

# Broadcasting Jun 14

**UPI and AP Awards say we give the best profile of the news.**

At KPRC, we're especially proud of the faces in our news. This year our reporters received two top AP Awards. Doug Johnson won the coveted "Best State Weathercast," and Dan O'Rourke and Bob Franklin received "Best Feature" for their story "Border Angel." UPI thought our reporting was heads above the rest, too. They awarded Dan Molina "Best Investigative Report" for his series on the KKK. When it comes to who gives the best profile of the news, we hold our head up high.

**KPRC TV HOUSTON**



Petry Television, Inc., National Representatives, NBC Affiliate

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36112 LIBRARY  
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51st Year 1982  
**Battle royal over financial interest et al  NAB looks to future**



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with families coast to coast.**

Our prairie family is tops in New York, Los Angeles, Chicago—#1 in rating and share. And, in fact, Little House is averaging a 9 rating/24% share in markets across the country. Discover what these families already know: Little House on the Prairie is the big ONE.





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**"THE SECRET WHITE HOUSE TAPES"... STORY OF POWER, CORRUPTION AND COVER-UP IS RECREATED IN AN EXPLOSIVE TELEVISION DRAMA!**

The Secret White House Tapes is an extraordinary, superbly-produced, docu-drama that tells the story of the most incredible scandal in American political life. The setting is the Oval Office; the characters are the most powerful men in the country.

The script—the actual words of the major participants taken directly from the official transcripts as released by President Nixon nearly 10 years ago.

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Dean: "... these people are going to cost a million dollars over the next two years."  
Nixon: "We could get that.... You could get a million dollars. You could get it in cash. I know where it could be gotten."

## EXTRAORDINARY PRAISE FROM THE PRESS!

"... compelling... fascinating... a powerful and disquieting remembrance."

The Washington Post

"... we urge you not to miss it..."

The New York Daily News

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Rocky Mountain News

"... the impact is shattering."

San Francisco Examiner

"... the ultimate TV presentation... drama at its best."

Variety

"... powerful drama..."

Boston Globe

"... expert, careful and uncannily accurate..."

Chicago Daily News



Nixon: "What was Watergate? A little bugging... shouldn't have been done—shouldn't have been covered up... but we've got to heat it. Right."

"... a riveting re-enactment... is as close to The Real Thing as we're likely to ever see."  
Chicago Tribune

"... by far the most illuminating presentation that the medium—probably ANY medium—has ever offered... the experience is extraordinarily affecting."

Fort Worth Star Telegram

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When The Secret White House Tapes last ran on television in 1974, it drew excellent ratings and extremely favorable audience response. Its prime time, #1 ranking on Boston's WNAC-TV, prompted the general manager to write: "We have had a superb experience... Our mail and phone calls have been overwhelmingly positive... we've had countless requests to repeat it."

## NEW 60-OR 90-MINUTE VERSIONS INCLUDE JOHN W. DEAN III AS ON-CAMERA HOST-NARRATOR.

Adding a new dimension to the historic events recreated in The Secret White House Tapes, is the presence of John W. Dean III as host-narrator.

In a thoughtful and compelling summation, the former Counsel to the President says:

"In many administrations there have been bugging, surveillance and political use of the IRS and the FBI, spying on rival candidates and misuse of campaign funds and so on. But never before had so many of these offenses been committed at the same time by the same people."



## WATERGATE LIVES!

Watergate is still with us. It still has the ability to shock and fascinate us. Indeed, the participants continue to produce books for the best-seller lists, and they still make the college circuit.



Haldeman: "There is somebody higher than Gordon Liddy who had to agree to spend a quarter of a million dollars to bug the Democratic Headquarters."  
Nixon: "And now we've got that somebody."  
Haldeman: "That's Mitchell."

## THE SECRET WHITE HOUSE TAPES

Worldwide distribution by  
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Contact Bob Curtiss at (212) 977-8990



The Secret White House Tapes is a highly promotable program. A comprehensive press and promotion kit is available to help your station make it a genuine television event.

# Broadcasting Jun 14

## The battle rages over financial interest and syndication rules □ Election time approaches for NAB □ Putting the last-minute touches on Satellite News Channels

### FIGHT OVER PROGRAM RULES HEATS UP □

Networks press harder at FCC for repeal of regulations excluding them from syndication and from having financial interest in out-of-house programing. Producers step up their commission lobbying to block repeal. **PAGE 31.**

**NEW NAB EXECUTIVE COMMITTEE** □ Election of panel is major part of agenda for Washington joint board meeting this week. Other considerations include search for new president and budgetary matters. **PAGE 33.** Diverse backgrounds of executive committee candidates reflect membership's concerns about new technologies, problems of small owners. **PAGE 34.**

**MORE DAYTIME STATIONS** □ FCC approves rules change to permit drop-ins on AM clear channels. **PAGE 36.**

**SMATV'S CLAIM DISCRIMINATION** □ Two operators and state of Arizona file antitrust suits against pay cable networks charging they have been excluded from buying of programs. **PAGE 36.**

**BPA-BDA'S CORNUCOPIA** □ Broadcast promoters and designers seminar attracts record 1,200 to San Francisco. Sessions feature added emphasis on liaison with top management, cable and new technical advances. **PAGE 38.** Silverman calls for innovations in programing, says local level should be explored for creative ideas and talent. **PAGE 44.**

**BRC'S DIFFERENT LOOK** □ Broadcast Rating Council becomes Electronic Media Rating Council, establishes committees on cable and new technologies, adds five prominent organizations to its membership. **PAGE 49.**

**COUNTING DOWN TO LAUNCH** □ Satellite News Channel 1 starts next Monday with some 250 people prepared to make place in journalism history for Group W Satellite Communication's joint venture

with ABC. Here advance look at personnel and plant in Stamford, Conn. **PAGE 52.** Cable News Network officials appear unperturbed by arrival of SNC's competition, saying competition was inevitable and feeling that they have had good head start, strengthened by addition of CNN2 six months ago. **PAGE 56.**

**TURNING UPI AROUND** □ New owners vow no cutbacks in personnel or services, but use of new technologies and more intensive marketing to revitalize ailing news service. **PAGE 54.**

**REAGAN TV OFFERS** □ Surprised network executives adopt wait-and-see attitude toward President's suggestion that Brezhnev and he exchange TV time. **PAGE 57.**

**TINKER FIELDS COMPLAINTS** □ NBC chairman denies caucus charges that network interferes in talent hiring, defends addition of 30-second spot in prime time as financial necessity. **PAGE 58.**

**OPENING CELLULAR FLOODGATES** □ FCC gets about 200 applications to serve in top 30 markets. Most are from AT&T, GTE, Graphic Scanning and MCI. **PAGE 60.**

**TOMORROW'S MEDIA MARKETPLACE** □ Government and industry leaders use *Business Week* conference to express views on changing profile of communications, what Washington's role should be and how industry should adjust. **PAGE 63.**

**HAPPY RADIO CLIENTS** □ ANA/RAB workshop hears testimonials on medium's effectiveness from advertisers, agencies and producers. **PAGE 66.**

**FRITTS'S FORMULA** □ Perseverance and attention to detail brought Edward Fritts to forefront of small-market group broadcasters. Those same attributes have contributed to his success as joint board chairman of NAB. **PAGE 87.**

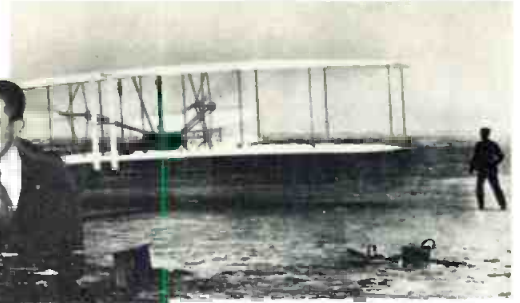
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*Tophat-wearing E. W. Scripps founded UP back when the Wright Brothers were news. An early office contrasts with UPI's modern new World Headquarters below.*

# UPI The First 75 Years



In the summer of 1907 United Press was brand new and just getting started. A handful of ambitious reporters set out to provide a fresh, aggressive style of news.

In 1935 United Press became the first wire service to offer news to broadcasters. Soon UP's scripted news was heard over hundreds of radio stations.

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UPI looks to its 75th anniversary this summer with pride in past achievements and enthusiasm for the future.

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# Closed Circuit

## DBS: sailing through

FCC is expected to consider and adopt rules for direct broadcast service next week. All commissioners with possible exception of Anne Jones are now said to favor rules that put few regulatory restraints on DBS operators. Once rules are adopted, staff can begin in earnest to process DBS applications, submitted by CBS, Western Union, RCA, DBS Corp., Graphic Scanning, Video Satellite Systems, Hubbard Broadcasting and Comsat's Satellite Television Corp. Word is that all eight will be granted, but not before late summer or early fall.

Rules FCC will consider will have little to say about technical parameters which are subject of another proceeding aimed at formulating U.S. position for Regional Administrative Radio Conference, where parameters and spectrum allocations for countries of North and South America will be determined. RARC is scheduled for June 1983 in Geneva; preparatory conference will be held there Monday, June 28.

## Discernible numbers

Nielsen's first ratings for Cable News Network are out—and CNN leaders say they're delighted. Report for May shows that around clock, seven-days-per-week, CNN's average minute rating was 1.1% of CNN subscriber homes, with average weekly come of 38.8%, both up from April levels that fell short ("barely," according to CNN researchers) of Nielsen's minimum reporting standards. May book shows reportable audiences in all but two dayparts, usually over 1% and reaching 2% on Saturday morning, 2.3% on Sunday morning. CNN officials say they've been selling advertising on assumption of 1.2 year-round average, so they call May numbers right on target.

Quoted ratings are percentages of homes in which CNN is available, not total U.S. TV homes. CNN researchers say that's legitimate—and exactly same way broadcast networks did it when they were at cable's state of development. On total-TV basis, CNN's per-minute average in May was 0.2%, or 152,000 homes, and weekly come was 6.6%, or 5,376,000 homes.

## Short but sweet

National spot television representatives are noticing practice by agencies to make buys closer and closer to air date, leading to speculation that clients are watching budgets more sharply in this period of high interest rates. But despite this tactic,

reps are pleased that business generally is brisk, with first quarter having shown about 20% increase and second quarter up estimated 10% to 12%. They view bullish business at TV networks for third quarter as harbinger of good things to come for spot TV in that period.

## Open door

Jack Valenti, president of Motion Picture Association of America, is "very happy" in his present post—but he would not reject out of hand suggestion he move his office several blocks north and take over as president of National Association of Broadcasters. Valenti, who was reported to have qualities sought by NAB committee searching for candidates to succeed Vincent Wasilewski ("Closed Circuit," June 7), said no one has contacted him about NAB post. "But," he said, "if anyone wants to talk to me, I'll listen."

## Kentucky kernels

If NAB quest is for low-key, highly respected political leader with small-market broadcast ownership background or for highly visible entrepreneur with political flair, Kentucky can come shining through. So says well-known broadcaster (who wants to shield his identity) in advancing candidates for NAB presidency. Incumbent Senator Walter D. Huddleston (D-Ky.), 56, elected to Senate 10 years ago, was part owner of WLBN(AM) Lebanon, Ky. (1957-72) and served as president of Kentucky Broadcasters Association. Governor John Young Brown, 48, of Kentucky Fried Chicken fame and former owner of Boston (basketball) Celtics, who cannot succeed himself when his term expires next year, is second nominee. His wife is Phyllis George, network personality who last week co-hosted *Good Morning, America*.

## Heat from Hill

Word that Navy Department is building broadcast antenna array on Florida's Saddlebunch Key that could be used by Radio Marti ("Closed Circuit," June 7) has aroused interest of no fewer than three House subcommittees. Among concerns is that government is using funds—about \$1 million—for station to broadcast to Cuba without congressional approval. Department of Defense says facility—four-tower array, not three, as originally believed in Washington—was originally conceived to serve DOD's needs and that it was simply designed to accommodate Radio Marti as well. Representative Thomas J. Tauke (R-Iowa), member of

House Telecommunications Subcommittee, said "lot of faith" is needed to accept that premise. He and Representative Tim Wirth (D-Colo.), chairman of subcommittee, Friday were preparing letter to DOD on matter.

Staffers on House Government Information and Individual Rights Subcommittee were clearly upset at news of Navy project in Florida. State Department officials told subcommittee in October that work on Radio Marti would not proceed without congressional approval. Short time later, apparently, contract for construction of antenna was let. Staff of House Appropriations Committee has already completed report on matter and submitted it to Representative Neal Smith (D-Iowa), chairman of Appropriation's Subcommittee on Commerce, Justice, State and Judiciary.

## Fast track

ABC's planned Home View Network, which would provide scrambled programming over O&O's and affiliates during early-morning hours for taping by subscribers (BROADCASTING, May 3), is expected to receive FCC approval by early fall. According to Broadcast Bureau, major hurdle is whether ABC should be granted authority to apply for limited STV authorization for affiliates, problem that could be easily remedied if interested affiliates applied for that authorization on their own.

Commission is expected to make it easier for stations to qualify for STV authorizations this week when it considers staff proposals to, among other things, delete its complement-of-four and 28-hour rules, which prohibit STV entry into markets that would be served by four or fewer conventional TV stations and hold that STV stations must broadcast at least 28 hours of conventional programming each week.

## Ride for religion

Serious new threat to passage of cable copyright bill (H.R. 5949) arose last week as broadcast and cable representatives in Washington learned that majority of House Telecommunications Subcommittee favors amendment to require all cable systems to carry local religious stations, regardless of their audience shares. Cable and broadcast interests are vigorously opposing amendment, to be offered by Representative James Collins (R-Tex.) when subcommittee marks up bill after July 4 recess.



# Cablecastings

## Wanted man

National Cable Television Association is pressing President Tom Wheeler to sign two-year contract that would pick up where current three-year pact leaves off this August. NCTA Chairman John Saeman, who is personally handling the negotiations, met with Wheeler last Tuesday morning in Washington, but declined to discuss any of the terms. It's assumed that perquisites and salary add up to considerably more than the \$120,000 Wheeler is currently reported to earn. Saeman said the chances are "good" that Wheeler will sign by the end of June. "Tom has done an outstanding job," Saeman said, "and the industry would be well served to have an extension of his [contract]."

## On the ground floor

Although Cox Cable is the only cable company to apply at the FCC to become a digital electronic message service (DEMS) operator (BROADCASTING, June 7), the potential of the two-way microwave service has not been overlooked by others in the industry. In fact, the ownership of Digital Termination Services Inc. (DTS), the largest applicant now on file, includes some prominent cable names: Robert W. Hughes and Jack Crosby, principals in Prime Cable Corp., and two of the three owners of Communications Properties Inc., the MSO sold to Times Mirror in 1979 for nearly \$130 million (22% each) and John Saeman, vice chairman and chief executive officer, Daniels & Associates, and chairman of the National Cable Television Association (6%). The other half of the corporation is owned

by Frank Drendel, executive vice president, M/A-COM (22%); Jay Ricks, a communications lawyer with Hogan & Hartson (22%), and James F. Fitzgerald, owner of the Milwaukee Bucks basketball team (6%).

DTS has proposed constructing DEMS systems in 100 cities to carry data and digitized voice and video (for teleconferencing) among businesses. The cities would be interconnected by satellite. DEMS is a common carrier service and DTS said in its applications that it has had talks with MCI Telecommunications about providing services for the long-distance telephone company.

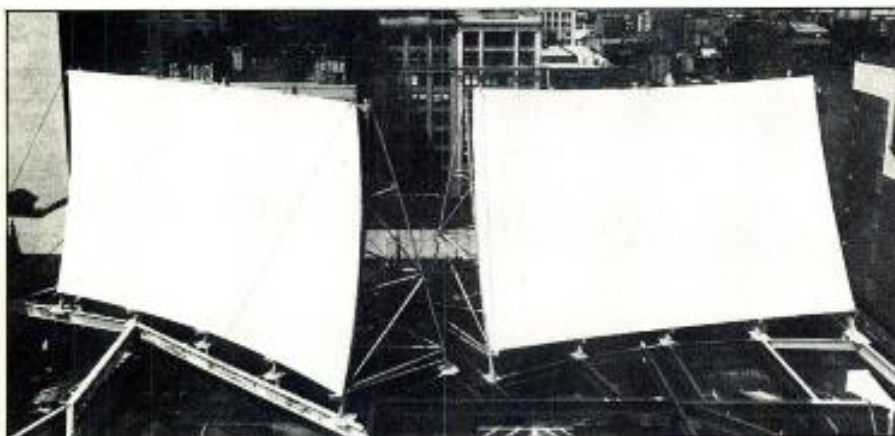
Because of the numerous competing applications for the limited number of microwave licenses in each city, it is unlikely DTS will be able to set up shop in all 100 markets. But if it does, according to its application, it will have spent \$35 million.

## Investments

The National Cable Television Association knows how to spread it around. Between Jan. 1, 1981, and March 31, 1982, according to the Federal Election Commission, NCTA's political action committee (Cablepac) divided \$31,062 among 74 "candidates" for Senate and House, most of them incumbents on committees affecting industry. Only seven received more than \$1,000: Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee (\$1,600); Senator Howard Cannon (D-Nev.), the ranking Democrat on the Commerce Committee (\$1,362); Representative Allan Swift (D-Wash.), a member of the Telecommunica-



**Another cablesat.** Western Union's Westar V, expected to carry an array of cable programming ("Cablecastings," June 7), roared into space last Tuesday evening at 8:24 p.m. NYT from pad 17 of the Kennedy Space Center. As of last Thursday afternoon, the 24-transponder satellite was in an elliptical transfer orbit, awaiting firing of the on-board apogee kick motor (a solid-fuel rocket) at 6:15 p.m. NYT Friday which would boost it into its initial geostationary orbit at 139 degrees west longitude. After a period of testing, according to Western Union plans, the satellite will be moved to its permanent slot at 123 degrees west where it will replace Westar II and begin service. The aging Westar II satellite will be co-located with Westar I at 79 degrees west. The testing and positioning is expected to take a month.



**Post no bills.** Manhattan Cable TV, Time's cable system serving the southern half of the New York borough, invited the press to the roof of its midtown headquarters (120 East 23d Street) last Tuesday to witness the inauguration of its new satellite earth station featuring twin 36-by-22-foot spherical antennas ("Closed Circuit," May 10). Together, the antennas can receive signals simultaneously from every satellite in domestic geostationary orbit arc (55 degrees west longitude to 145 degrees west longitude). The earth station is now set up to receive feeds from seven satellites: Satcom I, Satcom II, Satcom III-R, Satcom IV, Westar III, Westar IV and the Canadian Anik-2. The cost of the earth station and its installation was a reported \$400,000, much of which went toward shoring up the roof of the 12-story building. The antennas were supplied by United States Tower Co., Miami, Okla.

tions Subcommittee (\$1,100); Representative Thomas Luken (D-Ohio), a member of the Telecommunications Subcommittee (\$1,000); Senator Robert Packwood (R-Ore.), chairman of the Commerce Committee (\$1,000); Representative Jack Brooks (D-Tex.), a member of the Judiciary Copyright Subcommittee (\$1,000), and Senator Larry Pressler (R-S.D.), a member of the Communications Subcommittee (\$1,000). NCTA seems to have a preference for Democrats. More than two-thirds of the funds went to members of that party.

## 'PRO' builder

The National Football League appreciates the power of cable television advertising. The league picked up more than 4,000 new subscribers for its year-old "PRO!" magazine by airing 18, mostly two-minute, direct-response commercials on ESPN during the all-sports network's day-long (10 a.m. to 6 p.m. NYT) coverage of the NFL draft April 27. "PRO!," published monthly during the football season (August through February), has a rate-base of 175,000 as it prepares for its second season. A spokesman for "PRO!" attributed the success of the



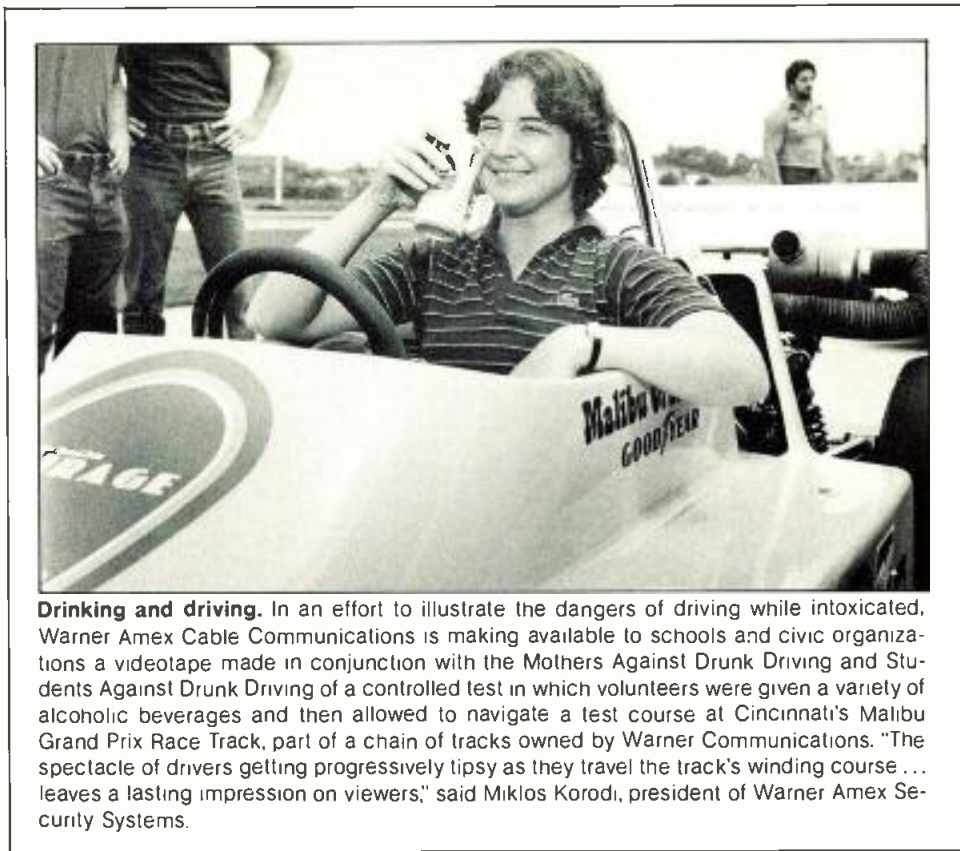
spots to the fact that the draft-day coverage "pinpointed" "PRO's" market. "It was our exact audience," he said. "It couldn't have been a more perfect match." A similar effort during draft day last year drew a similar response, he said. ESPN was compensated for air time on a per-inquiry basis. In other words, the network received a few dollars for each order received.

### Captain Outrageous slept here

Visitors to Washington now have a chance to sleep in the same bed Ted Turner did. That city's Mayflower hotel has designated suite 336 the "Ted Turner Suite" after the Atlanta cable entrepreneur spent the night in it during one of his frequent stays at the hotel. Visitors can reserve the suite by asking for it by name, but should be prepared to spend a bundle for the privilege—\$175 a night to be exact.

### Pennies from heaven

Remember that 50-cents-per-subscriber "signing incentive" Group W Satellite Communications is paying cable operators who signed up before the upcoming launch of Satellite News Channels (see page 52) and who agreed to put the service on before November? Indications are there will be some kind of incentive as well for operators



**Drinking and driving.** In an effort to illustrate the dangers of driving while intoxicated, Warner Amex Cable Communications is making available to schools and civic organizations a videotape made in conjunction with the Mothers Against Drunk Driving and Students Against Drunk Driving of a controlled test in which volunteers were given a variety of alcoholic beverages and then allowed to navigate a test course at Cincinnati's Malibu Grand Prix Race Track, part of a chain of tracks owned by Warner Communications. "The spectacle of drivers getting progressively tipsy as they travel the track's winding course... leaves a lasting impression on viewers," said Miklos Korodi, president of Warner Amex Security Systems.

coming aboard after the launch. How much hasn't been decided yet but it can't be 50 cents or there will be some very annoyed operators among those who signed up early.

(The 50-cent incentive applies to all advertiser-supported GWSC services, and is separate from the 25-cent-per-subscriber marketing assistance packages.)

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# Business Briefly

TV ONLY

**Winn-Dixie Stores** □ Supermarket chain. Begins in August for 52 weeks in Charleston, S.C., and Greenville-Spartanburg, S.C.-Asheville, N.C. All dayparts. Agency: William Cook Advertising, Jacksonville, Fla. Target: total women.

**Fayva Shoes** □ Shoe stores. Begins in third and fourth quarters for varying flights in about 30 markets. All dayparts. Agency: Arnold & Co., Boston. Target: women, 18-34; men, 18-34; teen-agers, 12-17.

**Child World** □ Children's Palace (toy stores). Begins Aug. 8 for fourth quarter in about 20 markets. All dayparts. Agency: Fox & Associates, Cleveland. Target: total children; women, 18-49.

**Ronco Teleproducts** □ Thin Again (diet aid). Begins June 28 for 13 weeks in about 150 markets. Agency: Castle Advertising, Scottsdale, Ariz. Target: Total adults.

**Procter & Gamble** □ Test product. Begins in June for third quarter in Charleston-Huntington, W. Va.; Lexington and Louisville, both Kentucky; Nashville; Knoxville, Tenn., and Evansville, Ind. Agency: Young & Rubicam, New York. Target: women, 25-54.

**Matex** □ Rusty Jones (rust proofing). Begins in July for 11 weeks in 20 markets. News times. Agency: CPM Inc., Chicago. Target: total men.

**El Chico Corp.** □ Mexican restaurants. Begins June 28 for nine weeks in under 10 markets. Fringe and prime times. Agency: The Bloom Agency, Dallas. Target: adults, 25-49.

**Michigan State Lottery** □ "Good Life" promotion. Begins July 11 for eight weeks in six Michigan markets. All dayparts. Agency: Yaffe Berline, Southfield, Mich. Target: adults, 25-54.

**Cities Service** □ Unleaded gasoline. Begins July 12 for six weeks in about 40 markets. Fringe and prime times. Agency:

Hood, Hope & Associates, Tulsa, Okla. Target: total men.

**Fisher Cheese** □ Sandwich Mate. Begins Aug. 9 for six weeks in over 10 markets. Day and early fringe times. Agency: Sive & Associates, Cincinnati. Target: women, 25-54.

**California Summer Fruit** □ Nectarines. Begins July 19 for five weeks in 13 markets. Day, early fringe, and late fringe times. Agency: Busse & Cummins, San Francisco. Target: adults, 25-54.

**Heritage Federal Savings & Loan** □ Begins July 12 for six weeks in Florida markets of Daytona Beach and Orlando. Prime access, prime, news, sports and weekends. Agency: D'Arcy-MacManus & Masius, Atlanta. Target: adults, 35 and over.

**Bay Area Vision Center** □ Test campaign. Begins July 12 for six weeks in Sacramento and Stockton, both California. All dayparts. Agency: Mendelsohn Adler, San Francisco. Target: adults, 25-54.

**Pearle Vision Centers** □ Pearle Trust (eyeglass stores). Begins July 19 for two to three weeks in over 100 markets. All dayparts. Agency: Foote, Cone & Belding Advertising, Chicago. Target: adults, 18-49.

**Pep Boys Stores** □ Automotive accessories. Begins July 14 for two weeks in Fresno and Bakersfield, both California; San Diego; Phoenix, and

# COLUMBUS IS GONE.

Columbus has gone Superadio. WRMZ has just signed with us.

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But there are other major markets still available, so call David Pollei at (212) 708-8172. Before it's too late.

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**Dual effort.** Prince Foods Co., through Venet Advertising, New York, has planned fall campaign for Prince spaghetti sauce implementing side-by-side comparison and introduction of new label and ingredients. Theme for both spots is "What's in new improved Prince spaghetti sauce is really Italian: the taste will tell you that!" Fourth-quarter flights begin in August in Detroit, Chicago and five New England markets.



Your  
Lucky Day  
Is Coming  
This Fall!

## AdVantage

**SRA pushes radio.** Station Representatives Association has established National Radio Marketing Group as part of its cooperative effort with Radio Advertising Bureau to promote and publicize sale of spot radio. Chairman of new group is Roy Lindau of Major Market Radio, New York, who will have eight radio representative executives working with him. They will follow up leads generated by RAB's presentations being developed for various industries.

**Five-year cable deal.** Nestle Co., White Plains, N.Y., has signed five-year contract to advertise its Nescafe and Quik brands on CBN Satellite Network, starting Sept. 27. Via McCann-Erickson, New York, Nestle will advertise coffee, tea, chocolate morsels and candy bars on *USam* series each morning and on new CBN women's series, *Time Out*, which will begin on Oct. 4.

**Going public.** Standard Oil Co. (Indiana) will run its current series of five TV spots on public television station WTTW Chicago—one of 10 public stations experimenting with advertising—starting this week, with emphasis on prime time. D'Arcy-MacManus & Masius/Chicago handled creative work for campaign that promotes Standard Oil and its Amoco companies which use "advanced technologies to explore and produce energy sources for the future." That message, according to Standard Oil spokesman, is compatible with "quality and content of programming on public television."

**Sell yourself.** Television Bureau of Advertising announces competition for member stations for best on-air television spot promoting use of TV as advertising medium. Thirty-second spot should be sent to TVB On-Air Competition, 485 Lexington Avenue, New York 10017. Entries should be sent on three-quarter-inch videotape and should be received no later than June 30. Winning station will be awarded registration and round-trip ticket to TVB's November annual meeting in San Francisco for its general manager or general sales manager.

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## RepReport

KMBC-TV Kansas City: To Katz American Television from Metro TV Sales.

WPEG(FM) Concord, N.C.: To Bernard Howard & Co. from Jack Masla.

KZEV(FM) Clear Lake, Iowa: To P/W Radio (no previous rep).

Tucson, Ariz. Fringe and prime times. Agency: Michael Sellers, Los Angeles. Target: men, 18-49.

**John E. Cain** □ Salad dressing. Begins June 28 for one week in Boston; Hartford-New Haven, Conn.; Portland, Me.; Springfield, Mass., and Providence, R.I. All dayparts. Agency: Harold Cabot & Co., Boston. Target: women, 25-49.

**Venture Stores** □ Dollar days promotion. Begins July 15 for one week in about seven markets. All dayparts. Agency: Grey-North, Chicago. Target: women, 18-34.

**Heileman Brewing Co.** □ Various brands. Begins June 28 for varying flights in about 60 markets. Sports times. Agency: Campbell-Mithun, Chicago. Target: men, 18-49.

**Pennzoil** □ Motor oil. Begins July 12 for varying flights in over 50 markets. All dayparts. Agency: Eisaman, Johns & Laws, Houston. Target: men, 18-49.

**CBS Records** □ Jane Fonda's Workout (record). Begins in June for varying flights in Boston, New York, Philadelphia and Cleveland. Agency: Young & Rubicam, New York. Target: women, 25-54.

### RADIO ONLY

**Houghton-Mifflin** □ American Heritage dictionary. Begins in fourth quarter for six weeks in eight markets. Agency: BBDO Inc., Chicago. Target: adults, 18-24; adults, 25-49.

**United Savings** □ Banking. Begins June 28 for five weeks in eight Texas markets. Agency: Metzendorf Advertising Agency, Houston. Target: men, 35 and over.

### RADIO AND TV

**Atari** □ Coin video games. Begins in June for third quarter in Oklahoma City, Minneapolis and Charlotte, N.C. Agency: Young & Rubicam, New York. Target: teen-agers, 12-17; adults, 18-24.

**Gulf Oil Corp.** □ Service station support. Begins in June for varying flights in Lexington and Louisville, both Kentucky, and Memphis. Agency: Young & Rubicam, New York. Target: adults, 25-54.



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Fall 1982

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# Datebook

## This week

**June 11-18**—*Radio-Television News Directors Association of Canada* annual meeting. Sheraton Center, Montreal.

**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 13-15**—*MDS Association* annual convention. Theme: "MDS Multichannel 'Wireless Cable' systems." 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. Holiday Inn, 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 14-20**—Oklahoma International Film Festival sponsored by *Oklahoma Film and Television Producers Association*. Williams Plaza hotel and Williams Center Cinema, Tulsa, Okla.

■ indicates new or revised listing

**June 14-24**—"Legal Aspects of the Media" course for attorneys offered by *New York University School of Law's* transitional educational program. Course will focus on copyright and communications law, antitrust and First Amendment. Information: Linda Rollyson, NYU Law School, 40 Washington Square South, New York, 10012.

■ **June 15**—*Copyright Royalty Tribunal* hearings begin to determine how much cable operators should pay for distant signals. Postal Rate Commission, Washington.

■ **June 15**—*National Academy of Television Arts and Sciences, Washington chapter*, seminar, "The Odds Are That the Horse Race of the Eighties Will Change the Way We Look at Things at Home, Electronically." Speakers: Judy Elnicki, Comsat; Ric Clay, Super TV; Larry Patrick, National Association of Broadcasters, and Tom Alexander, Media General Cable, WDVN-TV Washington.

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

**June 15**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Denver Airport, Denver.

**June 15**—*Radio Advertising Bureau's* Idearama for radio salespeople. Indianapolis Hilton, Indianapolis.

**June 15**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Fargo, N.D.

**June 15**—*American Women in Radio and Television* (Atlanta chapter) 30th anniversary awards banquet. Downtown Marriott, Atlanta.

**June 15-17**—*ABC* consumer press tour. Century Plaza hotel, Los Angeles.

■ **June 15-17**—*Institute of Electrical and Electronics Engineers* International Microwave Symposium. Hyatt Regency hotel, Dallas.

■ **June 15-17**—*C-Cor Electronics Inc.* training seminar on state-of-the-art cable technology. Rode-way Inn, Denver.

**June 15-17**—*Armed Forces Communications and Electronics Association* 36th international convention and exposition. Sheraton Washington hotel, Washington.

**June 16**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Mark Monsky and Christopher Jones of WNEW-TV New York will speak on international reporting.

**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**—*Advertising Club of Metropolitan Washington* annual Radio Day luncheon. Speaker: Dick Clark, United Stations Country Music Network, Washington Hilton, Washington.

■ **June 17**—*Radio Advertising Bureau's* Idearama for radio salespeople. Stan Musial & Biggie's, St. Louis.

■ **June 17**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hyatt Des Moines Airport, Des Moines, Iowa.

■ **June 17**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn West, Billings, Mont.

**June 17-18**—*Arbitron* radio workshop. Loews Anatole, Dallas.

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

**June 19**—Seminar on video special effects sponsored by *Videography Co. and Studios*, Los Angeles.

## Also in June

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

■ **June 22**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport Inn, Pittsburgh.

■ **June 22**—*Radio Advertising Bureau's* Idearama for radio salespeople. Albuquerque Hilton Inn, Albuquerque, N.M.

**June 22**—*Independent Media Producers Association* seminar, "Doing Business with Trade Associations." Key Bridge Marriott hotel, Arlington, Va.

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

**June 23**—*Women in Cable, New England chapter's* "The Great Debate" on sex on cable. Moderator: Charline Allen, industry columnist, Paul Kagan Associates, Faneuil Hall marketplace, Boston.

**June 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, president and chief executive officer, Cable Health Network, Copacabana, New York.

**June 23**—*National Association of Broadcasters* seminar, "The Broadcast Marketplace: Legal Issues for the 80's," for house counsel of NAB member stations and associate member law firms, NAB headquarters, Washington. Information: William Kennard or Janet Zeide, (202) 293-3560.

## Major Meetings

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

■ **Oct. 15-19**—*VIDCOM* international market for videocommunications. Palais des Festivals, Cannes, France.

**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.

■ **April 22-26, 1983**—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

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

**May 3-7, 1983**—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; 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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Los Angeles	KTLA	M-F 6-7pm	#1
Washington, D.C.	WRC	M-F 4-5pm	#1
Atlanta	WAGA	M-F 4-5pm	#1
Kansas City	WDAF	M-F 4:30-5:30pm	#1
San Diego	KGTV	M-F 3:30-4:30pm	#1
Memphis	WMC	M-F 4-5pm	#1
Bakersfield	KERO	M-F 4:30-5:30pm	#1

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## CNN supporter

EDITOR: I read with disgust the attacks by Group W Cable's Lloyd Werner in the May 3 issue on [Ted Turner's Cable News Network]. Besides being what Turner's Nory LeBrun called "inflammatory rhetoric," I interpret the attacks as irresponsible. In what most consider an era when mass communication is convincingly in a transition, along comes a cable programmer who blasts [one in] his own field [Werner]. I think Werner should recognize the convenience CNN has contributed to cable viewers and defer his rhetoric.—*Dreux DeMack, production manager, Cable Channel Nine, Olathe, Kan.*

## Credit where due

EDITOR: Re your May 17 article on the National Coalition on Television Violence's study:

I'm sure the public at large commends you for reporting the shocking research recently completed. I hope the report will give impetus to a public outcry which, in

my mind, should have been forthcoming many years ago.

The one concern I have is the lack of recognition of those TV producers, other than PBS, who are making a positive impact on our youth. A case in point is Warner Amex's Nickelodeon program service that has been receiving fine reviews as a production that appeals to youth in a nonviolent, educational manner.

Perhaps in the future credit can be given to those producers who are making a conscientious effort to provide our youth with more wholesome viewing.—*John J. Lewis, principal, Mill Road Elementary School, Red Hook, N.Y.*

## Computer solution

EDITOR: Warner Amex Satellite Entertainment Co.'s Marshall Cohen makes some pertinent points about the viewing patterns of cable television subscribers and the difficulties in measuring them ("Open Mike," May 31). Ironically, Mr. Cohen's letter followed by only four pages Lee Fac-to's "Monday Memo," in which he describes some of the opportunities which

the computer presents to the broadcast station and the cable system operator.

I say ironically, because it is the computer which provides the potential for the most accurate and cost-effective solution to the problem of cable viewer measurement.

As set-top converters become more "intelligent" through the incorporation of microprocessor technology, the opportunity arises for periodic "polling" downline from a computer at the headend, with the converter returning the channel currently viewed back upline. The accuracy of this method is indisputable, and the frequency of polling is limited only by the number of converters to be polled and the power of the computers employed.

Using such a method, cable system operators would have data on which to base local spot rates, advertiser and agencies would be better able to target their campaigns and program suppliers would get timely feedback on how successful their programming is. Even the networks might prefer a cable sample of, say, one million viewers in New York City to a Nielsen sample of some 1,200 nationwide.

Naturally, this method is not comprehensive, in that supplementary research will still be necessary to determine the demographics of a particular show's audience. However, the central computer could be programmed to select specific households for follow-up phone interviews during or immediately after programs of research interest. The possibilities are limitless (e.g. "Why did you tune out halfway through that show?").

Amazingly, such on-line, realtime data gathering capability is within the reach of the industry using currently available technology. The only real questions should be: "Whose drawing board is it on?," and "When will it be available?"—*Neil D. Weiser, Federal Way, Wash.*

## Jersey question

EDITOR: I am writing in response to your editorial of May 24, "Whom do you trust?" Your editorial is misleading and does not provide the reader with adequate information regarding the need for a New Jersey VHF assignment.

Though New Jersey admittedly does receive television signals from seven New York City outlets and three Philadelphia VHF outlets, it has no VHF television signal of its own (though WNET is technically licensed in New Jersey, most of its programming and its main studios are in New York). It is this issue with which the New Jersey Coalition for Fair Broadcasting, Senator Bill Bradley and the rest of our congressional delegation are concerned.—*Marsha Stern, executive director, New*

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*Jersey Coalition for Fair Broadcasting,  
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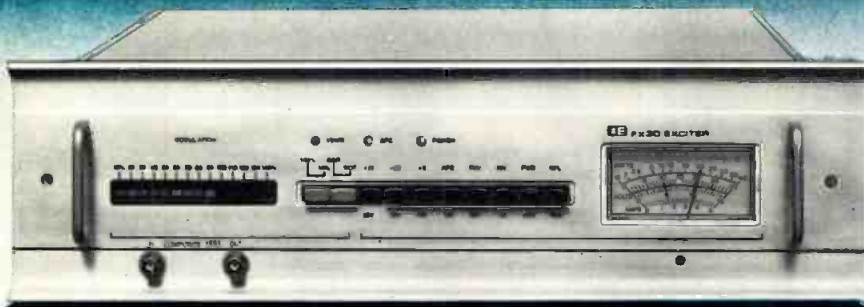
EDITOR: In your May 24 editorial about New Jersey television, I think you've missed the point about the state being "underserved." What's needed is television service *originating* in the state.

