4%	51.9%	100%

Estimated industry advertiser expenditures by type of advertising

	Spots	% of Total	Dollars	Total
Product advertising	48,156	68%	\$25,851,000	83%
Direct response	23,047	32%	\$5,442,000	17%
Industry total	71,203	100%	\$31,293,000	100%

SOURCE: BAR Cable TV Network Service, first quarter, 1982.

For AAAA: Greenbrier and time to reconnoiter

Workshops at annual convention to range from agency management to evaluation of new technologies

Some 800 members and guests of the American Association of Advertising Agencies will convene this week for a look at the world—and at pinpointed elements of the world of advertising—at the AAAA's annual meeting.

The sessions are scheduled Wednesday through Saturday (May 12-15) at the Greenbrier, White Sulphur Springs, W. Va.

The agency leaders will get down to business Wednesday afternoon to hear reports by Don Johnston of J. Walter Thompson Co., AAAA chairman, and Harold A. Shoup of Carr Liggett Advertising, secretary-treasurer of the association, and to

elect officers and directors.

Thursday's agenda will feature reports and observations on national and world affairs by a panel of editors from Time Inc., led by Henry Grunwald, the company's editor-in-chief. That evening the U.S. agency people will get a chance to examine some of the work of their European colleagues, in a film presentation by the European Association of Advertising Agencies.

Friday's business will center first on four concurrent workshops, then shift to a general session for a speech by AAAA President Leonard S. Matthews and one by CBS News Correspondent Walter Cronkite.

The concurrent workshops, to be repeated to permit wider attendance, will deal with subjects ranging from agency mismanagement to the in-home world of tomorrow.

The look ahead, titled "The Living

Room of the Future," will seek to translate current advances in technology into their in-home entertainment potential. The presentation is by the RCA Consumer Electronics Division, and is to be led by James K. Devoe, the division's consumer communications vice president.

Another workshop will offer help to smaller agencies trying to chart "A Profitable Passage Through the Mid-Size Crisis." Its subjects include planning for growth and profitability, promoting and selling the agency, broadening its services and branching out. They are to be handled by a panel comprising Robert H. Bloom of the Bloom Companies, Dallas; Hal C. Donofrio of Richardson, Myers & Donofrio, Baltimore, and H. Smoot Fahlgren of Fahlgren & Ferris, Parkersburg, W.Va., with Harold Shoup of Carr Liggett Advertising, Cleveland, as moderator.

While that workshop examines the mid-

size crisis of agencies, another will look at "The Midlife Crisis" faced by agency managers trying to bridge the gaps between the older and the younger generations and their differing values and life styles. It will feature Layne Longfellow, Phoenix-based lecturer and consultant in behavior sciences.

A fourth workshop in the concurrent group will be led by Ichak Adizes of the Adizes Institute for Managerial Organizational Research, Los Angeles, in a look at "Mismanagement Styles." It's billed as an exploration of cause-and-effect relationships between managerial actions and employe reactions.

The closing session, Saturday morning, will feature an address by Chairman Johnston and presentations on creativity by Alex Kroll of Young & Rubicam and Robert Hughes, art critic and writer-narrator of the BBC/Time-Life Public TV series, *The Shock of the New*.

For the Record

As compiled by BROADCASTING, April 26 through April 30, 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 of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—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

- Madison, Ala.—The Great American Broadcasting Corp. seeks 1360 khz, 500 w-D. Address: P.O. Box 36, Madison, Ala. 35758. Estimated construction costs: \$51,300; first-quarter operating cost: \$15,000. Principals: Wayne H. Steele (51%) and wife, Susan N. Steele (24%) and Carlton D. Swafford and wife, Dora A. Swafford (12.5% each). Wayne Steele is salesman at WAFF-TV Huntsville, Ala. Carlton Swafford owns 50% of WXRQ(AM) Mt. Pleasant and 50% of WLIC(AM) Adamsville, both Tennessee. Filed April 16.
- Wellington, Colo.—Christian Wireless Co. seeks 680 khz, 1 kw-D. Address: Box 780, Wellington, Colo. 80549. Principals: Michael Venditti and wife, Joan I. Venditti and Larry W. Hayashida and wife, Bette N. Hayashida (25% each). Michael Venditti also owns 15% of applicant for new AM at Huntsville, Tex. Filed April 20.
- Ruidoso Downs, N.M.—Mountain Top Radio seeks 1490 khz, 1 kw-D, 250 w-N. Address: Route 3, Box 53 A, Roswell, N.M. 88201. Principals: Michael Venditti (25%), Jimmy L. White, Aaron W. Eakin, Dan A. Corn and Ernest Linsemier (18.75% each). Venditti owns 15% of applicant for new AM at Huntsville, Tex., and 25% for new AM at Wellington, Colo. (see above). Rest have no other broadcast interests. Filed April 22.
- Pembroke, N.C.—Pembroke State University seeks 940 khz, 10 kw-D. Address: Pembroke, N.C. 28372.

Principals: Applicant is educational institution which has no other broadcast interests. Filed April 16.

FM applications

- Juneau, Alaska—Hameed Ahmad seeks 105.1 mhz, 100 kw, HAAT: minus 1,090 ft. Address: 1029 San Fernando, Anchorage, Alaska 99504. Estimated construction costs: \$65,000; first-year operating cost: \$57,000; first-year revenue: \$100,000. Principal: Hameed Ahmad (100%), who has no other broadcast interests. Filed April 12.
- Gordon, Ark.—Clark County Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 298.8 ft. Address: P.O. Box 657, Monticello, Ark. 71655. Principals: Steve Jumper (26%), Sheila Jumper (25%), Debra Cope, James M. Cope (17% each) and Greg Little (15%). Steve Jumper is salesman at KARK(TV) and owns 51% each of KELC(AM) England and KCCL(AM) Paris, both Arkansas, and 49% each of KAKA(AM) Dermott and KFFB(FM) Fairfield Bay, both Arkansas. Copes are Little Rock, Ark., engineers. Little is with KFFB. Filed April 16.
- West Memphis, Ark.—Armstrong Communications Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 3455 Foxleigh, Memphis, Tenn. 38115. Principal: Chester L.A. Clear (100%), who is general manager of WLOK(AM) Memphis, Tenn., and less than 5% owner of Gilliam Communications, licensee of 3 radio stations. Filed April 15.
- Newark, N.J.—National Black Media Coalition seeks interim operating authority for 105.9 mhz. Address: 1802 T Street, Washington, D.C. 20009. Principal: Noncommercial corporation; Pluria W. Marshall, chairman. It has no other broadcast interests. Filed April 19.
- Sand Springs, Okla.—Haynes Communications Co. seeks 102.3 mhz, 1.42 kw, HAAT: 444 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Principals: Carl Haynes (90%) and sister, Deborah Chunn (10%). Haynes is former 23% owner of WTUP(AM) Tupelo, Miss., and he is also applicant for new FM's at Neederland, Tex., La Claire, Iowa, and West Memphis, Ark. Filed April 19.
- Andrews, S.C.—Andrews Broadcasting Co. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 436, Andrews 29510. Principals: Thomas O. Morris Sr. and son, Thomas O. Morris Jr. (50% each), who have no other broadcast interests. Filed April 16.

FM action

- Anchorage, Alaska—Pioneer Broadcasting Inc. granted 106.5 mhz, 100 kw, HAAT: -99 ft. Address: 9200 Lake Otis Parkway, Anchorage 99507. Estimated construction costs: \$169,500; first-quarter operating

cost: \$52,000; first-quarter revenue: \$84,000. Principal: Mathew N. Clapp Jr. (100%), who owns KFQD(AM) Anchorage and KXRO(AM)-KDUX(FM) Aberdeen, Wash. (BPH-810807AE). Action April 20.

TV action

- Cookeville, Tenn.—Joseph Patrick Williams

TEXAS DAYTIMER
Very Profitable
6 x Cash Flow Terms

TEXAS SMALL MKT.
Daytimer + Class A
Only Stations in County
\$550,000 Terms

ROCKY MT. COMBO
Full Time AM Class C
Regional FM — Excellent
Ratings — Growth Area
\$1,600,000 Terms

George **MOORE**
& Associates, Inc.

MEDIA BROKERS AND APPRAISERS

6116 N. Central Expressway
Dallas, Texas 75206 (214) 361-8970

424 Pine Ave
Colorado Springs, Colo. 80906
303/632-3780

515 1st Wichita Nat'l Bank Bldg
Wichita Falls, Texas 76307
817/966-4742

granted ch. 28; ERP: 186 kw vis. 18.6 kw aurr.; HAAT: 482 ft.; ant. height above ground: 200 ft. Address: 1065 East 10th Street, Cookeville 38501. Estimated construction cost: \$188,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Consultant: Edward M. Johnson & Associates Inc., Knoxville, Tenn. Principal: Applicant publishes Cookeville *Dispatch*, Gainsboro *Jackson County Times*, Crossville *Cumberland County Times*, Sparta *White County Times* and Smithville *Star*, all Tennessee, and has no other broadcast interests. (BPCT-810902KG). Action April 9.

Ownership changes

Applications

- **WKXO(AM)** Berea, Ky. (1500 khz, 250 kw-D)—Seeks assignment of license from Pilot Broadcasting Inc. to Berea Broadcasting Inc. for \$155,000. Seller: Roger M. Oliver and James C. Tillery (50% each) who have no other broadcast interests. Buyer: Robert J. Spradlin (100%), who is general manager of WMST-AM-FM Sterling, Ky., and is also president and 50% owner of WFLE(AM) [CP] Flemingsburg, Ky. Filed April 20.
- **KASM(AM)** Albany, Minn. (1150 khz, 1 kw-D)—Seeks transfer of control of Stearns County Broadcasting Co. from Louis Gretsch (25% before; none after) to Blattner daughters (25% before; 50% after). Principals: Seller owns 25% of licensee's stock and is transferring interest to six of remaining eight stockholders. Blattner daughters will then own 50% interest in KASM. Filed April 19.
- **WDRV(AM)-WLTV(AM)** Statesville, N.C. (AM: 550 khz, 500 kw-D; FM: 96.9 mhz, 100 kw, HAAT: 600 ft.)—Seeks assignment of license from Metro Lina Communications Corp. to WLTV Inc. for \$1,750,000. (BROADCASTING, April 19). Seller is owned by Bernard Kaplan (62.6%), James J. Shipley (17.9%), Kaplan's wife, Norma (10.5%) and Edward Englander (9%), who have no other broadcast interests. Kaplans and Shipleys bought stations two years ago for \$660,000 (BROADCASTING, April 14, 1980) and are seeking waiver of three-year rule because of financial hardship. Buyer is subsidiary of Capitol Broadcasting, Raleigh, N.C.-based group of three AM's, four FM's and one TV principally owned by James F. Goodman and brother, Ray H. Goodman, and estate of A.J. Fletcher. Capitol Broadcasting has acquired all except its Raleigh outlets since 1979 for total of \$10.55 million. Filed April 19.
- **KQV(AM)** Pittsburgh, Pa. (1410 khz, 5 kw-U)—Seeks assignment of license from Taft Broadcasting of Pennsylvania Inc. to Calvery Inc. for \$1.75 million. (BROADCASTING, April 12). Seller is publicly traded, Cincinnati-based group owner of six AM's, six FM's and seven TV's. It bought KQV along with co-located WDVE(FM) from ABC eight years ago for \$3.5 million (BROADCASTING, Nov. 11, 1974). Taft will keep WDVE. Buyer is owned by Richard M. Scaife. Scaife is Pittsburgh investor and publisher of daily *Sacramento* (Calif.) *Union* and daily newspapers in Greensburg, Pa. He has no other broadcast interests. Filed April 19.
- **WTJZ(AM)** Newport News and WQRK(FM) Norfolk, Va. (AM: 1270 khz, 1 kw-U; FM: 104.5 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Bay Cities Communications Corp. to Abell Communications Corp. for \$1.9 million plus additional considerations for total of about \$3 million (BROADCASTING, April 12). Seller is owned by Aubrey E. Loving Jr. and Martha Davis (50% each), who have no other broadcast interests. Earlier deal to sell WQRK to general manager Paul Todd and Austin, Tex., small-business investment firm for \$2.25 million fell through (BROADCASTING, March 29). Buyer is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore. Last year it bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981) and also has been granted FCC approval to buy WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000 (BROADCASTING, April 12). Stuart D. Frankel is president of Abell radio group. Filed April 19.
- **WGOE(AM)** Richmond, Va. (1590 khz, 5 kw-D)—Seeks assignment of license from WGOE Radio Inc. to Tidewater Radio Show Inc. for \$400,000 (BROADCASTING, May 3). Seller: Carr P. Coffman and family, who have no other broadcast interests. Buyer: Willis Broadcasting Corp. (100%), which is wholly owned by L.E. Willis Sr. He owns WPCE(AM) Portsmouth, Va.,

and WOWI-FM Norfolk, Va. Filed April 16.

Actions

- **WMPH-FM** Wilmington, Del. (91.7 mhz, 28.2 kw, ant. 74 ft.)—Granted assignment of license from New Castle County Board of Education to Brandywine School District Board of Education. Application seeks to assign station to accommodate school redistricting. No financial consideration is involved. (BALED-820129GW). Action April 23.
- **WSSA(AM)** Morrow, Ga. (1570 khz, 5 kw-D)—Granted transfer of control of South Atlantic Broadcasting Inc. from current shareholders (100% before; none after) to Wings Radio Inc. (none before, 100% after). Consideration: \$85,000. Principals: Sellers are James H. and David C. Piper, brothers (50% each) who own WTGA(AM) Thomaston, Ga. Buyers are F. Douglas Wilhite (50%), James H. Piper and David L. Piper (25% each). Wilhite is salesman at WSSA and owns 39% of WSOJ(FM) Jessup, Ga. Piper brothers own WSSA(AM). (BTC-82022EV). Action April 23.
- **KGU(AM)** Honolulu, (760 khz, 10 kw-U)—Granted assignment of license from Lawrence R. Wilson, John F. Bayliss and Michael Gallagher to Marketing Systems International Inc. for \$1.3 million. Seller: Lawrence R. Wilson (71%) John F. Bayliss (21%) and Michael Gallagher (8%). Bayliss also owns KJMA(AM)-KSNI(FM) Santa Maria, Calif. Buyer: Roger D. Larson and A. Hollis Norton (50% each), who are Reno Television producers and syndicators and own 49% of KCKO(AM) Spokane, Wash. (BTC-820312FN). Action April 26.
- **WQXR(FM)** [CP] Benton, Ill. (106.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of permit from Rend Lake Broadcasting Co. to Bert and John Beatty. Seller: Gerald D. Owens is president. Seller is under court order to assign permit. Assignee will assume leases and liabilities. Buyer: Bert Beatty owns Benton, Ill., musical equipment store. John Beatty is Edwardsville, Ill., dentist. Neither have other broadcast interests. (BAPH-820302GH). Action April 20.
- **WMZK(AM)** Detroit (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Booth American Co. to TXC Corp. for \$2,000,000. Seller: Detroit-based MSO and group owner of five AM's and seven FM's owned by John L. Booth, chairman, and family. They also bought WSAI-AM-FM Cincinnati, Ohio (BROADCASTING, March 16) and sold WXCM(AM)-WIBM(FM) Jackson, Mich. (BROADCASTING, March 5). Buyer: Principally owned by Harvey Deutch, who is Detroit investor and has no other broadcast interests. (BAL-811221GW). Action April 23.
- **KYBS(FM)** Livingston, Mont. (97.5 mhz, 100 kw, ant. 265 ft.)—Granted assignment of license from Yellowstone Broadcasting Services Inc. to The Park Radio Co. for \$495,000. Seller: Terry Kinne (73%), father-in-law, Artemas Taylor (25%), and Kinne's wife, Judy Kinne (2%), who have no other broadcast interests. Buyer: Rodger E. Divens (50%), Roger M. King (22%) and brother, Michael G. King (21%) and David Goldstein (7%). Divens is president and general manager of WSET-TV Lynchburg, Va. King brothers own Summit, N.J., television program syndication company. Goldstein is Miami attorney. (BALH-820219HJ). Action April 21.
- **WIXT-TV** Syracuse, N.Y. (ABC, ch. 9, 79.6 kw vis., 11.8 kw aurr., ant. 1,520 ft.)—Granted assignment of license from Transcontinental Communications Corp. to WIXT(TV) Inc. for \$13.8 million. Seller is owned by WIXT Disposition Trust (51%), Larry Israel (34%), Steven J. Kumble (6.5%) and others. They bought WIXT in 1977 for \$11 million (BROADCASTING, Nov. 28, 1977). WIXT Disposition Trust is administered by former directors of Coca Cola Bottling Co. of New York, which transferred its interest into trust after merging with Coca Cola, Atlanta. Proceeds will go to former stockholders of Coca Cola Bottling Co. of New York. Israel is former president of Washington Post Co. and, with Kumble, principal owner of WICS(TV) Springfield, Mo., which they bought for \$10.7 million (BROADCASTING, April 14, 1980). Kumble also has minority interest in WALL-AM-FM Middletown, N.Y., and WRAN(AM) Dover, N.J. Buyer is principally owned by Barry A. Ackerly, who owns Bellevue, Wash.-based outdoor advertising company and has no other broadcast interests. (BALCT-820305HK). Action April 16.
- **WSEE-TV** Erie, Pa. (CBS, ch. 35, 2,000 kw vis., 200 kw aurr., ant. 960 ft.)—Granted assignment of license from Gillett Group Inc. to SCS Communications of Erie Inc. for \$4.75 million. Seller is owned by George Gillett, who owns KPWR-TV Bakersfield, Calif., and

KXON-TV Mitchell, S.D. Last year he bought WSM-TV Nashville for \$42 million (BROADCASTING, Oct. 5, 1981). Gillett bought WSEE-TV four years ago for \$1.7 million (BROADCASTING, Jan. 9, 1978). Buyer is subsidiary of MMT Sales Inc., New York-based station representative which has no other broadcast interests. Gary Schollard is chairman and president. (BTC-820226FR). Action April 16.

- **WATO(AM)-WETQ(FM)** Oak Ridge, Tenn. (AM: 1290 khz, 5 kw-D, 500 w-N; FM: 94.3 mhz, 1.82 kw, ant. 395 ft.)—Granted assignment of license from Rau Radio Stations Inc. to Mark Anthony Broadcasting Inc. for \$525,000. Seller is Washington-based group owner of five AM's and five FM's principally owned by Robin Rau Henry, president, and Rau family. Buyer is Knoxville, Tenn.-based broadcast consultant who bought WMVQ(FM) Amsterdam, N.Y., for \$250,000 (BROADCASTING, Feb. 1). He is also applicant for new FM's at Hilton Head, S.C.; Grifton, N.C.; Bath, N.Y., and Elkins, W. Va. (BAL-820122EQ). Action April 21.