It was a good many years ago that I lived in New Jersey—even before there was a public TV channel—but I can assure you that having a wide choice of TV signals from New York and Philadelphia does not fill the need. Just try to find any news or public affairs programming that has anything to do with New Jersey!—*Dennis L. Cresswell, president-general manager, KLOQ(AM) Merced, Calif.*

### 'Reality' message

EDITOR: I read Muriel Reis's "Monday Memo" in the May 10 BROADCASTING with great interest. For more than two years, Consumers Union has produced "reality programming" for cable television. Our series is aired by Home Box Office—a pay entertainment service—and is largely based on information from *Consumer Reports* magazine. I found her statement of the issues relating to production very relevant and helpful, particularly in light of our commitment to provide accurate, independent information that is, at the same time, readily understandable and entertaining.—*Joyce Newman, director, Consumer Reports Television, Mount Vernon, N.Y.*

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**Editors' note.** "Monday Memo" is dedicated to the expression of one person's opinion on subjects of interest to the *Fifth Estate* at large, and this week's entry is no exception: It represents what Robert Glaser thinks about efforts to change the financial interest, syndication, prime time access and station representation rules. But it is evident that Glaser is not alone in holding an opinion on one side or the other of the dispute; a veritable army of lobbyists and others concerned about these aspects of deregulation has besieged the FCC in recent weeks, as *BROADCASTING* reports in depth in this issue's "Top of the Week." Under the circumstances, the Glaser article must be considered a partisan part of that general lobbying effort. The editors anticipate opposing points of view to be put forward by others.

## The darker view of deregulation

Traditional arguments for deregulation as the heart and soul of a healthy and competitive marketplace just do not hold water when applied to our industry. Broadcasting is too young, too dynamic and too shaped by the regulation that has made it what it is, to lend itself to traditional arguments.

Deletion of the financial interest, syndication, prime time access rules and the rep restrictions (they're all tied together in one rule) now would achieve exactly the opposites of the noble goals normally attributed to it. It would, in effect, create a three-headed cartel or monolith, inimical and unresponsive to the interests of the industry and ultimately the consumer. Deregulation would stifle competition and squeeze out independent producers and syndicators. Instead of many spot sales reps, we'd see fewer—fewer than today. Instead of hundreds of booths at NATPE, we'd see three.

Deregulation is in fact desirable when entry into the marketplace is possible. In television networking, entry into the marketplace is impossible. The FCC's frequency allocation adopted decades ago makes it impossible for a new network to compete with existing ones. That is the crux of the problem. It was created by the FCC years ago. Yet, that same commission would now say: "We created the confusion but nevertheless let's deregulate and wash our hands of it."

Network dominance of the industry was a threat addressed in 1970. It is as much a threat today. Their cries that new technologies have undermined their competitive positions may as well be cries of "wolf" or for protection from the unseen bogeyman. The "new technologies equal doom for the networks" equation set forth by deregulation advocates has yet to prove true.

The networks themselves forecast that by 1990 the number of television homes



Robert L. Glaser is president-domestic for the Viacom Enterprises division of Viacom International, and as such is responsible for the development, syndication and sale of TV series and features. Before joining Viacom earlier this year he was president of RKO General Television, in charge of that company's major market TV stations and related activities. Before that he was general manager of WOR-TV New York and held executive posts with the ABC Television Network and Metromedia.

will grow from the present 80 million to 100 million—an estimate undisputed by most people in the industry. It is also estimated that whereas 83% of the prime time audience watches one of the three networks, by 1990—chiefly because of increased cable television and especially pay cable competition—the network share will be down three percentage points, to 80%, which is virtually the same slice of a much bigger pie.

The networks are hardly the dinosaurs they would have us and the FCC conveniently believe. Broadcasting profits of ABC, CBS and NBC from 1970 to 1980 were up 550%, from \$50 million to \$325 million. They eat up more of the broadcasting day and account for a greater share of the television industry dollar than they have in 30 years.

Above all, networks are as intimately involved in the new technologies they're saying will hurt them as anyone. Networks are, in fact, partnered in the exploitation of the new technologies with such giants as AT&T, Fox, Hearst, Westinghouse, Sony, Rockefeller Center and many more. Networks are well entrenched in the new technologies.

Since the rules against domestic syndication by the networks and against net-

work financial interest in the programs they air were adopted, there has been a healthy proliferation of producers and distributors. That is in the public interest. Deregulation's implications in this regard are all too explicit. The producers, suppliers, and above all, stations, would be even more at the mercy of network programmers. The networks could conceivably leverage their control of delivery systems to monopolize syndication rights and intimidate affiliates into surrendering total clearance, or negotiate with even greater strength. The gains in the availability of independent programming and opportunities for diversity would be lost. The cartel's practice of lowest common denominator and "follow the herd" programming would become more completely entrenched than ever.

Independent TV stations which have become a healthy and robust segment of the broadcasting spectrum (and have recently been making inroads into network time) could effectively be diminished through the withholding or selective marketing of off-network product. Programs such as *M\*A\*S\*H* would certainly be withheld from the marketplace until all uses on the networks were completed. Programs could then be channeled into the networks' cable operations, delaying availability to stations until the programs became dated or useless.

Imprudent deregulation now is tantamount to abandoning the communications industry to a new order, once again making entry into the new industries impossible. Software drives the industry, and most of the existing entities have already begun operations in the software side of today's developing new technologies. With deregulation, the combinations of existing forces and their programming leverage would make entry into the new markets as difficult as entry into network television.

If the new technologies materialize in such a manner as to seriously erode the networks' competitive stance, a sound deregulation policy might well be discussed and implemented. But to regulate or deregulate today in anticipation of possible future contingencies is not sound public policy. To deregulate with factual information in hand, to act with the actual knowledge of problems that have presented themselves—real problems, not speculative ones—is in the public interest and the only view one can logically endorse.

The cloud on the horizon is the possibility that, as has previously occurred, the FCC, without proper background, without facts but rather on the basis of speculative occurrences and false formulas, will act prematurely. Let's not manufacture the disease in order to create the vaccine.



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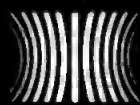
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# Broadcasting Jun 14

Vol. 102 □ No. 24

TOP OF THE WFEK

## FCC under gun on financial interest

**Networks present their case to FCC for repeal of rule; producers, including Bleier of Warner Bros., Valenti of MPAA and Larsen of NATPE, visit commissioners in lobbying effort to prevent repeal**

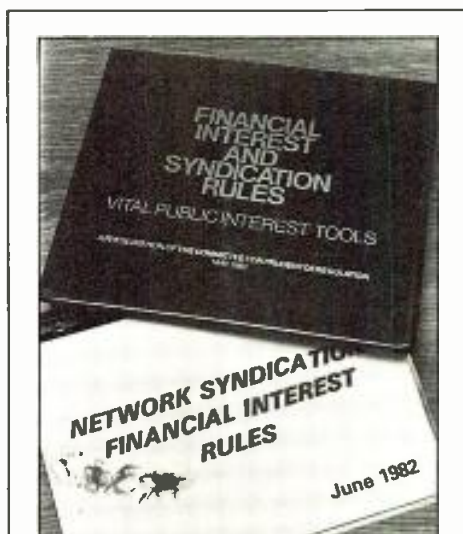
The controversy blooming over whether the FCC should repeal its financial interest and syndication rules, which prohibit television networks from acquiring any piece of the exhibition, distribution or other commercial use of any program not produced entirely by the network and bar the networks from domestic program syndication, reached a new pitch last week, with more network representatives paying personal visits to the commissioners, attempting to persuade them to go ahead with the repeal.

The key word was "more." One commission official said he had witnessed more personal lobbying on those rules than on any other issue since he had been at the commission. Thus far, the commissioners have been paid personal visits by the likes of Jack Valenti, president of the Motion Picture Association of America; Ed Bleier, executive vice president of Warner Brothers Television, and Charles Larsen, NATPE International president, who have argued for retention of the rules. But the commissioners have also heard personally from, among others, Robert Mulholland, NBC president and chief operating officer, and Ev Erlick, senior vice president, ABC Inc., on why the rules should be repealed.

The forces opposing repeal have even formed a committee to try to persuade the commission to adopt their views. The Committee for Prudent Deregulation (BROADCASTING, May 17), includes Goodson-Todman, the Association of Independent Television Stations, MCA, MGM/UA Entertainment, NATPE International, 20th Century-Fox TV, Viacom International, Warner Brothers and Worldvision Enterprises. Its members have lobbied the commissioners personally on their own. And committee members have called on the commissioners and Broadcast Bureau officials with a flip-chart presentation containing arguments for retaining the rules. In brief, the committee said, the rules have done what they were designed to do—generate competition and diversity in the program marketplace—and their repeal would undo those gains.

CBS got into the act last week, sending a

contingent that included Richard Wiley, former FCC chairman and partner in the Washington law firm of Kirkland & Ellis; William Lilley III, CBS vice president for corporate affairs; Don Wear, CBS vice president for Washington affairs, and George Vradenburg, CBS deputy general counsel, on a trek through the commissioners' offices. The CBS group was armed with a flip-chart of its own, one that attempted to rebut many of the arguments



**Ammunition.** Presentation-wise, the syndicators appeared to have the edge over the networks in their contest over the financial interest rules and associated issues. They made their case in a 94-page-plus-appendices, A-through-W indexed volume (top). The networks left behind only a 17-page duplicate of their flip charts.

presented by syndicators.

In its chart, CBS contended that the rules, a "sweetheart deal for major producers," were, as the FCC network inquiry staff itself had recommended, ripe for repeal.

According to CBS, the rules disserve the public interest by increasing concentration in program supply, undermining fair competition, increasing costs and reducing diversity. CBS says the rules afford dominant program suppliers "artificial protection against fair competition"; discourage the networks from funding "creative and high-risk programming," and preclude the networks from helping small producers to finance new programs.

While the committee had argued in its

own flip-chart that repeal of the rules would see the networks rejecting independently produced programs in favor of their own, that was not so, CBS said. The networks' selection of programs is based on ratings potential, "not financial interest," CBS said. As evidence, CBS noted that it had selected only four series from the 15 series pilots it had produced for itself from 1971 to 1982. Over that same period, however, CBS said, it had selected 122 series from the 400 pilots produced by independent suppliers.

The committee had argued that the networks had increased their dominance over their affiliates even with the rules, but CBS said that the increase in network programming wasn't related to the syndication and financial interest rules but to increased news programming and sports coverage.

The committee contended that under the rules, the number of independent producers had increased—from 23, during 1971-1972, to 29 during 1981-1982—but the committee "seriously" distorts the number of suppliers of prime-time programming, CBS said. "In fact, [the] number of independent suppliers of network prime-time series programming has decreased" and "concentration of control of program supply has increased," CBS said. CBS, for example, said that while it had 25 prime-time series suppliers in 1970-1971, it had only 12 in 1980-1981.

Also, CBS said, although the committee had argued that the rules had been responsible for more alternative sources of programming, those increases weren't attributable to the rules, but to the expansion of independent stations and the prime-time access rule.

The CBS presentation ended with a quotation from FCC Chairman Mark Fowler, who, according to CBS, said: "Our next step should be the institution of rulemaking proceedings looking toward the elimination of [the syndication-financial interest] rules. . . . The time for action has come: we neither can nor should any longer delay taking a new look at rules that may serve no cognizable public interest purpose."

The committee, according to its counsel, Michael Gardner, had not as of late last week formally responded to CBS's contentions, but Gardner promised the committee would continue to try to "educate" the commissioners on the issues.

Gardner said the committee, which has picked up new members, including the Producers Guild of America and Women in Film, stood by its presentation. CBS's contention that the number of providers of prime-time series suppliers had

decreased didn't tell the whole story, because independent producers had chosen to affiliate themselves with the larger production companies for reasons of their own, Gardner said.

Gardner also noted that although the networks, contending that the commission's network inquiry had served the purpose of a notice of inquiry, were urging the commission to adopt a notice of proposed rulemaking to do away with the rules, that isn't the best route, Gardner said.

If the FCC doesn't derail the proposal altogether, it should only launch a notice of inquiry on the issues, Gardner said. According to Gardner, the network inquiry report was based on "stale" information; a notice of inquiry would furnish rule proponents with enough time to put together a "fresh" record for the commission on the issues. If the commission, however, still opts for a notice of proposed rulemaking, it at least should insure that the proposal is "content neutral," and allow rule proponents a long enough comment period—perhaps six months—to put together a comprehensive economic study that would demonstrate why the rules shouldn't be repealed, Gardner said.

Said Wiley, who is representing CBS, in rebuttal: "I can't blame them for trying to put it off."

It's still hard to say what the commission will do with the proposal when it finally does encounter it. One commissioner was heard to say he thought the matter a difficult one because he had so many friends on each side of the issue.

Although the proposal had not as of early last week been placed on an agenda, it is tentatively scheduled for the commission's meeting June 23. While no comment period had been established last week, the proposal is expected to take the form of a notice of proposed rulemaking, one proposing repeal of rules. □

## Valenti stumps to keep network programming rules

**Latest speech, before lawyers, again warns against allowing networks into syndication**

Jack Valenti, president of the Motion Picture Association of America, last week carried his fight for preservation of the FCC's syndication and financial interest rules to an audience of communications lawyers. Repeal of the rules—a matter the FCC is expected to begin considering this summer—would be disastrous for the program producers with whom the three networks deal, he said.

The theme is one Valenti has been pressing hard at every opportunity—in meetings with FCC commissioners as well as in public appearances—ever since the networks earlier this year began lobbying for repeal of the rules that prohibit them from engaging in program syndication and from obtaining financial interests in the programs they acquire.

The FCC adopted both 12 years ago in response to producers' complaints that they lacked the financial strength to resist network demands when contracts were negotiated. And Valenti, speaking at the annual luncheon of the Federal Communications Bar Association, said producers still need protection from the networks, their cries of "poverty" notwithstanding.

"What we're approaching is something that can be catastrophic," he said. "The networks bestride [the market] like a great colossus. If the financial interest rule and the syndication rule are repealed, you will have unharnessed the three networks to

dominate all of the business."

He said producers today make profits from syndication. But, he said, if networks are allowed to return to that field, they will force producers out of it. CBS, he said, by way of example, would decide against doing a pilot if the producer involved refused to surrender syndication rights. "That's the real world," Valenti said.

Valenti knew he was running against the deregulatory tide in Washington. And he put himself on the side of those who favor deregulation. But, he said, the repeal proposal raises two questions: "Is there a compelling public interest reason for abolishing the rules? And will abolition increase or decrease competition in the marketplace?"

"Deregulation is a wonderful concept," he said, "but it must be administered with a delicate hand."

The two commission rules and their survivability are not all that are on Valenti's mind these days. He is also concerned about videocassette recorders and their use in copying off the television screen the products shown there. So he discussed briefly also the "obligation to play within the rules of the game."

Specifically, he said those who own the copyright should be compensated for the use of their product. And in that matter, at least, MPAA has things going its way. The U.S. Court of Appeals for the Ninth Circuit has ruled (in an opinion that has been appealed to the Supreme Court) that uncompensated recording of television programs violates the Copyright Act. And legislation has been introduced in Congress to permit home recording but requiring copyright payments by equipment manufacturers.

Without payments to the copyright owner, Valenti said, product for free TV will disappear, with the losers being not the affluent who own VCR's but those who depend on free TV entertainment. □



CNN



ABC



NBC



CBS

**Reagan's grand tour.** President Reagan wound up a nine-day, four-country European tour last Friday as broadcast media in U.S., France, Italy, England and Germany kept up a whirlwind pace to report the news developments in the quick-changing locales. In Rome President Reagan met with Italian President Sandro Pertini and also had a meeting with Pope John Paul II. The President enjoyed a relaxing interlude in Britain when he went riding with Queen Elizabeth on the grounds of Windsor Castle, and later in the evening, he joined the queen at a formal dinner in the castle; in Bonn, the President addressed the West German Parliament on arms and disarmament.

For the most part, the television and radio networks covered the developments on their various, regularly scheduled newscasts in the morning and evening, while the Cable News Network provided

extensive coverage through the day.

The networks trotted out some of their most respected names, including Bill Moyers and Bill Kurtis of CBS, Tom Brokaw of NBC, Sam Donaldson of ABC and Daniel Schorr of CNN.

The networks, both television and radio, provided live coverage of the major speeches and pressed into service about 200 reporters and technicians, some recruited in England, France, Italy and Germany.

Coverage of President Reagan's European trip was featured across ABC News's regularly scheduled broadcasts and in an expanded *Good Morning, America* which last week began at 6:30 a.m. (NYT) a half hour earlier than normal. While each network had its own unilateral coverage, ABC handled the pool for itself, CBS, NBC and CNN.



## New executive committee on tap for NAB

**Election of members is main action joint board will take this week; closest race is for TV board; board also will continue its search for new president**

Election of a new executive committee is the hottest topic on the agenda for the annual summer meeting of the National Association of Broadcasters joint board of directors, convening this week (June 14-18) in Washington. Along with that, the board is expected to review NAB finances and, it hopes, make progress in the search for a successor to retiring NAB President Vincent T. Wasilewski, as well as to address a variety of regulatory and legislative issues facing the industry. And although no decision is planned until later this year, the board also is expected to discuss, either formally or informally, NAB's continued financial support of the Television Information Office.

Edward O. Fritts of Fritts Broadcasting, Indianola, Miss., is running unopposed for a second term as NAB joint board chairman. In the only other uncontested race, TV vice chairman Gert H.W. Schmidt, vice president, Harte-Hanks Communications Broadcast Group, Jacksonville, Fla., is running for the TV board chairmanship being vacated by Mark Smith, vice president-general manager, KLAS-TV Las Vegas, who is ineligible for another term.

In what appears to be the most hotly contested race, Kathryn F. Broman, president of Springfield Television Corp. in Springfield, Mass., is running for vice chairmanship of the TV board against Jerry Holley, vice president-broadcasting, Stauffer Communications Inc., Topeka, Kan. Broman, who is a past chairman and vice chairman of the TV board, is campaigning on 30 years' experience as a broadcaster and eight years of service as an NAB director. The first and only woman ever to have been elected to the NAB TV board, or its executive committee, Broman also is stressing her experience at managing a variety of different kinds of TV stations, including a network affiliate, an independent and a UHF. Holley, who's been a broadcaster for 25 years and is beginning his second year as an NAB director, is campaigning on the fact that he can provide continuity to the executive committee by serving for several years, while Broman, if elected, would be ineligible for any office but the joint board chairmanship after this year. (NAB bylaws prohibit service as director for more than four consecutive years but leave eligibility for the joint board chairmanship open to anyone who has served at some time on the board.) The NAB faces "a lot of problems it won't solve in a single year," said Holley, who indicated he'd probably run for the TV board chairmanship if given a year as vice chairman.

Broman and Holley are, by all accounts,

in a dead heat, each with commitments for support from six members of the 15-member TV board. The deciding votes, say TV directors, will come from three of the freshmen members, who've told the candidates they'd reserve their decisions until they've seen the board in action this week.

On the radio board, present vice chairman William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Orlando, Fla., is being challenged in his bid for the radio chairmanship by Dick Osburn, president of the Osburn & Reynolds Stations in Fort Worth. Osburn, who is in his second year as an NAB director, maintains that the executive committee needs more representation from station owners, rather than corporate executives. "Every decision Congress or the FCC makes directly affects the station owner," said Osburn, who has been a broadcaster for 31 years and whose company operates an AM and four FM stations, most of them in Texas.

Stakelin, now in his fourth year on the NAB board, counters that while he's never owned a station of his own, he is responsible for the operations of all eight stations licensed to Bluegrass Broadcasting and faces many of the same problems station owners do. Both Stakelin and Osburn are said to have been campaigning hard in recent weeks and although both were confident of victory last week, election watchers gave the edge to Stakelin.

Running for the radio vice chairmanship are Martin F. Beck, president, Beck-Ross Communications Inc., New York; Robert H. Pricer, president, WCLT Radio Inc., Newark, Ohio; Cliff Gill, chairman, KWVE-FM Marina Del Rey, Calif., and Charles B. Cooper, president-general manager, WKOR-AM-FM Starkville, Miss. Beck is said to have secured enough votes to defeat his three challengers on the first ballot.

Beck, who worked for Katz Communications for 27 years, eventually heading its radio division, and now owns and

operates six stations, is campaigning on "experience, background and know-how." He believes the industry's greatest problem is a "complacency" following deregulation by the FCC that could keep it from convincing Congress to set that deregulation into law.

Pricer, who reportedly is Beck's most serious challenger, purchased WCLT four years ago after working there since the age of 24. He too is campaigning on a long career (35 years) in broadcasting and maintains his active role in the Ohio Association of Broadcasters and on several NAB committees, including congressional liaison, would make him a strong member of the executive committee.

Gill, who entered the race later than did the other three, said he did so because he believes radio stations in the far western U.S. have not had enough representation on the executive committee in recent years. A physicist who has built 20 stations as either owner, consultant or manager, Gill is a past chairman of the NAB radio code board and is in his fourth year as an NAB director.

Cooper, who is now in his third year as an NAB director, is promising energetic leadership and an "open line to his constituents," if elected radio vice chairman. He owns Charisma Communications Group, which operates two AM's and an FM station in Mississippi and recently filed applications to offer cellular radio service in three of the top 30 markets. His company also has plans to offer low-power TV and digital electronic message service.

The board's review of NAB finances will likely include at least some celebration. For the first time in several years, the association's annual report, mailed to directors last week, shows a surplus. Income for fiscal year 1982, which ended March 31, totaled \$8,142,366 with expenses totaling \$8,079,517. The surplus of \$62,849 is attributed to more careful spending by the NAB staff, better management of NAB's interest accounts and higher income from

**Heating up.** Campaigning by candidates for the presidency of NAB continued last week, with the most strenuous efforts, according to NAB directors, being made by supporters of Thomas C. Sawyer, executive director, Ohio Association of Broadcasters. In a move bound to provoke discussion at this week's board meeting, Sawyer outlined his proposals for improving NAB government relations in a six-page letter to members of the board and search committee. Among his suggestions are increasing the number of staff lobbyists, training broadcasters in grass-roots lobbying techniques, putting more of the "pizzazz" of broadcasting into telling the industry's story to Congress, stepping up NAB's public relations efforts by extensively documenting the services local stations provide for their communities, better organizing political fund raising, working with other organizations both regularly and on special issues and adopting the successful tactics of other associations and professionals. They key role of the NAB president, said Sawyer, is in "working with the board, as a manager, identifying the issues and action areas ... seeking the consensus, developing the position and approach." The president must also be a personal lobbyist, who becomes "involved with the right timing and frequency in concert with the lobbying team and grass roots," he said, but is not the "full-time front man" for the association. Instead, said Sawyer, the president and elected officers should have a "team approach" to playing the role of spokesman. Finally, the president's role as spokesman will vary with each joint board chairman, said Sawyer, and must "complement the elected officers."

membership dues (increased last January), and NAB publications. The NAB ended fiscal year 1981 with a deficit of \$256,159 and had projected a deficit of about \$123,000 for the just completed FY 1982.

Financial updates for the first two months of this year may not be available for the meeting this week, although monthly reports are usually presented to the executive committee. Computer changes at the accounting firm that keeps track of NAB finances caused a two-week delay last month in the mailing of dues invoices to NAB members and although the problem has since been cleared up and June invoices sent, final figures for April and May will probably not be ready by this week, according to NAB treasurer, Michael Harwood.

This week's meeting will provide the board with its first opportunity to formally review and discuss the search for the next president of NAB. An 11-member search committee, headed by Fritts, will meet Monday to review a growing list of formal and informal candidates, to decide whether to hire an executive search firm to enlarge the list and to discuss how to begin narrowing their choices.

Still said to be the leading candidates are John Summers, executive vice president and general manager of NAB; Donald Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., and a former joint chairman; Thomas Sawyer, executive director of the Ohio Association of Broadcasters, and, although he has asked to be removed from consideration, Fritts.

The movement for a Fritts candidacy appeared to be growing last week. NAB directors involved say they do not know whether Fritts can be convinced to run for the presidency, but predict there will be quiet discussions this week about the possibility of a "draft Fritts" movement. An executive committee member who is close to Fritts, however, said last week he'd be "very surprised" if Fritts ran for the presidency. In a recent letter to BROADCASTING, Fritts expressed appreciation for the support being shown him, but reminded broadcasters that the job he wants is that of joint board chairman (BROADCASTING, June 7).

Legislative and regulatory updates by the NAB staff will review progress on deregulation legislation pending in Congress, and pending FCC rulemakings. The NAB radio board could take a position this week on an FCC proposal to create many new FM stations by changing the way spectrum in that band is allocated.

TIO President Roy Danish will present a rundown to the joint board on how his organization functions. It will be a followup to a similar report he gave last year to the executive committee, in which Danish sought to convince the committee to increase NAB's contribution to TIO by 10% for the next three years. The board in January granted a 10% increase, but only for 1982, maintaining that a surplus of over \$1 million in TIO's budget made it

unnecessary for a long-term increase for the office.

There has been some dissatisfaction with TIO at NAB for years, according to NAB directors, who argue that TIO duplicates many of NAB's efforts at promoting the TV industry's image to the public and in maintaining a large library for use by broadcasters and researchers. There also is distress about the size of Danish's own salary, which at \$147,050 exceeds that of the NAB president.

A report by the NAB futures committee, which will not be ready for presentation to the board this week as had been planned, is expected to recommend that NAB refuse to contribute to TIO next year unless the organization is moved to Washington and its functions absorbed into or coordinated with those of NAB. Last year,

the NAB and the three major networks each contributed \$144,000 to TIO's budget. At least one of the networks, according to a spokesman, plans to join NAB in demanding TIO's relocation to Washington.

On Wednesday afternoon, the board will take a break from its meetings for a White House briefing, probably by one of the President's top economic advisers—Treasury Secretary Donald T. Regan, Office of Management and Budget Director David Stockman or Murray Weidenbaum, chairman of the counsel of economic advisers—and a top political adviser—Edwin Meese, counsellor to the president, or White House staff director James Baker III. If his schedule permits, President Reagan may drop in on the meeting briefly. □

## NAB'S EXECUTIVE COMMITTEE

# Diverse backgrounds reflect member concerns, problems

**As association prepares to elect new panel, emphasis is on dealing with new technologies, solving problems of small owners**

When the National Association of Broadcasters joint board of directors meets in Washington this week, it will elect a new executive committee. That seven-member panel, which includes the joint board chairman, the president, the chairmen and vice chairmen of the TV and radio boards and a network representative, will make or recommend to the full board all of the key decisions affecting NAB policy and operations during the coming year.

As the NAB changes its role from an association that spent most of its time defending the industry against growing government regulation to one that is trying to influence the course of deregulation and lead its members into new technologies, the work of its executive committee members has remained, according to those members, surprisingly constant. The issues are different, they say, but the job, which involves two full days of meeting in Washington each month and lengthy phone calls in between, on top of work for other NAB committees, has stayed much the same.

It is a time consuming and often frustrating job, according to present executive committee members, but it permits an inside view of what's going on in the industry, not only in government relations, but also in technology, management and long-range planning.

"Without a doubt, [serving on the executive committee] has been the highlight of my broadcast career," said Cullie M. Tarleton, senior vice president, Jefferson-Pilot Broadcasting Co., and outgoing chairman of the radio board. Work on the committee "requires that you stay boned up on everything that's going on in radio,"

he said. "It makes you a much better broadcaster."

Outgoing network representative Donald Wear, CBS vice president, Washington, said a seat on the committee provides "tremendous exposure to the people involved in broadcasting and to issues the industry confronts." Working with the other members "helps me formulate my own thinking," he said, "and gives me a chance to contribute to theirs."

Members of the present executive committee have a single piece of advice for their successors. "You must set aside enough time each week to work on NAB issues," said TV Vice Chairman Gert H.W. Schmidt, vice president, Harte-Hanks Communications Broadcast Group, Jacksonville, Fla.

The present executive committee has been criticized occasionally for being top heavy with corporate executives, who have never experienced the problems of the single station operator. A look at the present committee, however, reveals a group with highly diverse backgrounds and a good deal more understanding of their industry's problems, perhaps, than their critics would suspect.

In defense of the executive committee, NAB directors point first to the joint board chairman, Edward O. Fritts, Fritts Broadcasting, who owns and operates a chain of small market radio stations with headquarters in Indianola, Miss. (see "Fifth Estater," page 87). With Fritts at the helm, they say, NAB can't avoid representing the best interests of smaller broadcasters, who form the majority of its membership.

Tarleton, who has been a director of NAB since 1978, has been a broadcaster since 1965, when he joined WBTB(TV) Charlotte, N.C., as a salesman. Before that, he had sold farm equipment, dairy and other food products for several different companies. From WBTB, Tarleton



moved into management of co-owned WBT(AM) in Charlotte and in 1981 was named senior vice president for radio at Jefferson-Pilot, with responsibility for the company's 11 stations. Tarleton has been active in the North Carolina Association of Broadcasters and earlier this year was elected president of the Clear Channel Broadcasting Service. Although he is ineligible to run for another term on the NAB board, he was appointed a few weeks ago to fill out the term recently vacated by Rick Devlin, who resigned from WOR(AM) New York (BROADCASTING, May 10) and had, as does Tarleton, represented Class A or large market stations on the board.

Present vice chairman of the radio board is William L. Stakelin, executive vice president, Bluegrass Broadcasting Co. in Orlando, Fla. Stakelin started broadcasting while still in high school, with an air shift at WGOR(AM) in Paris, Ky. He was well known as an air personality by the time he graduated from college in 1965 and was offered a job at central Kentucky's biggest station, WVK(AM) Lexington, flagship for Bluegrass Broadcasting. After 16 years at that company, where he worked his way up as an announcer, program director, salesman and station manager, he now runs its seven radio stations and one TV station. Stakelin ran for and was elected to the NAB board three years ago. "There were people who felt NAB wasn't doing a good job for radio," he said, "and I wanted to get involved."

Outgoing TV board chairman Mark Smith, vice president, general manager, KLAS-TV Las Vegas, has spent most of his career at the station he now runs. After graduating from the Don Martin School of Broadcasting in 1954, Smith went to KLRJ-TV, an NBC affiliate in Henderson, Nev., and after five years there moved to Hollywood where he worked for ABC programming. In 1962, he was named operations manager at KLAS-TV, and when Landmark Communications bought KLAS-TV in 1978, he was made vice president, general manager. Smith has been active in the Nevada Broadcasters Association as well as the Republican party in his state. He was a member of the Reagan transition team in late 1980 and last year considered a bid for a congressional seat opening up in Nevada.

Smith is expected to be replaced as TV chairman by Schmidt, who is NAB's present TV vice chairman. A native of Adenau, Germany, Schmidt grew up on a small farm and country inn in Pittsford, Vt., and from 1947 until the mid-1960's, owned a farm equipment distributorship in Jacksonville, Fla. In 1965, he and a group of other local businessmen applied for a license to operate on channel 10 in Jacksonville after the existing licensee had been denied renewal by the FCC. The company was granted a license in 1971, and Schmidt was named president. Schmidt ran the station, WTLV(TV), until 1978, when Harte-Hanks Communications bought it and appointed Schmidt vice president in charge of acquisitions and industry relations. He has been active in a long list of local organizations, includ-



**NAB's top row (minus one).** Members of the present executive committee (l-r seated): TV chairman Mark Smith, KLAS-TV Las Vegas; joint board chairman Edward O. Fritts, Fritts Broadcasting, Indianola, Miss., and radio chairman Cullie M. Tarleton, Jefferson-Pilot Broadcasting, Charlotte, N.C. Standing, l-r: Donald Wear, CBS Washington; NAB President Vincent T. Wasilewski; radio vice chairman William L. Stakelin, Bluegrass Broadcasting, Orlando, Fla., and immediate past joint board chairman Thomas Bolger, Forward Communications, Madison, Wis. Not pictured is TV vice chairman Gert H.W. Schmidt, Harte-Hanks Communications Broadcast Group, Jacksonville, Fla.

ing the Greater Jacksonville Broadcasters, and has served on the Federal Reserve Board, Florida Regents and the Governor's Study Commission. His experience with these organizations, he says, has allowed him to bring a diversified perspective to the NAB board.

The network seat on the executive committee rotates each June among representatives of the three major radio-television networks. Donald Wear, CBS vice president, Washington, will relinquish his place this week to Gene Cowen, ABC vice president, Washington, who has served intermittently on the committee since 1972. Wear, 35, joined CBS Washington late last year, having previously been vice president for legal and business affairs at NBC Sports. Wear has also been European counsel to NBC and vice president, NBC Sports in Europe. Prior to that, he was special assistant to FCC Chairman Richard E. Wiley and practiced communications law at the Washington office of Dow, Lohnes & Albertson.

As immediate past joint board chairman of the NAB, Thomas E. Bolger, president, Forward Communications Group, Madison, Wis., holds an ex-officio seat on the executive committee. He has spent all of his 27 years as a broadcaster at Forward, working his way up from promotions manager at WSAW-TV Wausau, Wis., to his appointment last year as head of the company. Bolger is credited with having led the NAB through one of its most defensive periods, when the FCC, chaired by Charles D. Ferris, initiated a number of changes NAB considered detrimental to the industry.

To incoming board members, who will

attend their first meeting this week, Bolger advises a spirit of cooperation. "The radio and TV industries sometimes have different points of view," he said. "The role of an NAB director is to find the common elements in both." □

## Cable dragging on Wall Street

**CBS, Cox, Heritage, Oak, Viacom all hit new lows while Time, Rogers, Scientific-Atlanta drop; outlook on broadcasting not so gloomy: ABC makes stronger showing partly because of its new ventures**

As the stock market slid lower last week, it dragged along with it a handful of communications issues, bouncing at least half-a-dozen mostly cable-related shares down to new 52-week lows during some point in Monday's trading with some sliding even lower later in the week.

Monday, CBS hit a flat \$36, lower than it had dropped two months ago when it fell to \$36.375—a point it hadn't seen in years. While the company's broadcast properties are believed to be doing well, problems in its consumer businesses and heavy CBS development spending continue to put a drag on the company's shares. And its move to borrow \$150 million in a restructuring of corporate debt hasn't gone unnoticed in the market.

Cox Communications (which recently changed its name from Cox Broadcasting to reflect its increasing cable involve-

ment), is paying the price of involvement in cable development with its share price—which set a new year low of \$26.50 in trading Monday and another on Thursday at a flat \$26. Heritage Communications set its own new low Monday at \$8.50. Oak Industries' new 52-week low set last Monday was \$18.75 and Scientific-Atlanta dropped to \$13.125. Both are heavily involved in cable equipment and Scientific-Atlanta, for one, has been noting the slowdown in cable construction.

Some companies with other major interests and heavy cable involvements were feeling the heat as well last Monday—Viacom set a new low of \$18; Time Inc. touched its previous low of \$28.63 and it hit a new low of \$28.50 on Thursday. Headquartered north of the border, Rogers Cablesystems, whose series B issue is traded over-the-counter, saw those shares dip to \$5.375 bid last Monday dropping further to \$4.825 on Thursday.

Tuesday, United Cable set its new low of \$17.75 and TCI was bouncing at \$18 bid on class A shares on Thursday (52-week low was \$17.125).

Comcast was an exception, at \$18.25 sitting almost in the middle of its range.

Ed Atorino, an analyst with Smith Barney Harris Upham who has been "cautious" on cable shares for some time, thinks fears of a "profitless prosperity" are depressing the prices. He particularly sees the interest costs associated with construction spending impinging on earnings growth. Tony Hoffman of A.G. Becker, who says "the smart money is beginning to ask some questions about building the big cities," notes that without the traditional earnings guidepost to evaluate cable, analysts had been relying on such things as subscriber counts. Now, however, difficulties of ascertaining what subscribers are worth, particularly in the new builds that are starting to come on line, introduce another level of uncertainty. One problem for the industry, Hoffman says, is that all operators are now being tarred with the same brush no matter what their level of involvement in new-build situations.

Meanwhile, the generally good word about the broadcasting business is giving most of those companies' shares support, although no one is yet setting new highs. Capital Cities Communications closed Thursday about mid-range at \$71, LIN was trading at \$22. Metromedia, while dipping during some sessions below the allegedly "magic" \$200 price level it cracked in April on its way to a year high of \$219.25, had been managing to close above \$200—before climbing by Thursday to \$213.50.

Meanwhile, the star of the show has been ABC, which closed Thursday at \$35.75 (year's low was \$26.75). That company is benefitting not only from a favorable network broadcasting outlook, but from a general perception that its new media involvements represent modest investments, with risks shared in a number of joint ventures. □

## FCC changes rules to accept more daytime stations

**Action is designed to open up new slots, allow some to increase power; commission also OK's AT&T subsidiary plan**

The FCC, contending that its action would give "some" relief to daytimers and further its policy of permitting new services that do not interfere with existing ones, last week amended its rules to permit it to accept applications for new and improved daytime-only AM stations on the 25 U.S. Class 1-A clear channels.

Under its amended rules the commission said it would accept applications for new daytime stations—and for increases in power from existing daytimers—locating those within the protected secondary nighttime contour of the clear channel stations whose frequencies they would share.

The commission said that daytimers could operate between the daytime and nighttime class 1-A service without precluding unlimited operations, and without compromising its clear channel negotiations with Canada.

Although the commission changed its rules in 1980 to permit full-time stations to broadcast on the clear channels, it had deferred action on daytime-only stations.

While Commissioner Abbott Washburn questioned whether the estimated 200 applications the commission's action was likely to spur would place a strain on the Broadcast Bureau, Larry Harris, bureau chief, said the bureau would be able to handle those with its current resources.

In other action, the commission voted 6-0 (with Commissioner James Quello absent, and Commissioners Washburn and Joseph Fogarty concurring) to launch a rulemaking proposing the elimination of its suburban community policy, its Berwick doctrine and its de facto reallocation policy, contending that those needlessly had the effect of delaying new programming service to the public by providing more grounds for opponents to challenge applications.

The suburban policy holds that when an applicant for an AM license proposes broadcasting so that his five millivolt per meter daytime contour penetrates the boundaries of a community with more than 50,000 persons, and at least twice the population of the applicant's specified community an issue can be raised as to whether the applicant really proposes to serve his specified community or the larger one.

The Berwick issue essentially extends the suburban community policy to FM and television. And the de facto reallocation issue can be raised in FM and TV authorization proceedings in second-guessing whether an applicant's proposal to move a transmitter is intended to use a

channel assigned to one community to establish a broadcast service in another.

In a statement in which Fogarty joined, Washburn said his concurrence was meant to emphasize that the three policies were meant to insure that licensees served their communities of license and had their roots in Section 307(b) of the Communications Act, which instructs the commission to insure that broadcast licenses are distributed among communities in a "fair, efficient and equitable" manner.

"The elusive goal of broad-based local service to the community persists, as does the statutory obligation of this commission to help achieve it," Washburn said. "Commissioner Fogarty and I disagreed with the majority's decision to ask the Congress for repeal of 307(b). But I trust that there is unanimity on the commission to enforce it as long as it remains a part of the act, and that a proposal to eliminate these three imperfect commission policies does not reflect a premature—and impermissible—abandonment of 307(b)," Washburn said.

In still other action, the commission conditionally approved AT&T's plan for capitalizing a separate subsidiary to provide computer-enhanced services on a competitive basis.

AT&T proposed the subsidiary, which is going by the name of XYZ Inc., to comply with the FCC's Computer II decision, which deregulated computer-enhanced services and customer premises equipment, but held that AT&T could offer those only through a separate subsidiary.

The FCC approved AT&T's capitalization plan, subject to AT&T's meeting a few criteria, such as not guaranteeing outside debt obligations of the subsidiary, declaring as reimbursable all enhanced services, preoperational expenses incurred after the release of the Computer II decision, and allocating to the subsidiary a portion of fundamental research expenses to be included in preoperational expenses. □

## Lawsuits oppose anti-SMATV policy of pay networks

**Actions in Phoenix court charge antitrust violations by HBO, Warner, ESPN, Showtime and USA**

Two operators of satellite-served master antenna television installations and the state of Arizona have filed antitrust suits against major cable networks and operators in an effort to win the right to buy programming from the networks.

SMATV systems are essentially cable systems serving apartment buildings, condominiums and mobile home parks. Because they don't cross streets or public rights of way, they can be built and operated without a municipal franchise and the regulations that go with it.

The suits allege that some networks'



policy of not selling to SMATV operators and others' decision to sell to them only in uncabled or unfranchised areas are violations of antitrust laws and they ask the courts to join the cable networks to deal with SMATV operators.

Without the ability to buy satellite programming, particularly pay programming, the suits claim, the SMATV operators will be unable to stay in business and compete with cable operators.

Arizona Assistant Attorney General Charles Eger, in a suit filed last Tuesday in the U.S. District Court of Phoenix, charged that three MSO's—American Cable Television, Cox Cable and Storer Broadcasting—conspired with a number of program networks to deprive SMATV operators in cities served by the cable operators of programming to fill their channels. The suit made the cable operators the heavies, alleging that they forced the programmers not to deal with their SMATV competition by threatening to drop them from their systems. The programmers named in the suit are Warner Amex Satellite Entertainment, ESPN, USA Cable Network, Showtime and Home Box Office.

Mehl Cable, a Tucson, Ariz.-based SMATV operator, sued Cox, Storer, Showtime and Warner Amex Satellite Entertainment on the same grounds as the state. It filed in the same court a week earlier. Because the networks were forced to stop or restrict their dealings with SMATV operators by the cable operators, Mehl attorney Owen Paepke said, they are as much "victims" of the situation as the SMATV operators are. Whether HBO will be named in the suit, said Mehl President Gary Davidson, will depend on the outcome of a policy review Davidson believes the network has undertaken. It has been the network's policy for at least the last year and a half to sell only to MDS operators and cable operators franchised by local authorities.

The suit filed by Leader Communications, an incipient Chicago SMATV operator, differed from the Arizona suits. Filed in a local state circuit court, it alleged that Warner Amex Satellite Entertainment, the sole defendant, was in restraint of trade because it possessed a monopoly—there is no "substitute or alternative" for WASEC programming—and refused to sell to SMATV operators. "If an SMATV operator is unable to obtain Warner Amex programming," the suit said, "it is unable to bid on a project and is effectively foreclosed from servicing that particular building." In addition to a court injunction, Leader is asking for \$750,000 in damages in the suit.

Most of the programmers involved in the suits declined to comment until they had examined the suits. Ben Begun, vice president, legal business affairs, Warner Amex, couldn't understand the Leader suit. Warner Amex never denied Leader service, he said, adding that Leader asked for a service application but never returned it. "We never refused them as nearly as I can determine," Begun said. □



**Fun in the sun.** (At left) CBS/Broadcast Group President Gene Jankowski with Sarah Jessica Parker (l) and Amy Linker, stars of *Square Pegs*, which debuts on the TV network this fall, during the press tour in Phoenix. (At right) Broadcast Group Executive Vice President Jim Rosenfield (l) with Tom Chauncey, board chairman of KOOL-TV Phoenix.

## CBS meets the press

**Annual meeting with TV reporters hears Jankowski run down status of 'TV Guide' investigation, 'Lou Grant' cancellation; presentations from others define state of the network**

CBS, currently conducting an in-house investigation into *TV Guide* charges that a Vietnam documentary was distorted, hopes to make its findings public "by early to mid-July."

That was the word from Gene F. Jankowski, CBS/Broadcast Group president, who along with other executives, met with reporters last week at the Arizona Biltmore hotel in Phoenix for CBS's annual consumer press tour.

Jankowski said that "of all the issues we're facing right now, the *TV Guide* matter is the most serious one that we have to wrestle with."

*TV Guide*, in an article titled "Anatomy of a Smear" published May 28, charged "journalistic lapses" and "distorted accounts of events" in a Jan. 23 documentary, *The Uncounted Enemy: A Vietnam Deception* (BROADCASTING, May 31).

"If we find that we've erred, believe me, you're going to hear about it," Jankowski told the group.

Jankowski, questioned on the National Institute for Mental Health's report on TV violence, said that while the findings were released, the way the findings were arrived at wasn't. Jankowski added that "I suppose you can't deny that television can have some effect on some people. But I don't think TV contributes to violent behavior any more than reading the front pages of a newspaper."

Regarding the cancellation of *Lou Grant*, Jankowski claimed that the decision was based on ratings and not because of star Ed Asner's politics. "The more serious implications are that CBS had folded under pressure. We haven't, and our track record is filled with incidents

where we haven't."

■ James H. Rosenfield, executive vice president, CBS/Broadcast Group, said that he expects "about a 2% growth per year of the total electronic universe." Ten years from now, he added, "we see the network share of the viewing somewhere in the 70% area."

■ David F. Poltrack, vice president, research, CBS/Broadcast Group, claimed that "as we travel the road to 1990, we feel confident of a safe journey."

While the networks' share is expected to decline to 70%, he said absolute homes delivered would rise from 38.4 million to 43.4 million.

■ Tony Malara, CBS-TV vice president and general manager, projected "an aggressive figure" of 70%-75% station clearance for CBS's upcoming overnight news service (2-5 a.m. NYT). "I've not seen many things that have been accepted as readily by the affiliate family. . . ."

Malara said that AT&T landline costs currently are being raised 64% which could bring the price annually to \$36 million-\$38 million. "We look at satellite transmissions replacing terrestrial transmissions not as a cost savings but as a cost avoidance," he explained. Malara said 38 CBS affiliates currently have satellite-receive capability.

■ CBS Sports President Neal H. Pilson called 1982 a "watershed year" for his division. In the first quarter, he claimed, "CBS controlled 45% of the sports marketplace. . . ."

CBS-TV programming itself was addressed by Bud Grant, president, CBS Entertainment; Harvey Shephard, vice president, programs, and Steve Mills, vice president, motion pictures for television and miniseries.

Among the points covered was that *M\*A\*S\*H* would not be part of the new season schedule until October and would wrap-up with a two-hour finale in February. □

## BPA/BDA convention: down to brass tacks in San Francisco

**Working convention tops all records; new this year are cable, public broadcasting**

As expected, San Francisco's St. Francis hotel bulged at the seams last week as the 77-year-old landmark accommodated more than 1,200 registrants attending the jointly sponsored annual Broadcast Promotion Association/Broadcast Designers Association seminar. Registration topped last year's total of 1,080 and is an all-time record for the event. An early breakdown of conference registration showed that the bulk of those attending—about 340—worked for one of the three commercial networks or their affiliates. Slightly over 200 were listed as television designers, about 130 were radio station personnel, and roughly the same number represented advertising agencies and production companies. Public television was well repre-



BDA President Regler

sented by about 110 registrants, most of whom took part in the annual public information directors' meeting of the Public Broadcasting Service, scheduled for the first time adjacent to the seminar. Several dozen registrants representing cable firms were attracted to the seminar's first cable workshops, developed with the assistance of Home Box Office.

"It's very gratifying to see this many people take this much time and come this far to attend," said Clarence Martin, of KYTV(TV) Springfield, Mo., noting that budget cuts at some stations have apparently not been extended to seminar travel allowances. "Managers recognize that this is a hard-working conference and we think we've kept it that way again this year."

Both Martin and BDA President Robert

Regler pronounced themselves pleased with the continuing cooperation between the two associations. Said Regler, of KGBT-TV Harlingen, Tex.: "It's unusual in this industry to find a relationship like ours, but we think it's working very well. This year, more than ever, we believe the BDA is being recognized as an important contributor to these annual seminars."

Among the "firsts" at the conference this year was an awards luncheon on Tuesday, during which the BDA paid tribute to more than 60 San Francisco area designers who helped create materials used in the seminar itself. The design committee, headed by Wiley Schmidt of San Francisco's KGO-TV, was praised by Regler and former KGO-TV general manager Russ Coughlin, now a news anchor at the station.

The "state of the art" of broadcast design and promotion was highlighted in several major presentations. Computer-based graphics were discussed by animation specialist Bob Abel on Monday, and on Wednesday electronic stills storage was the topic addressed by NBC News art director, Raymond East. Results of a BPA-sponsored survey of broadcast promotion were presented Wednesday morning by Hayes L. Anderson and John Witherpoon of the Center for Communications at San Diego State University, which conducted the study.

The increasingly prominent role of electronic production equipment in promotion and design was underscored in a Tuesday morning presentation, the third in as many years, "Broadcast Advertising: State-of-the-Art." "There are three areas in which major trends have been observed during the past year," observed Steve Sohmer, vice president for advertising and creative service at NBC-TV, in introducing the first examples of the industry's direction. "They are live action, stop motion, and animation."

Sohmer was joined by Mort Pollack, vice president of advertising and promotion, CBS Entertainment, in the 90-minute session. After screening commercials and promos selected from the U.S., Canada, Australia and Europe, the pair showed selections from fall promotional campaigns for each of the three commercial networks.

Another forum for assessing major trends was the second annual Program Distributors Roundtable on Monday afternoon, during which representatives of 18 program suppliers met with promotion

personnel in a one-on-one format to discuss common concerns. At 10-minute intervals a Chinese gong sounded, signalling participants to change tables, thus allowing station representatives to meet with as many suppliers as possible.

Other overview sessions included an art directors' roundtable on Monday evening, featuring a dozen art directors specializing in different design areas, and six radio format discussion groups, which met Monday afternoon.

Incoming BPA President Anne Coleman, of WAVE-TV Louisville, Ky., said that the seminar will continue to stress on-going education of promotion and design directors, noting the introduction of the first workshops in a three-year management training series jointly sponsored by the two associations. Members who attended a minimum of six sets of workshops over the three-year period will receive promotion or design management certificates. The sessions deal with such issues as motivation and personal negotiating skills.

Also announced last week was the introduction of the BPA's official textbook, "Broadcast Advertising and Promotion: A



BPA President Martin

Handbook for Students and Professionals," edited by the association's new seminar executive coordinator, Lance Webster. It is set for fall publication by Hastings House of New York.

BPA and Alpha Epsilon Rho, a national broadcasting society, announced their introduction of a \$2,500 scholarship for a senior college student in broadcast promotion, to be awarded during the spring of 1983.

For designers, the latest edition of "Designing for Television: TV Guide Advertising," was unveiled at the conference by Bradford Nims of WJLA-TV Washington, who compiled the volume for the BDA/BPA seminar.

Other training elements included for the first time this year were a Media Resource Center, which allowed participants to





# HEALTH FAIRS: CUTTING THE COST OF LIVING

Thelma Ruble thought she was in perfect health, but an Oklahoma Health Fair screening, cosponsored by Gannett's KOCO-TV, uncovered a dangerously high level of cholesterol in her body. As a result of this alert by medical professionals, she was able to seek immediate help. And today, in her own words, "I'm not living on borrowed time, I'm living on given time."

Gannett radio and television stations have been cosponsoring Health Fairs since 1980, working with the nonprofit National Health Screening Council for Volunteer Organizations. Nationwide, the fairs provide an estimated \$50 million a year in free screening and preventive medicine.

This year, eight Gannett newspapers are joining to cosponsor Health Fairs in Binghamton, N. Y.; Burlington, Vt.; Danville, Ill.; Oakland, Cal.; San Rafael, Cal.; Shreveport, La.; Springfield, Mo.; and Tucson, Ariz. In the San Francisco area, Gannett Outdoor donated billboards to stimulate public participation.

In 1982 more than 150,000 people will be served by Health Fairs cosponsored by Gannett members, and Thelma Ruble is one of the volunteers who helped conduct the Health Fair in Oklahoma City.

Filling the need for news and

information is the first responsibility of Gannett members. But the commitment goes beyond that to community projects like Health Fairs. All Gannett voices help the people they serve by acting as good neighbors. From Oklahoma City to Olympia, Honolulu to Huntington, Saratoga Springs to Stockton, each Gannett member fulfills its community responsibilities in its own way.

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The four-day seminar concluded Wednesday night with the joint BDA/BPA awards presentation, held at the Masonic Auditorium. More than 100 awards were presented for achievements in broadcast promotion and design. The gala event was followed by a buffet dinner in the hotel's grand ballroom, and later by a "Gold Rush casino" to benefit the BDA/BPA scholarship fund.

The 28th annual seminar will be held next June in New Orleans.

"Whether a broadcast station is number one or number two in a market may depend on how well it does in the cable universe," declared Rod Warner, president of the R Company, at the beginning of the BPA/BDA seminar's first workshop specifically devoted to the interests of cable promotion and design.

The consensus of panelists involved in the Monday morning session on "Co-op Opportunities with Cable/Broadcast TV" was in line with Warner's assertion, that broadcasters must realize that they are "a product sitting on somebody else's shelf" when they become one of many signals delivered by a cable system.

"You have parity with everybody else, even those who are UHF stations or who have Grade B [signal] penetration prob-



"Cable co-op." L to r: Liptak, Hosfeldt, Warner, Hutchinson

lems," noted Warner. "You can lose rating points overall with only 20% cable penetration in your market."

According to Greg Liptak, executive vice president for operations, Times Mirror Cable Television, "there are a lot of pay cable products on the shelf, but some are not at the front of the shelf." Liptak predicted a shake-out period for the industry, during which pay and basic program services that have not proved economically viable will fall by the wayside. By 1982, Liptak foresees 47% of all television homes subscribing to basic cable and 32% subscribing to one or more pay cable service.

Liptak suggested that local broadcasters become more involved in producing programming on cable systems in their communities, such as news inserts on 24-hour news services, as a way of gaining more visibility. "If you don't," he warned, "newspapers may get involved instead."

Ben Richmond, marketing vice president for Gill Cable, explained his company's involvement in the Bay Area Interconnect as a cable revenue source. He estimated the system, which interconnects 35 San Francisco-area cable systems serving more than 500,000 homes, will bill between \$3 million and \$4 million in advertising in 1982. "Soon we should be able to hold our own with the broadcast stations," he said.

Eventually, the interconnect will have the capability for addressability, allowing movie studios, fight promoters, concert and sporting event sponsors to make programming available to a specific number of viewers at an agreed-upon price.

Until that time, said Richmond, the interconnect is doing well in its sale of "run of the cable" advertising on three basic cable services—ESPN, CNN and Music Television—at a cost averaging between \$30 and \$50 per 30-second spot. For about \$3,500 a week, he said, the interconnect should deliver an advertiser's message to about 95% of the homes on the cable system.

"On our system," said Richmond, "we sometimes get as many as 50% of the

viewers in our system's available audience watching our basic and pay channels alone."

The Bay Area Interconnect will expand to a fourth basic channel later this year and is expected to link up with a planned southern California interconnect within the next four or five months, he said.

"One problem we've found is that the national basic cable services sometimes don't have the guts to charge what we charge [for advertising]. Their ads sometimes cost less than ours," Richmond pointed out.

A fourth panel member, Donna Hutchinson, program and promotion manager for WPIX(TV) New York, was more optimistic about the broadcaster's role in the new video mix. After conceding that New York City broadcast stations have lost about 10 share points during the last five years, Hutchinson allowed that "although there is [cable] penetration, they are not yet an immediate threat."

She said that the lack of reliable viewership statistics for cable dampened her enthusiasm for producing programming specifically for local cable channels: "I can't afford to invest in an experiment."

A bigger problem, in Hutchinson's view, is the difficulty in promoting an individual broadcast outlet's programming among hundreds of cable systems within its viewing area. Many of these cable systems publish their own program guides for subscribers and, according to Hutchinson, they frequently do not list broadcast programming.

"We're on your shelf, but we're not promoted by you," she said. In the past, the only solution might be to buy advertising in the guide itself, but Hutchinson feels it would be more equitable to be listed along with all other services.

Liptak, who termed program guides "the bane of our existence," and Richmond were sympathetic with the broadcasters' plight, and suggested more close contact between cable operators and stations regarding program promotion. Richmond recalled how one San Francisco UHF station persuaded the majority of

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\*Source: First Popular Music Show In Variety Musical Category  
of Nielsen's Report on Syndicated Markets, Feb. '82.

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local cable operators to distribute the station on the same channel via cable, so that the broadcaster could create a separate channel identification from its over-the-air slot.

□  
"Don't say something isn't your responsibility, *make it your responsibility.*"

With that "take charge" attitude, KTVU(TV) San Francisco station manager Jay Finkelman told the BPA/BDA seminar's opening luncheon that communication between creative people and top management is as important as upgrading skills or turning out a high quality product.

"Don't surprise top management," Finkelman, a former management consultant, advised his audience, "or let them be surprised. They don't like it and they don't handle it well... And never leave a meeting with your manager or supervisor without understanding exactly what is wanted and expected—or you'll pay later."

Finkelman encouraged promotion and design personnel to consider investing more time in developing communications and management skills as an important career choice: "Creative skills got you where you are and still dominate your role in the station, but may well preclude any further movement."

□  
The interests of public television personnel received special attention at last week's BPA/BDA seminar in four workshops designed specifically to serve their needs and interests. The sessions were scheduled

in recognition of PBS's annual public information directors' meeting adjacent to the seminar on Sunday (June 6) and the departure of the Design and Graphics Council of the now defunct National Association of Educational Broadcasters. The harsh economic climate in which public television now exists was recognized in a Monday afternoon panel discussion on "Commercial Ventures in Public TV," during which representatives from three stations described new approaches to the age-old problem of how to support non-commercial broadcasting.

Two of the stations, Boston's WGBH-TV and Pittsburgh's WQED(TV), have adopted policies against acceptance of advertising, while the third, WQLN(TV) Erie, Pa., is participating in the current public broadcasting experiment in broadcast advertising.

Of the three, WGBH-TV is pursuing the most diversified approach, with revenue ventures ranging from book publishing to studio leasing, cable sales to co-production agreements, graphic design to on-air underwriting. Design manager Christopher Pullman sounded an upbeat note, contending "there's lots of life in the old [public television] body yet" and suggested stations take an aggressive approach in setting up "for-profit" subsidiaries." He acknowledged there may come a time when diversified public stations must ask whether "the tail is wagging the dog," but pointed out that none of his station's ventures yet produce revenues that compare with those tied directly to its on-the-air activities.

Mark Friedman, design director at WQED, described similar ventures at his station, including formation of QED Enterprises, a for-profit subsidiary that returns its profit to the station. The station has acted as an advertising agency for Shell Oil to promote Shell's Kennedy Center program series on PBS and has done promotion work on behalf of Gulf Oil, underwriter of the National Geographic specials, also on PBS. In addition, WQED is involved in magazine and book publishing, teleconferencing, facilities leasing, and "enhanced underwriting," which Friedman described as "clustered" underwriting credits on-air.

WQLN's Brad Drumhelder reported on how his station's recent foray into selling advertising time has supplemented continuing fund raising via the more traditional forms of underwriting, subscriptions and art auctions.

"We tried to condition the audience in advance to accept our commercials," he said. This was accomplished primarily through distribution of WQLN's written policy on advertising, a question-and-answer sheet on the subject, and a letter from the station's president on the issue. The mailing to subscribers stressed that ads would be screened and scheduled "very carefully" and limited to no more than two minutes per hour.

Drumhelder broke down the station's rate schedule as follows: \$75 for 30-second spots during prime-time programming characterized as "entertainment, news, issues, or business-oriented," \$50 for 30-

second spots scheduled during children's programs; and \$25 for 30-second spots during other programming.

"We prefer underwriters over advertisers," he concluded, "but that funding is becoming much harder to obtain than it once was."

Other public media sessions included a presentation of award-winning PBS programs, a panel on distinctions between PBS and commercial design approaches, a workshop of public station problem-solving and a PBS Public Information Advisory Committee meeting on Thursday. □

## Silverman tells BPA/BDA that programing must be daring, innovative

### Ex-network chief says TV should turn to local level for creative ideas and talent

Former NBC President Fred Silverman chose last Tuesday's BPA/BDA seminar luncheon as the setting for his warning to the commercial networks that they must "start coming up with programing concepts and ideas that provide the audience with an imaginative service it can get nowhere else—or face some serious con-



Silverman

sequences." Silverman, who now presides over his own independent production company, Intermedia Entertainment, said the networks have no choice but to "exploit their own strengths and the other guys' weaknesses" if they are to win back viewers attracted to new program services.

"There have been lamentably few attempts in the first three decades of television to create new kinds of programing," Silverman told about 1,000 seminar participants in the keynote address. He cited *M\*A\*S\*H*, *Hill Street Blues*, *Fame*, *The Today Show* and *Good Morning, America* as examples of "daring and innovative kinds of programs" that succeeded because they abandoned previous notions of how television shows should be produced.

"I'm not saying that we should blindly imitate past successes. I'm saying that we should follow their lead in stepping

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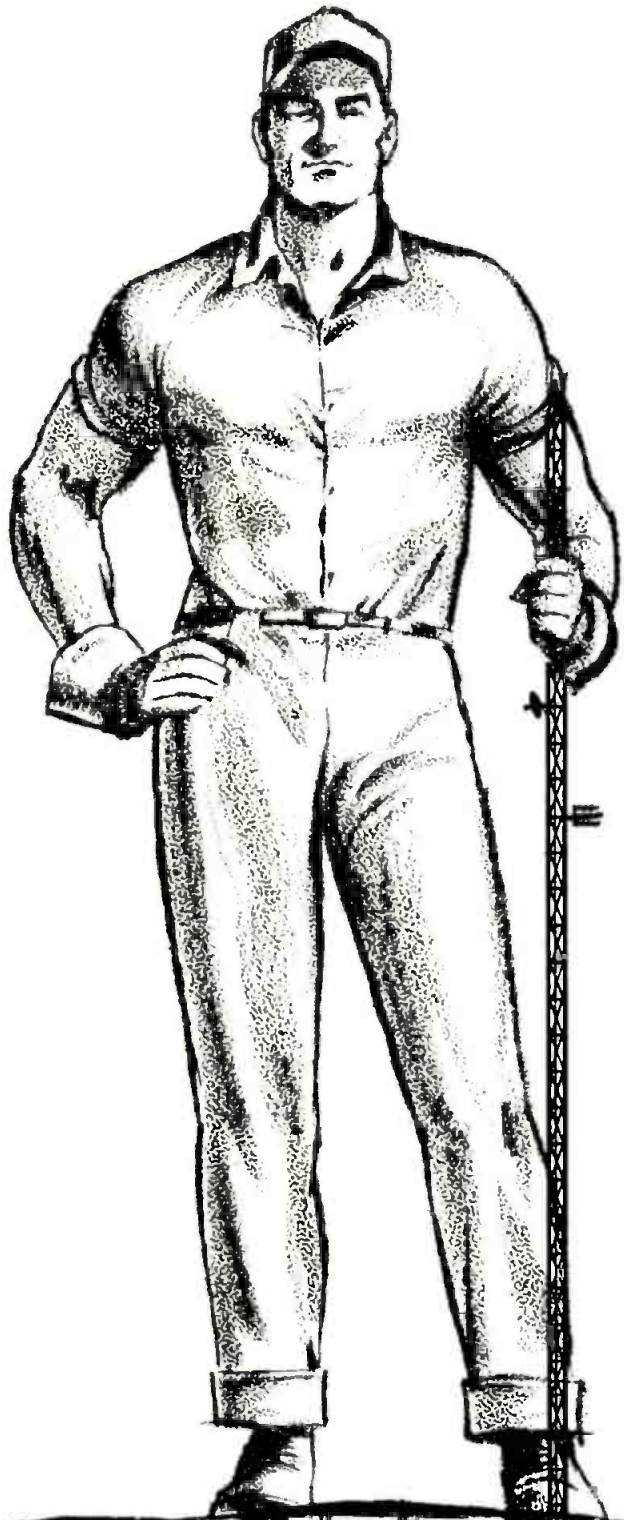
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June 2, 1982

gallantly into the breach of creativity in trying to stretch this medium to make it more than it is now," said Silverman.

Accomplishing his suggested changes means using new suppliers and creative talents, he continued, many of whom may be working at individual stations "between the two coasts," in information and entertainment programs produced locally.

"These local efforts draw large audiences, are extremely profitable, and also provide a training ground for bright, young creative people who, as they grow and advance in the medium, will bring to it a totally fresh orientation, which is what this industry desperately needs," Silverman explained. The local talent pool, he said, includes "local comedy clubs, theater groups, and colleges. [They], with your resources and facilities, can do all the things I'm talking about."

The escalating costs of production, combined with the current economic crunch, will force the networks to seek local talent and acquire programing that has been inexpensively produced.

Other methods proposed by Silverman for bringing audiences back to prime time included introduction of shows with varying lengths, mixing content in unorthodox ways, scheduling of weeknight entertainment strips, and use of technology to stretch the limits of comedy, variety, and other program forms.

"Just for once," Silverman asked his audience, "when the networks announce their fall schedules, wouldn't it be nice not to see the same old cop shows or medical shows or fifth generation clones of *Dallas*? Wouldn't it be nice to find something that could truly get you excited? That you could actually have fun promoting?"

If the networks take the medicine he is prescribing, concluded Silverman, the audience hemorrhaging from network prime time could be stopped. □

# WHO OWNS THE AIRWAVES?

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## NAB releases financial results

Broadcast revenues, profits, up according to annual survey

In 1981, the typical U.S. TV station earned \$1,064,000 in pre-tax profits, according to an annual survey released last week by the National Association of Broadcasters. Based on responses from 436 stations, the survey shows growth in total broadcast revenues and expenses, as well as profits, with the greatest increases on the revenue side coming from trade-outs and barter, and on the expenses side, from purchase of outside news services, programing and salaries for technical personnel.

Profits at the typical U.S. station grew 12.6% in 1981 from \$945,900 in 1980. Total revenues, including nonbroadcast and that from trade-outs and barter, grew 16.65%, from \$4,343,200 in 1980 to \$5,066,300 in 1981. Total expenses grew 17.78%, from \$3,397,300 in 1980 to \$4,001,400 in 1981.

The following is a breakdown of the



figures released last week by NAB. Market-by-market figures have been sent to NAB members, but are not available to the general public. □

## 1981 REVENUES AND EXPENSES OF A TYPICAL TELEVISION STATION

	1981*	1980**	% change
<b>PROFIT MARGIN</b> (before tax)	21.02%	21.78%	(0.76***)
<b>TOTAL TIME SALES</b>	\$5,739,100	\$4,962,500	15.65%
From:			
Network compensation	499,300	456,600	9.35%
National & regional	2,634,200	2,218,200	18.75%
Local advertising	2,605,600	2,287,700	13.90%
<b>TOTAL BROADCAST REVENUE</b>	5,066,300	4,343,200	16.65%
Non-broadcast revenue	117,200	101,300	15.70%
Trade-outs & barter	129,100	97,000	33.09%
<b>TOTAL BROADCAST EXPENSE</b>	4,001,400	3,397,300	17.78%
From:			
Technical	440,200	383,900	14.67%
Program	1,484,500	1,209,400	22.75%
Selling	576,200	496,000	16.17%
General & administrative	1,500,500	1,308,000	14.72%
<b>SELECTED EXPENSE ITEMS</b>	1,482,600	1,287,200	15.18%
Technical salaries	278,700	234,300	18.95%
Program salaries	653,800	558,600	17.04%
Selling salaries	338,100	298,600	13.23%
General & administrative salaries	212,000	195,700	8.33%
Cost of outside news service	33,800	27,900	21.15%
Music license fees	81,900	72,400	13.12%
Depreciation & amortization	396,200	309,000	28.22%
Interest	7,400	14,700	(49.66%)
Film & tape expense	384,000	311,900	23.12%
<b>PROFIT</b> (before federal income tax)	1,064,900	945,900	12.58%
Full-time employment	78	71	7

\* Total number of stations reporting—436

\*\* Total number of stations reporting—426

\*\*\*Decline of 0.76 percentage points

## Goodbye BRC, hello EMRC

**The Broadcast Rating Council is now the Electronic Media Rating Council; new members include CAB, Capcities, Cox, Storer, Group W; new committees on cable, new technologies set; yearly budget to be \$180,000**

The Broadcast Rating Council moved last week "into the new world of electronic communications," as Executive Director John Dimling put it, by broadening its scope to include cable and emerging media along with television and radio.

In the process its board of directors, led by Daniel W. Kops of Kops-Monahan Communications, gave the council a new name: The Electronic Media Rating

Council. Since there had been no secret about the council's plan to open its membership to other electronic media (BROADCASTING, Jan. 18, et seq.), the name was one of the newsier items in the announcement. A few weeks earlier, leaders had all but settled on "Telecommunications Rating Council" ("Closed Circuit," May 31).

Other, more significant news in the announcement was that five new members had already joined as paying, voting members. They were the Cabletelevision Advertising Bureau and four companies prominent in both broadcasting and cable: Capital Cities, Cox, Storer and Westinghouse.

In line with its restructuring, the council, which in the past has operated with

separate committees for radio and TV, is setting up a third, the cable committee. It is to be headed by William Baker of Westinghouse Broadcasting and Terry Lee of Storer as co-chairmen. A fourth committee, on new technologies, to encompass such areas as videodisks, videocassette recording, videotext and teletext, is to be set up later.

The council will perform for audience measurement services in the new media, as they develop, essentially the accreditation functions it now performs for those in broadcast radio and TV. It establishes standards and requires accredited services to adhere to them; it requires services to disclose fully how they operate in producing their audience data and, through auditing by independent firms, it makes sure that they perform as they say they do.

While cable measurement services are still in the developmental stage, council leaders said, the cable committee will encourage research and development in this field and offer suggestions as to which directions the research ought to take.

The council also plans a drive to build its membership, currently put at 18.

The council's budget, Kops said, is \$180,000 a year. This is in addition to approximately \$300,000 a year spent for auditing of rating services, paid for by the services themselves although the auditors are hired by the council.

The new restructuring was developed over the past year by the council's futures

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committee, headed by George C. Hatch of Standard Communications. With the council board's formal approval of its work

last Wednesday, the futures committee was disbanded—one year to the day after the restructuring was set in motion. □

feet above average terrain.

## Changing Hands

### PROPOSED

**WAVZ(AM) New Haven and WKCI(FM) Hamden-Hartford, Conn.** □ Sold by Kops-Monahan Communications Inc. to Eastern Broadcasting Corp. for \$6 million. **Seller** is owned by Daniel W. Kops (74%) and Richard J. Monahan (26%), who have no other broadcast interests. **Buyer** is Washington-based group of four AM's and four FM's principally owned by Roger A. Neuhoff, president. WAVZ is 1 kw daytimer on 1300 khz. WKCI is on 101.3 mhz with 10 kw and antenna 1,070 feet above average terrain. **Broker: Blackburn & Co.**

**KCIK(TV) El Paso, Tex.** □ Twenty percent sold by Cristo Rey Corp. to De Rance Inc. for \$600,000 plus assumption of debt not to exceed \$2 million. **Seller** is subsidiary of Missionary Radio Evangelism Inc., nonstock corporation headed by E. Alex Blomerth, president. It has no other broadcast interests. **Buyer** is nonstock corporation headed by Harry John, president. De Rance Inc. is part owner of KCFM(FM) Florissant, Mo., and is awaiting closing on

its 20% interest in purchase of KBSA-TV Guasti, Calif. (see below). De Rance Inc. also has option to buy remaining 80% of KCIK which it must exercise before end of year. KCIK is independent on ch. 14, with 380 kw visual, 36.3 kw aural and antenna 1,980 feet above average terrain. **Broker: Gammon, Camfield & Ninowski.**

**WTCO(FM) Arlington Heights, Ill.** □ Sold by Radio Communications Group Ltd. to Darrel Peters Productions Inc. for \$550,000. **Seller** is owned by Kenneth W. Gneuchs (general partner) and 28 limited partners who also own WAIK(AM)-WGBQ(FM) Galesburg, Ill. Gneuchs also owns 5% of general partner in WFTP(AM) Fort Pierce and WDLF(AM) Panama City, both Florida. Radio Communications Group bought WTCO(AM) [formerly WWMM] last year for \$577,500 (BROADCASTING, April 20, 1981) and will seek waiver of FCC's three-year rule on financial-distress grounds. **Buyer** is principally owned by Darrel L. Peters, who also owns WXJY(FM) Menonee Falls, Wis. WTCO is on 92.7 mhz with 3 kw and antenna 300

**WOYL(AM)-WRJS(FM) Oil City, Pa.** □ Sold by Oil City Broadcasting Inc. to Fidelity Communications Inc. for \$470,000. **Seller** is owned by Robert J. Shupala and wife, Jeanne M. Shupala (50% each), who bought stations in 1977 for \$250,000 (BROADCASTING, Feb. 14, 1977). Robert Shupala also owns 30% of WWC(B)AM Corry, Pa. **Buyer** is group of 12 stockholders headed by Samuel Shapiro, president and 10% owner. He is former consultant to WPGC-AM-FM Morningside, Md. (Washington) and has no other broadcast interests. Woyl is on 1340 khz with 1 kw day and 250 w night. WRJS is on 98.5 mhz with 3 kw and antenna 300 feet above average terrain.

**WKUE(FM) Green Cove Springs, Fla.** □ Sold by Mel-Lin Inc. to Willis & Sons Inc. for \$435,000. **Seller** is owned by Lawrence R. Picus, who owns WENR(AM) Englewood, Tenn., and WFNE(FM) Forsyth, Ga. **Buyer** is owned by L. E. Willis, who owns WOWI(FM) Norfolk, Va., and WPCE(AM) Portsmouth, Va., and also bought, subject to FCC approval, WGOE(AM) Richmond, Va., for \$400,000 (BROADCASTING, May 10). WKUE is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Reggie Martin & Associates.**

**KARR(AM) Great Falls, Mont.** □ Sold by Christian Enterprises Inc. to Taylor Broadcasting for \$350,000. **Seller** is Billings, Mont.-based noncommercial group owner of four AM's and two FM's headed by Harold Erickson, president. It bought KARR five years ago for \$180,000 (BROADCASTING, Aug. 8, 1977). **Buyer** is owned by James E. Taylor and family. Taylor also owns KIMM(AM)-KGGG(FM) Rapid City, S.D. KARR is on 1400 khz with 1 kw day and 250 w night.

**WMAX(AM) Grand Rapids, Mich.** □ Sold by Great Lakes Broadcasting Corp. to Max Corp. for \$300,000. **Seller** is principally owned by James J. Gaskin, president, and Daniel F. Follis, who have no other broadcast interests. WMAX was bought 12 years ago for \$110,000. **Buyer** is closely held group headed by J. R. McClure Jr., president. McClure is general manager of WHYM(AM) Gilmer, Tex., which is owned by his father, J. R. McClure Sr. Elder McClure also owns KKKK(FM) Odessa, Tex., and KLXL(FM) Dubuque, Iowa. WMAX is 5 kw daytimer on 1480 khz. **Broker: Gammon, Camfield & Ninowski.**

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6/14/82

### APPROVED

**WAEB(AM)-WXXW(FM) Allentown, Pa.** □ Sold by Rust Communications to CRB Broadcasting Corp. for \$5.5 million. **Seller** is Leesburg, Va.-based group owner of five AM's and five FM's owned by William F. Rust Jr. and family, who last year sold WRNL(AM)-WRXL(FM) Richmond, Va., for \$4 million (BROADCASTING Dec. 21, 1981). **Buyer** is principally owned by Carter Burden, chairman, Edward G. Rogoff, president, and Robert P. Connor,



treasurer. They own WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia, which they bought last year for \$2.5 million (BROADCASTING, Nov. 2, 1981). WAEB is on 790 khz with 1 kw full time. WXXW is on 104.1 mhz with 50 kw and antenna 500 feet above average terrain.

**KBSA-TV Guasti, Calif.** □ Sold by Hispanic Broadcasters Inc. to HBI Acquisition Corp. for \$3.7 million. **Seller** is owned by United Minority Broadcasters Inc. (52%) and Leon A. Crosby (48%). **UMB** is owned by Debra Olivas (42.3%), Max Vigil and Richard C. Hernandez (12.64% each) and seven others. **UMB**, less Olivas, will keep minority interest in buyer. Crosby and Olivas are applicants for new UHF at Richardson, Tex. Crosby is applicant for new UHF at Concord, N.H., and 85% owner of applicant for new UHF at Portland, Me. Crosby also bought, subject to FCC approval, WJNL-TV Johnstown, Pa., for \$1.59 million (BROADCASTING, Feb. 8). **Buyer** is owned by Guadalupe Associates Inc. (40%), De Rance Inc. (20%) and seven other stockholders of **UMB**, including Hernandez and Vigil (8.8% each). Guadalupe and De Rance are nonprofit, nonstock corporations. Guadalupe is applicant for new low-power TV at San Francisco. De Rance is part owner of KCFM(FM) Florissant, Mo. **KBSA-TV** is independent on channel 46 with 219 kw visual, 22.4 kw aural and antenna 2,878 feet above average terrain.

**WCKG(AM)-WFFM(FM) Braddock, Pa.** □ Sold by Matta Broadcasting Co. to Robert A. Bennis for \$3 million. **Seller** is owned by William J. Matta, who has no other broadcast interests. **Buyer** is president and 50% owner of WMYK(FM) Elizabeth City, N.C. **WCKG** is 1 kw daytimer on 1550 khz. **WFFM** is on 96.9 mhz with 60 kw and antenna 520 feet above average terrain.

**WGTU(TV) Traverse City, Mich.,** and satellite, **WGTO(TV) Sault St. Marie, Mich.** □ Sold by Michigan Television Network, Inc. to Michigan Center Broadcasting Inc. for \$1.8 million. **Seller** is closely held company with no other broadcast interests. Harry Calcutt is president and 12% owner. Earlier deal to sell stations for \$923,000 to Panax Corp. fell through (BROADCASTING, July 16, 1979). **Buyer** is subsidiary of Center Group Broadcasting Inc., which is owned by A.T. Burke Ltd. (90%) and Dale E. Palmer (10%). A.T. Burke Ltd. is owned by Alfred T. Burke and Stephen Adams (50% each). Center Group owns KIVA-TV Farmington, N.M.; KTYL-AM-FM Tyler, Tex., and, through subsidiary, KKCS-AM-FM Colorado Springs. Palmer also is former one-third owner of KMND(AM) Midland, Tex., which was sold for \$192,000 (BROADCASTING, May 31). **WGTU** is ABC affiliate on ch. 29 with 1,000 kw visual, 200 kw aural, and antenna 1,300 feet above average terrain. **WGTO** is on ch. 8 with 316 kw visual, 163.6 kw aural, and antenna 778 feet above average terrain.

**KMXX(FM) Austin, Tex.** □ Sold by Dynamic Communications of Austin Inc. to Clear Channel Communications Inc. for \$1.6 million. **Seller** is principally owned by Jose J. Garcia, Ramiro Diaz and wife, Mary G. Diaz, who have no other broadcast interests. **Buyer** is owned by L. Lowry Mays (48%), B.J. McCombs (47%) and John W. Barger (5%), who are San Antonio, Tex.-based group owners of four AM's and three FM's. **KMXX** is on 102.3 mhz with 741 w and antenna 550 feet above average terrain.

**WMNT(AM)-WMLD(FM) Manati, P.R.** □ Sold by Arecibo Broadcasting Corp. to La Voz Evangelica de Puerto Rico Inc. for \$800,000. **Seller** is owned by Pedro C. Barbosa (40%), Jose A. Ribas and Guillermo A. Bonet (30% each), who have no other broadcast interests. **Buyer** is noncommercial corporation, Jorge S. Maymi president. He is Vega Baga, P.R., pastor and has no other broadcast interest. **WMNT** is on 1500 khz with 1 kw day and 250 w night. **WMLD** is on 96.9 mhz with 18 kw and antenna at average terrain.

**WGBU(AM) Farrell and WGBZ(FM) Sharpsville, both Pennsylvania** □ Sold by Broadcast Service Communications to National Communications System Inc. for \$700,000. **Seller** is group of 14 stockholders headed by James P. Catron, president. None have other broadcast in-

terests. Group bought stations two years ago for \$603,750 (BROADCASTING, Nov. 10, 1980) and obtained waiver of three-year rule on grounds of financial distress. **Buyer** is owned by Jerome Bresson and David Hafler (47% each) and Edgar Hurst (6%). Bresson and Hafler are principal owners of WBUD(AM)-WKXW(FM) Trenton, N.J. Hurst is on-air personality at WPEN(AM) Philadelphia. **WGBU** is on 1470 khz with 1 kw day and 500 w night. **WGBZ** is on 95.9 mhz with 3 kw and antenna 285 feet above average terrain.

**WJLD(AM) Fairfield, Ala.** □ Sold by Media Broadcasting of Birmingham Inc. to RFB Radio of Birmingham Inc. for \$550,000. **Seller** is owned by Rose H. Johnston (80%) and son, George Johnston III (20%), who have no other broadcast interests. **Buyer** is owned by Robert F. Bell, who owns 51% of WXLL(AM) Decatur, Ga.; 42.5% of WCGL(AM) Jacksonville, Fla., and one-third of WRBD(AM)-WCKO(FM) Pompano Beach, Fla. **WJLD** is 1 kw daytimer on 1400 khz.

□ Other approved station sales include: KDOL-AM-FM Mojave, Calif.; WLYV(AM) Fort Wayne, Ind.; WLOX(AM) Biloxi, Miss.; WXMR(FM) Lexington, Miss.; KXKS(AM) Albuquerque, N.M.; KOHI(AM) St. Helens, Ore.; WKAD(FM) Canton, Pa.; KFIM(FM) El Paso, Tex.; KANI(AM) Wharton, Tex., and WRNX(TV) [CP] Richmond, Va. (see "For the Record," page 68).