- **KGVL(AM)-KIKT(FM)** Greenville, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 93.5 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from KGVL Inc. to M&M Broadcasting Inc. for \$714,000. Seller is principally owned by estate of Cecilia Kimzey, son, John P. Kimzey, and Leo Hackney. Kimzey owns 45% of KSST(AM) Sulphur Springs, Tex. Buyer is principally owned by Wayman and Edwin E. McMackin, brothers, who are Dallas-based real estate investors and plastic manufacturers who have no other broadcast interests. (BAL-820226FP, BALH-820226FQ). Action April 23.

Facilities changes

AM applications

Tendered

- **WMLB(AM)** West Hartford, Conn.—Seeks modification of CP (780829AE) to change city of license to Bloomfield, Conn.; and change TL. Ann. April 28.
- **WNYR(AM)** Rochester, N.Y.—Seeks CP to make permanent temporary frequency 990 khz; change hours of operation to U by adding 2.5 kw-N; increase D power to 5 kw; install DA-2; change TL; and make change in ant. sys. Ann. April 27.
- **WADJ(AM)** Somerset, Pa.—Seeks CP to increase power to 5 kw, DA-D. Ann. April 28.
- **KCVL(AM)** Colville, Wash.—Seeks CP to change hours of operation to U by adding 250 w-N and change frequency to 1240 khz and make changes in ant. sys. Ann. April 28.

Accepted

- **KTWG(AM)** Agana, Guam—Seeks CP to change TL. Ann. April 28.

FM applications

Tendered

- **KNTO(FM)** Livingston, Calif.—Seeks modification of CP (BPH-790117AB) to change SL; change TL; and specify SL and RC. Ann. April 28.
- **KKR(B)** Red Bluff, Calif.—Seeks modification of CP (BPH-10032, as mod.) to change TL; change ERP to 250 w; change HAAT to 1030.3 ft.; change type trans. and make changes in ant. sys. Ann. April 28.
- **WNGC-FM** Athens, Ga.—Seeks CP to change HAAT to 1347 ft. and change transmission line. Ann. April 28.
- **KGCS(FM)** Derby, Kan.—Seeks CP to change frequency to 105.3 mhz; change TL; change ERP to 100 kw; change HAAT to 940 ft. and make changes in ant. sys. Ann. April 28.
- **KSL(FM)** Liberal, Kan.—Seeks CP to change frequency to 101.5 mhz; change TL; change ERP to 100 kw; change HAAT to 536.7 ft.; change type trans. and make changes in ant. sys. Ann. April 28.
- **WCEN-FM** Mt. Pleasant, Mich.—Seeks CP to change ERP to 65 kw; change HAAT to 224 ft., change type transmitter and make changes in ant. sys. Ann. April 28.
- **WCHN-FM** Norwich, N.Y.—Seeks CP to change TL and change ERP to 22.4 kw. Ann. April 28.
- **WKIQ(FM)** Bowling Green, Ohio—Seeks CP to change TL; decrease ERP to 1.78 kw; increase HAAT

to 381 ft.; change type trans. and make changes in ant. sys. Ann. April 28.

■ WTMX(FM) St. Marys, Pa.—Seeks CP to change TL; change SL to TL; change city of license to St. Marys, Pa.; change ERP to 2.32 kw; change HAAT to 335 ft.; change type transmitter and make changes in ant. sys. Ann. April 28.

Accepted

■ KEZG(FM) Green Valley, Ariz.—Seeks modification of CP (BPH-790530AB) to change TL; relocate SL and RC; decrease HAAT to 129 ft. and change TPO. Ann. April 29.

■ KPDI(FM) Eureka, Calif.—Seeks CP to install emergency ant. at main TL; to be operated on ERP of 176 w; change HAAT to 1,544 ft. and change TPO. Ann. April 28.

■ KGFT(FM) Serena Park, Calif.—Seeks CP to increase ERP to 380 w. Ann. April 28.

■ WIVY-FM Jacksonville, Fla.—Seeks CP to increase ERP to 100 kw. Ann. April 28.

■ WQZY(FM) Dublin, Ga.—Seeks CP to change type ant.; increase HAAT to 299 ft. and change TPO. Ann. April 28.

■ WDBR(FM) Springfield, Ill.—Seeks CP to increase ERP to 50 kw; decrease HAAT to 303 ft.; operate trans. by RC from SL; change type trans. and change TPO. Ann. April 28.

■ *KTCC(FM) Colby, Kan.—Seeks modification of CP (BPED-791226BO) to increase HAAT to 99.75 ft. Ann. April 29.

■ KCIL(FM) Houma, La.—Seeks CP to change TL; change type trans.; decrease HAAT to 298 ft. and change TPO. Ann. April 28.

■ WRBS(FM) Baltimore—Seeks CP to make changes in ant. sys. Ann. April 28.

■ WUPE(FM) Pittsfield, Mass.—Seeks CP to increase ERP to 870 w. Ann. April 29.

■ WPCM(FM) Burlington-Graham, N.C.—Seeks CP to change TL; change ERP to 100 kw (H) and 83 kw (V); increase HAAT to 910 ft. and change TPO. Ann. April 28.

■ WQMG(FM) Greensboro, N.C.—Seeks CP to change type ant.; change ERP to 100 kw (H) and 76.2 kw (V) and change TPO. Ann. April 28.

■ *WFDD-FM Winston-Salem, N.C.—Seeks modification of CP (BPED-810309BA) to make changes in ant. sys.; change type trans.; change type ant.; decrease HAAT to 388 ft. and change TPO. Ann. April 28.

■ WGMR(FM) Tyrone, Pa.—Seeks CP to change type aux. ant. to be operated on ERP of 2.55 kw; change HAAT to 1,062 ft. and change TPO. Ann. April 28.

■ *WUTZ(FM) Summertown, Tenn.—Seeks CP to change ERP to 300 w; change HAAT to 171.1 ft. Ann. April 28.

■ WEZR(FM) Manassas, Va.—Seeks CP to change auxiliary TL. Ann. April 28.

■ *KFAE-FM Richland, Wash.—Seeks modification of CP (BPED-801114AB) to change TL. Ann. April 28.

Amended

■ KBFM(FM) Edinburg, Tex.—Seeks CP to change HAAT to 998.2 ft.; change transmission line and make changes in ant. sys. Ann. April 28.

TV applications

Tendered

■ KTIE(TV) Oxnard, Calif.—Seeks CP to change ERP to 5,000 kw vis., 500 kw aur.; change HAAT to 1556 ft. Ann. April 28.

Accepted

■ WTGL(TV) Cocoa, Fla.—Seeks MP (BPCT-5158, as mod.) to change ERP to 5,000 kw vis., 500 kw aur.; change trans.; and make changes to ant. sys. Ann. April 28.

■ WTWC(TV) Tallahassee, Fla.—Seeks MP (BPCT-820309KF) to change ERP to 3,390 kw vis., 339 kw aur.; change HAAT to 880 ft.; and change TL. Ann. April 28.

■ WGTR-TV Marlborough, Mass.—Seeks MP (BPCT-790215KF as mod.) to change ERP to 104.7 kw vis., 10.47 kw aur.; change HAAT to 453.1 ft.; change

TL, trans., SL and make changes in ant. sys. Ann. April 28.

■ WSFJ(TV) Newark, Ohio—Seeks MP (BPCT-811026KE) to change SL. Ann. April 27.

AM actions

■ KIIIX(AM) Fort Collins, Colo.—Granted CP to change standard pattern and operating parameters. (change ant. sys.). Action April 22.

■ WIZY(AM) Gordon, Ga.—Granted modification of CP (BP-8000613AH) to change directional pattern. Action April 20.

■ WEED(AM) Rocky Mount, N.C.—Granted modification of CP (BP-800331AH), to augment stand. pattern to contain measured fields. Action April 20.

■ WTIP(AM) Charleston, W. Va.—Granted CP to change TL. Action April 20.

FM actions

■ *KVPR(FM) Fresno, Calif.—Granted CP to change TL; increase ERP to 2.45 kw; change HAAT to 1886 ft. and make changes in ant. sys. Action April 20.

■ *WCIE(FM) Lakeland, Fla.—Granted CP to change frequency to 91.1 mhz.; change TL; increase ERP to 100 kw, change HAAT to 415 ft. Action April 15.

■ WLWV(FM) Tallahassee, Fla.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 491.2 ft.; change type trans. and make changes in ant. sys. Action April 20.

■ WWSD(FM) Quincy, Fla.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 3 kw; change HAAT to 175 ft. and change TPO. Action April 16.

■ WKKZ(FM) Dublin, Ga.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 3 kw; change HAAT to 200 ft. and change TPO. Action April 16.

■ *WWDS(FM) Muncie, Ind.—Granted CP to increase ERP to 366 w; change HAAT to 169 ft. Action April 20.

■ *KNBU(FM) Baldwin, Kan.—Granted CP to change frequency to 92.5 mhz; change ERP to 7.43 w; and change HAAT to 121.26 ft. Action April 20.

■ *WSPH(FM) Baltimore—Granted CP to change frequency to 96.7 mhz; change TL and SL; increase ERP to 8.7 w; change HAAT to plus 76 ft. and make changes in ant. sys. Action April 20.

■ KEZZ(FM) Aitkin, Minn.—Granted CP to change TL; increase HAAT to 300 ft. and make changes in ant. sys. Action April 20.

■ *WITR(FM) Henrietta, N.Y.—Granted CP to increase ERP to 911 w; change antenna and transmission line. Action April 14.

■ WRKS-FM New York, N.Y.—Dismissed application for modification of subsidiary communications authorization to make changes in programming and equipment. Action April 21.

■ *WLVR-FM Bethlehem, Pa.—Granted CP to increase ERP to 183 w; change HAAT to 60 ft.; install new transmitter; make changes in ant. sys. and change to class A. Action April 20.

■ *WKVR-FM Huntingdon, Pa.—Granted CP to change frequency to 103.5 mhz; increase ERP to 13 w; and change HAAT to minus 376 ft. Action April 20.

■ WRJS(FM) Oil City, Pa.—Granted CP to increase ERP to 20 kw; decrease HAAT to 303 ft.; change type trans., and make changes in ant. sys. Action April 20.

TV actions

■ WHCT-TV Hartford, Conn.—Granted MP (BPCT-4689, as mod. and reinstated) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change HAAT to 1214.9 ft. (contingent on grant of BALCT-800425KH). Action April 16.

■ WFBT-TV Minneapolis—Granted MP (BPCT-4985) to change SL (outside city of license). Action April 1.

■ KSPR(TV) Springfield, Mo.—Granted modification of CP (BPCT-800714KJ) to change ERP to 845.3 kw vis., 84.5 kw aur.; change HAAT to 1,919 ft.; and change TL. Action April 9.

■ KBMT(TV) Beaumont-Port Arthur, Tex.—Granted CP to replace directional antenna system. Action April 9.

Designated for hearing

■ Needles, Calif.—new FM (97.9 mhz)—Competing applications of Murphy Broadcasting Inc., Colorado River Radio Inc., and Veach and Associates: To determine whether good cause exists for Veach and Associates to locate its main studio outside of city of license, and which of proposals would best serve public interest (BC Doc. 82-228-230).

Procedural rulings

■ Laramie, N.Y. **FM proceeding** (Wyoming Ninety-Five, et al.)—ALJ Thomas B. Fitzpatrick granted joint request by Wyoming Ninety-Five and Charlesco Inc. and approved agreement; authorized reimbursement to Charlesco by Wyoming Ninety-Five for \$5,465.86 and dismissed Charlesco's application with prejudice (BC Doc. 81-746-748). Action April 15.

■ Glenwood Springs, Colo. **TV proceeding** (Western Slope Communications Ltd. and High Country Television Inc.)—ALJ Thomas B. Fitzpatrick denied petitions by High Country to enlarge issues; granted petition by Western Slope for leave to amend; granted joint request by High Country and Western Slope and approved agreement; authorized reimbursement to High Country for \$71,727.45 and dismissed its application with prejudice; dismissed as moot several pending pleadings; granted Western Slope's application for a new commercial TV station on ch. 3 at Glenwood Springs and terminated proceeding (BC Doc. 81-665-666). Action April 16.

FCC actions

■ FCC granted Microband Corporation of America leave to file additional comments in two proposed rulemakings in order to file three volume proposal for expansion and enhancement of multipoint distribution service. Action April 20.

■ FCC designated for hearing Montgomery County Broadcast Inc. for renewal of its WINX(AM) Rockville, Md., and competing applicant of Community Airwaves Inc. for same frequency, and designated financial qualification issues against Community. FCC conditioned decision on Montgomery's qualifications to remain licensee on outcome of proceeding involving its parent, United Broadcasting Co. Action April 22.

■ FCC renewed licenses of seven Baltimore area radio and TV stations, rejecting petitions by National and Baltimore Black Media Coalitions to deny license renewals because of alleged deficiencies in stations' EEO programs. Action April 22.

■ FCC fined cable operator \$5,000 and upheld staff decision denying requests by Quincy Cable TV Inc., for waiver of mandatory signal carriage rules so it could delete from carriage on its Quincy, Wash., cable system signals of three Spokane network TV affiliates. Because Quincy Cable did not carry two TV signals despite denial of its waiver request and protests by stations, FCC directed Cable Bureau to issue fine for violating mandatory carriage rules. Action April 22.

■ FCC issued rules for new low power television service adopted March 4. Released April 26.

■ ALJ Walter C. Miller granted Judy Purtle CP for new FM on 100.9 mhz at Russellville, Ark., and denied competing applications of Horne Industries Inc. and River Valley Broadcasting Inc. ALJ found Purtle superior under standard comparative issue. Purtle is assistant manager at KCAB(AM)-KWKK(FM) Dardanelle, Ark., and has no other broadcast interests. Unless decision is appealed within 30 days or FCC reviews case on its own motion, ALJ's grant will become effective 50 days after public release. Issued April 23, released April 28.

■ FCC denied Cal Central Broadcasting Inc. reconsideration of action granting sale of KLBS(FM) Los Banos, Calif., from KLBS Inc. to Sunshine Valley Broadcasting Co. In seeking new decision, Cal Central reiterated its previous argument that KLBS-FM misrepresented its EEO program and intended to relocate station to Merced, Calif. Petitioner offered no new facts warranting reconsideration, FCC said. Action April 29.

■ FCC approved sale of KATC-TV Lafayette, La., from Acadian Television Corp. to Abellor Corp. for \$18.5 million. Buyer is subsidiary of Loyola University, New Orleans. KLFY-TV Lafayette tried to block deal on grounds it would violate FCC policies on concentration of control and cross-interests. Although Loyola

owns three New Orleans broadcast stations, FCC said it found no basis for objections and said there was no indication Loyola ever engaged in unfair business practices. Action April 29.

Other

■ FCC granted requests by five groups for representatives on Telecommunications Industry Advisory Group. Groups are: Department of Defense; GTE Service Corp.; Southern Pacific Communications Co.; U.S. Telephone Communications Inc. and Western Union Telegraph Co. Action April 23.

■ FCC turned down requests to stay effective date of reconsideration order in cellular mobile proceeding and motions to reopen proceeding filed by Millicom Inc. and United Communications Systems Inc. Action April 20.

■ FCC proposed implementing simplified equipment authorization procedure which would require applicants to simply notify FCC that their equipment complies with technical standards. Action April 29.

■ FCC will hold closed meeting May 12 to issue instructions to staff following scheduled oral arguments on exceptions to supplemental initial decision in the City of New York Municipal Broadcasting System AM radio proceeding (Docket Nos. 11227, 17588, 19403) and Exceptions to Initial Decision of ALJ granting renewal of WABZ(FM) in Albemarle, N.C., and denying competing application of Victor Broadcasting Inc. for CP (Doc. 78-63 and 78-64). Oral Argument in case of City of New York Municipal Broadcasting System (WNYC), Doc. 11227, 17588 and 19403 is scheduled to start at 9:30 a.m. Ann. April 27.

Allocation

Petition

■ Pearl City, Hawaii—In response to petition by Pearl City Broadcasting Co.: Proposed assigning 101.9 mhz to Pearl City as its first FM (BC Doc. 82-211). Action April 14.

Summary of broadcasting

FCC tabulations as of March 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,644	0	1	4,645	127	4,772
Commercial FM	3,356	1	1	3,358	219	3,577
Educational FM	1,122	0	0	1,122	82	1,204
Total Radio	9,122	1	2	9,125	428	9,553
Commercial TV						
VHF	523	1	0	524	9	533
UHF	262	0	0	262	122	384
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,048	4	7	1,059	157	1,216
FM Translators	461	0	0	461	209	670
TV Translators						
UHF	2,721	0	0	2,721	208	2,929
VHF	1,608	0	0	1,608	378	1,986

*Special temporary authorization

**Includes off-air licenses

Call letters

Applications

Call	Sought by
New AM's	
WRDS	Sardis Broadcasting Co., Sardis, Miss.
KKNX	East Texas Wireless Radio, Huntsville, Tex.
New FM's	
WXTY	Cawley Broadcasting Co., Ticonderoga, N.Y.
WZBO	Edenton Broadcasting Corp., Edenton, N.C.
KCRM	Bruce Lawson Enterprises Inc., Cameron, Tex.
KPAC	Classical Broadcasting Society of San Antonio Inc., San Antonio, Tex.
KILI	Lacota Communications Inc., Porcupine, S.D.
KFML	Hine Broadcasting Co., Whitehouse, Tex.
New TV's	
WDZL	39 Broadcasting Co., Miami
KBSI	Cape Girardeau Family Television Inc. Cape Girardeau, Mo.
Existing AM's	
KRZN	KWBZ Englewood, Colo.
KHEN	KGCG Henryetta, Okla.
KZJO	KSXX Sandy, Utah
Existing FM's	
KOXR	KLYD Bakersfield, Calif.
KRBO	KKRB Red Bluff, Calif.
WORL	WORX Benton, Ill.
WDZY	WLYV Fort Wayne, Ind.
KGCG-FM	KHEN-FM Henryetta, Okla.
WTNZ	WMAK-FM Hendersonville, Tenn.
KPEP	KMCS Gatesville, Tex.

Grants

Call	Assigned to
New AM's	
KNSP	Staples Broadcasting Inc., Staples, Minn.
WTWZ	Wood Broadcasting Co., Clinton, Miss.
WBLP	B.L.P. Inc., Fairview, Tenn.
WDBX	Albright Broadcasting Co., White Bluff, Tenn.
New FM's	
KFSR	California State University, Fresno, Calif.
WSFP-FM	University of South Florida, Fort Myers, Fla.
WOOT	Tampa Bay Concert Radio Inc., Safety Harbor, Fla.
WBLV	Blue Lake Fine Arts Camp, Twin Lake, Mich.
KTAD	Double Helix Corp., St. Louis, Mo.
KTJA	Columbia-Willamette Broadcasting Co., Beaverton, Ore.
WRSD	Ridley School District, Folsom, Pa.
KSOY	Associated Investors Inc., Deadwood, S.D.
New TV's	
KNPB	Channel 5 Public Broadcasting Inc., Reno
KOFB	Family Broadcasting Co., Tacoma, Wash.
Existing AM	
KKBB	KLDR Denver
Existing FM's	
KKRD	KKRD-FM Wichita, Kan.
WLTT	WJMD Bethesda, Md.
WFOG	WFOG-FM Suffolk, Va.

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RADIO

HELP WANTED MANAGEMENT

Sales Manager/General Manager. You never get a second chance to make a first impression. That's why we're looking for an individual who's capable of taking a new 100,000 watt FM targeted for adults 25-54 and putting it on the air this October-sold out. You'll be held accountable for all aspects of the station's performance, so it's only fair that we provide you with the authority and resources to do the job right. Handsome new offices and well equipped studios are now under construction on a beautiful site overlooking a small lake. Our coverage area includes Grand Island, Hastings, and Kearney, Nebraska; more than 150,000 people in the strongest retail trade center between Lincoln and Denver. Control over hiring, programming, sales, production and promotions will be yours. Responsibility for community involvement and profitability will also be yours. The compensation and benefits package includes a salary of \$30,000 to \$40,000, a substantial bonus based on profitability, profit sharing, a new car, hospitalization, life insurance and more. Our responsibility is to select the individual who understands the importance of earning the respect of his subordinates not through intimidation but by setting an example through his/her knowledge, standards, commitment, aggressiveness, tenacity and respect for employees and clients alike. A strong background in radio sales and a desire to develop your management skills to their full potential under our direction are necessities. Operations experience and education are additional points of consideration. Appreciation of the benefits and opportunities that exist in a market of this size is imperative. Send a detailed resume with salary history to Manchik Broadcasting Inc.: 231 South Locust Street, Grand Island, NE 68801.

Sales Manager for AM-FM in desirable Rocky Mountain market. Opportunity for quick advancement to GM. Equity possible. Box A-27.

General Manager: A golden opportunity for a general manager in the U.S. Virgin Islands. Must be a proven leader, motivator and have excellent experience in sales and developing successful promotions. Reply in complete confidence. Send resume to Box A-94.

Sales Manager—Rocky Mountain 5 KW MOR in beautiful growth area. Must be super local sales person and motivate by example. EOE/MF. Write President, Box 68, Moraga, CA 94556.

General Manager, top 25 market. Group-owned AM/FM Religious stations. Must be aggressive with strong sales background in program and spot. Good base salary plus liberal bonus based on performance. E.O.E. Send resume to Box A-71.

Group operator has management position at WTAO, Murphysboro. Station serves Carbondale and Southern Illinois University. Strong sales background and ability to train and manage sales staff essential. Familiarity with the area important. Send resume to: Personnel, 811 Broadway, Mt. Vernon, IL 62864 EOE/MF

General Manager. Major market Spanish format, knowledge of Spanish programming and marketing required, Spanish language skills preferred. Send resume and salary requirements to Box A-68. EOE.

General Manager for AM-FM in Minocqua, Wisconsin. State's premiere resort/vacation area. Applicant must be community service and promotion-oriented, with a proven record of achievement in radio sales, adult programming and financial management. Lake-Land Broadcasting, Inc., PO Box 628, Fond-Du-Lac, WI. 54935.

Owner of 5000-watt station in Georgia would like to semi-retire. I would like to talk to a person experienced in management, strong on sales, good on the air, who knows radio from Jimmy Rogers to Kenny Rogers and who is not afraid of hard work and at a future time might own part of station. Send complete resume to Box A-63.

Station Manager—Exceptional opportunity for smart, aggressive, sales performer to run fast-growth New Jersey small-market daytime. Box A-56.

Experienced General Manager for major market FM facility required by growth-oriented group broadcaster. Send resume and salary requirements to Box A-69.

HELP WANTED SALES

Full time AM. Only radio station in community of 75,000 on outskirts of major midwest market. Sales manager a possibility in very near future. Write Box W-146.

Experienced salesperson ready for management. Sell key accounts, develop and train expanding sales team. Salary plus override. Great opportunity in strong growth market. Contact Cory Thurston, WCNX, PO. Box 359, Middletown, CT 06457.

Sales People Needed for the nation's 25th market in southern California. Compensation commensurate with experience. Opportunity for advancement with group-owned stations. Send resume to Bob Ridzak, KMEN Radio, PO. Box 1290, San Bernardino, CA 92402. EOE.

Solid AM/FM operation needs experienced, aggressive self-starter, strong on retail sales. Salary/ commission, excellent fringes. Send resume, references, earning history to: Gary Schmedding, WTAD/WQCY, PO. Box 905, Quincy, IL 62306.

Looking for a new challenge? Publicly-held communications-oriented company seeks experienced radio salespeople presently in small to medium Sunbelt markets. Salary, commission, bonuses, excellent fringes. Relocation not necessary. Send resume in confidence to Box A-89.

Salesman who knows results—air work, copy, servicing—ready to begin climb to position of importance with headquarters station of group ownership in PA. Box A-53.

Number 1 Adult Contemporary station in central Florida seeking a strong closer. If you're a street fighter and can bill \$150,000, you'll receive mid 20's compensation. Good list available. Rush resume and/or call WTMC, PO. Box 897, Ocala, FL 32678. 904—629-8008.

Radio national sales manager: Top 20 market radio station seeking National Sales Manager to aid national sales rep in the sale of advertising. Must be able to service the local offices of national accounts. Also must be conversant with all areas of station operations. National sales experience required. EOE. Write Box A-64.

Salesperson with two to three years broadcast experience. Good communication skills. Media research experience desired. Send resume to Louise Valenti, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

Sales Manager—Immediate opening for an experienced major market salesperson. You can have the pick of accounts in the greater Pittsburgh area. Draw against commission. Format is Contemporary Religious and only you will determine your earnings. Reply by resume to David Leiner, WEDO Radio, 414 Fifth Avenue, McKeesport, PA 15132.

If You're selling time in a small market and want to move up and sell for a major 50,000 watt album rocker, and the market's only country station, give me a call! WAQY-album rock for Springfield, Mass., and WIXY, Springfield's only country station, looking for a strong street salesperson who wants to make money. Good starting salary, commissions, and bonuses. Part of a seven station group. Good opportunities. Give me a call or drop me a confidential letter: Donald Wilks, WAQY Radio, 45 Fisher Avenue, East Longmeadow, MA 01028. 413—525-4141.

Sales Manager—Rocky Mountain 5 KW MOR in beautiful growth area. Must be super local sales person and motivate by example. EOE/MF. Write President, Box 68, Moraga, CA. 94556.

HELP WANTED ANNOUNCERS

Beautiful Music, Love 95 in Daytona Beach, is seeking a morning drive announcer. Good production skills a must! Send tape, resume and salary needs to: Broadcast Management Corporation, Love Park, Fairfield, OH 45014, Attn: Joyce. E.O.E.

Strong personality needed for community-oriented AC station. Communicator for afternoon drive with minimum two years' commercial experience. Send tape/resume to Allen Strike, WTRC, Box 699, Elkhart, IN 46515. E.O.E.

We're looking for a pro who can make mornings click on an A/C FM station. Salary commensurate w/ exp. Tape, resume to: Wally Sale, WCKX-FM, 51 S. Main Ave., Clearwater, FL 33515. M/F, EOE.

Opportunity on the coast for announcers with sharp air/production skills. PM drive shift. Nice facilities/operation. 919—763-6513. Bruce Cotton, OM. EOE, M/F.

Producer/Talent for magazine-type program. Must be creative self-starter. College and/or experience required. Resume, tape, salary requirements to WHBC, Box 9917, Canton, OH 44711. E.O.E.

Experienced morning personality wanted for top-rated station in Southeast market. Send resume and tape to Program Director, WRAL-FM, PO. Box 10100, Raleigh, N.C. 27606. EOE/MF

Are you bright, tight, intelligent and have wit with class? If you've got a voice too, send a tape and resume. We're WMMW, 21 Colony St., Meriden, CT. 06450. An EOE.

Full time MOR/Info AM, Class C stereo country FM accepting applications for an announcer/production person. We are seeking an individual who is qualified, experienced, and ready to grow with our company. Knowledge of automation helpful. Send tape, resume, and references in first reply to Bob Belcher, Program Director, KTRR/KZNN Radio, Box 727, Rolla, MO 65401. An Equal Opportunity Employer.

Disc Jockey/announcer—who wants to learn sales. Salary plus draw plus commission, gas allowance, health coverage, account list to start. Twelve station group. Phone Mr. Scott, 215—326-4000. Pottstown, PA.

We need a winner of a talk show host. Someone who cares about a community, its problems & its people. Excellent facilities, good staff and one heck of a boss. Salary varies with your ability. Send T & R to our clearinghouse—John Brooke, 57 Fashion Island, Newport Beach, CA 92660.

WFIN, Findlay, has immediate opening for morning personality. Outstanding operation in a great NW Ohio city. Experience necessary. Tape and letter to Kert Radel, P.D. 101 W. Sandusky St., Findlay, OH 45840. EOE, M/F.

HELP WANTED TECHNICAL

Chief Engineer. KAYC/KAYD-FM, Beaumont, TX. Need stable, dependable, full-time experienced Chief for full-time 50,000 watt FM and 1,000 watt AM. Send complete resumes and references to: Larry Swikard, Vice President/General Manager, KAYC/KAYD Radio, PO. Box 870, Beaumont, TX 77704.

Chief with First or General License and two years' experience in AM directionals, FM stereo, automation and proofs. Salary: \$15,000 - \$18,000, starting. Send resume to Box A-41. Located in coastal Southeast. EOE.

Opportunity for take-charge engineer. AM/FM on the coast. Good operation and facilities. Call Bruce Cotton, OM, 919—763-6514. Prefer Southeast. EOE, M/F.

Chief Engineer for AM & FM, Casper, Wyoming, mecca for hunting, fishing, skiing. Call Orv Koch, Stuart Broadcasting, 402—475-4204. EOE.

HELP WANTED TECHNICAL CONTINUED

AOR Powerhouse seeks top FM radio engineer. Must take a disciplined approach to maintenance, record keeping, and major projects. Top salary. KQDS, Box 6167, Duluth, MN 55806.

Maintenance Engineer/FM Radio. Repairs & adjustments required by normal maintenance schedule. Background in digital trouble shooting & audio equipment maintenance. FCC general radiotelephone license required. Resume & salary history to: Personnel WMFE-FM, 11510 E. Colonial Dr., Orlando, FL 32817.

HELP WANTED NEWS

News Director sought for state capital stations. Major market experience preferred, but not required. Degree preferred. Good air work a must. Send resume to Box A-26. EOE.

News Director for growing east Texas market. Capable covering all angles. Send tape-resume: KFRO, Box 792, Longview, TX 75606. EOE.

Upper Midwest powerhouse needs quality morning anchor. Strong delivery. Writing and reporting skills. Minimum 5 years' experience. Starting: \$25,000. Write Box A-86.

Experienced newperson to establish news department in small station market. Resume and audio tape requested. KSHR Radio, Box 250, Coquille, OR 97423.

News Director for top station in growing market. Contact Bill Wiggleton, 505-325-1996, or write to Basin Broadcasting, 1515 West Main, Farmington, N.M. 87401.

News Anchors, part-time/weekend for Boston's softrock station, WEEI-FM (CBS owned). Smooth, professional delivery, good writing, sound integration and gathering skills required. Send 3-minute newscast with approximately seven stories and at least two pieces of sound to: Craig Lundquist, Director/News & Public Affairs, WEEI-FM, 4418 Prudential Tower, Boston, MA 02199. WEEI-FM, a CBS-owned station, is an Equal Opportunity Employer, M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Copywriter/Commercial Operations Manager. Must be able to create original copy and supervise commercial production. Good "commercial" voice a necessity. Full time FM, adult contemporary, top rated in market. Personal interviews only. 201-827-2525. Peter Bardach, WSUS-FM, Franklin, NJ 07416. EOE.

California Metropolitan Daytimer seeking highly qualified, proven program director who can do it all. Air shift (optional), on/off air promotions, merchandising, music/audience research; audience, community involvement. Many challenges, many rewards. Resume and references to Box A-13.

Music Director for 100 kw duo-public radio station operation. Produces and oversees production of classical and other music programming. Requires Master's degree in music; similar experience desirable. Knowledge of public radio structure and philosophy desirable. \$11,128.00 minimum. Submit resume, audition tape and references to Administrative Office, Louisville Free Public Library, Fourth & York Streets, Louisville, KY 40203. Application deadline: May 21, 1982, 4:30 PM.

Central Texas stations looking for an experienced Program Director to program a full time AM Adult Contemporary station and a 24 hour Country station. Must be well organized, able to handle promotions, self-motivated, and supervise staff of 12 announcers. Tape and resume to George Franz, KTEM/KPLE Radio, P.O. Box 1230, Temple, TX 76503. 817-773-5252.

Ready to program a winner? Live contemporary FM. Small picturesque community close to major mid-Atlantic markets. Morning air shift preferred. Salary range upward from \$10,000, depending on your abilities. Good benefits. Send resume and letter outlining your professional and financial goals to Box A-77.

WDBQ/KIWI Radio, Dubuque, Iowa, needs 1 person to head our continuity/production dept. Production capabilities a definite asset. Written resumes only to Chuck Bailey, Program Director, PO Box 1280, Dubuque, Iowa 52001. AA/EEO.

Country Music PD. Must be basic C/W oriented; news and promotion minded and have a college degree. No others need apply. Resume and tape to Manager, KGAK, Gallup, N.M. 87301. EOE.

Reporter/Florida Public Radio network (Radio-TV writer). Assists in planning and production of statewide governmental affairs programs for the Florida Public Radio Network, to be distributed to the Florida Public Radio Stations; conduct interviews, write scripts, edit and announce programs; operate a variety of broadcast equipment for purposes of program production and network distribution; perform research on governmental issues affecting the state for program production. Requires BA degree in Journalism, Broadcasting, or related field. Salary: \$12,256.66. Deadline: May 13, 1982; position available: May 24, 1982. Contact Ben Wilcox, Producer, Florida Public Radio Network, 420 Duffenbaugh Building, FSU, Tallahassee, FL 32306. Include complete resume, audition tape, and references. The Florida State University is an equal opportunity/affirmative action employer.

Radio Promotion Manager: Top rated radio station in major market needs a dynamic, aggressive promotion manager to execute all station advertising, audience promotion, sales promotion, merchandising, publicity public relations activities and community involvement promotions. Specialized skills and experience are needed—graphic arts, display arts, promotional logistics, multi-media research and comprehension and talent for exploitation of promotable goods. EOE. Write Box A-65.

SITUATIONS WANTED MANAGEMENT

GM available. 22 years experience. 10 years management experience. With present station 19 years. Can do the job for your station. Family man. Prefer the Carolinas. Let's talk. Box W-72.

General Manager: Solid professional with 18 years as achiever with logistical know-how. Specializing in heavy sales, programming, leadership and organizational skills. Take-charge individual with strategies for developing maximum profits. Managed AM/FM all markets. Excellent credentials. Reply Box A-34.

Recently celebrated 10 successful years as GSM for same station. Selectively seeking first GM position. Top 10% in experience, enthusiasm, dedication, and knowledge. Outstanding references. Describe position in reply. Box A-92.

Satellite Network GSM. 6 years GM, seeking GM challenge with progressive organization. Young, ambitious high achiever. Strong people skills, sales development, goals, programming, research, references. Economics/corporate efficiency degree. 912-924-4852.

Former Sales Manager, salesman, announcer, First Phone. Seeks general manager's position. Not an expense builder-only a profit builder. Small to medium market experience. Would like option to purchase. Prefer New York State. Write Box A-59.

General Manager—have worked all formats including black. Strong in sales and promotions. Administrator and motivator. Looking for a home/prefer equity participation. Currently GSM, top ten market. Write: Broadcaster, 1713 Westheimer, Suite 1510, Houston, TX 77098.

Need a doctor in the house? Before teaching radio sales, advertising, and announcing at a major university. I was a top 20 market personality, successful consultant and public relations manager. Will join the medium or small market station as a programmer, public affairs director or account executive. Doctorate, mid-thirties, married. 501-972-5255.

SITUATIONS WANTED SALES

Youth, energy & success go with 8 years of sales and management experience. Desire challenging national, local or general sales management position in mid to large metro market. Box A-91.

Former Radio Station owner with first class license looking for announcer and/or sales position. All markets considered. Write Box A-73.

SITUATIONS WANTED ANNOUNCERS

Experienced, young announcer seeks advancement. Sports Director in Northern California, play-by-play for Pac-10 football, basketball, baseball. Also do news, DJ, weekly call-in show. Professionally-trained voice. Write Box W-184.

College grad seeking first job. Third ticket, tight board, some production skills. Experience in AOR, MOR, Top 40, and some country. Willing to work hard. Call Dale, 313-732-9594 for tape and resume.

Dance Music PD/DJ. Looking for creative station, any market, in Chicago area. Experienced Midwestern graduate. Will broker time if possible. Mike, 312-773-1313.

Listeners and Sales Galore with uniquely qualified topnotch professional. Experienced, creative team-worker (specializing in jazz and talk) is seeking new offers. Confidentiality assured. Write for particulars, Box A-11.

Trained jock, good pipes—loves gospel, Urban Contemporary. Will go anywhere for first job. Terry Posey, 312-975-0898.

Good voice, good reader, cooperative, able to relocate. Bruce Reichert, W276/N2190 Spring Creek, Pewaukee, WI 53072. 414-691-1572.

I don't even want to talk to you unless you really need thoroughly trained announcer with tech background. For T&R, write Box A-29 212-449-1038.

Experienced salesman-freelance announcer wants to combine both; sales with airshift (sports, DJ, news). Intelligent, with looks and personality. J. Howard, 212-371-2356.

Cooperative, dependable, ambitious and versatile young man. Excellent reader with strong sounding voice. Will relocate. Steve Schnell, 8111 W. Sunnysvale, Mequon, WI 53092, or call 414-242-0964.

Fully trained announcer looking to start a career in an AOR station. I have a good professional attitude—no ego—reliable—and enjoy production work. I'm willing to start anywhere and at anytime. Please call during business days, or evenings. 312-653-3456, Dave Kammes.

I love doing my own live country show. If you're a satellite station, you're not my dish. If you are a medium market station on East Coast, I'm ready. Six-year professional, 31, B.A., 3rd endorsed. Write Box A-70.