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## Satellite News Channels: Counting down to launch

**Its first and middle names reflect the strengths and goals of the new cable service**

Satellite News Channel 1 plans to kick off next Monday (June 21) with a nod to the history of electronic journalism and Group W. Throwing the switch for cable's newest basic service will be the man Group W Satellite Communications calls broadcasting's first anchorman—86-year-old Leo Rosenberg. It was Rosenberg who announced the broadcast of the Harding-Cox election returns over Group W's KDKA(AM) Pittsburgh back in 1920, coverage many consider the birth of electronic journalism.

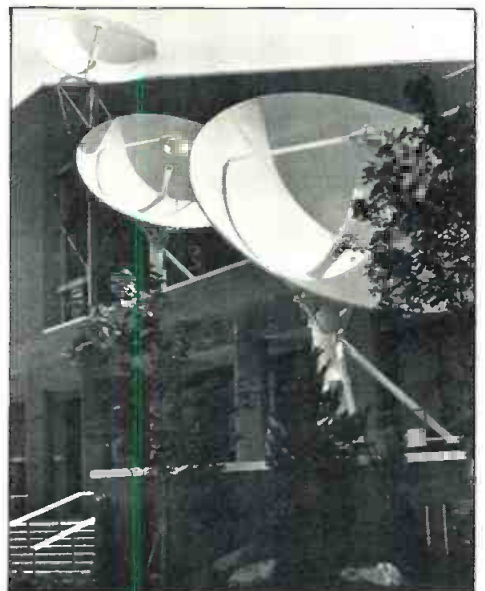
Meanwhile, some 250 people (the cream, GWSC says, of 9,000 who submitted resumes) are going through the paces (70 people in a shift) that they hope will

earn GWSC's joint venture with ABC its own place in the history of the Fifth Estate. They've been at it for over a month now—on May 6 SNC moved into a facility at GWSC's Stamford, Conn., headquarters that Walt Nichol, GWSC engineering vice president, calls the best in the country. Since then, the staff has been honing its skills to provide cable viewers with what Satellite News Channels President Bill Scott hopes will be "what they want to know, when they want to know it." In fact, the varied backgrounds of the news staff, drawn from stations around the country, caused a "Tower of Babel" in the newsroom during the first few days, until terms like "font" and "super" gained a common understanding.

Scott, Nichol and other GWSC and SNC staffers took some time to talk with BROADCASTING last Wednesday, the day

SNC first tested its uplinking capacity and prepared (a little ahead of schedule) to start 24-hour run-throughs of the service.

Taking a break on the news set, two of the eight anchors, Jose Grinan and Frank Gorin, mixed some minor gripes about glitches in the rehearsals with talk of their anticipation of the launch. "It is fun, I must say," Grinan volunteered, although preparing to package the news in 18-minute chunks is a far cry from what he had been doing as a street reporter and weekend anchor in Florida for WCKT(TV) where "I never used to be inside a building more than a half hour at a time." The hardest part, Grinan said, is adjusting to the concept of "getting information across without having been in the street"—without having seen it for himself. Things are a little different Gorin. For the last three years, he's been doing all-news radio



**News preparation.** There's no mistaking the Group W Satellite Communications door (above right)—three satellite age totems guard the entrance to the home of Satellite News Channels and the other GWSC services. □ Anchorman Frank Gorin (above) prepares for a run-through in the Satellite News Channel 1 newsroom—he's one of a breed SNC President Bill Scott says were selected because of their ability to deliver information, without "desiring to go on and occupy the entire perception of the viewer"—an anchor roster that's "a mix of people and a maturity factor." □ This control room (right) is only half the story of the SNC 1 newsroom—a twin sitting right next to it gives SNC dual redundancy. In fact, it's claimed the only non-redundant piece of equipment in the GWSC operation is SNC's computer graphic system.





WCBS(AM) New York—the type of operation the company points to as the precursor of the SNC concept.

Commanding a view of the newsroom, with its anchor desks and writers' bays, cameras and banks of monitors, is the office of another person who has had much experience with the all-news radio concept—SNC President Bill Scott. Scott calls his "the best view in the building," better even than the vistas of Long Island Sound visible elsewhere. From his vantage point one floor above the action, Scott pointed out construction details of the 75,000-square-foot newsroom. There's no anchor platform—"everyone's in this together—we've no Ted Baxters"; all writers' desks have mike capability so they can go on-air if needed. Scott said: "We want the viewer to think he's part of the news process, a person on the team."

Scott is quick to point up the difference he sees between all-news radio and SNC—"the nature of the medium is part of the answer . . . we'll let people see for themselves what's going on." But at the heart of Scott's conception of the service, he said, is his vision of "that guy out in Akron," who'll be punching a button on his cable converter and saying, "Satellite News Channels, tell me what's going on."

Neither Scott nor anyone else at GWSC has forgotten that there is already another 24-hour cable news service—Ted Turner's CNN (two if you count CNN 2 service Turner launched to pre-empt SNC).

But like most people in the industry, the SNC staffers don't see the longer-form CNN and headline service SNC in direct competition. To SNC executive producer David Horowitz "CNN is more like a 24-hour *Today Show* or *Good Morning, America* . . . it's a companionship, not a quick fix [of news]." (Horowitz's background for that comparison includes executive producer roles at both *Good Morning, America* and *The CBS Morning News*. Talking about SNC, Horowitz said: "In this format, you almost chase people away after 20 minutes . . . We're telling them, 'OK you've got [the news], now go about your business.'")

And if headlines aren't enough, the SNC executives will only be too happy to get people to punch up their planned long-form SNC 2, once it gets up and running next spring. (One problem that GWSC hasn't quite figured out yet is how to cross-promote SNC 2 since cable operators don't have to take both—the latest figure from GWSC is that 70% of those taking SNC 1 have signed for SNC 2.)

That philosophy doesn't seem to present any problem to the advertising sales staff at GWSC which is geared up to sell SNC not on ratings but, like a magazine, on a cume basis—the total viewers SNC pulls in a week. That's behind the "cable commercial" concept GWSC has developed and has been pitching to advertisers: A cable commercial, as GWSC defines it, is 18 spots rotated throughout the SNC schedule. It's supposedly going at a "charter" price of \$5,000—based on a \$2.20 C-P-M and a guaranteed delivery of 2.5 million cable

homes. With a claimed circulation at launch of 2.6 million cable homes (at least that's the number GWSC says could view it) and 7.5 million subscriber homes under contract for next year, that unit price can be expected to rise quickly, GWSC suggests.

Back on the news side, Adam Powell III sees all-news television as part of a linear development of journalism: "It's a logical progression," he said, pointing to radio's growth from straight event reporting (a la Harding-Cox) through roundup newscasts, news on the hour, and then all-news radio. "Television's doing the same thing," he suggested, "only a little later." And while Powell envisions various kinds of all-news television, "including news-talk" (like

CNN), he thinks there are plenty of viewers for such different formats—pointing by way of example to the New York radio market, where two all-news stations and two news-talk formats are successful and profitable, and with another news-talk format recently entering the fray.

In gearing up for their project, what seems to excite the SNC journalists most, from Scott on down, is the potential for newsgathering that is inherent in the satellite capability of the system. "We've got the capability, domestically, to get stuff faster and quicker than anybody, ever before," says Horowitz, reflecting on the past experience of network producers trying to secure local loops to feed stories to



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bureaus and stations. SNC will bring ABC News video from New York via terrestrial microwave, the in-bound New York regional feeds from Metromedia's WNEW-TV the same way, and be prepared to lift satellite feeds from its 20-plus other regional broadcast affiliate news providers off the return transponder of the five dedicated to SNC 1 (four carry the out-bound feeds to cable systems, one national, three different regionals at a time) on the Westar bird. GWSC will also be able to use three satellite dishes it has at Stamford to lift video off any other satellite.

And then there is UPITN video and AP and UPI wires. Satellite capacity provokes "a very different way of thinking about communications," Powell believes. And Scott practically waxes ecstatic in telling an anecdote about the first test he saw of a live regional feed from affiliated broadcaster KUTV(TV) Salt Lake City—live video from the station's helicopter soaring above the city.

SNC still hasn't signed regional broadcast affiliates in four of its 24 regions—north Texas, south Texas, the Southwest and western New York—but is sticking by Scott's previous indication that SNC expects to sign the two Texas areas by launch. And there has been one change in the previous lineup—Scripps-Howard will only be providing affiliations in one area (through two stations). Budgetary considerations will keep it from putting in a planned uplink at WMC-TV Memphis, and SNC will affiliate in the Kentucky-Tennes-

see region with WHAS-TV Louisville. Another item on the satellite side is that SNC's permanent uplink earth station just outside Stamford isn't complete—for the time being (two to three months) SNC will uplink through one of the seven meter dishes at headquarters.

That word comes from Walt Nichol, who otherwise says that work is a little ahead of schedule. "We could go up this afternoon," Nichol boasts. He says his philosophy in selecting equipment for SNC was "state of the art," proven technology "... we didn't want the newest toys" if there was any chance they might not work.

He only bought two sets of equipment that fall into his "new" category—Ampex digital optics and Ampex production switchers. Those, and a new toy developed by GWSC and manufactured by Scientific-Atlanta—the Satadat addressable computer switcher that will be integral to the smooth flow of video within a cable system's headend among the SNC national feed, the regional feed, a local cable system-produced segment, if provided, and back to the national feed. (Satadats are being sold to cable affiliates at \$1,000 a pop—Nichol says it works out to a break-even deal for GWSC.)

There are a few added features at the SNC operation that would make the mouths of technicians at most broadcast operations water. Instead of depending on the main production switcher to shun video around the complex, GWSC has installed its own 55-channel Scientific-Atlanta cable system in the 130,000-square-foot of space it has in the Stamford building. Every desk on the news floor can access that system with its own monitor. And in the graphics department, SNC has one of only three IMAGES computer graphics systems in the country—the other two units (from Computer Graphics Lab) are at LucasFilm and Walt Disney Productions. Art Director Billy Sunshine (who helped develop the software for Ampex's AVA system when he was at CBS) lays claim to having, on that basis and on with a 300 megabyte still store, to having "the premier art department in the country" in electronic journalism.

And while claiming firsts, Nichol points out that the 97 Sony BVU-800 three-quarter-inch videotape machines that dot the Stamford facility and its Washington bureau give SNC more than any other news facility. The Sony's will be used for recording feeds, editing purposes, and even in the racks of machines used to insert the network commercials.

(Just who will be showing up as network advertisers is something SNC is keeping under its hat for the time being—although it's understood several are signed, Ford included.)

The integration of the technical operations and the journalistic functions come primarily in the two central control rooms located on the newsroom floor. Fully redundant operations, they will be staffed in eight-hour shifts, during which the production teams will alternate hours being responsible for the on-air product. The

control room that is off-line will handle some pre-production work during that hour. A similar schedule is set for the anchor personnel—they will work overlapping eight-hour shifts, two at a time but be on camera only for alternate half-hours, preparing stories in the off half-hour.

It's all part of what Scott calls a "team concept"—with anchors, senior producers, production directors and writers working together as a unit. (There will be enough rotation within the teams to keep any anchor from feeling "married" to one team—to keep the people "fresh.") Another element of the rotation within the SNC newsroom has been rotation of some crew assignments—camera persons handling teleprompters, etc. Asked if that means he's working with a "thin" staff, Horowitz preferred the term "lean"—SNC is a non-union shop, and Horowitz says the operation is "designed to take advantage of not being straddled with jurisdictional problems." Writers, for example, can look at a piece of tape themselves to write a lead in, without having to get an editor to run a tape machine.

And while leanness also seems to mean that SNC expects to get a lot out of its staff, Scott promises that he and his executives won't let anybody, even those on overnight shifts, feel like they have been forgotten by management. "My door is always open," he says, and he'll even be dropping in at odd hours to talk and hold meetings at 3:00 a.m.

But no matter how nice the machinery looks, how well the graphics hold up, how smoothly the integration of the feeds in a format Horowitz calls seductively complex and seductively simple, it all boils down to one thing so far as Bill Scott is concerned—"the news is the star." □

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## Turning UPI around

**New owners, Media News Corp., do not plan any layoffs or cutbacks in service in their efforts to put ailing news service back in black**

The new owners of UPI said last week that the new technologies will figure prominently in the news service's future, but not in their first order of business: getting the financially ailing concern back on its feet.

"The first priority," said Douglas Ruhe, one of the four new owners and managing director of their Media News Corp. (BROADCASTING, June 7), "is to bring more money into this company and turn it around." This, he said, will be done without laying off employees or cutting back service to UPI's broadcast and newspaper clients. On the contrary, Ruhe said, that service will be strengthened and expanded. The anticipated build-up in revenues, as William Geissler, another of the new owners, explained it, will be accomplished through "better marketing, more sales, better competition—growth."

Ruhe, 38, and Geissler, 36, who are also principals in Focus Communications and



its broadcast TV operations, were interviewed along with Len R. Small, another owner and UPI chairman, and Roderick W. Beaton, not an owner but continuing as UPI president, at UPI headquarters in New York. Small, 39, is editor of the Moline, Ill., *Daily Dispatch*, a vice president of the Small Newspaper Group and has family connections to the Mid America Media radio group. As the new chairman, he was seated at the desk in the 13th floor office they were using, but for most of the questions he deferred to Ruhe and Geissler. The fourth new owner, Cordell J. Overgaard, 48, a Chicago attorney and president of Community Television Inc., had gone back to Chicago.

The new owners made plain, as they had said all along, that they were not going to discuss details of the financing by which they acquired the news service. They recognized that some clients and others had expressed concern lest they have backers interested in imposing ideological or other views on UPI's newsgathering, but they insisted again that this is not the case, that there are no foreign backers and no "funny money" behind them, nobody with an ax to grind. "It's just us," Ruhe insisted.

In view of UPI's well known record of financial losses in recent years, said to have reached a pretax total of \$10.2 million last year alone, some observers speculated that the news service's long-time owner, E.W. Scripps Co., had sold it to the new group for something under UPI's asset value, about \$21.9 million. Some sources speculated that the amount was considerably less than that, or that Scripps, in addition to absorbing all losses to date, had arranged a loan or loans for the new buyers.

Ruhe and Geissler maintained, however, that they and Scripps officials had agreed not to discuss details, and that since both they and Scripps were private companies, there was no need to. They did confirm that the deal had been coordinated by Bankers Trust Co. of New York, the nation's eighth largest bank in terms of assets, and said officials there could verify their contentions. Bankers Trust officials, while not disclosing details, said they were satisfied that the new owners were reliable, or else the bank would not have participated in the deal. They said Bankers Trust did not lend money to the new owners, but that some money (amount not specified) changed hands at the closing.

Ruhe, Geissler and Small have been holding almost marathon meetings with the UPI home office and bureau executives since taking over 10 days ago, and they expect, Ruhe said, to "announce plans in the next couple of weeks describing some of the steps" to be taken for "a phase turnaround" of the UPI operations.

"We have bundles of ideas," Geissler added. "Many people here are bright and gifted and have ideas of their own, and we want to integrate their thinking with ours. Haste is not warranted; prudence is warranted. It's important to take time to be thorough."

Although some UPI clients have pri-



**Gannett grant.** A check for \$40,000 was presented June 4 to the Washington Journalism Center by the Gannett Foundation. Grant is to help center further develop its program of Conferences for Journalists. At ceremony during spring meeting of center's board of trustees were (l-r) Julius Duscha, director of the center; Richard M. Schmidt Jr., chairman of center's board of trustees; Austin H. Kiplinger, president of Kiplinger Washington Editors and member of board of trustees; Eugene C. Dorsey, president and chief executive officer of the Gannett Foundation, and Gerald M. Sass, vice president/education of the Gannett Foundation. Center, independent nonprofit educational institution, was founded in 1965. It has sponsored its series of Conferences for Journalists on major issues in news since 1971. Center's conference program for 1982-83 will open Sept. 21-23 with "Politics: Who Will Win in 1982?"

vately expressed concern or uncertainty about the future under the new owners, at least until they get more information and a better feel for them, Geissler said that "basically the response [of clients] has been good—they're pleased that UPI has been purchased, that competition [with AP] will be maintained."

Beaton, who has gone through the dark days, interjected: "The most important aspect is that clients have been hearing for three years that UPI is for sale. As everyone knows, that is debilitating. Now that's behind us."

Ruhe and Geissler pledged no cutback in news gathering or in personnel. "We have no intention of cannibalizing the basic service," Geissler said. "We're going to strengthen it." This brought from Chairman Small the observation that, as a UPI client, "we won't tolerate any loss of quality."

Ruhe said that almost half of UPI's revenues, reportedly somewhat over \$93 million in 1981, come from broadcasting. It is the new owners' intention, he said, to strengthen and expand service to these clients and to what Geissler called "our wonderful newspaper clients" as well. In this, Beaton said, UPI will be building on a long history in which UPI was the first news service to establish a radio wire for broadcasters, the first to offer newsgathering service for TV, the first to provide actualities for radio and the first to set up an audio network.

"UPI is one of the great information-gathering systems in the world," Ruhe said, and it also has a computerized interactive data system whose uses in information delivery can be expanded into other areas, although, he said, the areas for expansion have not been precisely decided.

The new owners feel that the new technologies—direct broadcast satellites, low-power TV, videodisk and data bases as well

as expansion in cable—offer the greatest opportunities for growth. They expect to explore those areas before "too long," Ruhe said, but they don't look in that direction for a beefing up of revenues needed to turn UPI around financially.

Ruhe and Geissler are already involved in some of them through Focus Com-

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munications, of which Ruhe is president and Geissler is senior vice president for planning. Focus, based in Nashville, owns WFBN(TV) Joliet, Ill., a subscription TV station, is applying for five full-power and 20 low-power TV stations and last year applied, unsuccessfully, for FCC authority to build and operate its own DBS satellite. Ruhe and Geissler said they intend to re-

tain their interests in Focus but, with UPI to worry about now, their involvement in Focus affairs will be "very limited" and its operation left primarily to the "very capable people" who are there.

Ruhe, as managing director, is expected to be most directly involved in UPI. He said he'd be at the news service "regularly." Geissler said he would be on hand "as

much as necessary," and Small said he expected to be there "a lot of the time." So far, they said, all of UPI's key people are staying. A report had circulated earlier last week that Beaton had resigned. He and they said it wasn't true. Beaton added that, now 59, he may in time begin to "phase down" a bit, but that "I'll be working for this company as long as I'm around." □

## CNN confident before the cable news battle

### Despite some camp defections, Turner operation appears ready

Officials of Cable News Network await next week's arrival of competition from Satellite News Channels (story page 52) with an equanimity that almost seems out of place, given the venom and spite that their leader, the flamboyant and irascible Ted Turner, has brought to the subject. Asked what they're doing to prepare for SNC's arrival, they insist they're doing nothing they haven't been doing. Not once is heard a blasphemous word.

"We prepared for it six months ago when we started CNN2," says Reese Schonfeld, who left the CNN presidency last month as the apparently climactic solution to "business differences" with owner Turner but who remains as a consultant—and hearty booster—for the service he launched for Turner two years ago.

Ed Turner (no relation), the CNN senior vice president who is number two in the working hierarchy since Schonfeld left, takes the preparations back to the beginning. He says they started when CNN did, on June 1, 1980: "We assumed all along that we'd have competition somewhere down the line. So we've been preparing for it for over two years."

The most dramatic preparation, of course, as Schonfeld said, was the launching of CNN2 in January of this year. Ted Turner ordered it done as a sort of pre-emptive first strike when Westinghouse Broadcasting and ABC announced that together they would bring competition to the round-the-clock cable news field with SNC this year and a second service, SNC2, in 1983.

In format, at least, it is CNN2, not CNN, with which SNC will be competing. Unlike CNN, which provides in-depth coverage and news features, CNN2 offers a headline service—much the same sort of approach as SNC's. But that comparison, most agree, oversimplifies matters. For one thing, virtually all the cable systems that carry CNN2 also carry CNN. Given the channel shortage on most systems, plus uncertainty about how many full-time news services a subscriber would want anyway, neutral observers tend to view the competition as being between news and news, without much regard to the initials by which any of it is known.

The predominant view is that, for the most part, SNC and the CNN services will not be competing head to head, but will, as several sources put it, "simply divide up the territory." The extent to which either succeeds will depend in the long run on

the relative quality of the services.

Roger Turner of Colony Communications is one of many cable operators who hold this view. Colony holds 54 cable franchises, programming them in clusters from a dozen regional operating centers. Only one system, Turner says, has fewer than 35 channels, yet all are full: "Before I add one service," he says, "I have to delete one." All carry CNN and he has no plan, he says, to add or substitute SNC, although "that doesn't preclude my carrying it at some time in the future."

"Channel capacity is a serious problem for any new competitor," as Turner notes. "It's like getting a frequency in broadcasting: You get it or you don't play the game."

He is, however, all for the extra competition. Speaking from 28 years in radio and television, he says that "over the years, competition made a hell of a lot better broadcaster out of me than if I'd oper-



Ed Turner



Roger Turner

ated in a monopoly situation."

CNN is going into the fray, if it comes to that, with a clear head start. From its beginning two years ago with 172 cable systems representing two million subscribers, CNN has grown to 2,315 systems with 13,855,000 subscribers, according to its May 31 count. And CNN2—although officials concede it hasn't come along as fast as they'd hoped—claims 154 systems with 1,200,000 homes—plus 50 broadcast TV stations and 24 radio stations. Says Ted Kavanau, vice president and news director of CNN: "I'd guess our reach, between radio, television and cable, is somewhere around 70 million people."

That sort of reach, added to CNN's, would buttress the contention of Nory LeBrun, CNN vice president in charge of sales and marketing, that the CNN services are strongly positioned in the public, as well as the cable operator's, mind.

Although CNN owner Ted Turner has blasted Westinghouse and ABC for getting together on SNC, or perhaps *because* he

has, the imminent arrival of SNC, according to LeBrun, has had no noticeable slowing effect on the growth of CNN. That service, he said, is averaging 450,000 to 500,000 new subscribers a month. CNN2 "is not going as fast as we'd like," he concedes, and SNC's effect, if any, on that service may have to await SNC's arrival, so that "people can observe and compare."

"But," he emphasizes, "we think [CNN2's] format is much better for the subscriber and the cable operator." CNN2's half-hour "wheel" of news, he contends, is "much more attuned" to viewers' regular viewing patterns than SNC's 18-minute wheel.

"Subscribers," he says, "are used to CNN, and they're used to CNN quality."

That quality is not much disputed by newsmen at the conventional networks—from whose ranks many of the CNN newsmen were drawn. They may fault CNN coverage on individual points, but on the whole they agree it's professional—and capable, as CNN has demonstrated, of scoring significant news beats.

LeBrun says SNC is "making life more interesting for us" by being offered free to cable operators while CNN charges 15 cents per subscriber per month (20 cents if the system doesn't carry Turner's superstation WTBS(TV) Atlanta). "We have to be more bottom-line efficient" in that kind of sales competition, LeBrun says. CNN2, which draws on CNN material and reworks it into short pieces, is offered free to systems that carry CNN, and LeBrun estimates that 99% of CNN2 systems fall into that category.

The belief that the CNN services and SNC will not compete directly is shared on Wall Street. As Tony Hoffman of A.G. Becker puts it, the Westinghouse-ABC entry represents "a patrol, not a head-to-head showdown." The real battle, Hoffman figures, will come with SNC2 and its in-depth coverage and analysis.

If it turns into a battle and drags on, Westinghouse and ABC would certainly seem to have the finances to outgun Turner if they have a mind to. For the immediate future, however, it seems agreed that Turner has the wherewithal to stick it out. Although Turner Broadcasting, the corporate umbrella for his diversified operations, has been consistently losing money, WTBS, the centerpiece of the operation, remains, in Hoffman's words, a "money pump."

Broadcast Advertisers Reports estimates that in the first quarter of this year WTBS's cable revenues came to almost \$16.3



million, on top of \$5.3 million for CNN, not counting WTBS's noncable local sales. As Hoffman points out, increased WTBS cash flow not only provides Turner with those dollars, but enhances the value of the station, against which Turner can then borrow. In addition, Turner several weeks ago concluded a separate deal with Metromedia's Foster & Kleiser division for a swap of Atlanta outdoor advertising properties that, it was estimated, would net Turner personally a minimum of \$15 million. He's never been known for reluctance to put his own money on the line to keep up his end of a rivalry.

Turner could also turn to his stock in Turner Broadcasting if need be. The stock's price has given no indication that the new news competition portends bad times. Trading over the counter at \$10 bid and \$11 asked, it was up last Monday by \$1.50 from the range it was in March. It has ticked up to about \$13, although that rise was apparently buoyed by the winning streak of the Atlanta Braves, the TBS baseball team that CNN executives sometimes refer to as "The Cash Flow."

Bob Wussler, the former newsman and one-time CBS-TV network president who is executive vice president of TBS as well as president of WTBS, says the company is "in very good shape" for competition. CNN, he says, is an established service, it's shown what it can do, it's "had good word of mouth" and "it's on the right satellite." Moreover, he says, "we'll do in excess of \$30 million in advertising revenues this year."

The operation, he says, "is very close to breaking even," and probably would be in the black if it had not started CNN2. But, he adds quickly, "by starting CNN2, I think we have effectively cut [SNC] out of a good chunk of the business."

Even Ted Turner's critics respect him for the way he has built CNN, if for little else. But lately some think they detect signs of what they had feared all along—Turner meddling in the news operation. There was Schonfeld's resignation as president, attributed to "business differences" but widely believed to have centered on Turner's insistence on renewal of a newswoman's contract that Schonfeld wanted terminated—which, in turn, was said to be only the last in a series of differences between him and Turner. Schonfeld, staying on as a consultant under a three-year contract and also remaining on the board, won't discuss the incident, whatever its cause. What he does say is that he is "very happy to be where I am, but heartbroken to have left CNN"—and unsure yet whether he will stay on or move "in another direction."

Then there was the episode of Turner's editorial, carried on CNN 21 times over the Memorial Day weekend, denouncing violence in theatrical films and calling for possible government action to stop it; the editorial provoked one of his star reporters, Daniel Schorr, into a commentary—which contrary to custom was not repeated—saying violence in this context was not an issue for Congress. And finally there was the not immediately explained

resignation of George Breece, Turner's director of government relations, which was interpreted by some as another example of conflict with the boss, although Wussler, for one, said it merely meant that Breece "has all sorts of other fish to fry."

Whether these incidents are symptoms of more serious strains within the Turner organization, or are independent and otherwise meaningless episodes, next week's entrant in the all-news cable race is starting, at least, as the underdog. And the seeming equanimity with which the news people approach it doesn't mean they won't be watching. "I'm eager to see their product," says Ed Turner.

Ted Turner will certainly be watching. "Ted," says Wussler, "is properly concerned. I think we all will be looking at the product closer than before. We'll see what they do. We may make some changes in our program schedule after we see. But they have to come after us. We're the champion; they're the challenger."

For ringsiders, fight time is 11 a.m. NYT next Monday. □

## Reagan offers Brezhnev time on American TV

**In speech to British Parliament, President says he is prepared to give Soviet president forum to speak to American people if Reagan gets to speak on Soviet TV in return; networks not consulted**

American television news executives were understandably startled last week when President Reagan—in the midst of his speech to members of the British Parliament—confidently asserted he is "prepared to offer Soviet President Brezhnev an opportunity to speak to the American people" on American television. The only proviso was that Reagan be allowed the same opportunity with the Soviet people.

There was precedent. Ten years ago, President Nixon spoke on Soviet television, and a year later, Brezhnev addressed the American people on U.S. television. Still, the suggestion that an American President could assure anyone time on American television struck some as odd, if not presumptuous. No one seemed offended, though. As one network executive put it, "Everyone wants to be a producer."

As for the merits of the idea, network news executives were not prepared to make commitments. Each of the networks has requested interviews with the Soviet leader—thus far, without success. Richard Wald, senior vice president of ABC News, for instance, said, in reference to the President's offer, "The President probably knew we have asked Brezhnev for an interview and that we would be interested in something with Brezhnev."

An official of NBC News, who declined to speak for attribution, said there was no basis on which to say whether the network would make time available for a Brezhnev

speech. In fact, he struck a blase pose. The offer, he said, "fit the purposes of the speech. No one asked us. If we got Brezhnev, we'd consider it along with other news that was available."

And at CBS, Ed Joyce, executive vice president of news, confessed to being in the dark regarding the offer. No one from the White House approached the network regarding it, he said. But he, too, said no more than that such a proposal would be considered. "When we get a request [for time for a Brezhnev speech]," he said, "we'll make a decision."

A second proposal by the President was received less hospitably. Reagan suggested that panels of reporters from each country periodically appear on the other country's television services "to discuss major events." The executives generally saw little value in such an arrangement.

More than that, Wald said the Soviet and American groups of reporters would not be equivalent. "Soviet reporters by their own definition are people who uphold their country's point of view," he said. Indeed, he said, "as they work their way up the ladder, they become part of the government apparatus." American reporters, he noted, normally question the policies of their government's administration. Thus, he said, "To suggest that the two groups are equivalent and to think you'd have independent reporters talking to the American people wasn't thought through well." He said he would "not take kindly" to the proposed exchange. □

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## Tinker denies caucus complaints

**Network chairman says NBC does not interfere in talent hiring as CPWD claims; defends addition of 30-second spot in prime time, says with increased production costs 'golden goose is gasping'**

NBC Chairman Grant Tinker has discounted suggestions from within the creative community that NBC-TV, along with ABC-TV and CBS-TV, has been interfering in the hiring of actors, writers and other personnel by television producers and distributors. Tinker told reporters participating in the annual Consumer Press Tour at the Century Plaza hotel in Los Angeles that the network "does know how to co-exist with creative people" and that primary responsibility for content of programs should remain with producers. He said that NBC should be exempted from recent complaints lodged against all three networks by The Caucus of Producers, Writers & Directors, an industry advocacy group representing major independent production figures. The caucus has re-

cently stepped up its campaign against the alleged practices, which it has branded "illegal" in trade magazine advertisements.

Tinker, who chaired the group's steering committee before becoming NBC chairman last July, had himself been a critic of network involvement in program decision-making, but said that NBC's record "is going to make one-third of the complaint [by the caucus] unnecessary." He said the network should be allowed to make suggestions, but that final authority for personnel lies with the producers themselves.

The executive also confirmed that NBC is going ahead with its previously expected introduction of a new 30-second network spot in prime time beginning this fall. "Yes, we are going ahead with it," Tinker told reporters. "I don't think anybody's going to notice it." He said that the network felt it had no choice but to follow the lead set by ABC and CBS in expanding commercial time.

Tinker made it clear that the network has had no choice but to respond to escalating production costs, warning "we've come to that breaking point where the golden goose is gasping." He said NBC is cutting back on multiple commitments to stars and producers, dropping expensive elements from shows when deemed appropriate, and streamlining pilot production and series development.

Earlier, NBC President Robert Mulholland announced that NBC would introduce its entire slate of new fall product the week of September 27, "barring something happening between now and then that we can't foresee." Mulholland

said the approach was an attempt to bring stability back to the network and encourage critics to "take a look."

In response to a question about the impact of the Coalition for Better Television, Tinker said that the boycott against NBC announced by its chairman, the Rev. Donald Wildmon, had had no impact and that the network's ratings had actually improved since the March announcement. He acknowledged that advertisers today "are a little more careful, a little more watchful, than they were five years ago," but attributed that to changes in society at large and the growing use of screening services by advertisers which allows them to learn in advance of programs containing material that might be considered sensitive or controversial. □

## Goldenson attacks production costs

**ABC chairman suggests taking hard line on rising creative and production costs**

ABC Inc. Chairman Leonard H. Goldenson last week called for a reduction in TV and movie production costs, warning that increasing expenses could jeopardize financial and public support.

"Unless costs can be managed, our creative victories may be Pyrrhic ones," Goldenson told the Hollywood Radio and Television Society.

Goldenson said Hollywood is in danger

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**Bodystocking.** Actress Anita Morris as she appeared in her production number from the Broadway musical *Nine*, a number CBS-TV found unsuitable for its Tony awards telecast June 6. Another number was substituted, though viewers of wcbstv New York got to see Morris promoting *Nine* in a commercial following the Tony telecast.



of becoming a "Tiffany-type business" like Broadway where, he explained, production costs have driven up ticket prices and investors need a long successful run before seeing any satisfactory return on their money.

The ABC chairman said the future challenge, "with all the new developing technologies," is to "reduce our costs so both the motion picture producers and the TV industry can continue to operate on a sound financial basis thereby commanding the respect of investors, the bankers, and the public."

Goldenson said the challenge can be met "through research, dedication and adaptation to technological changes."

Specifically, however, he suggested a greater emphasis on videotape over film

percentage of the returns with minimal upfront guarantees?" Without that type of arrangement, Goldenson said, "I am afraid the pool of investors will dry up."

ABC, he said, is expressing its faith in Hollywood's future "very tangibly," not only with the television network but also through the new Home View Network pay service of movies and other productions.

"We believe in Hollywood," Goldenson said, "and in the lasting future of its partnership with television." □

## Turner donates time to both parties on WTBS

**Democrat's two-hour program last week will be answered by Republicans on Aug. 24; FEC considering legality of free time**

Ted Turner's superstation, WTBS(TV) Atlanta, had something different last Thursday night for the 21 million subscribers to the 4,100 cable systems around the country that carry its offerings. It was a two-hour program promoting the national Democratic party and suggesting the policies of the Reagan administration are less than fair to most Americans.

The program represents a pioneering effort in public service by Ted Turner. He has made the time available to the Democrats at no cost, and has offered the Republicans—and they have accepted—two hours of free time on Aug. 24.

But more than that, the Democrats' use of cable television to transmit *We are the Democrats*, with a long list of prominent party members, including former President Carter and Senator Edward M. Kennedy (D-Mass.), is another example of the party's growing fascination with cable at a time when advertising time on broadcast networks and stations is rising at a faster rate than the Democrats are able to raise funds. Last month, the Democratic National Committee produced a 28-minute program that suggested the Democrats' view of the Reagan administration's Social Security and welfare policies. The flavor of *Forget Not Old Friends* is probably suggested by the filmed account of an 82-year-old widow who is blind in one eye and hopes Medicare will pay for the operation she needs.

The program was shown on a dozen cable systems in Florida and southern California, as well as on the satellite-delivered Satellite Program Network, which has a potential audience of four million subscribers, for a total cost of less than \$30,000—about \$20,000 of that for production.

The two-hour program transmitted last week is another example of the kind of costs that make the cable medium attractive to the Democrats. If they paid, the bill would be little more than \$100,000—and they and the Republicans may have to pay for the two hours. The Federal Election Commission is considering the question

of whether the gift of time constitutes an illegal corporate contribution. Bob Neuman, the DNC's director of communications, says the party's counsel—former FCC Chairman Charles D. Ferris—has said the Turner gift does not constitute such a contribution.

In any case, party officials said they would consider the exposure for the \$100,000—on top of the \$100,000 production cost of *We are the Democrats*—to be worth the money. The program—focusing on issues such as social security, energy and environment, and human resources—was designed not only to promote the party and its policies but to raise funds. Viewers were asked to pledge funds, and fund-raising parties were held in 18 states in conjunction with the program.

What's more, the program itself becomes a resource for future mini-documentaries and commercials. Material can be edited out for such use on television and cable during the fall campaign.

Turner offered the time to the two parties at the suggestion of one of his employees—Tom McMillen, the former basketball all-American from the University of Maryland who now plays for Turner's Atlanta Hawks. He also happens to be a volunteer worker for the DNC.

Neuman said the Democrats are interested in cable as a medium for delivering their message because of the low cost and because the medium is growing rapidly. He noted that some 37% of American homes are wired for cable. □



Goldenson

and a harder line on creative and performing talent costs.

A half-hour prime-time comedy costs about \$50,000 less per episode when produced on videotape than when produced on film, Goldenson noted, adding that at ABC alone, "the theoretical difference between tape and film production works out to about \$50 million per year."

Goldenson said he is "often amazed at the different pace of technical progress in television news and sports coverage versus entertainment production." Given "so much innovation taking place in entertainment and communications," he continued, "I cannot understand why Hollywood—and I include our own people in this—is not aggressively exploring ways to improve production efficiency and reduce production costs."

Goldenson also said that in the future movies will be satellite transmitted directly to theaters on high-definition videotape.

Goldenson also took issue with "the incredibly rapid rate at which creative and performing talent costs are rising." He claimed that in television, "the most visible symptom" of that is the renegotiation of existing contracts. ABC, he said, "is taking an increasingly hard line on unjustified renegotiations."

"Hasn't the day come for creative talent to take risks just as the investors are doing," Goldenson asked, "by taking a

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## Cellular radio applications pour into FCC

**Commission gets about 200 filings for new service; among larger applicants are AT&T, GTE, Graphic Scanning, MCI**

Cellular radio service moved one step closer to being last week after the FCC opened its door to receive about 200 applications filed for the top 30 markets Monday (June 7).

As expected, AT&T, through its subsidiary American Mobile Phone Service Inc. (AMPS), applied for wireline franchises in all of the top 30 markets except Tampa-St. Petersburg, Fla., where it doesn't offer wireline service (and therefore wasn't qualified to apply). General Telephone & Electronics Corp., AT&T's major competitor, applied for 15 of those markets. AT&T, however, announced that AMPS had come to agreements with GTE and 18 other wireline carriers to avoid comparative hearings on the wireline side. Under the terms of the agreement, which AT&T said wouldn't be spelled out until after the FCC made the applications public, AMPS will hold a majority position and operate

systems in 23 markets, while GTE will hold a majority position and operate systems in six markets. Other companies will participate in some of those business arrangements, AT&T said.

As it had promised, Graphic Scanning Corp., the nation's largest radio paging company, proved to have the most grandiose plans on the nonwireline side. It was the only company that filed for franchises in all of the top 30 markets.

Broadcasters also demonstrated their interest in cellular. Metromedia Inc. announced that it had bought a "controlling interest" in Cellular Systems Inc., a consortium of radio common carriers (RCC's) that applied for the New York City franchise (BROADCASTING, June 7). Metromedia also announced that it had proposed to buy Zip-Call Inc., a Boston RCC; Radio Broadcasting Co., a Philadelphia RCC, and Rogers Radio Communication Service Inc., a Chicago RCC, for an aggregate of \$86.5 million. Through joint ventures with those companies and others, it applied for franchises in seven more markets.

Associated Communications Corp., the Pittsburgh-based owner of 11 radio stations, sold its interest in Cellular Systems Inc., but applied for the New York City franchise and another seven franchises on its own.

LIN Broadcasting Inc., with four TV and

10 radio stations, filed for four markets on its own—New York, Dallas, Los Angeles and Houston—and for another market, Philadelphia, through a joint venture with Radio Telephone Co., a Philadelphia RCC.

Cox Broadcasting Corp. joined forces with CyberTel Corp., a St. Louis RCC, to apply for the nonwireline franchise for St. Louis.

New on the scene was Charisma Communications Group, a Starkville, Miss.-based owner of three radio stations, which applied for nonwireline franchises in Houston, Tampa-St. Petersburg and Miami.

Also demonstrating a significant presence on the nonwireline side was Western Union Telegraph, which applied for three markets on its own—Buffalo, N.Y., Kansas City and New Orleans—and for another 12 through joint ventures with other companies.

MCI Telecommunications Corp. applied through a joint venture with ICS Communications, an Anaheim, Calif.-based RCC, for the Los Angeles-area franchise. It applied for the Kansas City franchise with Mobile Radio Communications, an area RCC. It applied for another 10 franchises in cities served by Airsignal International Inc., the RCC subsidiary of Western Union International, a company MCI is seeking FCC approval to buy.

The Dallas-based Communications In-

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**Under lock and key.** The FCC set aside a room on the sixth floor at its Washington headquarters to store the flood of cellular radio applications filed last week. A staff member inspects the wall-to-wall stacks of double copies of 194 applications, which represent less than half of the top 30 markets. Still to be unpacked and shelved were 240 boxes containing Graphic Scanning Corp.'s mass filing for all 30 cities, which required eight boxes for one application to cover each city.



dustries Inc. applied for five franchises through its subsidiary Gencom Inc. On its own, Gencom applied for franchises in Atlanta, Tampa-St. Petersburg, Phoenix and San Diego. It also applied for the Dallas-Fort Worth market through a joint venture with RAM Broadcasting Corp.

Metro Mobile CTS, a partnership formed by subsidiaries of Bass Brothers Enterprises Inc.—a Fort Worth company with real estate, oil and hotel interests—and Lindemann Enterprises Inc.—which owns Metro Mobile Communications Inc., a national RCC, applied for nine markets: Denver, Houston, Kansas City, Miami, Minneapolis-St. Paul, Phoenix, San Diego and Tampa-St. Petersburg.