Two years commercial experience in small market wants to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Dave, 201-777-0749, anytime.

Searching... well, the search is over if you want experience, smoothness, knowledge in any format. Major-medium markets. Worth your immediate reply. Box A-93.

Experienced, versatile jock available immediately. Ready, willing, able to work any format, any shift. Frank, 414-782-1182.

Experienced, dependable announcer, mature voice, midwest preferred, A/C or country. Dave 715-538-4938 after 2 pm.

Good Background, eager to learn. Degrees. English, Broadcasting. Professional sound. Cooperative. Remuneration secondary to opportunity. John Giliberti, 1715 Kings Highway, Rockford, IL 61107. 815-399-1760.

Wait till you hear my play-by-play. Sports director, good on board, 3 years experience. Write Box A-60.

I need experience, but not the Army's kind. Good pipes, 1st phone. Broadcasting school grad. Call Tim, 219-322-1921.

Experienced, dependable announcer, First. Mature voice. Salary open. Prefer Midwest. Call Bill, 612-447-2835, after 1PM.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced announcer wants Wisconsin mid-day or PM drive time shift. Prefer small market. P.O. Box 64, Wittenberg, WI 54499.

Experienced D.J. looking for the right Midwestern A/C or AOR station. News experience also. Call for air-check and resume. Ray Radelia, 312-646-0815.

AFRTS Broadcaster retiring with over 16 years of "on-air" exp. Prefer country music format. Call Dave at 805-734-1066 or 805-866-6493 (work). 7A.M. to 4 P.M., PST.

Still looking. Announcer/sportscaster. 5½ years' experience. Know A/C format; West Coast, southern Rockies preferred. Anytime, 303-651-3549.

SITUATIONS WANTED TECHNICAL

13 years' experience AM directional FM stereo automation. Versed in proofs and FCC paperwork. Clean audio a specialty. Available in May. Write Box W-151.

Engineer, Salesperson. Looking for small market location. Call Scott, 219-865-2544.

Available shortterm employment - transmitter studio installations, equipment rebuilds, proofs, fill-ins, troubleshooting, applications. Shoupe, 717-249-6584.

SITUATIONS WANTED NEWS

Basketball, baseball, football detailed PBP Good writing skills, not just a rip and reader. Willing to relocate. Call Neil, 401-942-4472.

Award-winning reporter and interviewer with major market experience looking for magazine hostess position. 206-284-7443.

Ace Female anchor personality, features my specialty, 8 years solid experience. Top 20 only. 317-924-4812.

Reporter with 12 years' experience seeks new challenges. Excellent news background. Smooth, personal delivery. Good writing skills. Dedicated reporter with plenty of desire. Will relocate. Seeks position with medium market station. Write Box A-88.

Break with conventional wisdom, the start-if-small-market syndrome. Mature, informed broadcast/communication graduate seeks news/anncr. position in medium/major market. Smooth network daily delivery, excellent writing skills. "Discover" a "natural" who needs first break. Hearing is believing. Request anchor quality tape. Relocate dependent on offer. Prefer Midwest. Call Cal, 312-534-6794.

Financial Analysis of active stocks and/or securities by a CPA with broadcast experience in presentation. Call 614-888-1399.

Experienced, versatile, enthusiastic sportscaster willing to relocate. Also experienced in news reporting. Ph. 419-924-2938.

News-caster-Announcer. Seeking challenging radio news position. B.A. in radio, television, film. Hard working, well informed, Philadelphia/New Jersey area preferred, but all offers considered. Michelle Drumheller, 215-928-1291.

Need one of the best sportscasters available? Spectacular 4 sport PBP, conversational interviews, top quality sportscasts. Nine years' experience. Gary, 612-255-0386.

News/Sports Director in top 30 market seeks change. Very professional, 10 years, dedicated, married, stable. Looking for employment in large or expanding newsroom as news/sports reporter/anchor. Excellent writer, some telephone talk. Will answer all replies quickly. Write Box A-46.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced, Creative Professional. Eight years, outstanding production, air talent, B.A. degree. Enthusiasm, wit, dedication, team and community-oriented. Copywriter, image-producer, management background. Write Box A-57.

Get tax break and production director at the same time. I can write and read. Call Ron at 316-524-7626. Wichita, KS.

Seeking Copywriter-Sales foot-in-door position leading to announcing, production, news. Background in areas mentioned. Radio, TV, allied field. Degree, noncommercial experience, Broadcast grad. Janet Lynch, 3743 Deep Dale, Louisville, KY 40207. 502-895-5208.

Experienced program/music director seeking Wisconsin small market position. Good announcing and commercial production too. P.O. Box 64, Wittenberg, WI 54499.

Veteran "oldies" programmer with thousands of 40's and 50's hits seeks association with solid station or chain looking to switch to nostalgia format but averse to tape service because of limited selections and lack of individuality. My extensive collection and experience can give you a prestige sound. Top 75 markets only. Reply Box A-75.

TELEVISION

HELP WANTED MANAGEMENT

Local Sales Manager for TV in top 60 market. I'll give you the opportunity. For return, I expect direction in TVB use-MMP-vendor/co-op background. South central influence. Potential for SSS with our station. Growth and new management. Resume to Box A-31.

Director of Engineering. Detroit Public Television needs an individual with proven technical and management experience for one of America's fastest growing public telecommunications entities. A comprehensive understanding of current technology and a vision for new technology are essential qualities for all applicants. Current station technology includes: All formats in video tape, computer editing, satellite uplinking, ITFS transmitters and ENG systems. We operate 24 hours per day and originate five live hours of national programming weekly. Salary is negotiable. Serious and qualified candidates send resume and salary requirements, no calls please, to: WTVS—Personnel Manager, 7441 Second Blvd., Detroit, MI 48202. EOE-AA.

The New York state Commission on cable television is advertising for municipal consultants. Candidates must have a bachelor's degree plus professional experience in telecommunication policy, planning or research, economic research, community planning or development, or public policy development or analysis. Assistant level-2 years; Senior level-3 years. 30 graduate credit hours, including at least 15 hours in economics, government, business administration, public administration, community planning and/or development, communications or telecommunication planning or operations may be substituted for 1 year of professional experience. Salary levels are as follows: (current employee union contracts undergoing negotiations) Assistant level, \$18,800; Senior level-\$24,440. For information, contact: NYS Commission on Cable Television, Empire State Plaza, 21st Floor, Tower Bldg, Albany NY 12223. 518-474-4993. Application deadline: May 17, 1982. Submitted to NYS Dept. of Civil Service, State Office Bldg, Campus Bldg, No. 1, Albany, NY 12239. An Equal Opportunity Employer.

Senior Research Analyst (Television/Radio). Cox Broadcasting Corporation seeks a senior research analyst. Minimum 3 to 5 years' experience, or equivalent, for qualification. Key role in total research support for television and radio stations. Should demonstrate experience in analysis of ratings for programming and sales support and survey research design. Knowledge of all facets of station operation. Equal Opportunity Employer. M/F. Send resume/salary requirements to: Tom McClendon, Director of Research, Cox Broadcasting Corporation, 1601 West Peachtree Street, N.E., Atlanta, GA 30309.

Program Director for KING-TV in Seattle, Washington. Must have substantial experience as a television Program Director with a proven record of conceiving, developing and producing local programming. The ability to manage and motivate a large and diverse department is essential. Send resume to: Kathleen M. Hughes, Personnel Director, King Broadcasting Company, 333 Dexter Avenue, N., Seattle, WA 98109. EOE.

Network affiliate station in northern resort area needs general manager. Equity potential possible for right person. Sales and management background preferred, with ability to stay within budget required. E.O.E. Send resume and salary requirements to Dale Palmer, 777 South Broadway, Suite 102, Tyler, TX 75701.

HELP WANTED SALES

Account Executive—WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with a proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Peter J. Celentano, Local Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Account Executive—experienced, needed in a market that has grown 56% in 5 years. Send a letter or resume in strict confidence to Gene Greenberg, Local Sales Manager, KVBC-TV3, P.O. Box 44169, Las Vegas, NV 89116. EOE, M/F.

HELP WANTED TECHNICAL

Technical Religious Cable station seeks hands-on-Chief with production and post production experience. Salary commensurate with ability and experience. Send resume to G.E.T.V., 214 Roletto Dr., San Antonio, TX 78213, or call for additional information: 512-342-8510.

Maintenance Engineer thoroughly proficient in Ampex Quad and Sony 1" C. Rank Telecine & BVU experience helpful. Prefer non-smoker. Excellent position with 10-year-old, fast growing Los Angeles company. Contact Don Johnson, The Video Tape Company, 213-985-1666.

Technical Chief Engineer—Mild weather with sunny sea breeze of the Texas Gulf Coast a plus. Must have experience with UHF G.E. transmitter TT-56-A or equivalent, FCC rules and regulations and all other auxiliary control room equipment. Send resume and salary requirements to: General Manager, 102 North Mesquite, Corpus Christi, TX 78401.

Maintenance Engineer, experienced only apply. Have ENG microwave truck, helo pkg, remote sites. 65 Sony machines, 14 Ikee cameras; satellite, ACRS, VPR2s, Microprocessor machine control, TV transmitter, AM-FM experience desired. Require 1st FCC license or equivalent. Experienced in these areas, up to \$30,628.00. KFMB TV, AM-FM, PO Box 80888, San Diego, CA 92138 Attn: John D. Weigand. An Equal Opportunity Employer, M/F.

Maintenance Engineer for station with number one top-rated local news operation, in beautiful Southwest Florida. No snow guaranteed. New Harris transmitter, 9-meter Harris satellite receive system, and Grass Valley master control and production switching equipment installed this year. Minimum three years' experience in TV studio and/or VHF transmitter maintenance. Salary commensurate with experience and abilities. Excellent company benefits, including profit sharing plan. Contact Clarence Mosley, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. 813-334-tt31. EEO.

Chief Engineer/Director of Technology Planning KET, Kentucky State ETV Network, needs replacement for retiring Chief Engineer/Director of Technology Planning. Requires strong knowledge of both conventional television engineering and knowledge of, interest in, and innovative ideas about broadcasting and instructional applications of new communications technologies. To express interest or for more information contact: O. Leonard Press, Executive Director, Kentucky Educational Television, 600 Cooper Drive, Lexington, KY 40502, or call 606-233-3000.

Maintenance Engineers: For one of L.A.'s largest and fastest growing post-production companies. We're now ready to expand with studios, earth station, etc., and offer excellent salary, benefits, exciting growth potential and more. If you're interested and qualified (experience with Rank telecine, CMX, type "C" VTR and/or DVE), send resume to Box W-78.

Engineer—TV station seeking engineer for repair and maintenance of broadcast equipment. 1st class license and five years' experience required. Contact Greg Surma, Chief Engineer, WNEM-TV, P.O. Box 531, Saginaw, MI 48606. EOE.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer. Central Wyoming College seeks individual capable of making contribution to the development of Wyoming's first public television station. Assume complete responsibility for broadcast and interconnect apparatus. Salary commensurate with experience. Send resume and letter of application by May 14, 1982, to Patricia Sturdevant, Personnel Officer, Central Wyoming College, Riverton, WY 82501. Equal Opportunity Employer.

Full-time engineering position, FCC License required, previous television engineering experience required, day-time weekend schedule. Send written resume to John Lackey, Chief Engineer, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls, please. WTVQ-TV is an equal opportunity employer.

Wanted: licensed control room operator/engineer. Duties include operation and adjustment of video tape machines, cameras, and remote transmitter. Other duties as instructed. Experience preferred. Send resume to Chief Engineer, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. We are an equal opportunity employer.

HELP WANTED NEWS

News Photographer. ENG and editing experience preferred, for small but competitive market in Alaska. Send resume, tape and salary requirements to News Director, KTVA-TV, 1007 W. 32nd, Anchorage, AK 99503. EOE.

News Anchor - Dedicated individual for primary anchor position with network affiliate in Sunbelt. Experience required. Send resume and salary requirements to Box W-141. EOE.

Meteorologist with radio and television experience needed to forecast for and appear on our new cable television weather programs. Must be able to demonstrate forecasting ability. Apply immediately for June 1st start. Send tape and resume to: Mike Smith, Weather Data, Inc., 833 North Main St., Wichita, KS 67203. EOE.

News Director: Minimum three years television experience. Seeking journalist with good writing, production, leadership and administrative skills. Full E.N.G. Excellent new facility. Group-owned ABC affiliate. Excellent company benefits. Send resume and tape to: Wes Ferns, General Manager, P.O. Box 3788, Grand Junction, CO 81501. Equal Opportunity Employer.

Anchor/Supervisor—mid 60's market. Experience, appropriate education required. Send tape, resume and salary requirements to Roy Martin, News Director, WSLS-TV, P.O. Box 2161, Roanoke, VA 24009.

Weathercaster wanted for new independent Midwest TV. Experienced only. Resume and salary requirements in first letter to Rod Neaveill, Managing News Editor, WBLN-TV, 1328 E. Empire, Bloomington, IL 61701.

Producer-assignment coordinator for active news department. Solid news judgement, creative, organized hustler. Tape and resume to News Director, WMTV, 615 Forward Dr., Madison, WI 53711. EOE.

We are a small market station in the Northwest with big ideas. We're looking for a meteorologist with flair and style who would like to live and work in the Pacific Northwest and pit his or her expertise against a tough-to-forecast area. We're asking for a long-term commitment and offer a stable environment, good benefits, and compensation. Send application letter only to Box A-90, and we'll let you know if we'd like to see a tape. We are an equal opportunity employer.

We're looking for an experienced, aggressive, knowledgeable co-anchor. Contact News Director, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An equal opportunity employer, M/F.

WJXT, the Post-Newsweek station in Jacksonville, has an opening for a feature reporter. Applicants must have at least 2 years of commercial television reporting experience, and a proven track record. We're looking for someone with a unique style of reporting. Tapes and resumes (no phone calls) to Rick Gevers, Executive News Producer, WJXT-TV, P.O. Box 5270, Jacksonville, FL 32207. WJXT is an equal opportunity employer, M/F.

News Anchor: Anchor 10:00 PM. news, some reporting involved. College degree and on-air experience required. Gulf coast region. Send resume and salary requirements to Box A-66. Equal Opportunity Employer.

News Director with strong administrative skills needed in Northeast market. News department needs direction and leadership. EOE. Write Box A-78.

News Director for major Southeastern television station. Must have broad experience in local news production and management. Only highly qualified news professionals should apply. An Equal Opportunity Employer, M/F. Write Box A-52.

Meteorologist. We're looking for a third meteorologist to back up two of the best in the business. We will consider a recent college graduate with strong on-air skills. Top Midwest station with computer graphics. Write Box A-87. An Equal Opportunity Employer, M/F.

Weekend weathercaster-reporter: Mid-20's market needs dynamic personality to present four weekend weathercasts, plus report three days a week. Send resume to Box A-54.

Wanted: Reporter to join top-rated news department in upper Midwest medium market. Must have previous commercial television news experience. Send resume with salary requirements to Box A-79. We are an equal opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/Director who can handle a fast-paced newscast and commercial production with confidence and creative flair. Switching ability is necessary plus writing experience helpful. Send resume and salary requirements to Box W-145. EOE.

PM Magazine Co-Host—Ready to move up to larger market? No. 1 show in top 50 market seeking co-host to work with female. Producing a must. Send resume to Box A-25. EEO.

PM Magazine Executive Producer to head number one unit in top sixty market. Send resume and salary requirements to Box A-32. An Equal Opportunity Employer, M/F.

Minorities! The Broadcast Skills Bank of the Baltimore Urban League is seeking resumes from experienced minority applicants. Radio & TV employment opportunities exist in Baltimore in the areas of news, sales, programming, production, traffic, business, and engineering. Write to: Baltimore Broadcast Skills Bank, Baltimore Urban League, 1150 Mondawmin Concourse, Baltimore, MD 21215. EOE.

Experienced, creative T.V. promotion person, for medium Northwest market. Must be experienced in print and on-air promotion. EOE. Send resume and salary requirements to: Ronald K. Simmons, KXLY-TV, 500 West Boone Ave., Spokane, WA 99201.

Promotion Manager for major Southeastern television station. Looking for a person with strong administrative, creative and production skills. Strength in the area of publicity and sales promotion is also desirable. An Equal Opportunity Employer, M/F. Write Box A-51.

P.M. Magazine Photographer, Minimum 1 year experience as a magazine, news, or production photographer in a commercial television environment. College background preferred. Resume and audition tape to Christopher Lewis, Executive Producer, P.M. Magazine, KOTV, PO Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

ENG Editor/Technician. Require 2 years min. news experience. Skilled with breaking news & feature editing, as well as ENG operations. IBEW shop. Top ten market. Please send resume to Box A-80. EOE.

Television Graphics Supervisor. Design, execute and coordinate all station graphics (on and off-air promotion, instructional television and broadcast production). Requires: Associate Degree or equivalent in graphic design; at least two years professional television experience or allied field equivalent; knowledge of creative graphic design, layout, pasteup, print mechanical preparation, photography and photographic processing. Salary: \$15,828 minimum. Contact: Dan Smith, Production Manager, WSWP-TV, P.O. Box AH, Beckley, WV 25801. EOE.

Producer/Director experienced in news, commercial, public affairs, and promos. Minimum 2 years' experience as P/D. Send resume, tape and salary requirements to: Henry Goldman, Production Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal Employment Opportunity.

Director on-air promotion: Fast-changing station in top 30 market needs person with legitimate control room and on-location experience. Opportunity for developing an award-winning track record, and plenty of chance to move up in a progressive corporation. Must also have solid knowledge of promotion department activities. Write Box A-82. Equal Opportunity Employer (M/F).

SITUATIONS WANTED MANAGEMENT

Business/Station Manager. Skilled in management, with expertise in budgeting, planning, forecasting, and personnel. Holds a technical and accounting degree. Major market experience including takeovers and new station construction. Write Box W-103.

Promotion Manager, experienced in top 25 markets, (network affiliate and independent), national syndication and local promotion. Interested stations reply Box A-1.

SITUATIONS WANTED TECHNICAL

Experienced Chief, BSEE, seeks major or medium market Sunbelt opportunity. Box A-45.

Knowledgeable, capable, organized chief engineer available in June. Knows construction, as well as maintenance. Write Box A-85.

FCC General License and radar, 21 months broadcast and audio experience, communications degree. Young, adaptable, totally dependable, small markets and tight-fisted employers OK. Ron Plotkin, 212-548-7253, or write 85 Strong Street, Bronx, NY 10468.

Director of Engineering available soon looking for new challenge. Write Box A-72.

Engineering Administrator. Highly organized, and fully capable of handling any size department, union or non-union. Available in June. Write Box A-84.