Coming as something of a surprise, the Washington Post Co. applied for three franchises on its own: Baltimore, Washington and Detroit, and for another market, Miami, through a joint venture with several Miami RCC's.

A complete list of all who filed for franchises, and the franchises they applied for, follows:

**Atlanta**—wireline: AMPS Corp. (AT&T), GTE; nonwireline: Gencom (Communications Industries Inc.), Celcom Communications Corp. of Georgia (Associated Communications Corp.), Unity Telecommunications Systems, Maxicom, Cellular Mobile Systems of Georgia (Graphic Scanning Corp.).

**Baltimore**—wireline: AMPS Corp.; non-wireline: Cellular Mobile Systems of Maryland (Graphic Scanning), American Radio Telephone System, MRTS of Baltimore, Metro Phone Associates (joint venture, Metromedia and Advanced Radio Communication Co., Alexandria, Va.), Post Cellular Telecommunications of Maryland (Washington Post Co.).

**Boston**—wireline: AMPS Corp.; non-wireline: Yankee Telecom Corp. (joint venture, Metromedia and Zip-Call Inc.), Cellular Mobile Systems of Massachusetts (Graphic Scanning).

**Buffalo**—wireline: AMPS Corp.; non-wireline: Western Union Celcom Communications Corp. of Buffalo (Associated Communications), Cellular Mobile Corp. (Graphic Scanning).

**Chicago**—wireline: AMPS Corp.; non-wireline: Michael & Eileen Ice, Rogers Radiocall (joint venture, Metromedia and Rogers Radio Communications Service, Inc.), Cellular Mobile Systems of Illinois (Graphic Scanning).

**Cincinnati**—wireline: AMPS Corp., GTE; nonwireline: Midwest Mobilephone: Metro Mobile CTS, Cellular Mobile Systems of Ohio, Inc. (Graphic Scanning), Cellular Communications of Cincinnati Inc. (joint venture, Western Union and Cellular Communications), R.L. Plessinger db/a Miami Valley, Radiotelephone, Carpenter Radio Co.

**Cleveland**—wireline: AMPS Corp., GTE; nonwireline: MCI Cellular Telephone Co. (MCI), Cellular Mobile Systems of Ohio (Graphic Scanning), Cellular Communications of Cleveland (joint venture, Western Union and Cellular Communications Inc.), Cleveland Mobile Telephone, Carpenter Radio Co.

**Dallas**—wireline: AMPS Corp., GTE Mobilnet of Dallas; nonwireline: D/FW Signal, LIN Cellular Communications Corp. (LIN

**Making progress.** The House Energy and Commerce Committee will be ready to mark up a bill to reform regulation of the telecommunications industry (H.R. 5158) by the end of this week, said House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) last Wednesday (June 9). At a hearing before the House Science and Technology Committee on how the bill and the proposed new consent decree between AT&T and the Justice Department will affect Bell Laboratories, Wirth said his subcommittee is now working with AT&T to resolve problems the company sees in the bill, including its impact on Bell Labs. He predicted a large majority of the Energy and Commerce Committee will approve the bill.

Arno Penzias, vice president, research for Bell Labs, said the bill would impair the company's ability to maintain its present level of research by requiring it to separate spending on applied and basic research and prohibiting AT&T's regulated Long Lines division from exchanging information with unregulated subsidiaries. Basic and applied research, he said, are difficult to separate and the bill would hamper AT&T's ability to compete with Japanese and European companies, whose governments often coordinate research and development nationally. John Gibbons, director of the Congressional Office of Technology Assessment, appeared to agree that the Wirth bill would impede research and development at AT&T, but stressed that the proposed antitrust settlement, by creating a new, unregulated AT&T, would also have detrimental effects. A competitive AT&T will be under pressure to funnel more of its research revenues into applied projects, he said, and the federal government is likely to be asked to fund the basic projects now funded by license contracts with local Bell operating companies.

In other developments on the Wirth bill last week, the Telecommunications Subcommittee is said to be near agreement with Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) on a package of amendments Dingell hopes to add to the bill. Those amendments would permit the divested local operating companies to sell new customer premises equipment immediately, rather than five years after divestiture as is presently provided in the Wirth bill. They would also amend the way access charges, paid by long-distance carriers for connection with the local loop, would be determined. Instead of basing those charges only on the cost of the connection, a possible compromise would permit regulators to consider such factors as capacity and the quality of the interconnect. Another possible compromise would require the FCC to review requests by the divested local companies to enter other unregulated markets. Dingell had wanted to simply reverse a provision of the proposed antitrust settlement that would preclude the local companies from offering anything but regulated services.

Broadcasting), Cellular Mobile Systems of Texas (Graphic Scanning), Mid-American Cellular Systems, MCI Cellular Telephone.

**Denver**—wireline: AMPS Corp.; nonwireline: Metro Mobile CTS, McCaw Communications of Denver, Cellular Mobile Systems of Colorado (Graphic Scanning), MCI Cellular Telephone, American Radio Telephone Communications of Colorado (joint venture, Western Union, RAM Broadcasting, Rapid-American Corp., Stellar Communications and Cellular Communications Inc.).

**Detroit**—wireline: AMPS Corp., GTE; non-wireline: Post Cellular Telecommunications of Michigan (Washington Post), Celcom Communications Corp. of Michigan (Associated Communications), Unity Telecommunications Systems, Cellular Mobile Systems of Michigan (Graphic Scanning), American Radio Telephone Communications of Michigan & Ohio (joint venture, Western Union, RAM Broadcasting, Rapid American Corp., and Stellar Communications).

**Houston**—wireline: AMPS Corp., GTE; non-wireline: Houston Cellular Corp., Metro Mobile CTS, LIN Cellular Communications, American Radio Telephone Communications of Houston & the Gulf (joint venture, Western Union, et al.), Cellular Mobile Systems of Texas (Graphic Scanning), Cellular Systems, MCI Cellular Telephone, Charisma Communications Corp. of the Southwest.

**Indianapolis**—wireline: AMPS Corp., United Telephone Co., GTE, Cellular Corp. of Indiana, nonwireline: Midwest Mobilephone Corp., Westel-Indianapolis Company (joint venture, Western Union and FMI Financial Corp.), Cellu-

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# Washington Watch

**NBC backs Geller.** NBC has filed comments at FCC in support of petition filed by Henry Geller, former head of National Telecommunications and Information Administration, requesting notice of inquiry or declaratory ruling that would interpret equal opportunities provisions of Communications Act to permit broadcaster-sponsored candidate debates, rebroadcasts of candidate debates beyond 24 hours after debate takes place and incidental but significant candidate appearances in news documentaries dealing with campaign issues (BROADCASTING, April 26). Adoption of Geller recommendations would "promote the broad First Amendment goals and policies of a free broadcast press as well as the narrower but no less significant goal of allowing broadcasters to make a fuller and more effective contribution to an informed electorate," NBC said.

**Diplomatic solution.** National Association of Broadcasters, in early comments filed at FCC on implementation of final acts of administrative conference on medium frequency broadcasting (AM) in region 2, has argued that interference caused to domestic stations by Cuba, which didn't sign final acts, would best be dealt with on diplomatic front. "Consideration of various technical proposals to combat Cuban interference leads to one inevitable conclusion: Interference must be corrected at its source, not at the point of reception," NAB said. "A lasting and comprehensive solution to Cuban interference must be arrived at diplomatically."

**Cincinnati closed.** FCC, moving to cut costs to meet tightening budgets, has announced it will close its Cincinnati field office July 30. After that date, all public service and enforcement activities in Cincinnati area will be handled by FCC's district office in Detroit.

lar Mobile Systems of Indiana, Inc. (Graphic Scanning), Carpenter Radio Co.

**Kansas City**—wireline: AMPS Corp., United Telephone Co., nonwireline: Western Union, McCaw Communications of Kansas City, Metro Mobile CTS, Cellular Mobile Systems of Missouri (Graphic Scanning), Mid-America Cellular Systems, MCI/Mobile Radio Communications.

**Los Angeles**—wireline: AMPS Corp., Con-Tel Mobilcom, GTE; nonwireline: Los Angeles Cellular Corp. (joint venture, Western Union and FMI Financial Corp.), LIN Cellular Communications, Cellular Mobile Systems of California (Graphic Scanning), ICS/MCI.

**Miami**—wireline: AMPS Corp.; nonwireline: Cell-Tel Network, Metro Mobile CTS, Cellular Telephones of Florida Corp. (joint venture, Metromedia and Beep Communications), Florida Cellular Telephone Company (joint venture, Washington Post, Gabriel Communications Corp., All-Florida Communications, Tel-Call Systems Inc. and Air-Beep of Florida Inc.), MCI Cellular Telephone, Unity Telecommunications Systems, Maxicom, MRTS-Poe of Miami, Charisma Communications Corp. of America, Cellular Mobile

Systems of Florida (Graphic Scanning), American Radio Telephone Communications of Florida (joint venture, Western Union, et al.).

**Milwaukee**—wireline: AMPS Corp., North-West Telephone Co. and CTE Mobilnet of Milwaukee (joint venture); nonwireline: Cellular Mobile Systems of Illinois (Graphic Scanning), Westel-Milwaukee Co. (joint venture, Western Union and FMI Financial).

**Minneapolis**—wireline: AMPS Corp., Continental Telephone Co. of Minnesota, United Telephone Co., nonwireline: Metro Mobile CTS, Cellcom (Associated Communications), MCI Cellular Mobile Systems of Minnesota (Graphic Scanning).

**New Orleans**—wireline: AMPS Corp.; nonwireline: Western Union, Radiotelephone, Mid-America Cellular Systems, Cellular Mobile Systems of Louisiana (Graphic Scanning).

**New York**—wireline: AMPS Corp.; nonwireline: Cellular Systems (consortium of RCC's, with Metromedia having controlling interest), LIN Cellular Communications, Celcom Communications Corp. (Associated Communications), Cellular Mobile Corp. (Graphic Scanning).

**Philadelphia**—wireline: AMPS Corp.; non-

wireline: Cellular Mobile Systems of Pennsylvania (graphic scanning), Celcom Communications Corp. of Pennsylvania (Associated Communications), Unity Telecommunications Systems, Automated Wide Area Cellular Systems, (joint venture, LIN Broadcasting, Metromedia and Radio Broadcasting Co.), MCI Cellular Telephone.

**Phoenix**—wireline: AMPS Corp.; nonwireline: Gencom (Communications Industries Inc.), Metro Mobile CTS, Cellular Mobile Systems of Arizona (graphic scanning).

**Pittsburgh**—wireline: AMPS Corp.; nonwireline: Celcom Communications Corp. of Pittsburgh (Associated Communications), Cellular Mobile Systems of Pennsylvania (Graphic Scanning), MCI Cellular Telephone.

**Portland, Ore.**—wireline: AMPS Corp., GTE; nonwireline: Interstate Mobilephone Co. (joint venture, several local RCC's), Parr Communications Co., American Radio Telephone Corp. of Washington and Oregon (joint venture, Western Union, et al.), Cellular Mobile Systems of Washington (Graphic Scanning), MCI Cellular Telephone.

**St. Louis**—wireline: AMPS Corp.; Continental Telephone Co. of Missouri; nonwireline: Metrocom of St. Louis, Cellular Mobile Systems of Missouri (Graphic Scanning), CyberTel-Cox Cellular (joint venture, Cox Broadcasting and CyberTel Corp.).

**San Diego**—wireline: AMPS Corp., GTE; nonwireline: Gencom (Communications Industries Inc.), Metro Mobile CTS, Cellular Mobile Systems of California (Graphic Scanning).

**San Francisco**—wireline: AMPS Corp., GTE; nonwireline: Intrastate Radio Telephone Inc. of San Francisco, Cellular Mobile Systems of California (Graphic Scanning), McCaw Communications of San Francisco, Cellular Network Inc.

**San Jose**—wireline: AMPS Corp., GTE; nonwireline: California Celcom Communications (Associated Communications), Intrastate Radio Telephone of San Francisco, Cellular Mobile Systems of California (Graphic Scanning), Cellular Network, McCaw Communications of San Jose.

**Seattle**—wireline: AMPS Corp., GTE; nonwireline: Intrastate Mobilephone Co., Cellular Mobile Systems of Washington (Graphic Scanning), American Radio Telephone Communications of Washington and Oregon (joint venture, Western Union, et al.).

**Tampa**—wireline: GTE; nonwireline: Gencom (Communications Industries Inc.), Cellular Telephone of Florida (joint venture, Metromedia and Beep Communications), Metro Mobile CTS, Celcom Communications Corp. of Florida (Associated Communications), Westel-Tampa Co. (joint venture, Western Union and FMI Financial), Florida Cellular Group, MCI Cellular Telephone, Unity Telecommunications Systems, Maxicom, MRTS-Poe of Tampa, Charisma Communications Corp. of Florida, Cellular Mobile Systems of Florida (Graphic Scanning).

**Washington**—wireline: AMPS Corp., Continental Telephone Co. of Virginia; nonwireline: American Radio Telephone Service, Post Cellular Telecommunications (Washington Post Co.), MRTS of Washington, Metro Phone Associates (joint venture, Metromedia and Advanced Radio Communication), Cellular Mobile Systems of the District of Columbia.

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## Dawson's view of tomorrow's media marketplace

**FCC commissioner tells 'Business Week' seminar that deregulation could help group owners compete with networks on program creation; House Telcom's counsel Rogers, Copyright's Baumgarten, CBS's Lilley, AT&T's Marshall add views**

FCC Commissioner Mimi Weyforth Dawson last week charged that current broadcast regulation, particularly ownership restrictions, has created a "subclass of owners" who cannot "compete with the networks" because "we haven't allowed them market concentration."

Her vision of the not too distant future, she said, encompasses the creation of business entities holding "20 to 30 network affiliates, 15 cable franchises, MDS operations" all adding up to "numerous outlets for the distribution of their own product."

Dawson's remarks came during a two-day *Business Week* conference in New York where some 100 executives heard corporate, regulatory and other perspectives on "Confronting the Communications Revolution."

Dawson spoke of a future 10 years out

where "broadcast properties, as a single entity, will not be in existence" and "the networking concept will be different." If Dawson has her way, the latter will be the case "hopefully two years from now."

Dawson said: "We ought to be giving people enough power so that they can look at the networks and say, 'I don't like this product, I'll create my own.'"

"Competition is the only icon at the commission," she said, describing the philosophy and outlook of a new breed of regulators she described as "risk-oriented, free-market oriented, post-Depression babies" who believe that "people in the business community" should be "risk takers."

The FCC commissioner appeared on a panel discussing the legal and regulatory environment with House Telecommunications Subcommittee counsel Thomas S. Rogers and former U.S. Copyright Office general counsel Jon A. Baumgarten. The regulatory outlook for the telephone company, satellites, cable, broadcasting, cellular radio and MDS all came under their scrutiny, thanks at times to the prompting of former White House telecommunications policy adviser Richard M. Neustadt who moderated.

Dawson largely framed the discussion, as she noted that three institutions are currently trying to deal with telecommunications policy—the Congress, the courts and

the FCC. While calling Congress, "the most responsive body in the world," Dawson claimed it is not in the political nature of that organization to "try to slice the pie" in any business sphere. Its efforts in the telecommunications area are the first time Congress has tried to do so and she doubts Congress will be able to resolve the issue.

On the second front, the Justice Department and Judge Harold Greene "are not going to carve up the world of telecommunications," the commissioner said. The proposed AT&T-Justice consent decree before Greene is "not a wish list" for other parties. Greene and Justice, Dawson asserted, "are only solving one issue. You have to look at the FCC" as long as matters of cost, interconnection and accounting have to be addressed. "The ball is in our court," Dawson concluded.

Subcommittee counsel Rogers, on the other hand, argued that it is "very much the role of Congress to set telecommunications policy—if we don't legislate now," he maintained, it may be impossible to do so after the telephone company divestiture.

Noting that there has been no update of



**Sampling the new technologies.** Up on the eighth floor of the Comsat building in Washington last week it looked like a mini-National Association of Broadcasters convention. The latest in communications technology was on display there for Washington broadcasting brass and the merely curious in an exhibit jointly sponsored by the Washington Women's Network and the local chapter of American Women in Radio and Television. The toast of the party was clearly Motorola's demonstration of its cellular mobile radio phones, which had people (including Senator Goldwater [R-Ariz.] at left) queuing up to place a call on the new service. Motorola featured two models—one for the car and one hand-held portable—which connected the caller instantly without the delay usually experienced in placing mobile radio phone calls. A Motorola spokesman said 200 units are currently being tested in Washington. Motorola will market the units for \$2,500. Exhibitors included the National Cable Television Association; Motorola Inc.; Satellite Television Corp.; IBM and Source Telecomputing Corp.; AT&T; Microband Corp. of America; Robert Wold Co.; Alternate Media Center; British Videotext and Teletext; Southern Satellite Systems; CBS; Antiope and Telematics Corp.; RCA SelectaVision (videodisks); Chemical Bank; New York Times Information Services; NewsNet; Canadian Telidon System and CompuServe Inc.

## Looking for a rep that gives a damn? See Selcom!



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communications legislation since the 1934 act, and calling the subcommittee's present bill, H.R. 5158, "carefully drafted, progressive and urgently needed," Rogers listed five areas in which, he said, the proposed consent decree is deficient. It fails he said, to address regulatory reform, the effect of divestiture on local rates, continuing availability of high-quality phone service, fair treatment of the separate operating companies and the development of a competitive marketplace for telecommunications products and services.

The provisions of H.R. 5158 will keep customer rates "reasonable," Rogers maintained, and the amendment introduced by the subcommittee chairman, Timothy Wirth (D-Colo.), "assures the public will have access to the widest possible information sources" by protecting against cross-subsidies and preventing AT&T from using its facilities for the distribution of information it controls.

Jon Baumgarten's remarks on copyright focused on whether, given the technological advances of the communications revolution, the copyright system can remain intact.

Although technology, by creating new media, has opened new markets for copyright owners, Baumgarten said, it has also had deleterious effects—by making reproduction simple and easy and through wide availability, giving seemingly insignificant acts like photocopying in a library or off-the-air recording at home great sig-

nificance on a cumulative basis; by "changing the locus of infringement" from public to private places, complicating enforcement; by permitting "innovative means of unauthorized use," and distorting the role of publisher.

Under Neustadt's subsequent questioning, Commissioner Dawson said she expects the FCC to act on teletext standards, DBS and MDS "before August." On teletext, "we've decided we're not in the business of single system approaches," and on MDS the commission "will give more channels—I think it has a bright future," Dawson said. She expects action on DBS "before July" but since she's seen the decision, she couldn't elaborate, she noted.

Pressed by Neustadt on the diversity of ownership issue, Rogers stressed the need for a distinction between the concepts of "diversity of tongues" and "diversity of format." It's a valid role of government to assure the former, he said, though "if they aren't saying the right [or different] things, that's not our problem."

Dawson and Rogers both agreed strongly on one point. Each took a dim view of local franchise fees for cable, Dawson saying that unless a municipality incurred specific costs "I have problems with franchise fees as a concept," and Rogers saying, "I have a real question about the use of franchise fees to balance treasuries." Rogers further expressed concern about the municipal control of cable systems (separate from the issue of plant ownership), claiming that with cable's promise of diversity "it's a shame to see it turned on its head by government control." On the subject of cable, Dawson noted she's "in favor of full copyright liability and the elimination of must-carry rules."

Neustadt's question to Dawson about satellite policy elicited an analogy from Dawson about her office location and the state of the industry. Midway down a hall between fellow Commissioner Joseph Fogarty (who is regulatory-minded) and Chairman Mark S. Fowler, (a deregulator) Dawson drew a comparison with an industry in transition between "a market that no longer exists" and a "market that's not yet here." There's a need, she said, for some transition mechanism, particularly in transponder pricing.

Discussing cellular radio, Dawson spoke of "positive action on the wireline side" (half the cellular frequencies in each market are to be granted to wireline [telephone] operators, half to others that will avoid some comparative hearings, while on the radio common-carrier side "there's been some positive movement" toward joint ventures, "but not enough." The FCC, she said, "could move more quickly" if not for comparative hearings, and the commission is anxious, she noted, to use the lottery provisions embodied in pending H.R. 5008 "in some circumstances." Dawson put any "breakthrough" on FCC action on cellular in the top 30 markets six to seven months away, comparing that to low-power television which, she said, "I don't think we will ever see"

in the country's major markets.

Claiming that "intramural squabbling" among companies could jeopardize American business interests in the "age of information" was Charles Marshall, executive vice president, AT&T.

Marshall called for free competition without restrictions on AT&T and said that unless U.S. companies aim for "collective productivity," foreign interests could establish too strong a foothold and competitive advantage in the business. Marshall cited strides already being made by Germany, Japan, Sweden, England and France.

The information business, Marshall said, now has been estimated at a \$20-billion industry and rising to \$400 billion by 1990 according to the U.S. Department of Commerce. Marshall said AT&T's own projections make the \$400-billion figure seem "conservative."

William Lilley III, vice president, corporate affairs, CBS Inc., said the changes emerging in technology, the communications business and government's attitude toward regulation are going to present opportunities as well as risks for firms such as CBS.

He discussed projects in which CBS is involved, including videodisks, in association with Twentieth Century-Fox; applications for cable TV systems with a total of 90,000 subscribers; high-definition television, videotext and teletext.

"Broadcasting comes out of a regulated business with a tendency not to take risks," Lilley noted. "Today with deregulation, we are taking more risks but the payoff can be large."

William L. Dunn, vice president and general manager, Dow Jones & Co., said the development of satellite technology is going to prove useful to the company in its printing of the *Wall Street Journal* and in the development of services Dow Jones plans for cable, including interactive outlets for businessmen. The emergence of new communications media will provide added outlets for the editorial services supplied to business by Dow Jones, he said.

Offering a case study of ABC Video Enterprises was John T. Healy, vice president, product development and acquisition. Healy outlined AVE's various new technology efforts including the proposed Home View Network pay service that would provide movies and other fare to videocassette machine owners and renters.

HVN's plans call for transmission of a scrambled signal that would be decoded automatically for subscribers. With the system's capacity to change the codes, Healy explained that HVN's movies probably would be available for subscriber use over a five-week period. He said other types of programming, such as how-to shows, would have a perpetual code. Eventually, he added, HVN might program nights specifically for collectables.

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Vice President/Manager  
St. Louis

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# Stock Index

Exchange and Company	Closing Wed. Jun 9	Closing Wed. Jun 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	35 3/8	36 3/4	-1 3/8	- 3.74	7	1,018
N Capital Cities	71 1/4	75 1/2	-4 1/4	- 5.62	12	927
N CBS	36 1/2	37 1/2	-1	- 2.66	6	1,019
N Cox	26 1/4	27 7/8	-1 5/8	- 5.82	13	743
A Gross Telecasting	24 1/4	24 5/8	- 3/8	- 1.52	6	19
O LIN	20 3/4	22 3/4	-2	- 8.79	13	212
N Metromedia	208	200 1/4	+7 3/4	+ 3.87	15	825
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/4	+ 1/4	+ 1.44	10	180
N Storer	29	30 1/8	-1 1/8	- 3.73	14	460
N Taft	28 7/8	31	-2 1/8	- 6.85	8	276
O United Television	7 1/2	7 1/2			13	90

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	20 3/8	20 3/8			15	80
A Affiliated Pubs.	24 3/8	24 3/4	- 3/8	- 1.51	9	126
N American Family	8 3/4	8 7/8	- 1/8	- 1.40	8	118
O Associated Commun.	11 1/4	11 1/4				26
O A.H. Belo	16 5/8	18 3/8	-1 3/4	- 9.52	7	153
N John Blair	32	30	+2	+ 6.66	9	119
N Charter Co.	8 3/8	9 1/4	- 7/8	- 9.45	6	180
N Chris-Craft	41 1/4	40 1/8	+1 1/8	+ 2.80	10	92
N Cowles	34 1/2	35 7/8	-1 3/8	- 3.83	22	136
N Dun & Bradstreet	66 1/2	67 1/4	- 3/4	- 1.11	15	1,861
N Fairchild Ind.	13 1/2	13	+ 1/2	+ 3.84	5	175
N Gannett Co.	33 1/4	33	+ 1/4	+ .75	10	1,763
N General Tire	19 7/8	20 1/2	- 5/8	- 3.04	8	468
O Gray Commun.	34	34			7	16
N Gulf United	17 1/2	19 5/8	-2 1/8	-10.82	6	469
N Harte-Hanks	24 3/8	25 3/8	-1	- 3.94	9	237
N Insilco Corp.	14 5/8	14 3/4	- 1/8	- .84	7	219
N Jefferson-Pilot	25 7/8	25 1/8	+ 3/4	+ 2.98	6	558
O Josephson Intl.	8 1/8	8 1/4	- 1/8	- 1.51	7	31
N Knight-Ridder	27 5/8	29 1/2	-1 7/8	- 6.35	9	889
N Lee Enterprises	25 1/8	25 3/8	- 1/4	- .98	9	173
N Liberty	12 1/2	12 7/8	- 3/8	- 2.91	6	159
N McGraw-Hill	49 1/4	51 3/8	-2 1/8	- 4.13	13	1,224
A Media General	34 5/8	37 3/8	-2 3/4	- 7.35	8	242
N Meredith	58 7/8	59	- 1/8	- .21	7	187
O Multimedia	28 1/4	29 3/4	-1 1/2	- 5.04	11	286
A New York Times Co.	37 7/8	39 1/2	-1 5/8	- 4.11	9	467
N Outlet Co.	30	30 1/2	- 1/2	- 1.63	55	80
A Post Corp.	28 3/8	29	- 5/8	- 2.15	15	51
N Rollins	13 3/8	14	- 5/8	- 4.46	8	367
N San Juan Racing	22 1/8	22 1/8			35	95
N Schering-Plough	28 1/8	29 1/8	-1	- 3.43	8	1,495
N Signal Cos.	16 7/8	16 7/8			6	1,219
O Stauffer Commun.	44	44			11	44
A Tech Operations	19 1/8	18 7/8	+ 1/4	+ 1.32	9	18
N Times Mirror Co.	38 3/4	39 1/4	- 1/2	- 1.27	9	1,323
O Turner Bcstg.	10	10 1/2	- 1/2	- 4.76	12	204
A Washington Post	33 1/2	33 5/8	- 1/8	- .37	14	471
N Wometco	23 1/2	24 7/8	-1 3/8	- 5.52	13	319

<b>CABLE</b>						
A Acton Corp.	6 5/8	7 1/4	- 5/8	- 8.62	221	31
N American Express	41 1/8	42 1/2	-1 3/8	- 3.23	7	3,816
O Burnup & Sims	11 1/8	11 3/4	- 5/8	- 5.31	12	96
O Comcast	18 1/4	18 3/4	- 1/2	- 2.66	17	81
N General Instrument	33 1/2	34 1/2	-1	- 2.89	12	1,033
O Heritage Commun.	9	9 1/8	- 1/8	- 1.36	25	65
O Rogers CableSystems	4 3/4	6	-1 1/4	-20.83	95	104
O Tele-Communications	18	19 1/8	-1 1/8	- 5.88	44	503
N Time Inc.	28 3/4	29 1/4	- 1/2	- 1.70	10	1,430
O Tocom	9 1/2	9 3/4	- 1/4	- 2.56	12	47
N United Cable TV	18	20 1/2	-2 1/2	-12.19	17	196
N Viacom	18 1/4	20 1/4	-2	- 9.87	13	206

Exchange and Company	Closing Wed. Jun 9	Closing Wed. Jun 2	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Barris Intl.	1 7/8	1 7/8			14	10
N Columbia Pictures	71 3/4	70 1/4	+1 1/2	+ 2.13	15	601
N Disney	53 1/4	55 1/8	-1 7/8	- 3.40	15	1,775
N Dow Jones & Co.	39 7/8	44	-4 1/8	- 9.37	15	1,252
N Filmways	5 1/2	5 1/4	+ 1/4	+ 4.76	1	32
O Four Star	2 3/8	2 3/8			13	1
N Getty Oil Corp.	50 1/4	52	-1 3/4	- 3.36	5	4,128
N Gulf + Western	13 1/8	14 5/8	-1 1/2	-10.25	4	969
N MCA	57 1/4	55 1/2	+1 3/4	+ 3.15	15	1,362
N MGM/UA	7 1/2	8 3/8	- 7/8	-10.44	11	373
O Reeves Commun.	30	31 1/4	-1 1/4	- 4.00	12	244
O Telepictures	7	7 7/8	- 7/8	-11.11	13	34
O Video Corp. of Amer.	7 1/2	8 1/8	- 5/8	- 7.69	29	12
N Warner	46 3/4	47 1/4	- 1/2	- 1.05	13	2,866
A Wrather	21 5/8	22 1/2	- 7/8	- 3.88	18	50

<b>SERVICE</b>						
O BBDO Inc.	45 1/4	46 1/4	-1	- 2.16	9	120
O Compact Video	3 5/8	4 1/2	- 7/8	-19.44	3	11
N Comsat	49 3/4	54 1/2	-4 3/4	- 8.71	14	398
O Doyle Dane Bernbach	15 3/4	15 1/2	+ 1/4	+ 1.61	8	87
N Foote Cone & Belding	30	29 1/2	+ 1/2	+ 1.69	7	80
O Grey Advertising	63	67	-4	- 5.97	6	36
N Interpublic Group	28 1/2	29 1/2	-1	- 3.38	9	131
N JWT Group	17 3/4	19 3/4	-2	-10.12	13	92
O MCI Communications	37 5/8	39 1/4	-1 5/8	- 4.14	32	1,826
A MovieLab	3 1/8	3 1/8			31	5
O A.C. Nielsen	45 5/8	46 1/2	- 7/8	- 1.88	13	512
O Ogilvy & Mather	32	33 1/4	-1 1/4	- 3.75	8	136
O Telemation	3	3			18	3
O TPC Communications	2 1/8	1 5/8	+ 1/2	+30.76	3	2
O Unitel Video	7 1/4	7 1/4			12	9
N Western Union	31 1/2	32 1/2	-1	- 3.07	10	536

<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	11 1/2	13 1/2	-2	-14.81	4	22
N Arvin Industries	11 7/8	12 1/2	- 5/8	- 5.00	7	81
O C-Cor Electronics	18 1/4	20 1/4	-2	- 9.87	23	54
O Cable TV Industries	7	7			8	21
A Cetec	4 1/8	4 1/4	- 1/8	- 2.94	8	9
O Chyron	16 3/4	17 3/4	-1	- 5.63	13	45
A Cohu	4 1/8	4 1/4	- 1/8	- 2.94	6	7
N Conrac	23 3/8	23 3/8			17	50
N Eastman Kodak	69 1/8	72	-2 7/8	- 3.99	9	11,156
O Elec Missile & Comm.	12	13 1/2	-1 1/2	-11.11	44	33
N General Electric	60 5/8	62	-1 3/8	- 2.21	8	13,813
N Harris Corp.	23 1/2	25 5/8	-2 1/8	- 8.29	8	735
O Microdyne	12 1/2	13 1/4	- 3/4	- 5.66	15	57
N M/A Com. Inc.	20 1/8	21 5/8	-1 1/2	- 6.93	19	782
N 3M	49 7/8	51	-1 1/8	- 2.20	9	5,858
N Motorola	57 3/4	59 3/8	-1 5/8	- 2.73	10	2,070
O Nippon Electric	80 5/8	84	-3 3/8	- 4.01	29	3,124
N N. American Philips	35	37	-2	- 5.40	5	478
N Oak Industries	19	20 3/8	-1 3/8	- 6.74	9	269
A Orrox Corp.	7 7/8	8	- 1/8	- 1.56	46	17
N RCA	17 3/4	19 3/8	-1 5/8	- 8.38	10	1,341
N Rockwell Intl.	28 3/4	29	- 1/4	- .86	7	2,191
A RSC Industries	4 5/8	5	- 3/8	- 7.50	39	14
N Scientific-Atlanta	14	14			13	325
N Sony Corp.	13	14 3/8	-1 3/8	- 9.56	11	2,998
N Tektronix	49 3/4	53	-3 1/4	- 6.13	12	930
O Telemet (Geotel Inc.)	1 3/8	1 5/8	- 1/4	-15.38		4
A Texscan	15	15			19	68
N Varian Associates	34 1/4	33 1/2	+ 3/4	+ 2.23	24	275
N Westinghouse	24 3/8	25 1/8	- 3/4	- 2.98	5	2,078
N Zenith	11 3/8	12	- 5/8	- 5.20	14	215

Standard & Poor's 400 Industrial Average 121.26 125.60 - 4.34

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.

## Radio: an answer in troubled times

**ANA/RAB workshop hears satisfied clients testify to effectiveness of aural medium**

Speakers at the 16th annual Radio Workshop of the Association of National Advertisers and the Radio Advertising Bureau in New York last week emphasized the value of effective use of radio in a stressful economy.

More than 800 radio and advertising executives gathered at the Waldorf Astoria hotel to hear speakers present marketing case histories on radio advertising, a media targeting survey, suggestions on improving radio creativity and tips on using retail radio advertising.

The results of the study of the media habits of Americans by R. H. Bruskin & Associates were unveiled at the workshop. Marvin Bairman, president of Bruskin, said the study of media penetration shows radio leads from 6 a.m. to 6 p.m. while TV leads from 6 p.m. to midnight.

For the total U.S. population, 12 and older, TV's share of media time is 46%, followed by radio, 39%; newspapers, 10%, and magazines, 5%. The report also gives figures for the percent of time spent with the four media daily, according to working women, people in upper income households and professional/managerial sales.

Jerry Della Femina, president of Della Femina, Travisano & Partners, New York, announced at the workshop that he has started a new venture—an advertising agency whose prime interest will be producing advertising for radio stations. He said "this investment in a 'stress economy' will tell people that I have a deep abiding belief in the future of radio."

Della Femina contended that one problem facing radio is that many persons born after 1946 have been influenced by TV

and are now assuming positions of power at agencies and advertisers. Della Femina urged agencies, advertisers and RAB "to educate—to teach a TV generation how to write radio commercials and demonstrate how effective radio can be."

Jack Trout, president of Trout & Ries Advertising, New York, said the ear may be a more powerful communications force than the eye. He presented the testimony of two authorities, Dr. Elizabeth Loftus of the University of Washington and Dr. Thomas Sticht, psychologist, researcher and author of five books on ear vs. eye communication.

As an experiment, Trout played a TV commercial for Sabena Airlines, first without sound and then without the picture. "The picture alone makes no sense," Trout said. "But the sound alone continued to carry the message and was used as a radio commercial with no change."

John V. Chervokas, vice chairman and chief executive officer of Warwick Advertising, New York, outlined four reasons for large advertising agencies to create "great radio commercials." He said radio is "the best way to arrest the human intelligence, to visualize and to fantasize; it presents an opportunity to create outstanding advertising for unglamorous products; it doesn't require the use of the eyes and therefore the music is more penetrating and the copy more emotionally effective; radio is also "a great presentation tool."

Alan Barzman, president of Barzman & Co., said the medium and smaller agencies and outside production firms are in the vanguard of creating "the great radio commercials." He claimed that the larger agencies specialize in creating first for television and reason that radio "is merely there from time to time to support and reinforce those marvelous things the radio listeners have been seeing all along on TV." He said it was the small, independent radio commercial production houses that

sparked the creativity in radio, starting in the 1950's with Bob and Ray and Stan Freberg.

Kathryn C. Jordan, senior product manager, Colgate-Palmolive Co., discussed radio use for Colgate's Ultra Brite toothpaste and said almost 20% of the total working media budget is placed on radio. She noted that with other toothpaste brands outspending Ultra Brite five-to-one on television, Colgate's emphasis on radio has been "a very successful solution for us."

Robert J. Smith, advertising manager, Motor Oil Division, Pennzoil, credited radio with playing an important part in moving Pennzoil to the number-one spot in motor oil sales three years ago. He said Pennzoil's current media strategy is to use radio to reach the male, do-it-yourself-oriented customer. Smith said Pennzoil implements this strategy by scheduling its commercials in "a heavy blanket" of network radio, combined with flights of local radio in more than 200 markets.

James N. Porter, systems manager, advertising and sales promotion, Delta Airlines, told the workshop that airline advertising must be extremely reactive to change because carriers can fly virtually anywhere and can lower and raise fares within certain limits without notifying the CAB. He added that "radio's ability to allow us to respond in a virtually instantaneous manner gives it a very special place in our media mix."

"That's why Delta has spent more than \$45 million on spot radio in the past 10 years," Porter said.

The long relationship between Campbell Soup and radio was described by Paul N. Mulcahy, managing director of CSC Advertising, house agency for Campbell. He said Campbell made the switch from print to radio in the early 1960's and has used the medium for soup-use reminders down through the years.

Michael Lebo, products director, S. B. Thomas Inc., reported to the workshop on a radio campaign last summer that urged the use of Thomas's English muffins for use with barbecued hamburgers. The result: sales increased by 20% over the previous year.

Words from the highest office in the land also were communicated to the workshop. Miles David, RAB president, read this statement from President Reagan during the program: "It is no secret that I have always had a deep affection for radio, having once been a sports announcer and today finding it an excellent medium for discussing national issues with the American people. In its flexibility and immediacy, radio is unsurpassed as a communications tool." To which David added: "And we salute the President for having brought back the fireside chat." □

## Why a broker?

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# For the Record

As compiled by BROADCASTING May 31 through June 4, 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

### FM applications

- Winamac, Ind.—Special Deliverys Inc. seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 200 West Main, Winamac 46996. Principals: Freda Haley, Larry Burges, Alice Ulm, William Gulas and Betty Gulas (20% each), who also are applicants for new AM at Winamac (BROADCASTING, Dec. 14, 1981). Filed May 26.
- East Las Vegas, Nev.—East Las Vegas Broadcasting Inc. seeks 103.3 mhz, 100 kw, HAAT: 1,272 ft. Address: 1410 Glenaire Drive, Casper, Wyo. 82601. Principal: Patricia B. Zipay (100%), who has no other broadcast interests. Filed May 26.
- Las Vegas—Celestino Montoya seeks 103.3 mhz, 100 kw, HAAT: 1,527 ft. Address: 1360 Douglas Street, Ogden, Utah 84404. Principal: Celestino Montoya (100%), who is applicant for new FM's at Casper, Wyo., and Idaho Falls (BROADCASTING, June 7). Filed May 27.
- Keneoy, Tex.—Viking Radio Inc. seeks 92.1 mhz, 3 kw. Address: 216 West Main, Keneoy 78119. Principals: John Lackness (75%), Stephen O. Sellers (20%) and John Tibiletti (5%). Lackness is salesman at KWCB(AM) Floresville, Tex. Seller is announcer at KZZY(FM) San Antonio, Tex. Tibiletti is principal owner of KTXN-FM Victoria, Tex. Filed May 28.

### TV applications

- Mayaguez, P.R.—Alvarez & Escabi seeks ch. 22; ERP: 526 w vis., 48 w aur., HAAT: 104 ft.; ant. height above ground: 130 ft. Address: 129 Calle Balboa, Mayaguez, P.R. 00709. Principals: Humberto E. Escabi and J.J. Alvarez (50% each), who have no other broadcast interests. Filed May 26.
- Naranjito, P.R.—Art Broadcasting Corp. seeks ch. 64; ERP: 91 kw vis., 9.12 kw aur., HAAT: 411 ft.; ant. height above ground: 122 ft. Address: Carr. 152 KM 12.4, Naranjito 00719. Legal counsel: Baraff, Koerner, Olender & Hochberg, Washington. Principals: Elliot Rivera (90%) and Lyssette D. Torres (10%). Rivera is Naranjito bank president. Neither has other broadcast interests. Filed May 25.

### AM actions

- Tucson, Ariz.—Doyle Forney granted 830 khz, 50 kw-D, 1 kw-N. Address: 19251 Bretton Drive, Detroit, Mich. 48223. Estimated construction costs: \$263,550; first quarter operating cost: \$19,000; revenue: N.A. Format: MOR. Principal: Doyle Forney (100%), who holds CP for new FM, Eloy, Ariz. and is applicant for new TV at Saginaw, Mich. (BROADCASTING, Nov. 3, 1980). (BP-810209AQ). Action May 26.
- Pembroke, N.C.—Pembroke State University returned application for 940 khz, 10 kw-D. Address: Pembroke, N.C. 28372. Principals: Applicant is educational institution which has no other broadcast interests. (BP-820416AF). Action May 25.
- Central Point, Ore.—Sally W. Meller dismissed ap-

plication for 610 khz, 5 kw-D. Address: 415 7th Street, Santa Monica, Calif. 90402. (BP-790817AE). Action May 25.