SITUATIONS WANTED NEWS

Here's your golden opportunity! Professional meteorologist, 26, 4 years' experience with AMS Seals of Approval seeking greater challenges in medium to major market. Box A-18.

Have over 3 years' experience in news & sports. Looking for right opportunity at a station I can grow with. Alan, 713-484-3977.

Award-winning reporter in 40's market seeks move to West. Journalism and science degrees. Write Box A-58.

Young black female reporter with extensive broadcast experience seeks employment in medium or major market. Tape and resume available. Reply to Martina Gifford, 1952 Atkinson, Detroit, MI 48206, or 313-868-1435.

Recent communications graduate. I'm not seeking anything. I'm offering hard work, long hours, enthusiasm, and the benefits these 3 ingredients bring, in exchange for TV news production experience. Reply Box A-76.

Weather Personality—All markets. Call John, 617-237-2911.

Financial analysis of active stocks and/or securities by a CPA with broadcast experience in presentation. Call 614-888-1399.

Broadcast Journalist. In this case, not a contradiction of terms!! Versatile. Box A-50.

Radio Operations Manager (medium market) seeks off-air TV news position. Good news background, including radio, newspapers, and some TV. College degree. Fast learner with talent and the basics. Northeast Eastern Seaboard, and near Midwest, please. Call Rick, 216-332-9611, after 3 PM.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Dynamic Producer/Writer with sparkling documentary, comedy and magazine portfolio seeks move to other major market, network. Write Box A-19.

Operations Manager: 3 years management experience with national production/syndication company. Innovative and efficient problem solver. B.A. Will relocate. Write Box A-24.

P.M. Magazine Team. We've got the perfect combination to make your show number one. A professional and very talented co-host team, that look great and work together well. All markets considered. For tape/info, call 206-695-7111 or 671-9351.

ENG editor, also camera and audio. Fast, creative, good under pressure. Looking for staff position in East. Currently freelance, NYC. Jim, 914-961-3801.

Award-winning documentary magazine producer, currently employed in major city, seeks positive career change. Box A-74.

Fleld Camera. Creative magazine show photographer wishes to relocate in West. Film and sound background a plus. Write Box A-83.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast tenure track teaching position. Assistant/Associate Professor, beginning July 1, 1982. Ph.D. required with significant teaching record and appropriate production/management experience. Responsibilities will include the operations management of two cable channels. Address inquiries by June 1, 1982 to L. Lee, Mass Communication Area, University of South Dakota, Vermillion, S.D. 57069.

South Dakota State University seeks an assistant professor for broadcast journalism sequence. Includes teaching, advising, internship supervision and professional media liaison for 40 students in broadcast option. Laboratory courses utilize NPR and PBS facilities. Must have newsroom experience and Master's Degree. Ph.D. and some teaching preferred. Salary approximately \$20,000/9 months. Send resume and references to Head, Department of Journalism, South Dakota State University, Box 2235, Brookings, SD 57007. Application deadline: May 24, 1982, or until suitable candidate hired. SDSU is AA/EEO employer.

Radio and television production/direction teacher; broadcast news ability desirable. A second position requires strength in at least two of the following areas: broadcast journalism, broadcast production, advertising, public relations, communication theory, print journalism. Candidates should have an M.A. (Ph.D. preferred), professional experience potential for scholarly research. Appointment at the junior level. Salary dependent upon qualifications. Send CV to Dr. A.L. Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Deadline: May 22, 1982. Loyola University is an equal opportunity, affirmative action employer.

Journalism Faculty Positions (3) at the University of Mississippi. Assistant or Associate Professor of Journalism, tenure track. Teach in at least two of the following areas: Broadcast Management, Radio/TV Programming, Broadcast Sales, Television Production, Electronic News Gathering. Act as part-time consultant to student radio station. PhD preferred, MA required, media experience required. Salary competitive. Assistant or Associate Professor of Journalism, tenure track. Teach three radio/TV courses a semester and serve as consultant to student-operated television station. MA required. PhD preferred. Extensive professional experience required. Salary competitive. Assistant Professor, tenure track, or Instructor in Journalism, and Director of High School Press Association. Teach three courses (photography interest useful). MA required and professional experience required. Salary dependent on qualifications. For all positions: Starting date, August 17, 1982. To ensure consideration apply before June 10, 1982. Contact: Lee White, Chairman, Search Committee, Department of Journalism, University of Mississippi, University, MS 38677. Equal Opportunity Employer.

Assistant professorships in radio and TV news and television production to begin mid-August, teaching courses and assuming professional responsibilities in the school's own TV and radio stations. MA required, professional and teaching experience desired. Send vita, samples of work, references with phone numbers to reach Don H. Coombs, director, School of Communication, University of Idaho, Moscow, ID 83843, by June 7. AA/EO employer.

Broadcast-Speech position available September. Teach radio-television courses plus speech communication. Ph.D. desired, M.A. with experience. Send resume, 3 letters of reference and transcripts by May 30 to: Charles Millsaps, Chairman, Department of Journalism, Speech Communication, Telecommunications, Radford University, Radford, VA. 24142. Equal Opportunity Employer.

Assistant-Associate Professor. Teach and direct rapidly growing program in Mass Communications at private institution. Ph.D. preferred (ABD considered). Salary negotiable. Application deadline: May 31, 1982. Begin August 18, 1982. Send resume or contact Dr. Joe Melcher, Communication-Theatre Department, Xavier University, New Orleans, LA 70125. 504-483-7336.

Graduate Assistantships available in radio and television production for master degree students in mass communication. Send applications, transcripts, resumes, and references to Dr. Robert L. Clark, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. Deadline: May 15.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Westrex, Western Electric tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 213-576-2642, David Yo, Box 832, Monterey Park, CA 91754.

Used A.E.L. Model 20KB Transmitters- to be used for back up or parts. Call 608-244-1112, or write WLVE-FM, Box 3336, Madison, WI 53704.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

1 K AM and FM transmitter, automated radio studio equipment, 130' free standing tower. 305-764-7423, Box 22457, Fort Lauderdale, Fla. 33335.

Wanted: ITC 3-D and R-P cart machines. 313-285-9700.

Need used Magnetics and Klystrons for UHF Channel 45, usable in Ampex Transmitter BTA-30, 803-796-7757.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom. 215-379-6585.

Five Q-TV prompting units including mirrors, hi resolution monitors and camera mounts, used sparingly for less than one year. Original cost, \$1600.00 per unit. For sale at \$1000.00 per unit. Landy Associates, Inc. Call 609-424-4660 or 617-877-9570.

CCA 12000E (1978) 12 kw FM Exciter, stereo. exc. cond. Call M. Cooper, 215-379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

Collins 831-F2, (1977), Z-2 exc., ster. & SCA. W/ warranty. M. Cooper, 215-379-6585.

1 KW AM RCA-BTA-1R, on air. Many spares. M. Cooper, 215-379-6585.

Used Equipment Bargains: Panasonic G2 editing system, 7500.00; Hatahi FP20 3-tube camera, 3500.00; Panasonic 9200A 3/4" 1300.00; Panasonic NV-9400 Portable 3/4" rec. 1700.00; Panasonic WJ-5500A spec effects generator 2300.00; Panasonic CT-700M color monitor 260.00; Panasonic CT-1310M Monitor, 260.00; Panasonic WV 5203 triple 5" B&W monitor, 450.00. All equip less than 2 years old - Excellent condition. L. Eaton, 317-872-0611.

16mm Film Processor & cameras. FE-15 Filmline automatic film processor, only two years old. Includes 2 mags., 7-100 liter replenishment tanks, 1-100 liter mixing tank. Also, 3-CP 16's, 2 Canon 16mm Scopics, and 1 Beaulieu R-76 w/zoom. Call Randy Odil, WSL-TV, Roanoke, VA, 703-981-9110.

Color cameras-new: special purchase! Brand new Thomson CSF MC-301, 3 tube Saticon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$9,000.00. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

VTR's. RCA TR-70, full Cavec, SS Rec amps, doc. (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colorcote, Auto Chroma, Vel Comp, RCO, DOC; Ampex VR 3000 with metering and charger. IVC 870. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Color Cameras-Used: GE Film Chain with Eastman 285 Projectors, Multiplexer, RCA TP-7, BEI Auto Light Controls, Cohu Encoder, CBS Enhancer, excellent condition; (1) Norelco LDH-1, RCA, 50' Cable; (1) GE PE-350; (3) GE TE 201 good operating condition; Ikegami HL-33, HL-35; Hitachi FP1020/JVC 2600 Battery Belts Chatter-AC Supply, 100 hrs. total; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE-transmitter 30kw (low UHF Ch. 14-34), operating with good useable klystrons; RCA-1kw Ch. 40, complete & operating; RCA-10kw Ch. 42, excellent condition; RCA 30 kw Ch. 57, line transmitter; RCA 1kw from Ch. 14 up. What do you need? Visual 55 kw transmitter on Ch. 47, ready to go! Most of the above can be returned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52). 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

For sale: General Electric type TT-535B1 35 kilowatt high band VHF transmitter. Will sell as is or modified with new solid state exciter and drive system. Townsend Associates Inc, 79 Mainline Drive, Westfield, MA 01085. 413-562-5055.

Equipment for sale: Digital Video Systems DPS-1 TBC; Hitachi FP-40SS ENG/EFP/Studio camera; Hitachi HR-200/HST 1" Type C w/SLO-MO; Hitachi SK-91 ENG camera; Panasonic AU-700 edit system; Conrac 7641 Hi-Rez monitor; Ikegami TM-142RHA Hi-Rez monitor; Ikegami ITC-350 ENG camera; 3M Chroma Keyer for No. 6114 SEG; 3M No. 5130 Matrix Wipe Generator; Jatex USEC-42T editor; Sony VP-3000 3/4" portable player; Cinema Products 5P001 cameraprompter; Ampex ATR-700-2; 3M No. 210 color bar/sync generator; Quanta Q-VII character generator. Call Ted or Terry at 518-449-7213.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Optimod 8000A S1600; Gregg 2531 TriBand S1250 Ea.; 360' Utility Tower \$5,000; CCA 10-channel Console S300; DAP-310 Limiters \$400 Ea.; Pair Pacific Multimix/Multilimiters. 517-349-2040.

Chyron 3B Character Generator with dual disc, preview option, clock option, encoder, keyboard extension cable. E.J. Stewart, Inc., 215-626-6500.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners. 1448 C West San Bruno, Fresno, CA 93711.

Hundreds Renewed Again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Ever type 200 cover letters? No fun, huh? Then let us do it. By individual station, market size, region, affiliate. Current broadcast mailing list. All personalized, letter quality 203/721-1302. Ontape, One Corporate Center, Suite, 1500, Hartford, CT 06103.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

Radio and TV Bingo. Oldest promotion in the industry. Copyright, 1962, World Wide Bingo, P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

Radio Feature, 90 seconds. (30 sec. plus commercial). Young people advice (Dear Abby-style). Jacque del Paulo, 7202 Plaza de la Costa, Carlsbad, CA 92008. 714-438-5037.

RADIO

Help Wanted Technical

talk to me

ABC's O&O in Detroit is searching for a chief engineer to head up a staff of 14 at WXYZ, one of America's fastest growing major market newstalk stations. If you are highly organized, detail-oriented, can co-ordinate projects, have management experience, can work with union contracts, manage local and capital budgets, have a superior technical knowledge of AM studio and transmitter operations and hold a general class license, send your resume in confidence to Michael Packer, 20777 West Ten Mile Road, Southfield, MI 48075.

WXYZ
1270
NEWSTALK RADIO

Situations Wanted Management

RADIO GENERAL MANAGER

Extensive background in sales (RAB/Welsh trained), programming (major market PD), engineering (general license), financial planning (self-employment), training and motivating staff (pace course). Presently employed as GM in West Coast market seeking long term association with stable operation or with operation that would like to become stable in Washington, Oregon or California. Reply today to Box W-182.

TOP 50 GENERAL MANAGER

Young, aggressive, with more than 20 years' experience. Proven ability to increase profits and ratings. Excellent references. Group experience. Looking for long-term association. Write Box A-7.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Radio Magazine is a free monthly package of twenty 3-1/2 minute programs featuring well-known guests from the pages of major magazines talking about timely topics. To receive your tape, contact: Mary Rae, Select Magazines, Inc., 8 East 40th Street, New York, N.Y. 10016. 212-696-7399.

Augment your sports programs with excerpts from our exclusive interviews with national sports notables. Write (on letterhead) for sample tape featuring an interview with Tony Kubek. Gemini Broadcasting Company, Box 1881, Appleton, WI 54913.

INSTRUCTION

Sending Resumes? Network pro critiques, rewrites. Make your mailings count. \$10 to Box A-47. Discretion assured.

CONSULTANTS

Ever type 200 cover letters? No fun, huh? Then let us do it. By individual station, market size, region, affiliate. Current Broadcast mailing list. All personalized, letter quality, 203/721-1302. Ontape, One Corporate Center, Suite 1500, Hartford, CT 06103.

TELEVISION

Help Wanted Management



Top 50 market, located in Sunbelt, seeks executive producer for PM Magazine. Must be college graduate with experience writing and producing for television. Knowledge ENG photography and editing helpful. Ability to manage time and people a must. Send resume to Box A-38. We are Equal Opportunity Employer.

VIDEOTAPE OPERATIONS MANAGER

Major West Coast production facility seeks Engineering Operations Manager experienced in daily supervision of a large recording and post production videotape department. Hands-on production and engineering experience is also required. Send resume and salary requirements in strictest confidence to: Box A-14, EOE.

WTVJ

DIRECTOR OF RESEARCH & SALES DEVELOPMENT

Direct program research & sales promotion effort. Strong background in ratings research with a television representative, network or rating service desirable. Presentation writing ability important. Salary commensurate with experience plus outstanding benefits. Please send resume & representative samples of work in confidence to:

Employment Manager-Personnel Office
Wometco Enterprises
324 North Miami Ave., Miami, FL 33128
Equal Opportunity Employer

Help Wanted Technical

MIAMI/FT. LAUDERDALE

New Independent station is now interviewing for key supervisory personnel. First class FCC license or equivalent is required as well as experience and background in one or more of the following areas:

- UHF transmitter maintenance
- Video tape maintenance and computer editing
- General engineering maintenance

Competitive salary and benefits package. Please send resume to:

39 Broadcasting Ltd.
3050 Biscayne Blvd., Suite 501
Miami, Florida 33137

(305) 573-5456

CBS

BROADCAST MAINTENANCE AND OPERATIONS TECHNICIANS

CBS Television Network - Washington is seeking experienced broadcast maintenance and operations technicians for studio and field environments. These positions require both technical education and experience at broadcasting locations. Qualified parties may submit their resumes to:

M.L. Heiges
CBS Television Network
2020 M Street, N.W.
Washington, D.C. 20036

MAINTENANCE ENGINEERS

RKO-WOR-WRKS seeks candidates with minimum 5 years' experience at major market TV station. Experienced in all aspects of TV station equipment maintenance and construction including digital & analog circuitry, STL equipment, proof of performance. Requires 1st Class license. SBE certified senior broadcast engineer preferred. Must be able to work all shifts.

Send resume in confidence, including salary history, to:

Mr. Robert Leach
WOR-TV
1440 Broadway
New York, N.Y. 10018

An Equal Opportunity Employer, M/F/H/Vets

Help Wanted Programing, Production, Others Continued

CO-HOSTS NEEDED

Large market television station looking for co-hosts for new talk/variety program. If you have a warm, bright personality and experience at hosting a daily television talk show, this might be just the spot for you. Send resumes now to Box A-81.

Equal Opportunity Employer, M/F



One of the best PM Magazine shows in the country is looking for high energy co-hosts. Major market, Midwest location. Professional experience on-air in magazine format and strong story producing required. Resumes to Box A-55. EOE.

Help Wanted Sales

ACCOUNT EXECUTIVE WTVF, NASHVILLE, TENNESSEE

Previous experience selling broadcast advertising is required. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An Equal Opportunity Employer, M/F

Help Wanted News Continued

TV NEWS ANCHOR

Major Midwest NBC affiliate seeks no. 1 anchor for prime newscasts. We're rebuilding our news department with a strong commitment to become the best news organization in central Ohio. Applicants must have 3-5 years' experience, including good reporting credentials. Send tape, resume and references to News Director, WCMH-TV, P.O. Box 4, Columbus, OH 43216. EOE.

PRODUCER-DIRECTOR

We are looking for a top newscast director. Must be able to switch and be familiar with ACR-25, electronic graphics and live remotes. Send resume, tape and salary requirements to Rick Stora, WIS-TV, P.O. Box 367, Columbia, SC 29202. No phone calls. An Equal Opportunity Employer.

Help Wanted News

DIRECTOR

WFLA-TV has an immediate opening for an aggressive, talented director to handle fast-paced news programming. Candidates should have several years prior experience, be able to switch own show, and be familiar with multiple live shots, Quantel effects, and Vidifont. Applicants should possess strong graphic sense of composition and style of presentation. Send resume to Richard W. Roberts, Corporate Personnel Director, WFLA Inc., P.O. Box 1410, Tampa, FL 33601. An equal opportunity employer, M/F

WEATHERCASTER

Top 50 Sunbelt station has immediate opening for a weathercaster/environmental reporter with flair and style. Must have proven track record. Send resume to Box A-9.

DIRECTOR

Seeking Director who can cleanly & tightly direct fast paced 6 & 11 newscasts. Some commercial & programing production. Minimum 3 yrs' directing experience. Rush resume & cassette of 2 recent newscasts to Tom Tenhundfeld, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219 E.O.E.

WIS-TV

is presently looking for a person to co-host and produce an existing local weekday talk show. On-air experience and a broadcasting background are a must. Send resume and audition tape to Operations Manager, WIS-TV, P.O. Box 367, Columbia, S.C., 29202. An Equal Opportunity Employer.

FIELD PRODUCER

Producer of special reports and series, primarily for anchors. We want an experienced television journalist with good skills in research, logistics, interviewing, writing and production. Send tape and resume to Ken Middleton, Assistant News Director, WJLA-TV, 4461 Connecticut Ave., N.W., Washington, D.C. 20008. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

WFSB A POST-NEWSWEEK STATION PRODUCER/DIRECTOR

WFSB-TV has an opening for a full-time producer-director in the production department. Applicants must have at least two years' experience directing and producing at a medium or major market station. Applicant should have substantial background in directing news programs, special events and formatted studio programs. Please send a demonstration cassette and resume to: Susan Paulauskas, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer, M/F

WEEKEND WEATHER/ ENVIRONMENTAL REPORTER

CBS affiliate in Orlando needs weekend weather person also capable of strong environmental reporting. The candidate we are seeking will have 3-5 years' experience, and is currently doing a weekend weather show. Our news department is under new leadership and a renewed commitment to win. Send tape and resume to Bil Bauman, News Director, WDBO-TV, Box 1833, Orlando, FL 32802. No phone calls, please. We are an equal opportunity/affirmative action employer. M/F

Situations Wanted Management

SUCCESSFUL GENERAL SALES MANAGER

With station management experience seeks general manager assignment. I offer superior numbers and people skills with a mind for the bottom line. If you are looking for an unspoiled, savvied professional on his way up, please respond to Box A-48.