### FM actions

- Murfreesboro, Ark.—Diamond Lakes Communications Inc. granted 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 386 South Beech, Ashdown, Ark. 71822. Estimated construction costs: \$67,000; first-year operating cost: \$39,500; revenue: \$104,000. Format: Contemporary. Principals: Steve Pearce, Jerry G. Westmoreland, Jim McCollum and James N. Mason (25% each). (BPH-810714AH). Action May 26.
- San Luis Obispo, Calif.—Albert Broadcasting Co. dismissed application for 98.1 mhz, 4.45 kw, HAAT: 1,508 ft. Address: 450 Mitchell Road, Cape Elizabeth, Me. 04107. (BPH-820430AV). Action May 21.
- Wray, Colo.—KRZD Broadcasters Inc. granted 98.3 mhz, 3 kw, HAAT: 13 ft. Address: P.O. Box 466, Wray 80758. Estimated construction costs: \$4,700; first-year operating cost: \$12,000; first-revenue: \$25,000. Applicant is principally owned by Robert D. Zellmer and family, who earlier this year also were granted CP for new AM at Springerville-Eager, Ariz. (BROADCASTING, Jan. 11). Robert Zellmer's mother, Marjorie M. Zellmer, is principal owner of KRZD(AM) Wray, Colo.; KMMZ(AM) Grey Bull, Wyo., and KRZJ-AM-FM Beloit, Kan. (PBH-810727AE). Action May 26.
- Columbia, Mo.—Columbia FM Inc. granted 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 211 Brenda Lane, Columbia 65201. Estimated construction costs: \$82,000; first-quarter operating cost: \$50,000; first year revenue: \$200,000. Principal: Alan M. Germond (100%), chief engineer at KFRU(AM) Columbia and KWRT(AM)-KDBX(FM) Boonville, both Missouri. He has no other broadcast interests. (BPH-810424AE). Action May 27.

- \*Bristol, Tenn.—Appalachian Educational Communication Corp. granted 91.5 mhz, 158 w, HAAT: 2290 ft. Address: 2028 Gregory Road, Kingsport, Tenn. 37665. Estimated construction costs: \$58,000; first quarter operating cost: \$11,000. Principal: non-profit, noncommercial corp.; Kenneth C. Hill is president. He is Fort Wayne, Ind., educator and has no other broadcast interests. (BPED-811030AD). Action May 26.

- Kenedy, Tex.—Tiner Broadcasting Co. granted 92.1 mhz, 3 kw, HAAT: 218 ft. Address: 4721 Hikel Drive, Corpus Christi, Tex. 78415. Estimated construction costs: \$43,400; first-quarter operating cost: \$18,000; first-year revenue: \$100,000. Principals: Kenneth W. Tiner and son, Richard H. (50% each). Kenneth Tiner is manager of Corpus Christi-based retail supermarket chain. Richard Tiner is sales representative for Houston radio station (BPH-811030AD). Action May 26.

- Westover, W. Va.—Falkenstine Broadcasting Inc. granted 100.9 mhz, 3 kw, HAAT: 265 ft. Address: 539 Louise Ave., Morgantown, W. Va. 20505. Estimated construction costs: \$14,500; first-quarter operating cost: \$48,200; first year revenue: \$217,000. Principals: Craig L. Falkenstine (60%), mother Clarice K. (20%), Guy H. Stewart and wife, Patricia A. (10% each). Craig Falkenstine is Clarksburg, W. Va., social service director. Mother is retired. Guy Stewart is dean of West Virginia University School of Journalism. Wife is real estate broker. They have no other broadcast interests. (BPH-810911AF). Action May 26.

## Ownership changes

### Applications

- WGYV(AM) Greenville, Ala. (1380 khz, 1 kw-D)—Seeks assignment of license from Greenville Broadcasting Corp. to Butler Broadcasters for \$150,000. Seller: E.V. Stabler, president and 21.33% owner, and others, none of whom have other broadcast interests. Buyer is owned equally by Millard V. Oakley, Terry Golden and Robert Gallaher. Filed May 28.

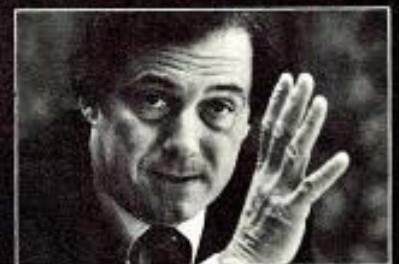
- WKUE(FM) Green Cone Springs, Fla. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Mel-Lin Inc. to Willis & Sons Inc. for \$435,000. Seller is owned by Lawrence R. Picus, who owns WENR(AM) Englewood, Tenn., and WFNE(FM) Forsyth, Ga. Buyer: L.E. Willis (100%), who owns WOWI(FM) Norfolk, Va. and WPCE(AM) Portsmouth, Va., and also bought, subject to FCC approval, WGOE(AM) Richmond, Va., for \$400,000 (BROADCASTING, May 10). Filed May 28.

- KHA1(TV) [CP] Honolulu (ch. 20, 284 kw vis., 28.4 kw aur., ant. minus 74.5 ft.)—Seeks assignment of construction permit from Sunset Communications Corp. to Media Central Inc. for \$27,975.95 Seller: Martin F. Connelly and Arthur E. Muth (27.5% each) and others. They each own 40% of WPTY-TV Memphis, Tenn. Buyer: Morton J. Kent is president and 64.72% owner, and also is partner in WOAC(TV) Canton, Ohio. Filed May 27.

- WTCO(FM) Arlington Heights, Ill. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Radio Communications Group Ltd. to Darrel Peters Productions Inc. for \$550,000. Seller: Kenneth W. Gneuchs (general partner) and 28 limited partners who also own WAIK(AM)-WGBQ(FM) Galesburg, Ill. Gneuchs also owns 5% of general partner in WFTF(AM) Fort Pierce and WDLP(AM) Panama City, both Florida. Buyer: Principally owned by Darrel L. Peters, who also owns WXJY(FM) Menonee Falls, Wis. Filed May 28.

- KQWI-FM Clarinda, Iowa (106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Southwest Iowa Stereo Inc. to Midlands Communications Inc. for \$275,000. Seller: Glenn Olson (60%) and Jay M. Gustafson (40%). Olson owns KQWC-AM-FM

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Webster City and KSIB(AM)-KTR(FM) Creston, all Iowa, and 90% of KDOM-AM-FM Windsor, Minn. Buyer: Don Eckles and family. Eckles is manager of KVOK(AM) Kodiak, Alaska. Filed May 27.

■ KARR(AM) Great Falls, Mont. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Christian Enterprises Inc. to Taylor Broadcasting for \$350,000. Seller: Nonstock, nonprofit corporation of four AM's and three FM's headed by Harold Erickson, president. Buyer: James E. Taylor and family. Taylor owns KIMM(AM)-KGGG(FM) Rapid City, S.D. Filed May 27.

■ WOYL(AM)-WRJS(FM) Oil City, Pa. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 98.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Oil City Broadcasting Inc. to Fidelity Communications Inc. for \$470,000. Seller: Robert J. Shupala and wife, Jeanne M. Shupala (50% each). Robert Shupala also owns 30% of WWCBA(AM) Corry, Pa. Buyer: Group of 12 stockholders headed by Samuel Shapiro, president and 10% owner. He is former consultant to WPGC-AM-FM Washington, D.C. None have other broadcast interests. Filed May 26.

■ WTBN(AM)(CP) Brentwood, Tenn. (560 khz, 500 w-D)—Seeks assignment of construction permit from Brentwood Broadcasting Corp. to American Media Productions Inc. for reimbursement of expenses. Seller has no other broadcast interests. Buyer: Thomas C. Cutrer (100%) who is independent radio and TV announcer and has no other broadcast interests. Filed May 28.

■ KNCN(FM) Sinton, Tex. (101.3 mhz, 100 kw, 11AAT: 760 ft.)—Seeks assignment of license from KNCN FM C 101.3 Inc. to Tippi Communications of CC Inc. for \$610,000. (BROADCASTING, June 7). Seller: Estate of Bruce B. Baxter (100%), which has no other broadcast interests. Buyer: Principally owned by Henry B. Tippi, who owns 95% of KRIO McAllen and 92% of KVLY(FM) Edinburg, both Texas. He also is director and less than 1% shareholder of Rollins Inc., Atlanta-based group owner. Filed May 25.

#### Actions

■ WJLD(AM) Fairfield, Ala. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Media

Broadcasting of Birmingham Inc. to RFB Radio of Birmingham Inc. for \$550,000. Seller: Rose H. Johnston (80%) and George Johnston III (20%), who have no other broadcast interests. Buyer: Robert F. Bell (100%), who is 51% owner of WXLL(AM) Decatur, Ill.; 42.5% owner of WUGL(AM) Jacksonville, Fla.; and one-third owner of WRBD(AM)-WCKO(FM) Pompano Beach, Fla. (BAL-820203HW). Action May 6.

■ KBSA-TV Guasti, Calif. (ch. 46, 219 kw vis., 22.4 kw aur., ant. 2,878 ft.)—Granted assignment of license from Hispanic Broadcasters Inc. to HBI Acquisition Corp. for \$3,700,000. Seller United Minority Broadcasters Inc. and Leon A. Crosby (48%). UMB is owned by Debra Olivias (42.3%), Max Vigil and Richard C. Hernandez (12.64% each) and seven others. UMB, less Olivias, will keep minority interests in buyer. Crosby and Olivias are applicants for new UHF at Richardson, Tex. Crosby is also applicant for new UHF at Concord, N.H., and 85% owner of applicant for new UHF at Portland, Me. and also bought, subject to FCC approval, WJNL(TV) Johnstown, Pa., for \$1,590,000 (BROADCASTING, Feb. 8). Buyer is owned by Guadalupe Associates Inc. (40%), De Rance Inc. (20%) and eleven other stockholders of UMB, including Richard C. Hernandez and Max F. Vigil (8.8% each). Guadalupe Associates and De Rance are nonprofit, nonstock corporations. Guadalupe is applicant for new low power TV at San Francisco. De Rance is owner of KCFM(FM) Florissant, Mo., (BALCT-810831KE). Action May 25.

■ KDOL-AM-FM Mojave, Calif. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, ant. 149 ft.)—Granted transfer of control of Golden Desert Broadcasting Corp. from Louis Bagley and estate of Joe F. Means to KDOL Broadcasting Corp. Consideration: \$475,000. Sellers have no other broadcast interests. Buyer is owned by Alton Kennedy and wife, Monica. Alton Kennedy is general manager and 25% owner of KDOL-AM-FM. (BTC-820324EB, EC). Action May 26.

■ WLYV(AM) Fort Wayne, Ind. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Golden Bear Communications to Daisy Communications Inc. for \$200,000. Seller: Subsidiary of Golden Bear Inc., which is owned by Jack W. Nicklaus, who has no other broadcast interests. Buyer: Donald A. Shive (85%) and Frank J. Nachazel (15%). Shive is president of Fort Wayne-based group of nursing homes. Nachazel is Traverse City, Mich., advertising consultant. Neither has other broadcast stations. (BAL-820329FJ). Action May 21.

■ WGTU-TV Traverse City and WGTQ-TV Sault St. Marie, both Michigan (WGTU: ABC, ch. 29, 1,000 kw vis., 200 kw aur., ant. 1,300 ft.; WGTQ: ch. 8, 316 kw vis., 163.6 kw aur., ant. 778 ft.)—Granted assignment of license from Michigan Television Network Inc. to Michigan Center Broadcasting Inc. for \$1.8 million. Seller is closely held company with no other broadcast interests. Harry Calcutt is president and 12% owner. Earlier deal to sell stations for \$923,000 fell through (BROADCASTING, July 16, 1979). Buyer: Subsidiary of Center Group Broadcasting Inc., which is owned by A. T. Burke Ltd. (90%) and Dale E. Palmer (10%). A. T. Burke Ltd. is owned by Alfred T. Burke and Stephen Adams (50% each). Center Group Broadcasting owns KIVA-TV Farmington, N.M.; KTYL-AM-FM Tyler, Tex., and through subsidiary, KKCS-AM-FM Colorado Springs, Colo. Palmer is former one-third owner of KMND(AM) Midland, Tex., which was recently sold (BROADCASTING, May 31). (BALCT-820317GI, GJ). Action May 21.

■ WLOX(AM) Biloxi, Miss. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WLOX Broadcasting Co. to La Terr Broadcasting Corp. for \$200,000. Seller is principally owned by J.S. Love and sisters, Jo Love Little and Mary E. McMillan, who also own co-located WLOX-TV, WKXI(AM)-WTYX(FM) Jackson, Miss., and WAEV(FM) Savannah, Ga. Buyer is owned by Raymond A. Saadi, Kenneth Watkins and James J. Buquet, who own KHOM(FM) Houma and KTIB(AM) Thibodaux, both Louisiana. (BAL-820330FT). Action May 21.

■ WXMR(FM) Lexington, Miss. (106.3 mhz, 3 kw, HAAT 314 ft.)—Granted assignment of license from Donald G. Manuel to Dri-Three Inc. for \$80,000. Seller: Donald G. Manuel (100%), who also owns WKPG(AM) Port Gibson, Miss., and is president with voting control of WDCM(FM) Canton, Miss. Buyer is owned equally by Gayle R. Dvorak, Harold C. Lardinois, William J. Mikich and Elmer J. Miller. Dvorak and Lardinois each own 25% of WAZF(AM) Yazoo

City and 20% of WRDC(AM)-WQAZ(FM) Cleveland, all Mississippi. Mikich is New Berlin, Wis., contractor and Miller is Wauwatosa, Wis., tailor. Mikich and Miller have no other broadcast interests. (BALH-820412EY). Action May 25.

■ KXKS(AM) Albuquerque, N.M. (1190 khz, 1 kw-D)—Granted assignment of license from Broadcast Associates of New Mexico to Continental Broadcasting Corp. of New Mexico Inc. for \$325,000. Seller: Louis Wiener Jr., Richard Sefman, Steven J. Gold (26.33% each), Allyn A. Cohen (10%), Len Howard (9%) and Jack Abell (2%), who also own KKJX-FM Albuquerque and KSET-AM-FM El Paso, Tex. Gold also owns 50.1% and Howard owns 14% of KVEG(AM)-KFMS(FM) Las Vegas. Buyer: Jose Molina (100%), who is Hollywood broadcast representative and consultant and also owns KPHX(AM) Phoenix, Ariz. (BAL-820409EL). Action May 25.

■ KOHI(AM) St. Helens, Ore. (1600 khz, 1 kw-D, 500 w-CH)—Granted assignment of license from Brownlow, Brownlow & Ward to Volcano Broadcast for \$150,000. Seller: L. Berenice Brownlow (65%) and her son, Charles T. Brownlow (25%) and daughter Kathleen B. Ward (10%). Berenice Brownlow owns 19% of KSEM-AM-FM Moses Lake, Wash., and along with son and daughter each own less than 5% of Zaser & Longston Inc., owner of KTUU-TV Anchorage and KTTU-TV Fairbanks, both Alaska. Buyer: Kenneth E. Karge and Forrest W. Smith (50% each). Karge is general manager and 25% owner of KSWB(AM) Seaside, Ore., where Smith is also news director and air personality. (BAL-820303GS). Action May 21.

■ WAEB(AM)-WXXW(FM) Allentown, Pa. (AM: 790 khz, 1 kw-U; FM: 104.1 mhz, 50 kw, ant. 500 ft.)—Seeks assignment of license from Rust Communications Group Inc. to CRB Broadcasting of Pennsylvania Inc. for \$5.5 million. Seller is Leesburg, Va.-based group owner of five AM's and five FM's owned by William F. Rust Jr. and family, who last year sold WRNL(AM)-WRXL(FM) Richmond, Va., for \$4 million (BROADCASTING, Dec. 21, 1981). Buyer is principally owned by Carter Burden, chairman, Edward G. Rogoff, president, and Robert P. Connor, treasurer. They own WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia, which they bought last year for \$2.5 million (BROADCASTING, Nov. 2, 1981). (BAL-820331GG, GF). Action May 26.

■ WCKG(AM)-WFFM(FM) Braddock, Pa. (AM: 1550 khz, 1 kw-D; FM: 96.9 mhz, 60 kw, ant. 520 ft.)—Granted assignment of license from Matta Broadcasting Co. to Robert A. Bennis for \$3 million. Seller: William J. Matta (100%) who has no other broadcast interests. Buyer is president and 50% owner of WMYK(FM) Elizabeth City, N.C. (BAL-820312FL, FM). Action May 21.

■ WKAD(FM) Canton, Pa. (100.1 mhz, 500 w, ant. 652 ft.)—Granted assignment of license from Galen D. Castlebury Jr. to Sterling Media Communications Inc. for \$85,000. Seller also owns WMPA-AM-FM South Williamsport, Pa. Buyer: Stephen M. Castellano (51%) and parents, Louise H. Castellano (25%) and Anthony J. Castellano Jr. (24%). Stephen Castellano is manager/program director at WNNJ(AM)-WIXL(FM) Newton, N.J. Anthony Castellano is Middlesex, N.J., consulting engineer. None have other broadcast interests. (BAL11-820304HD). Action May 26.

■ WGBU(AM) Farrell and WGBZ-FM Sharpville, both Pennsylvania (AM: 1470 khz, 1 kw-D, 500 w-N; FM: 95.9 mhz, 3 kw, HAAT: 285 ft.)—Granted assignment of license from Broadcast Service Communications to National Communications System Inc. for \$700,000. Seller is closely held group of 14 stockholders headed by James P. Cattron, president. None have other broadcast interests. Group bought stations two years ago for \$603,750 (BROADCASTING, Nov. 10, 1980). Buyers: Jerome Bresson, David Hafler (47% each) and Edgar Hurst (6%). Bresson and Hafler are principal owners of WBUD(AM)-WXXW(FM) Trenton, N.J. Hurst is on-air personality at WPEN(AM) Philadelphia. (BPH-810424AE). Action May 27.

■ WMNT(AM)-WMLD(FM) Manati, P.R. (AM: 1500 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 18 kw)—Granted transfer of control of Arecibo Broadcasting Corp. from current stockholders (100% before, none after) to La Voz Evangelica de Puerto Rico Inc. (none before, 100% after). Consideration: \$800,000. Principals: Sellers are Pedro C. Barbosa (40%), Jose A. Ribas and Guillermo A. Bouet (30% each) who have no other broadcast interests. Buyer is noncommercial corporation. Jorge Suria Maymi is president. He is Vega Baja, P.R., pastor and has no other broadcast in-


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terests. (BTC-820222EN, EO). Action May 24.

■ **KMXX(FM)** Austin, Tex. (102.3 mhz, 741 w, ant. 550 ft.)—Granted assignment of license from Dynamic Communications of Austin Inc. to Clear Channel Communications Inc. for \$1.6 million. Seller: Principally owned by Jose J. Garcia Jr., Ramiro Diaz and wife, Mary G. Diaz, who have no other broadcast interests. Buyer: L. Lowry Mays (48.022%), B.J. McCombs (47.016%) and John W. Barger (4.962%). They own WOAI(AM)-KAJA(FM) San Antonio; KTXC(AM)-KHYS(FM) Port Arthur, and KILP(AM) El Paso, all Texas, and KMOD AM-FM Tulsa, Okla. (BALH-820311FA). Action May 25.

■ **KFIM(FM)** El Paso, Tex. (92.3 mhz, 100 kw, ant. 1,860 ft.)—Granted transfer of control of 92 KF/M Inc., from Ronald S. Marks, trustee (100% before; none after) to Ronald S. Marks et al. in own name (none before; 100% after). Consideration: \$268,000. Principals: Seller is trustee appointed by court and also stockholder in licensee. Buyers are assuming prior debt. Ronald S. Marks (65%), John A. Parry (20%), John L. Thompson, Jr. (10%), and Lewis D. Overstreet Jr. (5%). Parry is principal in KMWT(FM) Mercedes, Tex.. Marks is president and general manager of KFIM, where Thompson is program director. Overstreet is with KVIA-TV El Paso. (BAL-810317GH). Action May 25.

■ **KANI(AM)** Wharton, Tex. (1500 khz, 500 w-D)—Granted transfer of control of Radio Wharton County Inc. from stockholders (100% before; none after) to Ammerman Enterprises Inc. (none before; 100% after). Consideration: \$250,000. Principals: Seller is owned by L.M. Preuss III, who owns several Texas weekly newspapers but has no other broadcast interests. Buyer is principally owned by Dan Ammerman, Houston public relations consultant, who has no other broadcast interests. (BAL-820408EA). Action May 27.

■ **WRNX(TV)** [CP] Richmond, Va. (ch. 63, 1,660 kw vis., 166 kw aur., ant. 681 ft.)—Granted assignment of construction permit from CBN Continental Broadcasting Network Inc. to National Capital Christian Broadcasting Inc. for \$34,500. Seller is Virginia Beach, Va.-based group owner of one FM, three TV's and permittee of one TV. Its parent, Christian Broadcasting Network Inc., owns one FM. Buyer is nonstock corporation owned equally by Lester R. Raker, wife, Kaetta L. Raker, and Thomas L. Foltz. National Capital Christian Broadcasting also owns WTKK(TV) Manassas, Va. (BAPCT-820414FS). Action May 27.

## Facilities changes

### AM actions

■ **WEAW(AM)** Evanston, Ill.—Granted MP of CP (BP-21,239, as mod.) to modify standard radiation pattern along three bearings. Action May 24.

■ **KHUG(AM)** Medford, Ore.—Granted CP to change city of license from Medford to Phoenix, Ore.; change hours of operation to U by adding 5 kw-N; install DA-N and make changes in ant. sys. Action May 24.

■ **KYJC(AM)** Medford, Ore.—Granted CP to change frequency from 1230 to 610 khz; increase N and D powers to 2.5 kw, 5 kw LS; install DA-1; change TL and SL; change type trans.; make changes in ant. sys., and increase height. Action May 25.

■ **WEPP(AM)** Pittsburgh, Pa.—Granted CP to change city of license to Hampton township, Pa.; change hours of operation to U by adding 2.5 kw-N; install DA-2; change frequency from 1080 to 1070 khz; change SL and RC; to be determined, and make changes in ant. sys. Action May 24.

■ **KUNO(AM)** Corpus Christi, Tex.—Granted CP to change TL and change non dir. ant. Action May 24.

■ **WEER(AM)** Warrenton, Va.—Granted CP to increase power to 5 kw and install DA-D. Action May 24.

### FM actions

■ **WAJX(FM)** Titusville, Fla.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 2 kw; increase HAAT to 355 ft., and change TPO. Action May 26.

■ **WSB-FM** Atlanta, Ga.—Granted CP to make changes in ant. sys.; change type trans.; change type

ant.; increase HAAT to 919 ft., and change TPO. Action May 26.

■ **\*WGHR(FM)** Marietta, Ga.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; change ERP to 16.4 w; increase HAAT to 251 ft., and change TPO. Action May 21.

■ **\*WJMU(FM)** Decatur, Ill.—Granted CP to change frequency to 89.5 mhz, and increase power to 265 w. Action May 17.

■ **WAYL-FM** Minneapolis—Granted CP to install aux. ant. at main TL, to be operated on ERP of 100 kw; change HAAT to 225 ft., and change TPO. Action May 26.

■ **\*WCTS-FM** Minneapolis—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 429 ft., and change TPO. Action May 26.

■ **\*WKNJ(FM)** Union Township, N.J.—Granted CP to change frequency to 90.3 mhz. Action May 26.

■ **WRVH(FM)** Patterson, N.Y.—Granted modification of CP (BPH-10,116, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; relocate SL and RC; increase ERP to 1.29 kw and change TPO. Action May 21.

■ **WTUE(FM)** Dayton, Ohio—Granted CP to install aux. ant. at main TL; to be operated on ERP of 50 kw; change HAAT to 435 ft., and change TPO. Action May 21.

■ **\*WYSU(FM)** Youngstown, Ohio—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP to 31.3 kw (H) and 18.1 kw (V), and change TPO. Action May 21.

■ **\*WXAC(FM)** Reading, Pa.—Granted CP to increase ERP to 219 w (H); change HAAT to minus 23 ft. Action May 26.

■ **KLLS(FM)** San Antonio, Tex.—Granted CP to change TL; change ERP to 100 kw (H), 50 kw (V); change HAAT to 672 ft., and make changes in ant. sys. Action May 26.

### TV actions

■ **WTWC(TV)** Tallahassee, Fla.—Granted MP (BPCT-820309KF) to change ERP to 3,390 kw vis., 339 kw aur.; change HAAT to 880 ft.; change TL, SL same as TL. TL. Action May 17.

■ **WOAC(TV)** Canton, Ohio—Granted MP (BPCT-790426KF) to change ERP to 1,429 kw vis., 142.9 kw aur.; change trans., and make changes to ant. sys. Ann. May 20.

## In contest

### Designated for hearing

■ **Lakeland, Fla. (ch. 32) new TV**—Lakeland Florida Inc., Lakeland Broadcasting Inc., Figgie Communications Inc., Mid Florida Telecasters Inc., Public Interest Corp., Channel 32 Inc., and Manning Telecasting Inc.: To determine whether applications of Plaza, Figgie, Public Interest and Manning pose hazard to air navigation and therefore if they are technically qualified; whether Lakeland, Channel 32 and Manning are financially qualified; whether Manning's technical proposal complies with rules regarding effective radiated power of aural transmitter; whether Mid Florida's application complies with National Environment Policy Act as implemented by FCC, which of proposals would best serve public and which should be granted (BC Doc. 82-294-300). Action May 24.

■ **Coffeyville, Kan. (92.1 mhz) new FM**—Montgomery County Broadcasters and The Midwest Broadcasting Co. Inc.: To determine whether applicants are financially qualified; which of applications would better serve public and which should be granted (BC Doc. 82-285-286). Action May 20.

■ **Akron, Ohio (ch. 55) new TV**—Ohio Telecasting Inc., Ebony Blackstar Broadcasting Corp., Rhema Television Corp. and Akron Telecasting Inc.: To determine whether Rhema Television's will serve Cleveland, Ohio, rather than Akron, and whether grant would constitute de facto reallocation of channel from Akron to Cleveland; whether Ohio Telecasting's proposed tower height and location would constitute hazard to air navigation; whether Ebony Blackstar is financially qualified; which of proposals would best serve public and which should be granted (BC Doc. 82-290-293). Action May 20.

■ **Aguado and San Sebastian, both Puerto Rico (1410 khz) new AM**—Aurio Matos and Otilio Serrano Serrano, respectively, to determine areas and populations which would receive primary service from each proposal and availability of other primary aural service to such areas and populations; which of proposals would better provide distribution of radio service; in event choice should not be based on preceding issue, which of proposals would better serve public interest; and which should be granted (BC Doc. 82-287-288). Action May 20.

■ **New Boston and Hooks, both Texas (95.9 mhz) new FM**—Bowie County Broadcasting Co., and Freeway Broadcasting Inc.: To determine areas and populations which would receive primary aural service from proposals and availability of other primary service to such areas and populations; whether good cause exists for Bowie County's proposed main studio location to be outside community of license, whether Freeway is financially qualified; which of proposals would best provide distribution of radio service; in event choice should be based solely on preceding issue, which of proposals would better serve public and which should, be granted (BC Doc. 82-301-302). Action May 25.

### FCC actions

■ **ALJ John H. Conlin** granted Madison Communications Corp. CP for new FM on 104.9 mhz at Madison, Fla., and denied that of competing applicant, Billy G. Walker. Judge found MCC superior because Walker currently owns AM facility at Madison and grant would give community first competitive service, even though Walker had stronger proposal for integration of ownership-management and broadcast experience. MCC is owned by C. Bette Wimbash (60%), James E. Bradwell (33.3%) and Terrence A. Wimbash (6.7%). Bette Wimbash is Tallahassee, Fla., attorney and also owns 17.5% of CP for new FM at Tallahassee. Decision becomes effective 50 days after release unless it's appealed within 30 days or FCC reviews it on own motion. Issued June 1, released June 4.

■ **FCC** granted applications of Argo Communications Corp. to provide common carrier services within U.S. via Telesat Canada ANIK D satellite. Term will run until more transponder capacity is available on U.S.

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satellites, but in no event beyond Dec. 31, 1984. Action May 28.

## Allocations

### Assignments

- Palm Desert, Calif.—Assigned 96.7 mhz to Palm Desert as its second FM; effective July 28 (BC Doc. 81-833). Action May 21.
- Big Pine Key, Fla.—Substituted 104.7 mhz for 93.5 mhz at Big Pine Key; effective July 28 (BC Doc. 81-777). Action May 21.
- Hays, Garden City and Randall, all Kansas—Substituted ch. 9 for ch. 14 at Hays; ch. 18 for ch. 9 at

Garden City and deleted ch. 9 at Randall; effective July 28 (BC Doc. 82-43). Action May 24.

- Lakeview, Mich.—Assigned 106.3 mhz to Lakeview as its first FM; effective Aug. 3 (BC Doc. 82-64). Action May 26.
- Nantucket, Mass.—Substituted 96.3 mhz for 93.5 mhz at Nantucket and ordered license for WGTF(FM) be modified to specify operation on 96.3 mhz (BC Doc. 82-147). Action May 25.
- Artesia, Miss.—Assigned 100.1 mhz to Artesia as its first FM; effective July 28 (BC Doc. 81-882). Action May 21.
- Mangum, Okla.—Assigned 92.1 mhz to Mangum as its first FM; effective Aug. 3 (BC Doc. 82-3). Action May 26.
- Sisseton, S.D.—Assigned 99.3 mhz and 102.9 mhz

to Sisseton as its first and second FM's; effective July 28 (BC Doc. 82-4). Action May 21.

- Mathis and Odem, both Texas—Reassigned 98.3 mhz from Mathis to Odem as its first FM; effective Aug. 3 (BC Doc. 81-816). Action May 26.
- Cheney and Grand Coulee, both Washington—Reassigned 101.1 mhz from Grand Coulee to Cheney as its first FM; effective July 28 (BC Doc. 81-563). Action May 21.

## Other

- FCC will require pleadings or documents to be filed on standard size paper, 8 1/2 x 11 inches, as of Jan. 1, 1983. Legal paper will not be accepted. Action May 25.

## Summary of broadcasting

### FCC tabulations as of April 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,650	0	0	4,650	125	4,775
Commercial FM	3,361	1	0	3,362	218	3,580
Educational FM	1,127	0	1	1,128	80	1,208
Total Radio	9,138	1	1	9,140	423	9,563
Commercial TV						
VHF	523	1	0	524	11	535
UHF	263	0	0	263	126	389
Educational TV						
VHF	103	1	3	107	9	116
UHF	161	2	4	167	16	183
Total TV	1,050	4	7	1,061	162	1,232
FM Translators	468	0	0	468	208	676
TV Translators						
UHF	2,722	0	0	2,722	222	2,944
VHF	1,619	0	0	1,619	382	2,001

\*Special temporary authorization

\*\*Includes off-air licenses

## Call letters

### Applications

Call	Sought by
	<b>New AM</b>
KLLK	Henry Radio Co., Willits, Calif.
	<b>New FM</b>
KCRB-FM	Minnesota Public Radio Inc., Bemidji, Minn.
	<b>New TV's</b>
KKAO-TV	Olmstead Enterprises Inc., Three River Falls, Minn.
WKAF	The Great Onondaga County Telecasting Corp., Syracuse, N.Y.
WGGF	The Great Lebanon County Telecasting Corp., Lebanon, Pa.
WSMF	Southern Metro Telesystems Inc., Florence, S.C.
	<b>Existing AM's</b>
KSML	KGJM Globe, Ariz.
KTOD	KVEE Conway, Ark.
KJBR	KBTM-FM Jonesboro, Ark.
KCMN	KKCS Colorado Springs
WST	WGTR Natick, Mass.
WZNN	WVOY Charlevoix, Mich.
WLYM	WDG Saint Ignace, Mich.
KKOZ	KSOA Ava, Mo.
WHVW	WWW Hyde Park, N.Y.
KSPL	KAYO Seattle
	<b>Existing FM's</b>
WMGG	WCKX-FM Clearwater, Fla.
WKKS-FM	WTD Vanceburg, Ky.
WMJI	WWWM Cleveland
KTAW	WTAW-FM Bryan, Tex.
KPAS	KLMF-FM Fabens, Tex.

### Grants

Call	Assigned to
	<b>New AM</b>
WTGG	Calibogue Broadcasting Inc., Hilton Head Island, S.C.
	<b>New FM's</b>
WTII	Vogel-Moody Corp., Evergreen, Ala.
WKPX	Broward County School Board, Sunrise, Fla.
WLGC	Greenup County Broadcasting Inc., Greenup, Ky.
	<b>New TV</b>
KVNJ-TV	Fargo Broadcasting Inc., Fargo, N.D.
	<b>Existing AM</b>
KJET	KZOK Seattle
	<b>Existing FM's</b>
KBBC	KRFM Lake Havasu City, Ariz.
KSNN	KLBS-FM Los Banos, Calif.
KRFM-FM	KSTX Canon City, Colo.
WEFM	WMCB-FM Michigan City, Ind.
KKCI	KSAS Liberty, Mo.
WSNY-FM	WVCO-FM Columbus, Ohio
WMT	WQIA Lima, Ohio
	<b>Existing TV</b>
WNEV-TV	WNAC-TV Boston

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## RADIO

### HELP WANTED MANAGEMENT

**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 B-4.

**General Manager.** WRRO is accepting applications for position of General Manager—must be strong in sales, motivation, and administration—excellent pay and benefits with this group owner—send resume and references to WRRO Radio c/o Bernard Brobst, PO. Box 1440, Warren, OH 44482. E.O.E.

**Small market daytimer** in Southeast needs manager-salesman. Community-minded, experienced person can grow. \$300 plus commission. Resume to Box B-65. E.O.E.

**General Manager** for WJMT(AM/FM), Merrill, Wisconsin. Must have excellent sales and programing background with some knowledge of engineering. Group owner. Call Don Roberts, President, 715-588-3852. E.O.E. M/F.

**Sports Director:** Experienced sports director needed for station with commitment to sports. Applicants should be dedicated in covering all phases of sports. Send resume, tape and salary requirements to Bruce Hughes, News Consultant, c/o KELI, PO. Box 52185, Tulsa, OK 74152. E.O.E.

**Sales Manager** for "Superstars" format in medium Southeast market. Need high energy leader to match billing growth to market rank. Success will get you station manager appointment. Resume with letter immediately to Box B-48.

**Program Director** with minimum of three years' experience as a PD. Must be well versed in call-out and perceptive research. Replies held in confidence. An Equal Opportunity Employer. Write: KBZT, 7867 Conroy Ct., San Diego, CA 92111. Attn: General Manager.

**General Manager:** for a medium-sized AM/FM operation. Black Format. Need proven leader with complete knowledge of sales, production, and programing. Tremendous growth opportunity. Profit-sharing. No phone calls. Send resume, references to Skyline Broadcasting Co., c/o David Smith, PO. Box 877, U.K. Station, Lexington, KY 40506.

**We have a CP** to build a 3 kw FM in a progressive upper Midwest farm community. We are looking for a manager with strong personal sales ability. Excellent incentive plan. E.O.E. Reply Box B-68.

**Growing broadcast group** seeks experienced G.M. for small market AM/FM near N.C. coast. Good salary + % and fringes, including life and health insurance. Contact Susan Prillman, c/o Curtis Radio Group, PO. Box 529, Laurinburg, N.C. 28352. 919-276-2911, M-F/9-5 (EDT).

**Station Manager, FM Radio station.** Direct administrative and operational activities of Syracuse University radio station WAER-FM, one of the most respected college-run stations. Prepare budget; approve expenditures; develop promotional and fund-raising activities; scheduling responsibility; identify and serve community programing needs; instruct, advise, interview, select and evaluate support staff, including large number of students. Qualifications: Bachelor's degree in broadcasting or management, or equivalent combination education-experience; reasonable experience as station manager. Desirable: community-oriented programing experience; ability to operate studio and control-room equipment. Send application, resume and two reference letters by July 15 to: WAER Manager Search Committee, c/o Dean Mary Lou Koenig, 301 Steele Hall, Syracuse University, Syracuse, NY 13210. Syracuse University is an equal opportunity/affirmative action employer and does not discriminate on the basis of a handicap.

**Sales Manager.** East Coast ethnic. Strong sales background a must. Program experience a plus. Salary plus commission. Send resume to Box B-53. AA/EOE.

### HELP WANTED SALES

**Ready to move up** and into a great radio station in a great radio market? We'll add one person to our local sales staff by July 1. That person will have a minimum of two years local radio sales experience and be able to verify a top performance level. That person will earn high commission income, receive free benefit package, on-going training, a pro support staff, the resources of a large broadcast group and a market leader. Interested? Qualified? Send resume to: Ray Gardella, GSM, WICC Radio, 177 State Street, Bridgeport, CT 06604.

**ABC-owned FM is looking** for two winners. Aggressive street fighters only. Send resume to Kevin McCarthy, Sales Manager, KSRR Radio, 1201 Fannin Bank Building, Houston, TX 77030. No phone calls.

**Group Operator** needs experienced sales-announcers. \$200 plus 10% on sales. Resume to Box B-66. E.O.E.

**Local Sales Manager** needed to sell number one list, help develop a sales staff. Must be aggressive, motivated and community-minded. Fantastic potential for the right person. WKVL, PO. Box 973, Clarksville TN 37040.

**Sunbelt fulltimer looking** for Sales Manager to provide impetus and guidance to sales department. Good salary and override. Will consider letting you buy in for a chunk of ownership. Sub "S" corporation will provide good tax shelter. Respond quickly to Box B-28.

**We're looking for** a stable and successful small market sales pro interested in building a career with a professional organization. Excellent growth opportunity. Northeast Texas area. KGVL/KIKI, PO Box 1015, Greenville, TX 75401. E.O.E.

**Self Motivators Only.** We are looking for aggressive sales people for Charleston, W. Va. Must be consultant-sell and co-op oriented. Opportunity for advancement with group owned stations. Send resume, references, earning history. E.O.E. Write Box B-72.

**KYMS-FM,** Interstate Broadcasting System, Orange County, suburban station to Los Angeles, looking for sales manager who can build local sales team for contemporary Christian music station. Hard-working self-starter. Send resume or call Arnie McClatchey, KYMS, 1748, West Katella, Orange, CA 92667. 714-835-1063. An Equal Opportunity Employer.

**Sales Manager:** Medium market AM/FM black format. Successful Candidate for this position must be able to organize and motivate a sales staff. Minimum 5 years sales experience. RAB trained. Send resume, references, to Skyline Broadcasting Co., c/o David Smith, PO. Box 877, U.K. Station, Lexington, KY 40506.

### HELP WANTED ANNOUNCERS

**Talk. Talk. Talk.** We want an exciting, unique and witty telephone talk show host, with personality. We're a top-rated, major market station with an unusual talk format. Send resume to Box A-157. E.O.E.

**East Coast South Florida** adult contemporary leader accepting resumes for future consideration. Top facilities. Top staff, and tops in the market. Good bucks, too. Only professionals with good track record who want to work any shift assigned need apply. Write Box B-13.

**Combination sales person-DJ.** We will pay up to 25% sales commission plus salary for DJ show. We are Country and Western. Heavy on local news. We pay more and we expect more. If you want more, call J. C. Johnson or Mike Howard, WJEM Radio, Valdosta, GA 31601. 912-242-1565.

**Afternoon drive announcer** wanted. Modern country station in St. Louis ADI looking for announcer with minimum 3 years' experience. Send confidential tape & resume to: Steve Beeny, KWRE Radio, PO Box 220, Warrenton, MO 63383.

**Major market radio** station is looking for a hockey announcer, preferably with at least 5 years of N.H.L. experience, to broadcast local N.H.L. games. Send resume to Box B-26. An equal opportunity employer.

**Multi-talented person needed** - Mid-day DJ, sports play-by-play, and experience in audience involvement via telephone. Great station. Send tape and resume to: WLBR, Box 1270, Lebanon, PA 17042. E.O.E.

**KOKE, Austin, Texas,** seeking experienced morning air personality. No beginners. Send tape and resume. No phone calls! KOKE, PO. Box 1208, Austin, TX 78767. E.O.E.

**WFBG, one of America's** highest rated top 40 stations, is looking for an evening air personality. Send T&R to: Tony Booth, Box 2005, Altoona, PA 16603. E.O.E.

**WFIN, Findlay, Ohio,** needs experienced morning personality. Must have good production skills. Good pay and benefit program. Contact Kert Radel, PD., 419-422-4545.

**Weekend DJ** for 110,000 watt regional country power in rural Missouri just east of KC. Pay based on experience. Call Dave Beasing, KMZU, Carrollton. 816-542-0404.