**Presenting the Silver Anniversary Class
of the
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**Twenty-Five years of Excellence
Over 2000 Alumni in Broadcasting**

More than 150 of the most qualified young broadcasters in the nation are now available for employment.

If you're looking for a university graduate in the area of Broadcasting News, Performance, Writing, Production, Sales, Programming, or Management, call or write:

**Dr. Sam Swan, Chairman
Department of Radio-Television
SIUC
Carbondale, IL 62901
618/453-4343**

REGIONAL SALES MANAGER

Central Dynamics Corporation. The U.S. Broadcast Company for CDL, Phillips and American Data has an opening for a Regional Sales Manager. The position is a unique opportunity for a motivated professional with technical sales experience in TV equipment to meet his or her own personal objectives in a well-established territory where the company enjoys a large market share. Central Dynamics Corporation offers a wide range of television products including cameras, production and master control switchers, automation, routing switchers, terminal equipment, mobile vans and transmitters for the broadcast, post-production and cable industries. The successful applicant will have an excellent base salary, plus commission with benefits, company car, and paid travel expenses. For further information, send your resume, in confidence, to:

**Central Dynamics Corporation
Attn: John Barker
900 Corporate Drive
Mahwah, NJ 07430**

**U.S. SALES
MANAGER**

Industry leading manufacturer of broadcast equipment seeks experienced professional representative and distributor oriented challenge seeker. Must have solid background in equipment sales management. Apply only if you are results-oriented. Rush resume to Box W-168.

Situations Wanted News

DYNAMIC BLACK FEMALE

with a flair for presentation seeks a reporter or host position. Degree, performing and athletic background. Internationally exposed. Willing to relocate and travel. Write Box A-49.

NO HYPE, JUST FACT

If you're looking for a fresh, personable news/sports/talk show host with the ability to converse and interview on any level, then we should talk. 34 years old, energetic, self-starter, extremely people-oriented, currently in radio. I've got the looks, ideas, desire and ability, if you've got the dime. Mike, 801-479-1597, after 6PM. Video demo available.

**This Publication
is available in Microform.**

University Microfilms International

300 North Zeeb Road, Dept. P.R., Ann Arbor, Mi. 48106

For Sale Equipment

BOSCH BCN50 1" VTR'S

Three like new machines, all equipped with Dolby sound and time code editing accessories. Two machines equipped with jogging and frame store accessories, one including digital effects system. Larry Brown, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. 615-244-5000.

FOR SALE OR LEASE

Sony BVH 1100A C Format VTR with TBC and Slo-Motion Controller. Chyron IV Character Generator, 2 Channels, Dual Disc Drives. Both well-maintained and in excellent condition. 617-547-3320.

Help Wanted Technical

ENGINEERS

Consulting engineering firm seeks broadcast engineers for antenna system computer design; AM, FM, & TV allocations; and broadcasting field services. Positions available at entry level through experienced senior engineer. Send resume and salary requirements to:

**Carl T. Jones Associates
7901 Yarnwood Court
Springfield, VA 22153-2899**

Consultants

Mike Shapiro & associates
BROADCAST
MANAGEMENT
CONSULTANTS

Answers to your operational problems.
Sales-Programming-Promotion-Traffic-
News. 38 years professional management
experience.

P.O. Box 1681, Jacksonville, Tx. 75766.
OFF. 214-586-7036... RES. 214-586-8454

Three's company . . .

PO Box 1605
White Plains, NY 10602



BROADCAST SALES CONSULTANTS TV-AM-FM-CABLE

Assist sale or purchase of stations. Review financing, price, value, potential. Will evaluate competitive sales approach, motivate, train staff, establish ratings story. Make your people more productive. "Nothing happens until something's sold". Reasonable rates, flat fee against % of sales increase. No blue skies! We work hard and get results. Sales seminars! Call 203-777-5798 - write P.O. Box 8712, New Haven, CT 06531-0712.

WAS YOUR FIRST QUARTER RED?

It wasn't necessary. Develop your gross with a highly saleable radio audience builder. This complete marketing concept grossed over \$250,000 in medium markets. Send \$25 to: Williams & Hoskins Promotional Enterprises, 21117 Gary Dr., Suite 215, Hayward, CA 94546

Employment Service

"RADIO PLACEMENT"

If you are currently employed, but thinking of improving your position "in the future," or if you are "in between and looking," National can help. NBTC specializes in Radio personnel placement. Management, sales and programming. For complete confidential details, write or call: National Broadcast Talent Coordinators, PO Box 20551, Birmingham, AL 35216. 205-822-9144.

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00!
AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

Public Notice

PUBLIC NOTICE

The Finance Committee of Public Broadcasting Service will meet at 8:00 p.m. on May 10, 1982 at the Sherry Towers, 2117 E Street, N.W., Washington, D.C. Reconvene at 9:00 a.m. on May 11-12 at the PBS offices, 475 L'Enfant Plaza. Agenda includes PBS Four-Year Plan; FY 1983 Planning Budget; status of accounts receivable; new members.

Wanted To Buy Stations

MEDIOCRE RADIO STATIONS

Can become money-makers with my extensive management expertise. Will trade experience and knowledge for % ownership. Willing to invest if situation right. Let's talk about the potential profits we can build together. Write Box A-6.

For Sale Stations

WALKER MEDIA & MANAGEMENT, INC.

Brokers-Consultants-Appraisers

William L. Walker
President
Suite 417
1730 Rhode Island
Avenue, N.W.
Washington, D.C. 20036
202/223-1553

John F. Hurlbut
Southeastern
Representative
P.O. Box 1845
Holmes Beach,
Florida 33509
813/778-3617



Wilkins and Associates Media Brokers

NE	FM	550K	Medium
MI	AM	700K	Metro
IN	AM	240K	Small
IA	FM	300K	Small
KS	AM	410K	Small
MN	AM	220K	Small
WI	AM	495K	Small
MI	AM/FM	950K	Small
SD	AM	260K	Small
AZ	AM	450K	Small
AR	FM	625K	Small
OK	FM	380K	Small
MS	AM	300K	Small
MO	AM/FM	300K	Small
WY	AM	225K	Small
VA	AM	325K	Small
GA	FM Downpayment	15K	
NC	AM Downpayment	25K	
ND	AM/FM Downpayment	20K	
MI	AM Downpayment	50K	
AR	AM Downpayment	20K	

109 North Main, 2nd Floor
Sioux Falls, South Dakota 57102. 605/338-1180

FOR SALE

AM daytimer. Leading station in large upscale Midwest market. Excellent opportunity for marketing-savvy group or for individual owner-operator capable of tapping full potential of fast-growing area. \$900,000/terms. Contact Lee Dirks & Associates, Suite 3870, 400 Renaissance Center, Detroit, MI 48243. 313-259-0080.

Books For Broadcasters

T5213 HANDBOOK OF RADIO A PUBLICITY & PROMOTION,

by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS,

by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

T5769 HOW TO MAKE NEWS AND IN- FLUENCE PEOPLE,

by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

BROADCASTING BOOK DIVISION

1735 DeSales St., N.W.
Washington, D.C. 20036

Please send me book(s) number(s) _____ My _____ payment is enclosed.

Name _____

Firm or call letters _____

Address _____

City _____

State _____ Zip _____

THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

COLLEGETOWN AM

Mid-Atlantic single-station market. Solid performer with A-1 physical assets including valuable real estate. An exceptional opportunity; asking \$900,000. Terms are available to qualified buyers. For details, contact Keith Horton at our Elmira office.



CHAPMAN ASSOCIATES*

media brokerage service

STATIONS

CONTACT

S	Metro	Fulltime	\$1500K	Cash	Bill Cate	(904) 893-6471
E	Sub/Met	FM	\$1250K	Terms	Jim Mackin	(207) 623-1874
MW	Regional	FM	\$1000K	29%	Bill Lochman	(816) 254-6899
S	Medium	AM/FM	\$950K	\$250K	Bill Chapman	(404) 458-9226
S	Small	AM/FM	\$650K	\$200K	Paul Crowder	(615) 298-4986
SW	Medium	AM/FM	\$650K	\$150K	Bill Whitley	(214) 387-2303
MW	Small	FM	\$479K	Terms	Peter Stromquist	(612) 831-3672
W	Regional	CATV	\$450K	\$125K	Elliot Evers	(213) 366-2554
NW	Small	AM/FM	\$428K	\$75K	Greg Merrill	(801) 753-8090
SE	Small	AM	\$231K	\$75K	Ernie Pearce	(615) 373-8315

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

MIDWEST

Small market
Class A FM.
\$195,000 - 1.5 X gross.
Seller Financing.
Write Box A-61.

Dan Hayslett

A ASSOCIATES, INC.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

NORTH AMERICAN MEDIA BROKERS

FL: West Coast AM-FM, 1.65 M; major market AM, 400K; coastal med mkt AM, low dial position, 600K; small mkt AM, excellent turnaround, 350K; Small mkt. fulltime AM, 285K; CA: fulltime Pacific Coast AM, 1.5M; coastal AM-FM, 1.2M; ID: fulltime profitable AM, major mkt, 835K; WY: Class C FM, 1.2M; GA: small mkt FM, 170K; MO: AM-FM combos, 525K and 315K; NM: med. mkt FM, 450 K; OH: AM-FM combo, 750K; IA: med mkt FM, 735K; IL: fulltime AM, 675K; TN: adj. maj. mkt AM, 500K; Sunbelt: maj. mkt. AM-FM, 7M. In-house legal services available without charge.

WEST: 29147 FERN CANYON RD., CARMEL, CA 93923;
(408) 624-7282

EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

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Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

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R.A. Marshall & Co.

Media Investment Analysts & Brokers
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Deep in the heart of the old West.
Full-time AM—oldest in market.
Profitable and good potential.
\$350,000, terms.

EXECUTIVE SUITE - 200 PROFESSIONAL BUILDING
HILTON HEAD ISLAND, SOUTH CAROLINA 29928

HOUSTON

Established Radio station, rated,
and with major facilities. Serious in-
quiries only, please, and proof of
ability required. Box A-37.

MICHIGAN

Class A FM, close-in suburban sta-
tion in capital city market. Priced to
sell at less than 1.5 X gross. All re-
cent equipment. Write Box A-67.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

**For Sale Stations
Continued**

**BANKRUPTCY SALE
1 KW AM RADIO BROADCAST LICENSE
NEW ALBANY, INDIANA**

Send bids to Michael J. Clare, Trustee, for S.S.S. of Kentucky Inc., Bankrupt, 1000 Kentucky Home Life Building, Louisville, KY 40202. Bids to be opened May 21, 1982, 2:00 EDT, U.S. Bankruptcy Court, Room 413, U.S. Courthouse, Louisville, KY. Bidders may increase bids in court.

SMALL MARKET

VHF network affiliate.
\$1,750,000.
Write Box A-62.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 816 • Memphis, Tn. 38157

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Books For Broadcasters

T5793 TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pps., 230 illus., including 4-color section.

\$12.95

T5845 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE—2nd Edition, by Sylvia Alien Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, personnel—creative, technical, and talent—scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, etc. 196 pps.

\$12.95

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a film shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus.

\$14.95

T5518 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING, by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pps.

\$9.95

See Order Form on Page 120

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING. Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c

per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

*For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

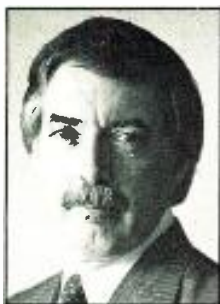
Fates & Fortunes

Media

R.S. Tyrol, vice chairman, Ten Eighty Corp., owner of WTIC-AM-FM Hartford, Conn., elected chairman of board.



Tyrol



Osterhaus

William Osterhaus, from Varitel Communications, San Francisco-based broadcast management and consulting firm, joins New England Television Corp. as acting VP and general manager of WNAC-TV Boston which FCC has designated for transfer from RKO General to NETV. (NETV has asked FCC to change call to WNEVTV.) **Arthur Porter**, from Varitel Communications, joins station as acting VP, administration and finance.

Edward Karrels, VP, finance, Gillette Broadcasting, Nashville, named president, Gillette Group, Inc. comprising KPWR-TV Bakersfield, Calif.; WSEE(TV) Erie, Pa.; KXON-TV Mitchell, S.D., and WSMV-TV Nashville.

Nicholas Davatzes, senior VP, human resources and administration, Warner Amex Cable Communications, New York, named group senior VP, overseeing systems in Chicago, Dallas and Houston. **Richard Davis**, VP, general manager, Dallas-area systems, named president, Warner Amex Qube Cable of Dallas.

William Raschka, plant manager, Lewiston, Idaho, system, Group W Cable, named general manager. **James Robinow**, general manager, Group W's Missoula, Mont., system, named general manager, Seattle system. **Bruce Bryant**, general manager, Wenatchee, Wash., system, named general manager, San Joaquin Valley, Calif., system.

Robert (Rick) Devlin, VP and general manager, WOR(AM) New York, resigned. No successor has been named.

Bob Hattrick, VP, group program director, Doubleday Broadcasting, St. Louis, resigns. **David Hamilton**, program director, group's KDWB(AM) Minneapolis-St. Paul, succeeds Hattrick. He will be based at group's newly-acquired WAPP-FM Lake Success, N.Y. **E. Patrick McNally**, station manager, WAVA(FM) Arlington, Va., and director of sales for parent Doubleday Broadcasting, named general manager of WAPP-FM.

Jack Collins, general sales manager, KULF(AM) Houston, joins KCCW(AM) Terrell Hills-KLLS(FM) San Antonio, Tex., as VP, general manager.

Wayne Blackmon, general manager, WXCMI(AM)-WIBM-FM Jackson, Mich., joins WEAT-AM-FM West Palm Beach, Fla., in same capacity.

James Smith, VP, general manager, Cox Cable of San Diego, named VP, operations, Times Mirror Cable Television's Western division.

Ted Hightshoe, manager, Heritage Cablevision systems, Creston, Iowa, named project manager, Heritage Communications, Des Moines, Iowa. **John Edman**, chief technician, Heritage Cablevision, Mason City and Clear Lake, Iowa, succeeds Hightshoe.

Jim Van Sickle, general sales manager, TM Programming, Dallas, joins KBEZ(FM) Tulsa, Okla., as VP and general manager.

James Hall, VP for operations, Storer Cable Communications Division, Miami Beach, named VP of parent Storer Broadcasting.

Bruce Tinney, general manager, Canon City, Colo., system, American Television & Communications Corp., named general manager of company's American Cablevision of Thornton (Colo.) system.

Jerry Nicholas, program director, WDMV(AM) Pocomoke City, Md., named general manager.

John Ridall, director of marketing, Viacom Cablevision, Cleveland, named general manager of Viacom Cablevision, Dayton, Ohio.

Fred Gold, director of research, WOR-TV New York and parent RKO General Stations, elected VP, director of research services.

Dave Hill, independent writer-producer, joins PTL Television Network, Charlotte, N.C., as VP of broadcasting.

Frank Cirone, chief financial and administrative officer, The Alda Group, Bridgeport, Conn.-based MSO, named president, cable management services. **Matthew Oristano**, assistant system manager of Alda's Southern Connecticut Cablevision, Bridgeport, named VP, northern region and general manager of Southern Connecticut. **Walter Maude**, general manager of Alda's Raritan Valley (N.J.) Cablevision, named VP, southern region. **Gerald Dash**, consultant, The Alda Group, named VP, marketing and franchising.

Advertising

Howard Benson, VP, executive art director, Needham, Harper & Steers, New York, elected senior VP, creative director. **William Biderbost**, executive art director, NH&S, Chicago, elected VP. **Dawne Widener**, director of new business development, NH&S, Washington, elected VP. **Bob Graham**, executive copy director, NH&S, Chicago, named creative director.

John Horne, senior VP, management representative, Kenyon & Eckhardt, New York, named general manager. **Monte Ghertler** and **William Abrams**, associate creative directors, and **Jerome Entis**, management supervisor, K&E, New York, elected senior VP's. **Richard Ferguson**, director of finance and administra-

tion, K&E, Detroit, assumes additional duties as account supervisor.

Alan Honig, partner, Posey, Parry, Quest, New York, joins Grey Advertising there as VP.

Loretta Mitchell, from Benton & Bowles, New York, joins Dancer Fitzgerald Sample, there as senior VP, creative director.

George Hatch, administrative and financial head, McCann-Erickson USA, named senior VP, administration, McCann-Erickson Worldwide, New York. **Robert Cabezas**, VP, administrative manager, McCann-Erickson, New York, succeeds Hatch, and also elected senior VP. **Patrick O'Leary** from Interpublic Group, joins McCann-Erickson, New York, succeeding O'Leary.

Elected VP's in New York office of Ogilvy & Mather: **Arnie Blum**, art director and producer; **Jane Fitzgibbon**, director of research development; **Don Green**, management supervisor; **Ron Harrison**, assistant media director; **Jeffrey Klarik**, senior copywriter; **Toni Meyer**, manager of public relations; **Faith Norwick**, director of music, and **Bernie Wesson**, producer. **Stephen Jackson**, account manager, Collett, Dickerson & Pierce, London, joins Ogilvy & Mather, Los Angeles, as account executive.

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Glen Ehrlich, associate creative director, J. Walter Thompson, Chicago, joins D'Arcy-MacManus & Masius there in same capacity.

Barbara Hogenson, researcher-librarian, Backer & Spielvogel, New York, joins Foote, Cone & Belding there as director, creative archives.

Loring Grove, from Abramson Associates, Washington, joins Weightman Advertising, Philadelphia, as art director.

L. Steven Goldstein, VP, account supervisor, Carmichael-Lynch Advertising, Minneapolis, elected senior VP, management supervisor.

George Zuckerman, previously with AC&R, New York, and **Roseanne Cina**, formerly with N W Ayer, New York, join Shapiro/Budrow & Associates, New York advertising agency, as art directors. **Karen Grant**, copywriter, Cunningham & Walsh, New York, joins Shapiro/Budrow in same capacity.

Elected VP's, Leo Burnett Co.. **Steve Crawford**, account director of Leo Burnett Venezuela, Caracas; **Alvin Hawkins**, creative director of Leo Burnett Venezuela; **Robert Heller**, account supervisor, Chicago; **Mike Tobin**, account supervisor, Chicago.

Robert Glover, national sales manager, KING-TV Seattle, named general sales manager.

Ray Fowler, station manager, WLPN(AM) Suffolk, Va., joins wxri(FM) Norfolk, Va., as general sales manager.

Bill Snider, local sales manager, WKEF(TV) Dayton, Ohio, named general sales manager.

Doug Collins, general manager and part

owner, WQIO(AM) Canton, Ohio, joins Continental Cablevision of Ohio, Findlay, Ohio, as advertising sales director.

Sharon Ervin, cooperative marketing manager, KHOW(AM) Denver, joins KMGH-TV there as research director, sales-marketing department. **Maggie Messenger**, production representative, Alpine Film Production Co., Denver, joins KMGH-TV as retail sales producer.

John Mulhern, director, sales communications, Avon Products, New York, joins Teleprompter Cable Television there as regional sales and marketing director, Northwest region, based in Seattle.

Dick Barnett, account executive, WJZ(FM) Chicago, joins WBMK(FM) Oak Park, Ill., as general sales manager.

Ross Allie, from KJQY(FM) San Diego, Calif., joins KOSI-FM Denver as general sales manager.

Tom Oberg, local sales manager, KATU(TV) Portland, Ore., named general sales manager.

Susan Wallace, national sales manager, KHS(FM) Los Angeles, joins KFAC-AM-FM there in same capacity.

Richard Wexler, from WKTU(FM) New York, joins WPIX-FM there as retail sales manager.

John Cheshier, retail advertising manager, *Seattle Post Intelligencer*, joins KOMO(AM) there as sales development manager.

Thomas Weld, from KJZZ(AM) Phoenix, joins KAIR(AM)-KJYK(FM) Tucson, Ariz., as media consultant.

Wayne Brown, manager of sports sales planning, CBS-TV, New York, named account executive for WCBS(AM) there.

Jill Ferguson, account executive, WKTU(FM) New York, joins WPIX-FM there in same capacity. **Scott Sobel**, from WGBB(AM) Freeport, joins WPIX-FM as account executive.

Lee Stacey, from CBS-owned WEEI(AM) Boston, joins CBS Radio Spot Sales, New York, as account executive.

Robert French, account executive, WNEW-AM-FM New York, joins WOR-TV New York as account executive in charge of sports and special projects.

Frank Seymour, VP, general manager, WCII(AM)-WJKK-FM Louisville, Ky., joins WTSP-TV Tampa-St. Petersburg, Fla., as local account executive.

Programing



Leslie

Cy Leslie, chairman, MGM/CBS Home Video, New York, and president, CBS Video Enterprises there, named chairman and chief executive officer of new MGM/UA Home Entertainment Group. He will remain based in New York.

Andrew Siegel, VP, comedy development, MTM, Los Angeles, joins United Artists Television Production division there as VP, creative affairs.

Mayo Stuntz Jr., director, operational planning, NBC, joins Warner Amex Satellite Entertainment Co., New York, as director, program development. Named regional directors, WASEC: **Richard Clark**, director, marketing, Southwest region, named director, Southeastern region, Atlanta; **John Reardon**, director marketing, central region, Chicago, named director, central region; **E.A. Hassett**, director, sales, Southwestern region, Dallas, named director, Southwestern region; **Carolyn McCroary**, director, sales, Rocky Mountain region, Denver, named regional director; **Gil Faccio**, executive VP, Nabisco, joins WASEC as regional director, Eastern region, New York; **Bruce Braun**, from WCAU(AM) Philadelphia, joins WASEC as regional director, Western region, Los Angeles.

Laurence Caso, director, special programs, CBS Entertainment, New York, joins Disney Channel there as VP, programs.

Charles Passavant, independent management consultant, Morristown, N.J., joins Wometco Home Theater, Fairfield, N.J., as director of strategic planning.

Maryann Eardley, director of marketing, UA-Columbia Cablevision of New Jersey, Oakland, N.J., named director of marketing, Eastern region, Rogers-UA Cablesystems.

Gary Montanus, director of Eastern sales, CBS-Owned Television Stations, joins Columbia Pictures Television, New York, as director, advertiser sales.

Susan Dalsimer, executive story editor, Lorimar Productions, New York, named director of East Coast development.

Bob Block, VP, marketing, American Ski Association, Denver, joins American Cablevision of Thornton, Colo., as sales and marketing manager.

Debra Wells, coordinator of international sales, noncommercial WNET(TV) New York, joins Fox/Lorber Associates, New York-based programming firm, as director of international sales.

Earl Greenburg, VP, daytime programs, West Coast, NBC-TV, joins Columbia Pictures Television, Burbank, Calif., as producer.

Walt Gray, sports reporter-anchor, WINK-TV Fort Myers, Fla., named sports director-anchor.

Jeff Heusser, from noncommercial WCET(TV) Cincinnati, joins WLWT(TV) there as producer-director.

David Moore, program director, KIFM-FM San Diego, joins Peters Productions Inc., San Diego-based radio music producer, as regional manager/Southwest.

Ron Eisenberg, partner in Red Oak, public relations and communications consulting firm, Hume, Va., joins WRC(AM) Washington as talk show host.

Joanne Fish, freelance television producer, joins KABC-TV Los Angeles as associate producer, *Eye on L.A.*

Steve Mark, assistant sports director and sports anchor, KTVV(TV) Austin, Tex., joins KOTV(TV) Tulsa, Okla., as weekend sports anchor.

Fred Kalil, sports anchor-reporter, wowk-TV Huntington, W. Va., joins WLWT(TV) Cincinnati in same capacity.

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Boys' friend. WGN Continental Broadcasting was given the Chicago Boys Clubs' John F. Atkinson award in recognition of the company's outstanding service to that organization for more than 30 years. WGN has taken an active role in development of clubs, including staging telethons and helping the organization to obtain WCYC(FM) Chicago, which it operates noncommercially. Pictured (l-r): Patrick Ryan, Boys Club board president; Chicago Mayor Jane Byrne; Wally Phillips, WGN(AM) air personality, and James Dowdle, president and chief executive officer, WGN Continental and parent, Tribune Company Broadcasting.

News and Public Affairs

Sherman Bazell, West Coast news coordinator, *Today Show*, NBC-TV, joins Cable News Network, Atlanta, as director of news personnel recruitment. **Rick Moore**, news and public affairs anchor, KBMT-TV Beaumont, Tex., joins CNN2, Atlanta, as anchor.

Read Jackson, producer, CBS News, New York, joins ABC News there as producer, *World News Tonight*.

Bill Bauman, assistant news director, KSTP-TV Minneapolis-St. Paul, joins WDBO-TV Orlando, Fla., as news director. **Steve Wolford**, weekend anchor-reporter, WFTV(TV) Orlando, joins WDBO-TV as anchor. **Marla Weech**, weekend anchor-reporter, KTHV(TV) Little Rock, Ark., joins WDBO-TV in same capacity.



Shafer

Don Shafer, associate news director for operations, KRON-TV San Francisco, joins KRDO-TV Colorado Springs as news director.

John Bendick, assignment director, WBRE-TV Wilkes-Barre, Pa., assumes additional duties as assistant news director. **Beth Hydovitz**, producer, 6 and 11 p.m. news, named

executive producer. **Kevin Jordan**, news director, WILK(AM) Wilkes-Barre, joins WBRE-TV as general assignment reporter. **Maureen Tierney**, from WISV-TV Harrisonburg, Va., joins WBRE-TV as general assignment reporter.

Jeff Weissbart, managing editor, KQV(AM) Pittsburgh, joins KDKA-TV there as assignment editor.

Paul Dughi, news director and anchor, WAED-TV Rhineland, Wis., joins WCMH-TV Columbus, Ohio, as weekend news producer.

Jeffrey Lacy, executive news producer, WSBT-

TV South Bend, Ind., joins KIHU-TV Houston as news producer.

David Sargeant, reporter, KMPC(AM) Los Angeles, joins KNBC(TV) there as assistant assignment editor.

Laurie Bernard, news producer, KGTU(TV) San Diego, joins WJLA-TV Washington in same capacity.

Bill O'Reilly, correspondent and anchor, WCBS-TV New York, named reporter, CBS News, based in New York.

William Torrey, part-time correspondent, Mutual News, Washington, named correspondent.

Mark Howell, news director, KYNO-AM-FM Fresno, Calif., joins KCBS(AM) San Francisco as anchor-reporter.

Paul Udell, anchor, WLS-TV Chicago, joins KRON-TV San Francisco in same capacity.

Kris Long, anchor-reporter, WDTN(TV) Dayton, Ohio, joins KMGH-TV Denver as anchor.

Dave Layne, anchor-reporter, KCMO-TV Kansas City, Mo., joins WIVB-TV Buffalo, N.Y., as anchor.

Chuck Henry, from WMAQ-TV Chicago, joins KABC-TV Los Angeles as anchor-reporter.

Brian Williams, assistant administrator, Television and Radio Political Action Committee, National Association of Broadcasters, joins KOAM-TV Pittsburg, Kan., as reporter.

Susan Stolov, reporter, Berns Bureau, independent radio news bureau, Washington, and weekend anchor, WPKX-AM-FM Washington, joins Evening News Broadcasting, independent television news bureau there, as reporter.

Marcia Fluor, reporter, KSTP-TV Minneapolis, named weekend anchor.

Claudette Brooks, reporter, WICD(TV) Campaign, Ill., joins WOKW-TV Huntington, W. Va., in same capacity.

Bill Kenner, air personality, WWCA(AM) Gary Ind., joins WLS(AM) Chicago as news writer.

Carol Bogart, reporter, WLS-TV Chicago, joins KMGH-TV Denver in same capacity.

Gene Hocutt, weather anchor, WREG-TV Memphis, joins WHNT-TV Huntsville, Ala., in same capacity.

Rich Pauli, news photographer, KOMO-TV Seattle, joins KIRO-TV there in same capacity.

Technology



Kluckman

Revone Kluckman, president and chief executive officer, Zenith Radio Corp., Glenview, Ill., elected chairman of board, succeeding **Joseph Wright**, retired. **Otto Genutis**, executive director and general manager, Zenith picture tube operations, Glenview, Ill., elected president and general manager,

picture tube operations. **Charles Eissler**, from Oak Communications Systems, joins Zenith Radio Corp., Chicago, as national sales manager, cable products, CATV-STV-videotext operations.

Gerald La Rochelle, group director of operations, Videocolor, joins RCA, Lancaster, Pa., as division VP, technical contracts and videocolor support, picture tube division. **Robert Hopkins**, manager, field camera engineering and product management, RCA Commercial Communications Systems Division, Camden,

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N.J., named managing director, RCA Jersey Ltd., broadcast equipment manufacturing facility.

Arnold Taylor, group VP, technology, and **Gary Biller**, senior VP, business development, Compact Video, Burbank, Calif., resign due to cuts in operations.

John Egan, executive VP, communications supply group, Anixter Bros., Skokie, Ill.-based manufacturer of communications equipment, elected corporate VP.

Ron Ebert, project manager, turnkey operations, Jerrold, Hatboro, Pa., named national service manager, Jerrold subscriber systems division.

Bill Stone, national sales manager, Winegard Co., Burlington, Iowa, manufacturer of cable television equipment, named VP, sales, CATV division. **Peter Hasse**, CATV division manager, named sales manager. **Tom Schulte**, district manager, distributor sales division, named regional manager, CATV division.

Henry Kazmierski, audio products district manager, Audiotronics, Hollywood, Calif.-based manufacturer of video equipment, named district manager, data display products.

Lou Shea, engineer, WGR-TV Buffalo, N.Y., retires after 41 years with station.

Clint Williams, studio supervisor, KMBC-TV Kansas City, Mo., retires after 31 years with station.

Cason Capps, from WVTM-TV Birmingham, Ala., joins KTBC-TV Austin, Tex., as chief engineer.

Charles Taylor, Northwest sales engineer,

Sony Broadcast Products, named manager of new Southwest sales region, based in Irving, Tex.

Promotion and PR

Sandra Wildman, media consultant, Clint Wade Public Relations, New York, joins Showtime there as assistant manager, affiliate publicity.

Peter Cohen, creative services director of Boston Broadcasters Inc.'s syndication and production divisions, joins Quinn & Johnson, Boston, as VP and director of public relations for its newly established public relations department.

Phyllis Salem, assistant promotion manager, KRIV-TV Houston, joins KHOU-TV there in same capacity.

Allied Fields

Arthur C. Nielsen Jr., chairman and chief executive officer of A.C. Nielsen Co., Northbrook, Ill., awarded Distinguished Alumnus Citation from University of Wisconsin, Madison, for his "distinguished performance in business, as well as in public service."

H. Rex Lee, former member of FCC (1968-1973), now chairman of nonprofit Public Service Satellite Consortium, Washington, is back on job after suffering injuries in accident last Sept. 20 at his home in Fairfax, Va. His left arm and leg were broken in fall from roof of his home.

Kim Constantine, media research supervisor, N W Ayer, New York, joins Arbitron Eastern



All smiles. Dr. Joseph Charyk, president and chief executive officer, Communications Satellite Corp., is obviously pleased to receive American Women in Radio and Television Washington chapter award for leadership in satellite communications ("In Brief" May 3) from Mal Johnson, incumbent AWRT chapter president.

television sales there as client service representative.

Gerard Grady, VP, corporate department, Fidelity Bank, Philadelphia, joins Broadcast Advertisers Reports, New York, as president. He succeeds **Phil Edwards**, who becomes publisher, and with **Robert Morris**, chairman of board, joins newly created office of president.

Benjamin Griffin, associate, Pierson, Ball & Dowd, Washington, joins McNair, Glenn, Konduros, Corley, Singletary, Porter & Dibble there as associate specializing in communications law.

Lois Pincus, VP and consultant, Warner Amex Cable Communications, has formed Cable Communications Consultants, Bloomfield Hills, Mich., which will provide cable television research and consulting services.

Jay Eliasberg, former VP, television network research, CBS/Broadcast Group, has formed own broadcast research consultation company, located at 435 East 65th St., New York.

Raif D'Amico, sales manager, CBS Radio Spot Sales, Philadelphia, named to board of governors, Television Radio Advertising Club of Philadelphia.

Edward Cramer, president, Broadcast Music, Inc., will be awarded honorary Doctor of Humane Letters from Lincoln College, Lincoln, Ill.

Deaths

Hugh Marlowe, 71, actor in radio, television, stage and movies, died of heart attack May 2 at his home in New York. Marlowe had most recently appeared as "Jim Mathews" in NBC-TV's daytime serial, *Another World*. He is survived by his wife, Rosemary Tory, and three sons.

Leo O'Brien, former congressman (D.-N.Y.), and broadcaster, died of heart ailment May 4 at St. Peter's hospital, Albany, N.Y. O'Brien had 15-minute talk show on WRGB(TV) Schenectady, N.Y. during 1950's, while in congress, and became political analyst for station, upon his retirement, from 1966 until 1971. He is survived by his wife, Mabel, and son.

Raymond Quailley, 79, retired sports broadcast producer, N W Ayer, New York, died of heart attack April 19 at his home in Wyncote, Pa.

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Eugene Bohi: organizing the broadcasting masses

When Congress outlawed the advertising of cigarettes on radio and TV in 1970, Gene Bohi, then manager of WAST-TV Albany, N.Y., asked his congressman what had happened. "Broadcasters didn't tell their story," the legislator said. "They weren't organized."

Since then, Bohi has waged a personal campaign to get broadcasters and others involved in their government. That campaign has led him to organize the 207 affiliates of the ABC television network into a highly effective grass-roots lobbying effort, and to become one of the National Association of Broadcasters' most active TV directors. It has not kept him, however, from building WGHP-TV High Point, N.C., into what his peers call "a quality operation."

Born in Waukegan, Ill., a small town north of Chicago on Lake Michigan, Bohi grew up in Kansas City, Mo. He said that his first experience in broadcasting came while still in high school, when he worked Saturday mornings announcing a program for students on KCKN(AM) Kansas City, Kan. At the University of Michigan, where he earned a degree in broadcast communications, Bohi worked part time for a number of radio and TV stations. "Those were the days when nobody thought TV would make it," he recalls. Stations were either owned as tax writeoffs or teetered on the edge of going dark, and students did everything from odd jobs to announcing and producing live commercials.

After two years in the Army, where he helped develop TV training programs for the Signal Corps at Camp Gordon, Ga., and two more years in Ann Arbor, Mich., where he earned a master's degree in broadcast communications, Bohi returned to Kansas, and a job as producer-director at KARD-TV Wichita, Kan. By this time, he'd decided he wanted to be president of one of the three major TV networks.

He moved from KARD-TV to WBBM-TV Chicago where he helped manage sales promotions and from there to NBC-TV spot sales, first in Chicago and later in New York. For five years, he managed WKYC-TV Cleveland for NBC and while there, reached another turning point in his life.

"The next step would have been back to New York," he said, "and I'd decided I didn't want that any more." Managing a station was "more fun" for Bohi than working for a network, where the "layers of bureaucracy" were too restrictive. He moved with his wife and young family to manage WAST-TV Albany, N.Y. After three years at WAST-TV, he moved to High Point, N.C., and WGHP-TV, a station in the latter



Eugene Haines Bohi—president, general manager, WGHP-TV High Point, N.C.; b. April 14, 1931, Waukegan, Ill.; BA in radio-television communications, 1953, and MA in broadcast communications, 1956, University of Michigan, Ann Arbor; Army Signal Corps, Camp Gordon, Ga., 1953-1955; producer/director, KARD-TV Wichita, Kan., 1956-1958; assistant sales promotion manager, WBBM-TV Chicago, 1958-1962; sales representative, NBC spot sales, Chicago, then New York, 1963-1965; sales manager, then station manager, WKYC-TV Cleveland, 1965-1970; vice president, general manager, WAST-TV Albany, N.Y., 1970-1973; vice president, general manager, then president and director WGHP-TV, 1973-present; m. Mary Ann Sheahan, April 16, 1966; children—Philip, 13, Eric, 12.

stages of an eight-year fight to retain its license against a strike application.

Bohi learned his way around Washington and the bureaucracy that regulates broadcasting, as he worked to win renewal of WGHP-TV's license. During those years, he also became active in the North Carolina Association of Broadcasters, where he spearheaded development of a grass-roots lobbying network.

In 1975, Bohi won a seat on the ABC-TV affiliates board, and he became known for aggressively defending the right of affiliates to influence network decision making and for leading the board to espouse viewpoints different from those of the network in Congress and at the FCC. By 1976, government regulation of many industries was expanding at an unprecedented pace and in an impassioned plea to his fellow affiliates, Bohi demanded that broadcasters not just "lie back and accept" the erosion of control over their own businesses, but that they organize and fight back. The affiliates board voted that day to create a government relations committee, which Bohi has chaired every year since then.