**Announcers needed** for black format AM/FM stereo station in central Kentucky. Offers good opportunity for intelligent and mature individual with good pay and benefits. Send tape, resume and references to Skyline Broadcasting Co., c/o David Smith, PO. Box 877, U.K. Station, Lexington, KY 40506.

### HELP WANTED TECHNICAL

**Radio Chief Engineer.** Immediate opening. Excellent facilities and equipment. 100,000 watt FM stereo, daytime AM plus AM on Gulf Coast coming soon. Must have First Class/General License, broadcast experience and best references. We offer top pay and benefits. Send complete information first letter to Raymond Saadi, KHOM, Station 2, PO. Box 728, Houma, LA 70360. Equal Opportunity Employer.

**Top rated Midwest** station looking for Chief Engineer. Must have experience in AM directional, FM stereo, studio and audio processing. Send resume and salary requirements to WROK/WZOK, PO. Box 6186, Rockford, IL 61125.

**Southeast Michican AM-FM** is seeking an assistant chief. Applicant must have a minimum of two years of technical school plus three years of experience and valid FCC license. SBE certification a plus. E.O.E. Send resume & references to Box B-14.

**Engineer.** Small market northern Midwest. Class C FM searching for engineer who will maintain audio and R.F. systems. Responsibilities included recorded and live remotes for broadcast. A critical listener with some music training would best fill this position. Reply to Box B-51.

**Chief Engineer wanted** for Georgia AM-FM operation. Full time position. Salary negotiable. Call collect, Wayne Bishop, 404-322-6693.

**Chief Engineer** for AM/FM hi-power in central Kentucky. Strong audio background and maintenance know-how. A minimum of 4 years experience. Send resume, references and salary history to Skyline Broadcasting Co., c/o David Smith, PO. Box 877, U.K. Station, Lexington, KY 40506.

**Carolina opening** for Chief Engineer. Must have good background in maintenance and directionals. Resume to Box B-67.



## HELP WANTED NEWS

**News Director and newsmen** sought for Midwest broadcast chain that is expanding rapidly. Investigative reporting skills, one-to-one conversational delivery. We want people who need only to be told once how the job is done. Our staffers respond to good pay, benefits and security with consistent quality performance! Send resume, tape, writing samples and salary history to Greater Muskegon Broadcasters, 506 Muskegon Federal Savings Building, Muskegon, MI 49440.

**Reporter-WTOP News** in Washington is looking for a reporter with several years of experience in spot-news and beat coverage, ideally at an all-news station. Please send a tape showing your ability to cover news in the field—including live and ad lib reports—along with your resume. Absolutely no telephone calls. EOE M/F Personnel Office, WTOP Radio, 4646 40th St., NW, Washington, D.C. 20016.

**Sportscaster for strong sports station**, small market. Train under major league network announcer. Much play by play. One year experience. Tape, resume, salary to: KTIP, Route 1, Box 1450, Porterville, CA 93257

**Talk Hosts.** Issue-oriented, entertaining and experienced. Full and part-time positions. Join one of the best. Tape and resume: Dave Scott, Program Operations Manager, KOA News/Talk AM 85, P.O. Box 5012 TA, Denver, CO 80217. EOE, M/F.

**General News:** Tulsa's largest news operation needs tapes, resumes on file from experienced newsmen. Please send resume, tape and salary requirements to Bruce Hughes, News Consultant, c/o KELI, P.O. Box 52185, Tulsa, OK 74152. EOE.

**WXAM, Charlottesville,** seeks News Director with good reporting and broadcasting skills who's committed to news excellence. Send tape and resume to Steve Reed, P.O. Box 1294, Charlottesville, VA 22902. EOE.

**News Anchor.** KQWB, Fargo, requires experienced professional to join 4-person staff. Excellent equipment, top ratings, stable staff, reporting background essential. Send tape and resume to Linda Hogan, News Director, Box 2983, Fargo, ND 58108. EEO.

**Virginia Beach/Norfolk:** Virginia's top news operation seeking anchor/reporter. If you're the best, ready to work hard, send T&R to ND, WGH Radio, Box 9347, Hampton, VA 23670. Min. 3 yrs' exp. EOE, M/F.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director,** adult contemporary, unique dual market. If you can make a locally programed AM station exciting, fun and touch people's lives, we want to talk with you. Announcing and administrative skills a must. Send tape and resume to Arnold Lerner, WLLH, Lowell, MA 01853. EOE

**Desire to use your talents for Jesus Christ?** Following positions open in nationwide satellite network. Engineer, news/sports director, reporter, programing/production, announcers, network planning/development. Send resume to Box B-1

**Continuity Director,** University of Florida. Challenging position available for an experienced Continuity Director with radio stations WRUF(AM) and WRUF(FM). Duties include the supervision of the continuity department and formulation of creative copy for a 100,000 watt FM Album Rock station, and a 5000 watt Middle-of-the-Road AM station. Applicants should have a strong production background, the ability to write copy for two different demographic audiences (18-34 and 35+), and the ability to produce copy from script as needed. Position requires a Bachelor's degree in broadcasting or related field. Commercial radio experience preferred. Salary \$12,235 to \$14,177, commensurate with experience. Send complete resume, tape, and a writing sample by June 18, 1982, to Mr. P Jan Eller, Central Employment Center, 3rd Floor Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**Program Director/air personality** needed for AM country station located in the sunny South. Great Opportunity. EOE. Send resume to Box B-62.

**Cultural/Public Affairs Producer.** Cultural/public affairs producer for 100,000 watt NPR affiliate. Duties: Serves as producer for state-wide distributed business program and produces other program segments. Qualifications: BA/BS in Communications or related field; three years broadcasting experience with preference for NPR background; knowledge of business helpful; creative production skills needed. Salary: \$15,346. Deadline: June 28, 1982. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee, WUFT-FM, 2108 Weimer Hall, Gainesville, FL 32611. (Non-returnable production tape encouraged). The University of Florida is an Equal Opportunity/Affirmative Action Employer which encourages applications from minority groups and women.

## SITUATIONS WANTED MANAGEMENT

**Sold my interest** as President and General Manager of major market property. Want to rejoin group or top independent. Dynamic sales background. Top broadcaster. Top management. Resume covering 25 years on request. Reply Box B-22.

**13 successful years** multi-faceted radio experience including sales, middle management, news and talk-show host. Experience with startup operations and established organizations. Community involvement person. Can motivate with words and deeds. Understand budgeting, licensing procedures, personnel, sales, programing, promotions, news and public service. A professional who thinks radio is a profitable business and can help you achieve that goal. Available now. Call Les. 803-288-9595.

**Highly successful GM,** stable, 10 years same station. Sales and promotion oriented. Community-active family man. Can get most out of your small-medium market station, professionally profitably. Bottom line and cost-conscious. Documented credentials, references. Write Box B-73.

**Sales-oriented manager.** I've got what it takes to make your station successful. I hire and train salespeople. Give me your best and I'll give you mine, plus option to buy-in. Prefer New York State, but Sun-belt is also considered. Reply Box B-38.

**Radio GM-Track record** total revenue up 21%, local revenue up 17.4%, operating profit up 18%, collections 80% of gross revenue for FY 81-82. Let me do this for your station or group. Prefer mid-Atlantic or Southeast. Write Box B-74.

**Let's talk about** a sales-oriented, management position, because you don't need 60's and 70's methods, but ideas for the 80's. Adapting new marketing techniques from many of the best-known sales motivators. Over 25 years of experience. An all-around manager to maximize revenues, promotions, and community involvement, to increase the perception of your station as a major advertising medium. South, Southeast, Northeast primary areas of interest. Write Box B-45.

**General Manager:** aggressive, ambitious, greedy. Highly organized and disciplined to make money. Expertise includes in-depth strategies for developing sales, programing, promotions, profits. 19 years successfully managing AM/FM. Excellent credentials. Write Box B-75.

## SITUATIONS WANTED SALES

**Former radio station owner** looking for announcer/sales position. Reply Box B-33.

**Proven Winner looking** for a Radio/TV sales position on a management track. 4 years radio experience. Will perform for you. Jim Sulton, 3869-A Riviera, San Diego, CA 92109. 714-235-3344.

**Sales:** Broadcast professional, early 30's, looking for stability and earning potential. Programing, promotion, sales, and management background. Reply Box B-35.

**Experienced.** Small market. Looking for bigger challenge. Degree. 23 Sales training. Can combine with sports or announcing. Write Box B-44.

## SITUATIONS WANTED ANNOUNCERS

**Versatile 3rd w/,** C&W or rock. 313-277-5062: Jay Dubb. 415 Brentwood, Inkster, MI 48141.

**18-year professional** looking for a New England home. Searching for someone who's done it all? I'm your man! T & R available. Write Box B-8.

**Good voice and reader.** Professional sound and attitude. Cooperative. Available now. Brian Davis, 414-255-2078.

**My tape can mend** your broken station. Great pipes! Trained for jock or news. Production too! Prefer Rockies, but will go anywhere. Call Tom at 312-686-7105 or 312-358-5142.

**Broadcasting School graduate** with Associate degree in communications. Looking for work in small market radio. Prefer New England. Write Box B-27

**Great Schtick!** Solid, class, quality A/C professional with track record. Mornings-KIOA, evenings-WTVN, small market Op. dir. Brad (days) 515-289-2444.

**Seeking stable operation** with positive/professional attitude who believes in giving direction and help set goals. CHR, A/C or Country, Midwest, Southwest, West or Canada. Want to learn the business from a pro. Write Box B-77.

**Ambitious, young announcer,** award-winning DJ in college. Also professional comedian. Do voice characterizations. If you don't get me, someone will. Experienced sportscaster and on-air personality. Call John, 608-837-4259.

**9 years' experience.** PD, MD, copywriter. MOR, EZ. Married. Prefer Northeastern coast. Geoff Stetlplug, Mifflin, PA 17058-0061. 717-436-8809.

**Phoebe Adrian** - News, talk, D.J. Give me a call. 201-773-3492. Don't miss out on excellence.

**Bright, friendly personality** mixed with drive time experience makes a hit on your station! Flip side includes phone, remote, and production skills. Act now! Limited time only. Void in Alaska. Box B-58.

**22, dependable new announcer** wants to begin radio career with your station. Available soon. Evenings or overnight. Northern or central Ohio, Southern Michigan, or Eastern Indiana. Doug Hendricks, 21692 TR 175, Mount Blanchard, OH 45867.

**College grad with distinction** wants first job. Managed 3 kw ED-FM 2 yrs. DJ, PBP news is my specialty. Prefer Midwest. 219-223-2536 for T & R. Tim Murray.

**Wait till you hear** my play-by-play. Sports director, good on board. 3 years' experience. 516-437-2688.

**Sports Director,** PD, MD, PBP experience. Reputation as one of the best basketball announcers in the Midwest! You be the judge. For tape and resume, call John Briggs, 314-469-1449.

**Experienced Ohio Announcer** with 3rd, available now. Works all formats and shifts. Sports nut. 513-548-5603.

**Sex.** Now that I have your attention, young man, no experience but wanting to learn, eager for first D.J. position. Willing to relocate. R. Lewis, 1723 Grainger Ave., Knoxville, TN 37917. 615-546-4267.

**50,000 Watt Radio Personality** looking for 50,000 watt AM home. 20 years with morning and afternoon shows. Complete format-personality does everything on show-reports news as former overseas correspondent, plays some personal records he recorded in Nashville, with regular program music, specializes in personal endorsement commercials on program, and helps sell spots in the program. Personality was voted second in nation, by readers of Movie Stars, Parade and See magazines, out of 2600 radio personalities. For audition tape, call 713-860-3247.

**DJ for AOR or CHR.** Thoroughly trained, good production. Call Tom, 312-371-8664.

**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), 7 a.m. to 4 p.m., PST.

**Still looking.** Announcer/sportscaster. 5 1/2 years' experience, know A/C format. Southern Rockies, West Coast preferred. Anytime, 303-651-3549.

## SITUATIONS WANTED TECHNICAL

**Veteran (12 year) Chief engineer** seeking new challenge. Experienced: AM 250 w to 50 kw. Ampliphase, Doherty, PDM, critical DA; FM 10 w to 100 kw, stereo, SCA, Automation. High-performance audio. Heavy construction, rehabilitation. Supervision, administration, budgeting. Programming-oriented. 30, single, stable. Now at S23K. Medium-major markets, East. Available August. Box A-226.

## SITUATIONS WANTED NEWS

**Crisp, accurate, creative coverage** of breaking news and legal beat my specialty. 5 yrs. experience. Looking for position in medium to large market (350,000+). Doug, 217-546-9389.

**Experienced Reporter:** will cover congressional and Washington events, good delivery, interviews. Credentials. Call 202-547-2459.

**Knowledgeable, dependable, energetic sports director** with PBP experience of 5 years. Looking to move up to medium market. Call Bob Simen at 615-775-2341 after 4:15 p.m. Tape and resume available.

**Hockey play-by-play** looking for minor league hockey job and possible minor league baseball work. Can also do news and jock work. Five years radio experience. Mike, 313-586-8573.

**News magazine Hostess** with major market anchoring, newstalk hosting, and award-winning reporting experience is looking for magazine format backed by a solid newsroom. 206-284-7443.

**News department:** need someone to revitalize it? Someone to lead, teach, innovate, dig? That someone is at 904-269-4940. ND with major-market experience. Experienced in all formats, including all news.

**I can gather, write and deliver news,** produce and host public affairs and talk shows, have management experience, and worked at one of the top stations in the U.S. (NYC). Ready for new challenge. Write Box B-34.

**Experienced news, sports reporter** seeks challenging opportunity. Strong PBP, all sports. Top writing, on-air skills. Steve French, 110 Warwick Drive, Elyria, OH 44035. 216-322-9955 before 11 a.m.

**Published author—young newscaster, reporter, writer.** Some on-air experience. Extensive broadcast training, mature delivery, excellent references. Salary very negotiable. Tape available. Call Michael, days, 212-888-2175

**News, DJ, sports,** production, I've done them all and will for you. BA in Communications. For tapes and resume: Bob Buccini, 207 Davis Avenue, Greenwich, CT 06830. 203-622-9289.

**News/Sports/DJ** looking for first job. Call Larry, 313-732-1262.

**Red Ink forces** lay off of Jacksonville's best news team. ND available to bring new vitality to your news operation. Sixteen years' experience, all formats. Won't settle for being second-best. 904-269-4940.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Operations Director** for group or growing AM/FM combination. 20 years' experience, announcer to station manager. Strong family man, heavy community involvement. Good leader and teacher of young talent. Excellent radio fundamentals. Prefer Southeast. Write Box B-20.

**Experienced Ops Dir/PD/announcer** looking to join beautiful music or news/talk operation. Medium to major Western market preferred. 8 years broadcasting, plus freelance. First phone, sharp, hardworking. Will consider all replies. Phone 702-673-6370 or write Box B-21.

**Major Market AOR announcer** with production director-promotion director-research experience, ready to program small-medium AOR. Tim, 216-884-8438.

**We'll bet you** one month's salary you'll be satisfied with this outstanding announcer/talk/sports/PBP/production duo. Intelligence, effort, and innovation applied to all formats; separate or learn show. Ready for step up. Write Box B-32.

# TELEVISION

## HELP WANTED MANAGEMENT

**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.

**KTWU/11, Washburn University,** Topeka, Kansas, seeks Director of Operations. Duties include: directing creative, budgetary, personnel activities of operations/production area, develop middle/long range goals; serve as member of station management team. Position is internally oriented and reports to Executive Director/General Manager. KTWU/11, a 17-year-old nationally viewer-ranked PTV station in growth mode, serves northeast Kansas and portion of northwest Missouri and will soon increase service to southeastern corridor of Kansas via translators and enter into new building/equipment drive. Qualifications: MA/MS degree required or BA/BS degree with experience equivalent to advanced degree; minimum of five years fulltime employment in educational/public/commercial television with substantial production/administrative/personnel/teaching experience. Successful candidate will reflect public broadcasting philosophy as found within context of university licensure and academic environment. Salary dependent upon qualifications. Position available September 1 or before. Send letter, complete current resume, and three recent references with telephone numbers to D.N. Anderson, Executive Director/General Manager, KTWU, 301 N. Wanamaker Road, Topeka, KS 66604. Application must be postmarked no later than June 30th. Washburn University is an Equal Opportunity/Affirmative Action Employer.

**Television Engineer—**for video maintenance at Dallas TV station. 1st phone & 2 years maintenance preferred, but will consider person with solid electronics training including video and electronics servo knowledge. Mail resume to Miles Carter, KTWS-TV, P.O. Box 470427, Dallas, TX 75247.

**Operations/Production Manager.** PTV station with expanding production facility seeks Operations/Production Manager with strong managerial and supervisory skills. Qualifications: BA in journalism, radio/TV broadcasting or production; four years' experience in TV production work, with at least one year as Producer-Director. Salary: \$17,330.40-\$23,343.84. Contact: Personnel, 216 Suwanee Arcade, Florida State University, Tallahassee, FL 32306. 904/644-6034. Equal Opportunity Employer.

## HELP WANTED SALES

**Account Executive—**This is an opportunity that may only happen once. New England's hottest new station is seeking a salesperson with independent TV sales experience (minimum 3 years). If you are highly motivated, self-starter, looking for a challenge, send your resume and salary requirements to: Box B-37.

**National Sales Manager.** KCPC-TV Tacoma, Washington, seeks an aggressive, knowledgeable television salesperson as national sales manager. Minimum two years major market television sales experience required. Experience as a national sales manager or national sales representative extremely helpful. Independent television experience also helpful. Please send resume, salary requirements and business references to Roy L. Albertson, General Sales Manager, KCPC-TV, P.O. Box 98828, Tacoma, WA 98499. Please, no phone calls. Equal Opportunity Employer.

**Sales reps wanted** to sell new teenage soap (network quality), to television stations and cable systems in U.S. Experienced Only. Foreign territories also. Seaciff Productions, 23901 Civic Center Way, Suite 115, Malibu, CA 90265.

## HELP WANTED TECHNICAL

**Need operating Engineer** with FCC license. Good place to live. Good growing company. EOE. Contact Ken High, KAMR-TV, 806-383-3321, or Box 751, Amarillo, TX 79189.

**Hands-On VHF Chief—**Proficient in areas of: RF, Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. Two year old ABC affiliate with new owners undergoing upgrade. Eastern Shore market adjacent to summer resort. Offering \$30-35,000. Resume and references to: Frank Pilgrim, General Manager, P.O. Box 321, Salisbury, MD 21801. AA, EOE/MF.

**Television Engineer.** CBS-TV affiliate seeks hands-on pro ready to take on supervisory responsibilities. Req: FCC lic., digital knowledge, background in operation and maintenance of UHF-TV. Exc. salary & benefits. Send resume or call C.E., KPWR-TV, 2831 Eye Street, Bakersfield, CA 93301. 805-327-7511.

**Executive Engineer** with high technical qualifications and ability to train and supervise. Important Texas market. EOE. Box A-224.

**Want to hire:** Director of Engineering—medium market—sunny South. Most modern television equipment. Requires leadership, planning, supervisory ability, good with people. Some "hands-on" required. Excellent opportunity. Send resume and salary requirements. Strictly confidential. Write Box A-198.

**KMGH-TV, a CBS affiliate** in Denver, Colorado, seeks applications from experienced career minded operations engineers in the areas of ENG, switching, audio, master control, and video. Applicants should have solid operations skills and a good technical background. A First Class or General Class FCC license is highly desirable. We offer excellent pay, benefits, and working conditions for the right professional. Send resume to: John Hellyer, Director of Engineering, KMGH-TV, P.O. Box 5007, Denver, CO 80217. KMGH-TV is an equal opportunity employer (M/F).

**Television Technician.** Immediate opening. Minimum two years' experience in TV broadcasting and hold a second class FCC license. Operating experience with audio, quad and 1 inch video tape operation, camera setup and ENG operations necessary. Interested persons should contact or send resume to Ted Newcomb, Chief Engineer, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. An Equal Opportunity Employer.

**Chief Engineer** for KWWL-TV, Waterloo/Cedar Rapids. Supervise technical staff of 10, operating/capital budgeting. This VHF affiliate is all-ENG, heavily committed to state-of-the-art and regional networking of collegiate sports. At least 3-5 years' experience required, including some supervisory/budget work. BSEE preferred. Send resume and salary needs to J.A. VanHorn, VP/Personnel, American Family Broadcast Group, 500 E. Fourth Street, Waterloo, IA 50703. An equal opportunity employer.

**Assistant Chief Engineer—UHF.** We have an immediate opening for an individual with 3-5 years studio/transmitter maintenance experience. Supervisory experience a plus. Responsibilities include assisting the Director of Engineering in preparing and administering the budget, supervising engineering operations, assisting in the purchasing and installation of new equipment. Competitive salary and benefits package. E.O.E. M/F. Send resume to: Director of Engineering, WPGH-TV, 750 Ivory Avenue, Pittsburgh, PA 15214.

**Maintenance Engineer.** Must be experienced with studio origination equipment, microwave, FM and TV transmitters. Must have First Class FCC license. Excellent opportunity for advancement and future in south Florida area. Salary: \$18,000-20,000, with excellent fringe benefits. Send resume and letter to Chief Engineer, South Florida Public Telecommunications, Inc., 505 South Congress Avenue, Boynton Beach, FL 33435. Application deadline: June 25, 1982. EOE/MF.

**Technical Chief Engineer.** Technical Chief Engineer wanted for non-commercial UHF station owned by the City Colleges of Chicago. Competitive salary for experienced studio/transmitter supervisor. New 55 KW UHF with small studio. Little local origination other than tape. All new equipment. Some experience with transmitters necessary as well as 3/4" tape, TBC's, small cameras. Engineering degree preferred, general required. Chicago residency required after six months employment. An equal opportunity employer. Write: Irving B. Slutsky, Senior Vice Chancellor, City Colleges of Chicago, 180 North Michigan Avenue, Chicago, IL 60601.



## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer.** Progressive Midwest station looking for a chief engineer with exceptional human relations skills. Your proven track record in management and motivational style is vital to our successful operation. Salary is commensurate with experience. Please send resume to Box B-50. All replies are confidential. An equal opportunity employer.

**Transmitter Supervisor.** Maintain 2 UHF transmitters in Southwest Iowa. FCC license and 4 years' experience maintaining TV transmitters. Salary range: \$20,342-\$25,500. Phone 515-281-4498 for application materials. Contact: Personnel Office, Iowa Public Broadcasting Network, P.O. Box 1758, Des Moines, Iowa 50306. EOE/M-F.

**Maintenance Engineer** needed by medium market client station. Strong digital background required. Rush resume to: Bruce Williams, Broadcast Consultants, P.O. Box 60, West Hartford, CT 06107 203-233-6291.

**Assistant Chief wanted** for progressive mid market TV station. Number one station in market. Clean area. Contact Jack Davis, 701-223-0900. Equal Opportunity Employer.

**Need Immediately**—Qualified and experienced television technician. Beautiful environment, excellent future—Palm Springs. 714-568-3636.

**Transmitter Engineer**—operate and maintain RCA TTU 110C transmitter with STV operation. FCC license and 3 years' experience minimum. Salary commensurate with experience and abilities. Write: WRBV-TV Channel 65, Carmen Colucci-SM, P.O. Box 2300, Vineland, NJ 08360.

**Video tape operators.** Two immediate openings. Must possess the following qualifications: FCC first class or general radio telephone license, minimum three years recent tape experience. Light maintenance ability is desirable. Responsibilities will include video tape cartridge recording and playback operation, setup of live cameras, VTRs and film chains, read waveform monitors and vectorscopes, keeping transmitter logs and some on-air switching. Must be able to work shifts. Send resume to John Kays, WTOG, P.O. Box 20144, St. Petersburg, FL 33742. An Equal Opportunity Employer.

**TV Engineer:** Needed for major university production service. Responsible for the operation and maintenance of state-of-the-art broadcast quality equipment in new Telecommunications Center. Requires 2-year degree in electronics and at least two years relevant experience. Salary competitive, excellent fringe benefits. For complete job description, write to: Marshall E. Allen, Head, Educational Television Services, Oklahoma State University, Stillwater, OK 74078, by June 30, 1982.

## HELP WANTED NEWS

**Denver sports reporter.** The city is a big-league town with plenty of big-league anchors. Network affiliate needs a reporter with solid production skills and a taste for recreational and high school sports. Resume to Box B-12.

**News Director**—Chesapeake country, small market (164) needs pro to manage and motivate award-winning staff, yet spend most of your time in the field. Perfect for experienced assistant or reporter ready to step-up. Good salary and fringes. Send resume and salary history to Frank Pilgrim, GM, WMDT-TV 202 Downtown Plaza, Salisbury, MD 21801. AA, EOE/M/F.

**Sports Photographer:** Looking for someone who lives, eats, sleeps sports. 1 year of photo experience. Ability to do some sports reporting desirable, but not required. Send resumes, tapes to Ray Depa, News Director, KETV, 27th & Douglas, Omaha, NE 68131. We are an EEO employer.

**Producer.** Nation's number-one independent seeking creative producer for nightly newscast. Must be innovative in use of visuals, especially computer graphics, and know how to produce comprehensive news blocks on complex topics. Send sample tape, resume and salary requirement immediately to: Tony Burden, News Director, KMSP-TV, 6975 York Avenue South, Minneapolis, MN 55435. An EOE. (No phone calls).

**Managing Editor.** Washington D.C. Independent is looking for a managing editor. Must be a leader, experienced in all facets of TV news production. Send resumes to: Armand Asselin, News Director, WTTG-TV, 5151 Wisconsin Ave., N.W., Washington, D.C. 20016. Equal Opportunity Employer. M/F.

**Reporter needed** for CBS affiliate in Tampa, Florida. Applicants should have had at least 2 years' experience in television news reporting and writing, including live ENG field reporting. Applicants should have a college or university degree in journalism or its equivalent. Resume and 3/4 videotape to Hugh L. Smith, News Director, WTVT, P.O. Box 22013, Tampa, FL 33622. No phone calls. An Equal opportunity employer.

**Field Producer.** We're looking for someone with extremely high production skills. If you have had at least 3 years' experience and can produce quality work quickly, please send us a resume and a tape of your very best production. Pat Stevens, KRON-TV, 1001 Van Ness Avenue, San Francisco, CA 94109.

**WBNS-TV,** the top rated station in central Ohio, is seeking an energetic weekend sports anchor for four-person department. Must also be an enterprising reporter with a minimum of two years' experience in commercial TV. Send resume and tape to WBNS-TV Personnel, P.O. Box 1010, Columbus, OH 43216. An Equal Opportunity Employer. M/F.

**Sunbelt market leader** in the top 100 is looking for experienced, aggressive reporters with a flair for writing and production. If you have been paying your dues at a small station and are ready to move up the ladder, send a resume and approximate salary requirements to Box B-29. E.O.E.

**ENG Shooter/Editor** for Oklahoma's number one news station. 2 years' experience needed—must have knowledge of microwave operation. Contact: Nick Lawler, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113 E.O.E.

**Meteorologists** and weather people needed by a few of our top rated medium market client stations. Rush tapes & resumes to: Bruce Williams, Broadcast Consultants, P.O. Box 60, West Hartford, CT 06107 203-233-6291.

**Several people needed** for expanding news operation. Assistant news director/reporter with anchor experience. Reporter: will consider entry level. Meteorologist—if not certified, will consider weather experience. We're number 1 and intend to stay that way. Send tape and resume to News Director, WXVT-TV, Box 5815, Greenville, MS 38701. E.O.E.

**Sports Reporter:** Need to be a good journalist with a flair for packaging. Excellent writing and editing skills necessary. Two years' experience. Tape and resume to News Director, KXAS-TV, Post Office Box 1780, Fort Worth, TX 76101. EOE. No telephone calls, please.

**Anchor for progressive,** group-owned station in top forty market, early and late news. Must have reporting experience and strong writing skills. Must be a participant... readers not wanted. Energy, enthusiasm and desire to win are paramount. Send full details on education and experience with references to Box. B-71. EEO Employer.

**News Anchor**—Dedicated individual for primary anchor position with network affiliate in Sunbelt. Experience required. Send resume and salary requirements to Box B-42. EOE.

**Associate Producer.** Experienced journalist to report, write and edit for No. 1 rated weekly news magazine. Excellent equipment. Must be serious journalist, capable of producing in-depth stories. Good writing and editing skills a must. Equal Opportunity Employer. Resume to Jack Spaulding, KIMA-TV, P.O. Box 702, Yakima, WA 98907.

**Anchor.** Washington D.C. Independent looking for anchorperson. Send tapes and resumes to: Armand Asselin, News Director, WTTG-TV, 5151 Wisconsin Ave., N.W., Washington, D.C. 20016. Equal Opportunity Employer. M/F.

**We're Looking for the Best** anchor around. We also need 2 reporters and a photographer. If you're better than most, then rush resume, salary requirement plus cover letter to Box B-80. No beginners, please. E.O.E.

**TV News Reporter/Producer.** University of Florida. Requires Bachelor's degree and five years' experience must include at least one year with ENG equipment, on-camera performances, broadcasting, writing, reporting and producing. Salary \$18,000-\$20,000, negotiable. Preference given candidate with demonstrated leadership qualities and desire to develop marketing skills required in public relations. Send complete resume by July 29th, 1982, to George P. Bradley, Employment Manager, 337 Stadium, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

**Weathercaster to work** with retiring established talent. Must have a strong weather commitment. Equipment includes weather wire and dial-up radar. Previous on-air experience required. EOE employer. Write Box B-54.

**Reporters with street savvy** and experience. Expanding group is searching for the best. If you know how to use the tools to tell the message, then rush cover letter, resume and salary requirements to Box B-41. No beginners, please. E.O.E.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Newscast Director** for well-paced 30-minute broadcasts at 6:00 and 10:00 p.m. Production tools include DVE effects, live unit and all ENG news operation. This is a full-time news department position. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, 231 18th Street, Rock Island, IL 61201.

**Video/Film Director** to shoot videotape and to oversee video production unit for television programs used in college credit telecourses. Skills required include shooting, directing on location, supervising editing. Work experience plus college degree required. Write to: Bob Crook, Center for Telecommunications, Dallas County Community College District, 12800 Abrams Road, Dallas, TX 75243; 214-746-4465 An Equal Opportunity/Affirmative Action Employer.

**Associate Director** of public relations for leading national children's television series. Need experienced professional with strong writing skills who understands TV promotion, publicity and budgeting. Send confidential resume with salary history to Box B-24.

**Wanted: Program Manager** for small market public television station. At least 5 years' experience in public broadcasting required, knowledge of PBS and regional network programming policies essential. Demonstrated ability to conduct community ascertainment, work with volunteers and develop local programming desirable. Send written resume to: Odell Skinner, WCBB, 1450 Lisbon Street, Lewiston, ME 04240. WCBB is an Equal Opportunity Employer.

**Training Coordinator** needed to teach volunteers video production skills at KBDI-TV, an unconventional public TV station. Resumes to: John Schwartz, KBDI-TV, Box 6060, Boulder, CO 80306.

**Position Available:** Television producer/writer/reporter. Salary range \$13-\$14,000. Two years full-time experience at a broadcast station or major production operation required. BA in journalism or related field preferred. TV directing ability helpful. Contact: Ronald Gargaz, WBGU-TV, Bowling Green, OH 43403. WBGU-TV is an Equal Opportunity Employer. Application deadline: June 28, 1982.

**Associate Director,** Children's and Cultural Programming. PBS is seeking a qualified applicant who possesses a B.A. in liberal arts or humanities, TV or media related graduate work preferred. Must possess excellent written, oral, management and administrative skills, plus a thorough knowledge of TV production. A minimum of four years' experience in television, experience in or with arts and humanities organizations, also some funding experience preferred. Primary job responsibility will be to assist the Director in carrying out all responsibilities of the Department, including monitoring ongoing series and recommending program ideas and new directions. If interested, please submit a letter of interest, resume, salary requirements and 3 professional references to: PBS, Attn: Sheila Overton, 475 L'Enfant Plaza, S.W., Washington, D.C. 20024. 202-488-5088.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Photojournalist-Public Affairs.** ENG & Double system film experience required. Minimum three years' experience in medium major market. News photography experience preferred. Seeking quick, aggressive person who is well-motivated and knows how to tell a story with pictures. ENG and film editing skills needed. Send resume to Michael Cascio, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity Employer.

**Sales, Service/Continuity Director.** Requires commercial writing and announcing. Must work well with client and be able to meet deadlines. Send resumes to Craig Woolsey, KAPP-TV, PO Box 1747, Yakima, WA 98907.

**Program Acquisition Manager**—Cable television network seeks highly motivated person to manage the acquisition and scheduling of adult educational, professional and informational programming. This is a management-level position reporting to the Director of Programming. Desirable background includes extensive experience in program acquisition, contracting and copyright. Knowledge of existing adult educational programming and distributors is essential. Minimum qualifications include a degree in communications, broadcasting or related field plus five years of television programming experience. Resume, including salary expectations, should be submitted by June 23 to Box B-49. EOE, M/F.

**Senior Producer**—public affairs. Responsible for overall format and philosophical direction of locally produced programming plus related staff and activities. Requires Bachelor's in broadcast journalism, mass communications, radio/television or film plus five years television production experience or equivalent. Salary: \$24,645 minimum annually. Apply by June 28 to: Paul Few, University of Nebraska Television, Box 83111, Lincoln, NE 68501. Affirmative Action/Equal Opportunity Employer.

**PM Magazine videographer/editor.** Top 10 market needs videographer to shoot and edit PM Magazine Detroit stories. Prior experience with PM or related magazine show is preferred. Send resume and tape to: Helen Love, WJBK-TV2, Box 2000, Southfield, MI 48037. An Equal Opportunity Employer.

**Producer/Director.** Must have two years' experience directing a major nightly newscast, documentaries or public affair shows. Must possess technical and writing skills and work holidays and weekends. Send resume to Ken Horner, WTOG, PO. Box 20144, St. Petersburg, FL 33742. An Equal Opportunity Employer.

**Production Manager.** We're seeking an aggressive, take charge person for a growing Northwest station. Minimum 3 years' experience directing news, commercials. Send resume to Box B-64.

**PM Magazine Photographer/editor** needed in Nashville. Three years' experience in ENG, top editing skills, and a strong sense of creative field producing a must; previous PM or other magazine experience a plus. Send tape and resume to Judy Cairo, WNGE-TV, 441 Murfreesboro Road, Nashville, TN 37210. EEO.

**Promotion Director** needed for small market CBS affiliate. Develop and execute marketing and media strategies for station. Radio or TV promotion background required. TV/print writing and production experience essential. Send resume and demo tape to: Production Manager, WXVT-TV, Box 5815, Greenville, MS 38701. E.O.E.

**Editor-Public Affairs.** ENG and double system film experience required. Minimum two years' experience. Must be quick, reliable, and extremely creative. Some news experience helpful. Film audio experience a must. Send resume to Michael Cascio, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity Employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager with six (6) years' experience** that knows how to turn a profit is now seeking new challenges. All situations considered, but prefer Sunbelt areas. If you are looking for a proven professional to up-grade or turn around your station, please respond to Box B-36.

**Traffic Manager.** Over 15 years' experience on Bias and Cox Computer Systems. Willing to relocate. Reply Box B-61.

**General Manager.** 19 year veteran of broadcasting with 5 years top management. Expertise in personnel management; station budgeting, programming, and operations. 7 years proven sales and marketing experience. Available immediately. Telephone 812-235-0098.

## SITUATIONS WANTED TECHNICAL

**I Remember what I learn!** Adaptable licensed engineer, seeks small/medium markets. Call Mark Moss, 215-922-2530.

## SITUATIONS WANTED NEWS

**T.V. news video** cameraman and news production. Knowledge of T.V. operations and news gathering. College background. Looking for start. Will relocate. Art Bengel, 390 Wadsworth Ave., N.Y., N.Y. 10040. 212-927-6197.

**Ambitious, aggressive, newsman** seeks anchor and/or reporter position in small or medium market. 3 years radio and television experience. Prefer Midwest—will consider all offers. Terry Kelley, 712-276-8583.

**Efficient and aggressive videographer/editor** seeks challenging position with medium to large market. Will relocate. Available now. Contact: Gordon Chinn, 1435 Joel Court, Sacramento, CA 95822. Tel: 916-428-4099.

**Sportscaster for major cable network** anxiously wants to return to coverage at local level. Solid anchoring/reporting skills, play-by-play, coaches' shows, timely commentary, impressive "involvement" packages. Tape shows versatility of professional approach which can produce the winning edge. Write Box B-46.

**Videotape Editor,** good, fast worker, network O & O, and Indie experience, two, one, 3/4 inch. Phillie or NYC. 609-698-1675, mornings.

**VP News available** in August. News professional with management skills needed to assure best ROI. Expensive, but your news image is worth it. Top 50 markets only. Write Box B-39.

**3 years professional TV, radio, newspaper.** Recent college graduate. Knowledgeable writer (news, sports), good appearance. Hard worker. Radio, TV on-air-behind scenes. Sean. 412-222-7870.

**Exciting Sportscaster:** experienced in all facets, with flair and creativity, seeks medium/small market anchor/reporting position. Call Mark, 203-646-7236 or write Box B-70.

**Commentator:** 1 1/2 years doing commentary/essay for nationwide cable network. Style there wryly humorous, vaguely Rooneyesque (but much cheaper). Have also done 1 1/2 years of more "serious" award-winning commentaries for statewide PBS outlet. Mature (38), positive. M.A. in Communications. Seeks challenge in serious operation. Could also serve as feature reporter or co-host of show of the ilk of PM Magazine. A man for all regions, relocation no problem. Tape and resume available. Let's talk. Call Jack. 404-427-8934, afternoons.

**Feature Reporter**—creative female with Northwestern Master's and 2 years' experience seeks kicker spot in newscast, top 50's market. Pat, 615-877-8459.

**Experienced anchor/producer** seeking news director's position. Learned from others, now ready to lead outstanding news organization. Firm believer in community service and station image. Excellent references. Will consider combination news director-anchor position. Write Box B-59.

**Enterprising male minority** seeks re-entry in highly committed news-sports Dept. 3 years TV/Radio. Wayne, evenings. 213-964-2721.

**Award-winning, experienced,** and creative black female reporter seeks employment involving hard work and anchor opportunities. Write Box B-55.

**Top rated anchor.** Communicative with High credibility. 40. Large market experience. Excellent references. Box B-76.

**News Directorship Wanted.** 3 years' experience as reporter, substitute anchor, producer, assignment editor; 1 year as cable station manager. Have Master's degree. Box B-57.

**News Director:** Proven ability to recruit, train, manage and budget. Now N.D., top 50's CBS station. Seeking bigger challenge at station with solid news commitment and state of art equipment. Write Box B-47.

**Meteorologist seeking** weather only, weekday position in Southeastern medium or major market. Experienced small, major markets. Write Box B-78.

**Looking for an anchor** who is an outstanding communicator, excellent writer, community-minded, dependable, good with people, creative, witty—and experienced to boot? You've found him! Write Box B-60.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Northwestern and University of Michigan graduate** seeks entry level position with broadcasting or production company. Extensive background in film and television with emphasis in production. Will relocate. John Larrier, 701 South Forest, Ann Arbor, MI 48104. 313-663-1217.

**Available: Hardworking** production assistant and studio tech. Experience includes working with network sports, soaps, ENG, EFP and radio. BS in Communications. I'd like to work for you. Call Larry, 212-894-8343.

**Hardworking Gal** waiting for opening in production field. Jan., 3324 S. 90, Milwaukee, WI 53227.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Tenure track assistant professorship** to teach courses in mass communication theory and empirical research methods at both the graduate and undergraduate levels to begin mid-August. Candidates should have Ph.D. (or be very near completion) and show strong promise of scholarly productivity. Teaching and/or professional experience is desirable. Send resume and three letters of reference by July 1, 1982, to Denise Trauth, Chair, Radio-Television-Film Program, School of Speech Communication, Bowling Green State University, Bowling Green, OH 43403. AA/EO employer.

**Mass Communication:** Assistant/Associate Professor, Ph.D. in radio-television, definite commitment to research/with demonstrated publication record; qualified to direct theses/dissertations and assist graduates in placement. Teach large section of introductory course and courses in broadcast law, mass communication and society, research methods in mass communication, and the broadcasting industry. Send letter, complete academic transcripts, vita and have three letters of recommendation sent to: Willard S. Jacquot, Chairman, Speech Communication and Drama, North Texas State University, Denton, TX 76203. AA/EOE.