As he did with the North Carolina broadcasters, Bohi organized the affiliates according to their congressional districts. If legislation or an FCC ruling requires broadcaster support or opposition, Bohi makes three phone calls and sets off a chain reaction of calls among affiliates around the country, each relaying instructions to contact members of Congress or FCC commissioners.

With the affiliates' network established, Bohi moved to broaden his base, and in 1979, ran for and won a seat on the NAB television board. With it, he could approach any station in the country to ask for help without encountering the distrust he occasionally did as a representative of a competing organization.

Bohi has been highly mobile during the last eight years, addressing broadcast groups around the country on the need to return to lawmaking by elected officials, rather than by regulatory agencies. Calling himself a "constitutional conservative," Bohi argues that Americans have an obligation and a responsibility to lobby their Congress when something is wrong.

As his political involvement has grown, so has Bohi's life in broadcasting, although in part, indirectly. In 1979, his wife, Mary Ann, bought WLOE(AM)-WSRQ(FM) Eden, N.C., and has managed them ever since. The stations are "entirely her operation," says Bohi, who admits, however, that he sometimes helps her write advertising copy at night.

At WGHP, news programming has been given a high priority, and in the last eight years, the station has gone from a distant third in the ratings for its news to a tie for first place in the most recent Arbitron ratings period.

A dynamic public speaker, Bohi is as familiar a figure in the three-market area his station serves as he is in the broadcasting industry. He averages about four speeches each month to business and community groups in Greenville-Spartanburg, S.C., and High Point and is on a first-name basis with the mayors, city council members and state and U.S. legislators representing all three towns. Several of his speeches have been published in the last two years, one of them entitled "Once Upon a Time" and the other, "The Forgotten Americans", in *Vital Speeches of the Day*.

In quieter moments, Bohi enjoys fishing, both fly and surf casting. He also collects shells from North Carolina's beaches, spends time gardening and reading and plays the dixieland banjo.

Last year, the NCAB presented Bohi with its Earl Gluck award for outstanding service to the broadcast industry in North Carolina. "You have to give your community something," he says, "in order to earn the right to live there." ■

Bringing RKO General Inc.'s struggle to retain its license for WNAE-TV Boston to conclusion, **New England Television** announced last Friday (May 7) that it had **struck deal to buy all of station assets for about \$22 million and plans to go on air with new call letters WNEV-TV on May 22.** Deal includes five-story building in downtown Boston and transmitter, tower, trucks, cameras, office and other equipment. Although final decision for station's top positions have not been made (General Manager Pat Servodidio is moving up in RKO hierarchy; see item, page 129), spokesman said William Osterhuas will serve as acting vice president and general manager, and Arthur Porter will be acting vice president for administration and station manager. (Both are principals of Verital Communications Inc., broadcast consulting firm that has been organizing transition for NETV.) Spokesman said NETV would keep all but about dozen of station's 300 employees. Building also houses RKO radio stations WRKO(AM) and WROR(FM), which will stay on as tenants for up to one year while searching for new space, spokesman said. National sales rep remains Blair TV.

Lawyers for **Fidelity Television Inc. and Multi-State Communications** have written FCC General Counsel Stephen A. Sharp in effort to reverse what they understand is **commission decision to oppose their petitions for review in RKO General Inc. case** (BROADCASTING, April 26). Fidelity, RKO's rival for its license for KHJ-TV Los Angeles, and Multi-State, seeking license RKO holds for WOR-TV New York, have asked Supreme Court to review appeals court decision overturning FCC decision to deny RKO's renewal applications in those two cases.

NATPE International is sticking with March 17-22 at Las Vegas Hilton for 1983 annual conference. Opportunity had arisen for earlier conference—in late January—in San Francisco because Moscone Center there had room. NATPE had been looking for more convention space, but requirements eventually were worked out with Las Vegas Hilton. NATPE, as originally planned, is set for Moscone Center beginning in 1984. On other NATPE fronts, representatives of Association of Program Distributors, group of NATPE associate members seeking change, meet to draw up demands ("Closed Circuit," April 26) later this week. Demands will be on agenda at NATPE board meeting tentatively planned at Las Vegas Hilton June 15. Other subject that may come up at meeting is eligibility of Charles Larsen to continue as NATPE president. Larsen remains on WABC-TV New York payroll but for practical purposes is no longer program director there. NATPE by-laws are understood to be murky on grace period, which would be moot point should Larsen have other programing job by then.

Corporation for Public Broadcasting board members adopted \$142.7 million budget for fiscal 1983. Few objections were raised despite fact budget shows **20.3% decrease from FY 1982**, and that neither public radio nor TV received amount it asked for. Board member Diana Lady Dougan was only opposing vote. She objected to dividing funds by what she called "formula basis." In overall budget, public TV received \$95 million (a 20% drop from FY 1982) and public radio was allocated \$29.7 million (a 16% decrease from FY 1982.)

Warburg Paribas Becker—A.G. Becker has compiled its eighth annual **survey of lending to cable industry.** Warburg puts total industry **outstandings as of Dec. 31 at \$3.7 billion, up 52.9%;** estimates outstandings at yearend 1982 could be \$4.9 billion. Banks remain principal fund source, with \$2.6 billion outstandings Dec. 31.

Plans to campaign for constitutional amendment prohibiting government content control of any media, including electronic, are **beginning to shape up on Capitol Hill.** In speech to Kentucky Broadcasters Association last Friday night (May 7),

Senate Commerce Committee Chairman **Bob Packwood** (R-Ore.) was to announce he is **planning hearings, including possible field hearings this summer, to gather information for wording of amendment.** Drafting of measure is likely to take place early next year, according to committee staff, and will be followed by more hearings and introduction of amendment in Senate. Meanwhile, Packwood hopes to generate creation of organization to run national campaign in support of passage. Organization would be sponsored by national coalition of groups interested in passage, but should not include, according to Packwood, trade associations with financial interest in amendment, such as National Association of Broadcasters, National Radio Broadcasters Association or American Newspaper Publishers Association. Packwood planned to clarify to Kentucky Broadcasters that he does not plan to amend First Amendment, as some journalists have feared, but will try to add new amendment to constitution.

Shareholders of both Columbia Pictures and Coca-Cola Co approved by wide margin \$750-million merger of companies Regulatory approvals, including FCC OK of license transfers of Columbia's radio and television properties, are needed before deal is complete.



Forty-second annual **George Foster Peabody awards** were presented last Wednesday (May 5) to 23 recipients (BROADCASTING, April 19), at luncheon sponsored by Broadcast Pioneers at New York's Hotel Pierre. Among winners was (top) consortium of five stations that produced *Fed Up With Fear*. Shown are (l-r) Louis Matheson, KOMO-TV Seattle; Barbara Groce, KOMO-TV; Kevin Duffus, WRAL-TV Raleigh, N.C.; Kathleen Matthews, WJLA-TV Washington; Jack Markham, WRAL-TV. At bottom are two network and one pay TV winner, award's first. L to r: ABC's *Roone Arledge*, CBS's *Bill Leonard*, Sheila Nevins of Home Box Office and Suzanne Levine of *Ms.* magazine. HBO and *Ms.* co-produced documentary on American women, first non-broadcast show to win Peabody, presented by University of Georgia's Henry W. Grady School of Journalism.

Committee to find successor to outgoing National Association of Broadcasters President Vincent Wasilewski was named by NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, last week. In addition to seven-member NAB executive

committee, group will include William F. Baker, president, Group W Television, New York; Wilson Wearn, president, Multimedia Broadcasting Co., Cincinnati; Stanley W. McKenzie, president, Seguin Broadcasting Co., Seguin, Tex., and Wade Hargrove, executive director, general counsel, North Carolina Association of Broadcasters. Earl R. Stanley, attorney, Dow, Lohnes & Albertson, Washington, and president, Federal Communications Bar Association, will serve ex officio. NAB executive committee members are Fritts; Mark Smith, president, KLAS-TV Las Vegas; Cullie Tarleton, senior vice president, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.; Gert H.W. Schmidt, vice president, Harte-Hanks Communications, Jacksonville, Fla.; William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Orlando, Fla.; Donald Wear, vice president, CBS, Washington, and Thomas E. Bolger, president, Forward Communications Corp., Madison, Wis. Group plans to meet for first time sometime next week.

After several days of convention-going in Las Vegas, members of **National Cable Television Association** board of directors met last Thursday. They voted to support retention of FCC's network-cable crossownership prohibition and authorized executive committee to take action in Boulder II case if necessary. Randall Tobias, AT&T VP, residential marketing and sales, told board AT&T had no intention of entering traditional cable business and would go along with legislation saying so. Make up of board changed during week. John Saeman, vice chairman and chief executive officer, Daniels & Associates, took over chairmanship. Trygve Myhren, American Television and Communications, and Amos Hostetter, Continental Cablevision (former chairman), were elected at-large members; Kenneth Gunter, Rogers UA Cablesystems, and John Goddard, Viacom Communications, were re-elected at-large members. E.B. Chester, Tar River Cable TV, and John Evans, ARTEC Associates, were elected district members, and Larry DeGeorge, Times Fiber Cable Communications, and Bob Johnson, Black Entertainment Television, were voted associate members. DeGeorge beat out Ted Turner for his spot.

Ed Asner, star of CBS-TV series "Lou Grant," last Monday (May 3) claimed one of show's long-time sponsors, **Kimberly-Clark, has discontinued advertising on program to protest Asner's political statements.** Asner, who came under fire last February after presenting check for \$25,000 to group sending medical supplies to guerrillas in El Salvador, made remark in taping of syndicated *Donahue* talk show at KNBC(TV) Los Angeles. Screen Actors Guild president said his secretary had contacted Kimberly-Clark as private citizen and company had confirmed its cancellation was direct response to Asner's political activities. CBS-TV officials said Kimberly-Clark has had exactly two commercial spots (both 30's) in *Lou Grant* in past six months (Feb. 25, March 1), that no other spots were scheduled and that Kimberly-Clark neither withdrew nor could ask to be released. As for CBS's dropping of *Grant* show, they said decision was based solely on ratings and had nothing to do with Kimberly-Clark or with Asner's political views. At Kimberly-Clark, spokesman did not use word "cancel" or "withdraw," but said company "did not renew" its advertising in *Grant* and declined further comment.

New Jersey's reporters' shield law has been given sweeping interpretation by that state's supreme court, at least in cases involving libel suits. Court, in two cases decided last week, held that shield law, designed to protect anonymity of sources of news stories, protects reporters and publications involved in libel suits against forced disclosure not only of confidential sources but also of "editorial processes" leading to publication.

Johnny Carson heads group of entertainers including Neil Simon, Paul Anka, David Letterman, Joan Rivers and Los Angeles and Las Vegas businessmen who bought **KLKK-TV Albu-**

querque, N.M., for \$2,875,000 plus \$834,000 for assumption of certain programing broadcast rights, subject to FCC approval. Seller is owned by Eddie L. Pena, who earlier tried to sell station and programing rights for \$4.1 million to Malcom I. Glazer before deal collapsed (BROADCASTING, Feb. 22). Pena assumed control of **KLKK-TV** four years ago when he bought 52% for \$4,971 (BROADCASTING, June 12, 1978) and has since then gradually bought remainder of stock. Earlier, buyer Glazer had letter of intent to buy **KLKK-TV** but parties pulled away after definitive purchase agreement could not be reached. Carson also is 27% owner in licensee of **KVUU-TV** Las Vegas. **KLKK-TV** is independent on channel 23 with 933 kw visual, 93.3 kw aural and antenna 4,130 feet above average terrain.

Robert M. Bennett, president of Boston Broadcasters Inc., operator of **wcvb-TV** Boston, will become **senior vice president, television broadcasting and production, Metromedia.** Move takes effect on closing of sale of **wcvb-TV** to Metromedia, at \$220 million, largest station purchase in history. Bennett had earlier served 19 years with Metromedia before departing company in 1971 to become general manager of **wcvb-TV.** He will relinquish that post "reluctantly" in moving to Metromedia. There Bennett will serve as new fourth person in office of president, which includes chairman John Kluge and senior vice presidents George Duncan and Stuart Subotnick. Bennett is to remain headquartered in Boston, from which he will supervise Metromedia's Television Division, BBI Productions and Metromedia Producers Corp.'s syndication activities.



Bennett



Servodidio

Pat Servodidio, vice president and general manager of RKO General's WNAC-TV Boston, scheduled for takeover by New England Television Corp. (BROADCASTING, April 26), has been named **president of RKO General Television, New York,** in charge of RKO's television operations. He succeeds Robert Glaser, who left RKO in April to join Viacom (BROADCASTING, March 8).

Sheldon Cooper, president-general manager of WGN-TV Chicago, has been named **president of commonly owned Tribune Productions Inc.,** new subsidiary of Tribune Company Broadcasting involved in programing for broadcasting, cable and new technologies. **Robert K. King, senior vice president, Capital Cities Communications, succeeds Cooper at WGN-TV,** according to last Friday's (May 7) announcement by James C. Dowdle, president and chief executive officer, Tribune Company Broadcasting. King also is immediate past chairman of NAB's television board. Appointments are effective June 1.

Michigan Association of Broadcasters held annual congressional dinner in Washington at Madison hotel last Thursday (May 6), with some 200 in attendance, including some 25 members of Senate and House. MAB president, Todd Holmes, **WNEM-TV Bay City,** and immediate past president, **Ken McDonald Jr., WSAM(AM) Saginaw,** presented outstanding citizen award (painting of classic 1954 Corvette) to Governor William G. Milliken in videotaped ceremony that was played back at dinner.

Turnaround

To the considerable relief of its members, and to the credit of President Tom Wheeler and his staff for their backstage diplomacy in engineering it, the National Cable Television Association has extracted from AT&T a promise to stay out of the conventional cable and pay cable businesses. There is, however, no promise that Ma Bell will refrain from entry into the information business of the future if it is allowed to.

Indeed, AT&T's vice president for resident marketing and services, Randy Tobias, told the NCTA convention last week that the company "wants to make its network the most desirable for transmitting information." It also wants to get into the manufacture of terminal equipment and, "as a distant goal," the creation of data bases.

A week earlier the chairman of AT&T, Charles L. Brown, had almost but not quite told the American Newspaper Publishers Association that AT&T had lost the fight to distribute its Yellow Pages electronically (BROADCASTING, May 3). Put Brown's remarks together with Tobias's, and it looks as though AT&T is ready for a legislative compromise that would keep it out of the kind of cable service that is in operation now and out of electronic Yellow Pages.

Before the NCTA and ANPA conventions, AT&T seemed to be winning the fight for hearts and minds on Capitol Hill. The advantage is less formidable this week.

Dusting one off

Nobody had been talking much about television violence until last week when the National Institute of Mental Health delivered its new report on television and behavior to an unsuspecting Washington. Violence is revived as an issue on the television scene.

The NIMH asks us to take at face value its conclusion that research conducted over the past 10 years proves a correlation between the viewing of television and commission of violent acts. The report issued last week was but a summary. A second and detailed presentation of analyses of the research is promised later. Why the institute elected to publish the work in two parts, with the first and newsier released at this time, remains unexplained, unless there is hope of attracting congressional attention to the institute's good works while budgets are under consideration.

The inclination to accept the institute's conclusions would be stronger if this sequel to a 1972 report on television and violence came unencumbered with connections to the vested interests of the past. Prominent on the list of advisers in this NIMH project are George Gerbner, of the University of Pennsylvania, and Eli A. Rubenstein, of the University of North Carolina. Gerbner has made a career of scrounging grants to count the times Bugs Bunny hits an adversary with a carrot and other acts of violence on TV. Rubenstein directed the 1972 study for the U.S. surgeon general, financed by a million-dollar appropriation arranged by John O. Pastore (D-R.I.), then chairman of the Senate Communications Subcommittee. Rubenstein couldn't quite prove that television set off violence in society, but he delivered enough deductions and innuendos to make Pastore think he got his money's worth.

The true value of the latest study cannot be measured until the supporting evaluations of the basic research can be read. NIMH would have demonstrated a higher caliber of scholarship by putting out the whole work in one piece.

Time for teamwork

In his keynote speech to the association's annual convention last week, NCTA President Wheeler staked out cable's claim to full First Amendment rights. It is a legitimate claim, and the hope here is that it will be given the full congressional consideration it deserves. We are uneasy, however, over Wheeler's strategy of going it alone for First Amendment rights among the electronic media.

Wheeler likens cable to newspaper publishing, differing only in the use of electrons instead of ink, in his assertion of entitlement to freedom of the press. The same parallel, of course, has long existed for radio and television, which were carrying the electronic journalism banner—and burden—virtually alone until Ted Turner invented his Cable News Networks. Wheeler continues to be silent about broadcasting's disenfranchisement from First Amendment rights, presumably in the belief that he can conquer by dividing congressional sentiment on this issue.

That may be a sound political assessment. But it may also be a dangerous game. Cable's claim to First Amendment parity would be more credible if made on the principle that the whole Fifth Estate is qualified for rights that until now have been accorded only to the Fourth Estate. The fact is, all media are threatened if any of them is denied its constitutional due.

Wheeler could be taking his cue from Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, who told the NCTA last week that he was for eliminating content regulation from cable but retaining it for broadcasting.

Wirth drew a distinction between cable, which is "expanding from 30 to 50 and even over 100 channels," and broadcasting, which uses "scarce spectrum space." He talked as though the two were operating independently in unrelated environments.

In another context, however, Wirth called cable part of the "broad video marketplace." He said that if "such rules as franchise fees are applied to only one part of that marketplace . . . we must think very carefully about how those rules affect a fair balance with regard to other competing technologies."

Wirth can't have it both ways. In the second context, he was absolutely right. There is a teeming electronic marketplace (although the relevance of franchise fees needs explanation), and it provides a diversity and volume of content that the First Amendment was intended to encourage and protect.



Drawn for BROADCASTING by Jack Schmidt

"To tell you the truth, Charles, I plan to keep television out of my courtroom until I lose some weight and pick up a tan."

IN SPORTS-CONSCIOUS SEATTLE/TACOMA, WE'RE SNAGGING VIEWERS WITH BASEBALL.



Baseball is still America's pastime. And that's why 16 of the top 20 television markets in the country have a big-time baseball team to root for.

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At Gaylord, that's one of the ways we're making ourselves heard. And why now more than ever, we're the stations to watch.



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If you use the same effects over and over—for opens, closes, and the like—E-FLEX's optional bubble memory will save you hours every time you edit.

You program the effects just once, and transfer them to a bubble memory cartridge. When you need the effects again, simply drop in the cartridge. And since the cartridges last indefinitely—unlike discs or tapes—you may never have to reprogram.

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