**Journalism/Telecommunications.** Joint tenure-track appointment as instructor/assistant professor. Master's preferred plus experience in electronic journalism. Nine-month contract to develop and teach courses in electronic journalism plus advising and involvement in nightly newscast. Salary competitive. Applications until position filled. Contact: Dr. Drew McDaniel, RTVC Bldg. 253, Ohio University, Athens, OH 45701. AA/EO employer.

**UALR, Broadcast Journalist-** tenure-track teaching position, beginning Aug. 16. Teach broadcast journalism and at least one other journalistic area. Bachelor's or Master's and considerable professional stature required; doctorate and appropriate professional experience preferred. Rank and salary negotiable, competitive. New broadcast journalism sequence, ACEJMC-accredited news-editorial sequence, master's program. Good professional relations in state capital and media center. Apply with letter and credentials to Journalism Search Committee, Department of Journalism, University of Arkansas at Little Rock, 33rd & University, Little Rock, AR 72204. An Affirmative Action Employer.



## HELP WANTED INSTRUCTION CONTINUED

**Program Chairperson** (Assistant Professor) for the Communication & Media Arts Program. Responsibilities include teaching Radio & Television Laboratories, Broadcast Journalism, and Communications as well as providing leadership for the Communications and Media Arts Program. Master's degree in appropriate field required. Teaching experience strongly preferred. Salary approximately \$17,000 for the academic year. Excellent fringe benefits. Send resume by June 16, 1982, to: Acting Associate Dean of Academic Administration, Dutchess Community College, Pendell Road, Poughkeepsie, NY 12601. DCC is an equal opportunity employer.

**Broadcasting:** Tenure-track faculty position, beginning September, 1982. Courses in radio and television production, performance, programming; also speech fundamentals. Master's degree required; professional broadcasting and college teaching experience desired. Rank and salary open. Send resume immediately to: Dr. George F. Perry, Communication Arts, Marywood College, Scranton, PA 18509.

**Telecommunications:** Regular full-time position available September, 1982. To teach courses in the Department of Telecommunications. Must have commitment to pursue research and to engage in public service activities. Ph.D. preferred, but Master's degree with substantial commercial experience will be given consideration. Five years of diversified commercial experience in news, sales, or production and two years of teaching experience at the university level preferred. Send letter of application to Dr. John Kurtz, Chair, Department of Telecommunications, Ball State University, Muncie, IN 47306. Position open until filled but will begin selection from applications on August 1, 1982. Ball State University practices equal opportunity in education and employment.

**Assistant Professor of Journalism**, tenure-leading, starting August 17, 1982, or January 15, 1983. Must possess Ph.D. or with dissertation in final stages. Requires media experience in advertising, broadcasting or news-editorial. Will have research opportunities in new, endowed Gilbert and Martha Hitchcock Graduate Center. Salary highly competitive. Apply by July 1 (or until suitable candidate applies thereafter) to: Dr. Wilma Crumley, Associate Dean and Graduate Studies Chairperson, School of Journalism, University of Nebraska-Lincoln, Lincoln, NE 68588-0127. Affirmative Action/Equal Opportunity Employer.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**\$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.

**Wanted:** ITC 3-D and R-P cart machines. 313-285-9700.

**Wanting 5 kw AM transmitter.** In good condition. WAQE Radio, Box 703, Rice Lake, WI 54868. Tom Beschta, 715-234-9059.

**Equipment wanted:** Four, six or eight bay Batwing antenna on Channel 8 with 3 1/8" input fitting. Must be capable of handling average input power of 20 kw. Contact E. Doren, Director of Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89125, or call 702-452-2060

**10 kw FM transmitter** wanted in good condition. WCHN, Norwich, N.Y. 13815. Matt Cooney, 607 334-2218.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**RCA BTF-5D, 5 KW FM w/Moseley SS exc.** stereo. M. Cooper, 215-379-6585.

**1 KW AM RCA-BTA-1R,** on air. Many spares. M. Cooper, 215-379-6585.

**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.

**Videotape editing system:** Two Sony BVU-200A broadcast editing U-matic videocassette recorders. These VTRs include separate time code track, frame-lock servo and standard broadcast audio levels and impedance: one Cezar "Editing Centre". This micro-processor based editing system features SMPTE time code interface, CMX Decision Lister, CRT Display, Source Reader and Record Reader, \$20,000, or best offer. Video production switcher: Vital 114-10A featuring downstream keyer and AFV package, \$11,000, or best offer. Videotape recorder: Sony BVU-100 3/4" portable VTR, \$3700, or best offer. Contact National Video Industries, 15 West 17 St., NY, NY 10011. 212-691-1300.

**10KW FM transmitters,** Harris 10H1 (1969), RCA BTF-10E (1970), CCA 12000E (1978), Collins 831-F2 (1977) M. Cooper, 215-379-6585.

**New and used equipment:** Sony; CVM-2150—\$1,100.00, LDP-1000—\$2,300.00, SLO-383—\$2,650.00, JVC; AAP-44U—\$100.00, Hitachi; used HR-200 w/HST—\$48,000.00, used SK-80 w/12 x 1—\$9,000.00, used FP-1011 w/10 x 1—\$4,900.00, used FP-1011 w/10 x 1—\$4,900.00, CEI; used 310 w/12 x 1 100 FT Cable—\$30,000.00, Foriel; CCD-2H3 TBC—\$6,700.00, Cezar; EA-3X (executive)—\$3,000.00, Tektronix; 1480—\$3,580.00, R-520—\$5,655.00, 650HR—\$3,880.00, Anvil; FP-40s case—\$150.00, Crosspoint Latch; 6134—\$1,700.00. Prices are limited to in stock items. Call 512-451-0138, X 15 or 16.

**2 Ghz TV Microwave.** Unused, one year old. Terracom TCM601B 5 watt, Video and audio. Also, 47 1/2" & 50" of 1 1/2" heliax, 6" grid and 10" solid dishes. Sid Shumate, WVIR-TV, 804-977-7082.

**SMC Carousel owners.** Save money, replace gears, not motors. Fiber drive gear for old THOR motors. \$6.95 ea. 201-876-4444.

**Used TV Transmitter Bargains:** GE-transmitter package on Ch. 8, 35 kw, excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF, hi band 25 kw good working condition; GE UHF transmitter 30 kw (low band), operating with good useable klystrons; RCA TTU-50C, 50 kw UHF, low band; RCA 10 kw Ch. 42, excellent condition; RCA 30 kw, UHF, hi band, fine transmitter; RCA 1 kw from Ch. 14, up. What do you need? Most of the above can be returned! (4) Varian 30 kw 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.

**Incredible Camera Buy!** New Thomson MC-301 ENG camera includes 14:1 Fuji, servo/zoom lens, 1.5" viewfinder, (3) saticons, AC supply, carrying case. Factory Warranty, your price \$6,950! Call while they last. Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**VTR's:** RCA TR-70: (3) RCA TR-60 record units, 1000 hrs. total time each; Ampex 1200B; Ampex VR 3000 with metering and charger. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Color Cameras - Used:** GE and RCA film chains, excellent condition; (1) Norelco LDH-1, 50' cable; (1) GE PE-350; (3) GE TE-201 good operating condition; Ikegami HL-33, HL-35; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

**Genrad 1606A RF Impedance Bridge,** the industry standard. Excellent condition. DSI, 301-460-9285; POB 9628, Washington, DC 20016.

**Used video tape stock.** 3000 good quality—1/2 hour-2". As is, \$25. Recortec, evaluated \$35. 700 1/2 hour U-Matic cassettes—\$5 each. Call David Jones or Randy Schornstein, It Is Written, 805-498-3151.

**1 kw Collins 20 v-3.** Ready to go to another successful AM station. Call Dick Pickens, 512-474-0106, KVET, Austin, TX 78703.

**Ampex 351 recorders:** several, completely rebuilt, new heads, bearings etc. with original electronics, \$995; with Inovonics electronics, \$1495. 419-435-7170.

**RCA-TTU12 12kw UHF transmitter** operating on ch. 15. Spare parts and tubes, \$30,000 or best offer. Call Charles Chatelain, 318-237-1500.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

## 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.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade—better! For fantastic deal, write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312-944-3700.

## 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.

**A P Radio & NPR:** The Daily Feed, America's social and political radio cartoon, free through PubSat. NPR channel six, 5:30 PM, ET, APRadio after 6 PM newscast. Tuesdays-promo information. D.C. Audio, National Press Building, Washington, DC 20045. 202-638-4222.

**NPR and APRadio:** The Daily Feed, 90 second radio satire, free to you through PubSat. Cash and barter available to others. D.C. Audio, National Press Building, Washington, D.C. 20045. 202-638-4222.

## CONSULTANTS

**Job-Seekers:** Our new approach gets you hired. For catalog, send \$3.00 postage and handling to Broadcast Careers, Inc., 5248 Downs Way, Atlanta, GA 30093.

## RADIO Help Wanted Announcers

### GET RID OF YOUR COMPETITION!

Unusual opportunity in Seattle/Everett/Tacoma. Morning drive - team or individual - at a contemporary music station. Looking for entertaining adults who enjoy what they do, experienced in CHR, A/C, or AOR. Work with good people, an excellent company, in a great city. EOE. Send your resume, or let us know about the competition, to Box B-19.

### CLASSICAL ANNOUNCER

Major market, Peabody award-winning, commercial classical station seeks an announcer. Must have at least 5 years' classical radio experience. No beginners. We need a very special type of communicator to fill a very important slot at a unique station. Equal opportunity employer. No calls! Send current resume with aircheck, references, to: Mario G. Mazza, WNCN, 1180 Avenue of the Americas, New York, NY 10036.

## Help Wanted Technical

### CHIEF ENGINEER BOSTON FM/AM

WHUE has an opportunity for an experienced person with strong audio and transmitter background to take charge of technical operations of its Class B-50 kw FM and 5 kw-DA2 AM Beautiful Music Stations.

This is a "hands-on" position with plenty of opportunity and many exciting possibilities. If you can help make and keep us the best sounding stations in Boston, you will receive strong management support, an excellent compensation package and the kind of atmosphere you need to do the job right.

Send resume, references, salary history or call Paul Kelley, VP-General Manager during business hours at 617-267-0123.

**WHUE** 101 FM  
AM 1150

200 Clarendon Street  
Boston, MA 02118  
Equal Employment Employer

## Help Wanted Programing, Production, Others

### PROGRAM DIRECTOR, MAJOR NORTHEAST AOR POWERHOUSE

WSYR-FM ("94 Rock!"), Syracuse frontrunner. Prestige industry position. Rare opportunity to work with great professional staff, state-of-the-art facilities. Requirements: ability to relate and motivate, demonstrated creativity, admin and planning abilities. Solid air and production a plus. Please respond by fleshing out your resume with description of how your abilities fit the skills required. Send to Hugh Barr, GM, WSYR, Two Clinton Square, Syracuse, NY 13202. An Equal Opportunity Employer.

### PROGRAM DIRECTOR

We are part of a chain of Midwest stations and are the hottest property in our market. No. 1 is where we are and where we want to stay. We are searching for a No. 1 programmer with a strong background in MOR/Personality radio as well as Country. A track record in strong programming and administrative skills is a must. Music research as part of your repertoire a must, as well as creative promotional expertise. Expert in all FCC guidelines mandatory. A people person with all the above will be our next PD. Send confidential resume to Box B-30. EEO. M/F

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## Help Wanted Management

### TOP MANAGEMENT AMATURO GROUP INC.

One of America's leading growth broadcast groups has several immediate management openings. AGI is both a performance and people-oriented company. Our radio stations are in South Florida, St. Louis, Houston and soon, Detroit. Candidates must have proven sales management or GM track record. Creative and administrative skills are basic. These are career opportunities with a "hands-on" committed organization. Letters & resumes only to: Monte Lang, President/Radio Division, PO Box 22900, Houston, TX 77227. Equal opportunity employer.

### RADIO GENERAL MANAGER

Full charge G.M. for FM station in growing, competitive Indiana medium market. Seasoned sales managers ready to move up welcome. Send resume and inquiries to: Deane Johnson, P.O. Box 207, McMinnville, OR 97128; 503-472-2151. Equal Opportunity Employer.

## Help Wanted Sales

### NATIONAL SALES POSITION

Radio-TV sales background. Boston location. Send resume to The Needham Company, Executive Search Consultants, P.O. Box 389, Back Bay Annex, Boston, MA 02117. An Equal Opportunity Employer.

## 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.

### HIGH TECHNOLOGY MARKETING

Vice President of large computer service house specializing in radio and television automation needs to grow. Looking for sales management position with high technology cable or broadcast firm. Please write Box A-112.

### SUCCESSFUL

AM/FM group radio manager seeks new opportunities. Excellent references. Over 12 years with same company. Still employed. I manage winners. I will do the same for you. Midwest or Southwest. Please indicate salary. Will consider all serious offers from owners and C.E.O.'s. Box A-227.

## Situations Wanted Announcers

### SALARY BACK

If not completely satisfied with the ratings and revenue this mass appeal morning concept generates. Currently succeeding through community involvement, localized humor, credibility, and no ego problems. This product, major market proven, is available if you meet a criteria for winning. 305-771-1962. (Offer good in the U.S. and Canada.)

## Situations Wanted Announcers Continued

### EXPERIENCED AND PROFESSIONAL

Team player. Valued, but underutilized in top 20 market. Seek Personality A/C, MOR, or Copy/Production Directorship in well-managed, stable operation. If you're not committed to excellence, please don't waste your time or mine. Box B-40.

## TELEVISION

### Help Wanted Programing, Production, Others

### WTVJ/MIAMI

#### Director of Research and Development

Direct program research and 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 and representative samples of work in confidence to:

**Employment Manager  
WOMETCO ENTERPRISES, INC.  
324 N. Miami Avenue  
Miami, FL 33128**

Equal Opportunity Employer

### PRODUCER, ON-AIR PROMOTION

Solid number one station in the nation's 19th largest city now looking for that special someone who can fill one of the best creative positions in television. We have a large Promotion/Creative Services department, including a fulltime videographer-editor and state-of-the-art production facilities (which you would supervise). Excellent salary and benefits! Three years' experience producing promotional and/or feature-oriented magazine material a must! Knowledge of computer animation and music helpful. Creative writing background a must! Send resume and tape immediately to: David R. Sams, Director, Marketing & Promotion, WBNS-TV, 770 Twin Rivers Drive, P.O. Box 1010, Columbus, OH 43216. WBNS is an Equal Opportunity Employer. M/F



PM Magazine in mid-Atlantic states with excellent production facilities and strong management support seeks co-host with experience to work with female co-host already on staff. Please send resume to Box B-43. An Equal Opportunity Employer.

### TELEVISION PRODUCER-DIRECTOR

Produces and directs local programs and contract productions utilizing studio, mobile unit and ENG facilities; quarter time teaching. Requires B.A.; thorough knowledge of studio production, switching audio, lighting, EFP and editing; broadcast experience. Salary: \$15,480. Excellent benefits. Send resume to: Employment Manager, Texas A&M University, College Station, TX 77843. An Equal Opportunity Employer.



# Transmission Quality Control & Earth Station Technicians

With our recently developed 24-hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable Company, is fast becoming a recognized cable industry leader.

Currently, we have several outstanding opportunities for highly skilled individuals experienced in audio/visual QC, technical field work, network control/trafficking and earth station operations and maintenance to join our newly constructed network operations center. A broad knowledge of television and cable technology along with an understanding of computers are highly desirable qualifications.

Located on an extraordinary waterfront location convenient to New York City, GWSC provides a highly supportive environment that recognizes talent and rewards contributions. You'll also receive competitive salaries and generous fringe benefits. For prompt consideration, please forward resume and salary history, in confidence to: Dept B17.

Manager, Technical Operations



Satellite  
Communications

41 Harbor Plaza Drive  
P.O. Box 10210  
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

# TELEVISION BROADCAST ENGINEER

A unique career opportunity in the subscription television industry.

If you hold a first class FCC license or equivalent and have at least 3 years' prior experience as a television transmitter maintenance supervisor, television chief engineer or an assistant chief engineer, you could be part of the challenge Chicago Transmitter Maintenance Company offers in Chicago.

You'll be in charge of maintaining subscription television broadcast equipment, including a five megawatt (E.R.P) UHF television transmitter, and studio equipment.

Formal education in communications and broadcasting is preferred and a thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package along with the matchless opportunity to be part of one of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements by Friday, June 18th, to

**CHICAGO TRANSMITTER  
MAINTENANCE COMPANY  
C/O SPECTRUM TELEVISION**

501 W. Algonquin Road  
Arlington Heights, IL 60005  
Attn: Judy Manley  
312-952-1122

An equal opportunity employer, M/F

## Help Wanted Sales

### ACCOUNT EXECUTIVE

Regional sports network in Southeast with dynamic growth environment. Qualifications must include Bachelor's degree, experience in television sales, results-oriented. Travel required. Send resume and salary history to: Raycom, P.O. Box 35332, Charlotte, N.C., 28235. Attn: Barbara Prevatte.

## Help Wanted Management

### STATION MANAGER, MAJOR MARKET INDEPENDENT

Progressive STV Independent in Cleveland looking for station manager to head local operation. Major TV rep salesman who has come out of local TV station sales and/or top 50 General Sales Manager could qualify. Creative TV commercial production knowledge a bonus. Good salary, plus override. Send resume to: Box 470, Rockford, IL 61105.

### DIRECTOR OF COMMERCIAL OPERATIONS TV

L.A. VHF Indie. Must have "hands-on" knowledge of computer traffic systems (BCS), broadcast standards and sales service. Experience as supervisor or manager in a TV traffic area and day-to-day sales contact are required. Call or send resume to: Metromedia, Inc., Human Resources Dept., 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481. (Equal Opportunity Employer).

## CHIEF TV ENGINEER

Responsible for the installation, maintenance, repair & design of TV equipment in college media center. 3 or more years' experience in the operation and repair of ENG equipment, color, 3/4 inch editing, IVC 1-inch, studio cameras, switchers, audio mixers, signal routing, devices, and advanced solid state circuitry. Works in production situations, supervises aides and interns. Operate TV master control. Minimum: \$18,000 per year. For further information please call ext. 251.

**COUNTY COLLEGE  
OF MORRIS**

201-361-5000  
Randolph, N.J.

Equal Opportunity Employer, M/F

### DIRECTOR OF ENGINEERING

Northeast major market station has immediate need for a strong technical leader to manage large professional and support staff with most modern equipment and facilities; including mobile units, large studio, scenics and special services. Experience with concerts, sporting events, remotes and other special productions preferred. Send resume and salary information for interview appointment to:

**F.L. MANNIX & COMPANY  
Personnel Consultants  
65 William Street  
Wellesley, MA 02181**

## Help Wanted News

### EXECUTIVE PRODUCER

New Jersey Nightly News, a unique state-wide program broadcast on WNET/Thirteen and New Jersey Network, seeks executive producer with solid TV news management and production experience. Challenges lie in televising an issue-oriented news program and managing a staff of 50 from three bureaus in Newark, Trenton and Atlantic City on a limited budget. Send resume' and cassette to Kathleen Lynch, New Jersey Nightly News, 1573 Parkside Ave., Trenton, NJ 08638. EOE/M&F NO PHONE CALLS, PLEASE.

### EJ EDITOR

Must have 2 to 3 years of 3/4" tape editing experience; working knowledge of large news application with respect to demands of editors. Familiarity with Sony BVE 500 and 500 A editors. Some sirect EJ experience preferred. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, DC 20008. Equal Opportunity Employer.

### PRODUCER/ANCHOR

Experienced broadcast journalist to produce and anchor 6:30 AM half-hour weekday newscast. Top-rated medium market news operation backed by latest technology. Send resume, tape to News Director, WPSD-TV, Box 1197, Paducah, KY 42001. Equal Opportunity Employer.

### CO-ANCHOR

New Jersey Nightly News, a unique state-wide program broadcast on WNET/Thirteen and New Jersey Network, seeks co-anchor who will also do field reporting and work on minidocs. Must have anchor and field reporting experience—strong writing and interviewing skills. Send resume' and cassette to Kathleen Lynch, New Jersey Nightly News, 1573 Parkside Ave., Trenton, NJ 08638. EOE/M&F NO PHONE CALLS, PLEASE.

## Situations Wanted News

### SPORTS PRODUCER/REPORTER

Desires relocation from current network bureau position. Twelve years' experience as producer with eight years on-camera experience in reporter, studio, anchor roles. Knowledgeable, professional, reliable, excellent references, young but manageable. Anxious to talk about working daily with a goal-oriented aggressive bureau, network or station. All replies handled confidentially. Write Box B-52.

### SPORTSCASTER

I have 10 yrs. TV/radio experience; have covered NHL, AHL, IL, ASL, together with a good mix of local sports. Currently employed as TV sports anchor. Enclose all details of position, salary, etc. Reply to Box B-69.

## ALLIED FIELDS

### Help Wanted Sales

### ADDA Corporation Is Looking For Three District Sales Managers

ADDA Corporation, a leader in digital video technology, has openings for three district sales managers responsible for opening new offices. Reporting to the National Sales Manager, duties will include planning, reporting and budget functions related to district office operations and responsibility for fulfilling sales quotas. Applicants must currently live within respective sales districts.

**Southwest District Manager**—sales territory to include Texas, Oklahoma, Arkansas, Louisiana and New Mexico.

**Midwest District Manager**—sales territory to include Illinois, Wisconsin, Iowa, Minnesota, South Dakota and North Dakota.

**Capital District Manager**—sales territory to include the District of Columbia, Virginia, South New Jersey, Maryland, Delaware and Pennsylvania. Applicant must have familiarity with the sales process to the Federal Government for products covered by a GSA contract.

Prospective candidates should have a proven track record of 6-10 years experience in selling video equipment to the broadcast industry in the price range of 20K to 150K, a BA or BS or equivalent preferably in a technical field, and a thorough knowledge of the broadcast industry within the district.

ADDA Corporation has a comprehensive employee benefits package, including fully paid health, dental and life insurance plus profit sharing and competitive salaries. Please forward your resume in confidence to the Director of Human Resources or call (408) 379-1500, ext. 211.

Come Grow With

**ADDA CORPORATION**

1671 Dell Avenue  
Campbell, California 95008  
EOE M/F/H

### Help Wanted Management

### NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of Regional Manager for the states of Kentucky, Pennsylvania, Tennessee and West Virginia. The applicant must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate freely with both radio and television broadcasters. The position is one of extensive travel. Knowledge of FCC rules and regulations is helpful. Mail your complete resume to Larry E. Tierney, Vice President of Membership, National Association of Broadcasters, 1771 N Street, N.W., Washington, D.C. 20036.

### ONE OF OUR CLIENTS

is a well known communications company involved in broadcasting, newspapers, and cable TV. They have retained us to confidentially locate a chief operating officer with a strong operations and financial background. The right individual should be experienced in both newspapers and broadcasting, and compensation will be flexible and attractive. Location will be in the eastern half of country. Extreme confidentiality will be maintained. Send resume to Box B-79.

## Help Wanted Technical

### Service Engineer

The Sony Broadcast Company currently has a highly visible career opportunity available in its Los Angeles office for a Service Engineer.

The selected candidate will possess 5 years' experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or relevant experience is preferred.

Sony offers a competitive starting salary and comprehensive benefits which include company-paid dental, pension and profit sharing. For prompt consideration, please call or forward your resume to: Mr. Ernest Reading

### Sony Corporation of America

Sony Broadcast Company  
700 West Artesia Blvd.  
Compton, CA 90220  
213-635-6322

An Equal Opportunity Employer  
M/F/H/V

**SONY**®

### Situations Wanted Programing, Production, Others

### CHALLENGE ME

And you'll soon discover I can handle additional responsibilities to fill my work day. Engage this working dynamo and achieve your organizational objectives. Versatile experience—production, operations, promotions, sales, programing, development, public relations, and technology in commercial and noncommercial radio, TV, and cable. Master's degree in communications. Ambitious, articulate, self-motivated, creative. Excellent professional references bolster admirable track record. Demonstrated management potential. Unlimited dedication to career and the right employer. Seeking professional environment with ample room for personal development and growth. I find pioneering endeavors particularly attractive. Salary negotiable. Will relocate. Prefer information-oriented, problem-solving situations such as customer service, media relations, public affairs, franchising. If you're pursuing a healthy return on your investments as I am, let's talk. Write Box B-63.

### Radio Programing

### The MEMORABLE Days of Radio

30-minute programs from the golden age of radio  
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION  
Included in each series

Program Distributors  
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501-972-5884





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### LOW POWER TELEVISION SPECIALISTS

Channel searches & complete application preparation. Full service planning/reasonable rates. Have a question? Call 305-981-8480.

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Since 1975

**Communications Consultants**  
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**Low Power TV**  
Applications \$1,000 ea.

**TV WORLD**  
602 299-1944

## Employment Service

### 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, newspaper & 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.**

### "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

## Public Notice

### NOTICE OF AVAILABILITY OF A REQUEST FOR A PROPOSAL FOR A CABLE COMMUNICATIONS FRANCHISE

The City of Forest Lake and the Townships of Forest Lake and New Scandia in Washington County and the Township of Columbus in Anoka County, Minnesota, invite proposals for a cable communications franchise. A copy of the Instructions to Applicants is available from the undersigned without charge. The complete Request for Proposals, including the Preliminary Franchise Ordinance and Application form, are available from the undersigned at a cost of \$40.00 per complete set. Proposals will be accepted until September 10, 1982 at 4:00 p.m. All proposals will be available for public inspection during normal business hours at the Office of the Forest Lake City Clerk, 220 N. Lake Street, Forest Lake, Minnesota. Each proposal shall be accompanied by a \$2,000.00 nonrefundable filing fee payable to the Clerk of Forest Lake. Dated: May 20, 1982. Robert R. Houle, City Clerk, 220 N. Lake Street, Forest Lake, MN 55025. 612-464-3550.

## Wanted To Buy Stations

### RADIO STATIONS WANTED

Principal looking for FM or AM-FM stations in top 50 markets. Have substantial cash. Southwest Radio Enterprises Inc., P.O. Box 35-460, Miami, FL 33134; phone 305-444-4600.

## For Sale Stations

### FOR SALE AM RADIO STATION NEW HAVEN, CONNECTICUT

Sale of AM radio station pursuant to direction of U.S. Bankruptcy Court for District of Connecticut and subject to approval of Federal Communications Commission and U.S. Bankruptcy Court for District of Connecticut. WHNC/AM, Radio 1340, khz, 1000 watts day, 250 watts night, New Haven, CT. Inquiries from prospective purchasers should be in writing and addressed to Daniel Meister, Trustee, 71 East Avenue, Norwalk, CT 06852. (Telephone 203-866-5531). Date of sale: June 21, 1982 at 10:00 a.m. (EDT); place of sale: U.S. Bankruptcy Court, 915 Lafayette Boulevard, Bridgeport, CT 06604.

## For Sale Stations Continued



**CHAPMAN ASSOCIATES**

media brokerage service

### STATION

E	Suburban	FM	\$1250K	\$600K	Jim Mackin	(207) 623-1874
MW	Small	AM/FM	\$850K	29%	Peter Stromquist	(612) 831-3672
SW	Small	3-CATV	\$728K	Cash	Bill Whitley	(214) 387-2303
S	Metro	AM	\$525K	\$200K	Bill Cate	(904) 893-6471
SE	Small	AM/FM	\$525K	\$150K	Bob Thorburn	(404) 458-9226
S	Small	AM	\$375K	Terms	Ernie Pearce	(615) 373-8315
SE	Metro	AM	\$350K	\$100K	Bill Cate	(904) 893-6471
W	Major	SMA-TV	\$372K	Cash	Bill Whitley	(214) 387-2303
NW	Small	AM/FM	\$275K	\$60K	Greg Merrill	(801) 753-8090
W	Small	Fulltime	\$211K	30%	Bill Whitley	(214) 387-2303

### CONTACT

To sell, for appraisals, feasibility studies, or financing - contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

## 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) 624-7262

EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

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



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
(803) 842-5251

Coverage, ratings and profit! This 5,000 watt Carolina facility has it all for \$700,000. \$150,000 down, terms structured around cash flow.

508A PINELAND MALL OFFICE CENTER  
111 LONG BEACH ISLAND, SOUTH CAROLINA 29928

## MAJOR MIDWEST MARKET

Fulltime, ethnic class IV, profitable station under absentee ownership. \$1,000,000 cash, plus \$300,000 in terms. Write Box A-214.

## UPPER MIDWEST COMBINATION

Dominant AM/FM in attractive medium market, 5kw regional AM, tall tower class A FM. Both top rated by ARB, well accepted by advertisers, community. Plant completely rebuilt, including new offices, studios. Available owing to age and diversification desires of owners. Billing in excess of \$750,000; ideal acquisition for group owner. Offered on either a stock or asset purchase basis, for cash or terms to a highly qualified buyer. Some low interest debt assumption possible. Write, with industry and other references, providing evidence of significant financial capability, to Box B-25.



**Wilkins  
and Associates**  
Media Brokers

IL	FM	400K	20%	Small
NE	AM/FM	1,100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
IA	FM	300K	20%	Small
WI	AM	495K	75K	Small
MO	AM/FM	275K	50K	Small
KS	AM	410K	75K	Small
SD	AM	260K	22%	Small
MT	AM	160K	40K	Small
MI	AM	550K	50K	Small
GA	FM	170K	15K	Small
OK	FM	380K	20%	Small
MS	AM	300K	50K	Small
AR	AM	150K	20K	Small
NC	AM	235K	35K	Small
CO	FM	275K	18%	Small
SC	AM	150K	12K	Small
ND	AM/FM	240K	20K	Small

109 North Main, 2nd Floor  
Sioux Falls, SD 57102 605/338-1180

**BROKERAGE**

**FM IN THE SUNBELT**

Our best FM offerings in years! Choose your area and choose your station... the buyer gets a choice for a change! Excellent new opportunities in the Mid-Atlantic, South and South-west are now available for immediate inspection. Various market sizes and station prices, including "C," "B" and "A" facilities, some with AM included. Terms available! Contact us immediately for details on outstanding new offerings. Buy now and be in your new station before the Winter!

*Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775*

**THE HOLT CORPORATION**

**DISTRESS SALE**

KGHM-KQMO-FM, Brookfield, Missouri. Asking \$480,000—terms. Make an offer—all offers considered. For information, contact:

**RALPH E. MEADOR  
MEDIA BROKER  
PO BOX 36  
LEXINGTON, MO 64067  
816-259-2544**

**SATELLITE  
TRANSPONDER**

**Available for Immediate  
Long-Term Sub-Lease  
Full protected non-preemptible  
24-hour on COMSTAR D-3  
Call 415-362-6600**

**\$25,000 DOWN**

Georgia AM station in good market area for sale—\$250,000.00. Billing down presently due to lack of management. Owner financing at 10% down to attract the right person and give new owner time to re-build billing. Write Box B-31.

**WALKER MEDIA &  
MANAGEMENT INC.**

Northeast AM-FM combination  
real estate included  
\$475,000, with terms

202-223-1553  
William L. Walker  
Suite 417  
1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036

**70 LISTINGS  
NATIONWIDE**

Call To Get On Our Mailing List

**BUSINESS BROKER ASSOCIATES  
615-756-7635 (24 HOURS)**

**FLORIDA**

5,000 watt daytimer with PSA. Good cash flow. Sale includes real estate. Building and equipment less than two years old. Steady economic area. Priced at two times gross. Principals only. Write Box B-56.

**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 212/268-0737

**STAN RAYMOND &  
ASSOCIATES**

**Broadcast Consultants & Brokers**

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others  
404-351-0555 1819 Peachtree Rd., NE  
Suite 606  
Atlanta, GA 30309

**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 phonenumber 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



Biernacki

**Robert Biernacki**, VP-assistant general manager, WOR(AM) New York, named VP-general manager, replacing Robert (Rick) Devlin, resigned (BROADCASTING, May 10).

**George Thomas**, operations manager, WATS(AM) Sayre, Pa., and WAVR(FM) Waverly, N.Y., joins Mutual Broadcasting System, Washington, as operations manager.

**Pat Brady**, VP and general manager, WCLQ-TV Cleveland, joins WVIT-TV New Britain, Conn., in same capacity.

**W. Allen Murphy**, local retail sales manager, WCAU-TV Philadelphia, joins WWNJ-TV Watertown, New York, as general manager. He succeeds **Glenn Hall**, who has served as acting general manager during transition of ownership from Johnson Newspaper Corp. to United Communications Corp.

**Robert Pantano**, operations director, WICC(AM) Bridgeport, Conn., elected VP, operations.

**H. Carl McCall**, senior VP WNET(TV) New York and director of its Metropolitan Division, has resigned to run for nomination as Democratic candidate for lieutenant governor of New York. McCall previously served as state senator in New York.

**Joe Bacarella**, general manager, WDRQ(FM) Detroit, joins WJR(AM) there as operations manager.

**Joseph Taylor**, from WPEN(AM) Philadelphia, joins WIZE(AM) Springfield, Ohio, as general manager.

**Zemira Jones**, from WJZ-TV Baltimore, joins WLYT(FM) Cleveland Heights, Ohio, as general manager.

**Gregory Stone**, assistant general manager, wsoc-TV Charlotte, N.C., and VP of Carolina Broadcasting Co., operating company of station, named general manager, succeeding Freeman Jones, retired (BROADCASTING, Dec. 21, 1981).

**Lee DeYoung**, program director, WBBM-FM, Chicago, named assistant to general manager.



Stone

**Beverly Peterson**, office manager-assistant manager, Group W Cable, Newport Beach, Calif., named general manager of Newport Beach system.

**Terry Cavanaugh**, program director, WIZZ(AM)-

WLAX(FM) Streator, Ill., named operations manager. **Joel Fletcher**, sales manager; **KLNT(AM)-KNJY(FM)** Clinton, Iowa, joins WLAX as station manager.

**Howard Premer**, news director, WKAT(AM) Miami Beach, Fla., named VP and station manager.

**Michael Crusham**, national sales manager, WHAS-TV Louisville, Ky., named station manager, WHAS(AM)-WAMZ(FM) there.

**Dan Perillo**, controller, Charter Data Products, Bergenfield, N.J., joins UA-Columbia Cablevision, Oakland, N.J., as director of customer services, New Jersey system.

**Jim McPhail**, director of financial analysis and reporting, East Coast, ABC Television Network, New York, named director, business analysis planning.

**Kath Walker**, supervisor, employe communications, Continental Corp., joins Group W Satellite Communications as manager, employe communications.

**Calvin Craib**, financial planning and acquisitions, Warner Amex Cable Communications, various Tribune Cable Communications, Mahwah, N.J., as financial analyst.

**Barry Dunn**, senior accountant, Warner Amex

Satellite Entertainment, New York, joins Katz Communications, there, in same capacity.

**George Yankowski**, from Deloitte Haskins & Sells, Boston, joins Essex Group, Greenwich, Conn.-based MSO, as controller.

**Richard Greener**, sales manager, WAOK(AM) Atlanta, named VP and general manager. **Charlotte Neighbors**, air personality, named executive director.

**Mark Tebbano**, conference coordinator, National Association of Educational Broadcasters, Washington, joins noncommercial WMHT-FM-TV, Schenectady, N.Y., as development associate.

**Warren Christie**, director of taxes, Hertz Corp., joins Warner Communications, New York, as executive director of taxes.

**Judy Honn**, business manager, KEST(AM) San Francisco, joins KYUU(FM) there as business administrator. **Julia Morris**, sales assistant, Eastman Radio, joins KYUU as executive secretary.

**Paul Benko**, chief accountant, WKYC-TV Cleveland, named manager, financial analysis and revenue. **Andrew Wright**, disbursements coordinator, succeeds Benko.

**Rosemary Roach**, research director, KLOS(FM) Los Angeles, named senior research analyst, KGO-TV San Francisco.

## ATTENTION GENERAL MANAGERS AND PROGRAM DIRECTORS!

# To listen to ABC TALKRADIO as broadcast on a local station, call

**WABC New York  
(212) 887-7866**

10AM-12Noon Mon.-Fri.  
2PM-6PM Mon.-Fri.  
12Mid-5AM Tues.-Sat  
Eastern Daylight Time

**KGO-FM San Francisco  
(415) 565-7856**

9AM-4PM Mon.-Fri.  
9PM-5AM Tues.-Sat.  
Pacific Daylight Time



ABC RADIO NETWORKS - 1345 AVENUE OF THE AMERICAS - NEW YORK, N.Y. 10019

**Michael August**, producer, noncommercial KUHT(TV) Houston, joins noncommercial KBDI(TV) Broomfield, Colo., as general manager.

**William Weinbaum**, sports director, noncommercial WNUR(FM) Evanston, Ill., named summer general manager.

## Advertising

**John Wells**, senior VP and group account director, J. Walter Thompson, New York, joins Tatham-Laird & Kudner, Chicago, as senior partner.

**Sam Novenstern**, corporate director of broadcast services, Needham, Harper & Steers, New York, elected senior VP.



Novenstern



Sherman

**Ronald Sherman**, president, entertainment division, J. Walter Thompson, New York, joins Wells, Rich & Greene/East, as president and member of board of Wells, Rich, Greene Worldwide. **Gary Roberts**, senior VP, account group head, Wells, Rich, Greene, New York, named executive VP.

**Robert (Buck) Buchanan**, executive VP/U.S. media director, J. Walter Thompson U.S.A., assumes additional responsibilities as worldwide coordinator for all new electronic media.

**Klaus Schmidt**, director of creative support, Young & Rubicam, New York, named senior VP, Y&R USA.

**Robert Foth**, from Cunningham & Walsh, New York, joins Atwood Richards there as senior VP, operations.

**John Maher**, VP, director of planning operations, Air Time, New York, joins Century Media Corp. there as VP, account supervisor and director of planning.

**Ross Puskar**, senior VP, director of account services, Bozell & Jacobs, Dallas, named general manager, Bozell & Jacobs/J&T Advertising, Phoenix.

**Thomas Baldacci**, president, Audioimage Communications, Inc., joins Carafello, Diehl & Associates, Irvington-on-Hudson, New York, as VP and executive producer of newly created film production subsidiary, C.D.A. Productions.

**Laurette Wood**, assistant director of local broadcasting, Benton & Bowles, New York, joins McDonald & Little, Atlanta, as director of local broadcasting.

**Ginger Sherman**, account executive, Carlson, Liebowitz & Olshever, Los Angeles, joins Ogilvy & Mather there in same capacity.

**Nancy Dundas**, manager, Roslin Radio, Chicago, joins Bernard Howard & Co. there as account executive. **Ronald Nahoum**, account executive, John Blair, New York, joins Bernard Howard & Co. there in same capacity.



Stanback

**Elayne Stanback**, account supervisor, Lockhart & Pettus, New York, named managing director of newly opened Atlanta offices.

**Gordon Hearne**, president, Evans/Weinberg, Los Angeles, joins Radio Advertising Bureau as VP, national sales, West.

**John Campagnolo**, account executive, WTBS(TV) Atlanta, named VP and regional sales manager, Turner Broadcasting Sales, Los Angeles.

**Anthony McDonald**, from Cable Management Services, and **Connie Stear**, from Yankelovich, Skelly & White, join Eastman Cablerep, New York, as account executives.

**Gary Truitt**, farm broadcaster, Brownfield Network, Centertown, Mo.-based regional agricultural radio network, named associate farm director.

**Lana O'Hollaren**, from WTVN(AM) Columbus, Ohio, joins Blair Television, New York, as account executive. **Lynn Boggs**, account executive, BDA/BBDO, Atlanta, joins Blair Television there in same capacity.

**Tracey Rehnstrom**, account executive, WKZX(AM) Presque Isle, Me., joins Northern Broadcasting Co., as manager, local field sales, for group's WFST(AM)-WDHP-FM Caribou, Me.

**Fred Petrosini**, VP and general manager, Katz Independent TV Sales, joins WNEV-TV Boston as VP, general sales manager.

**Tom McMillan**, national sales manager, KF(AM)-KOST(FM) Los Angeles, joins KSDO(AM)-KEZL(FM) San Diego as general sales manager. **Douglas McIntosh**, director of sales, Hyatt Islandia hotel, San Diego, joins KSDO-KEZL as sales associate.

**James Halpin**, account executive, WDBJ-TV Roanoke, Va., joins WAGT-TV Augusta, Ga., as general sales manager.

**Alan Silverman**, national sales manager, WOR(AM) New York, named sales manager.

**Greg Hamilton**, sales manager, WZXR(FM) Memphis, joins WMC(AM) there in same capacity.

**Brenda Lane**, account executive, KRLD(AM) Dallas, named to newly created position of national sales manager.

**William Henry**, account executive, ABC-TV Spot Sales, New York, joins WABC-TV as account executive.

**David Hickman**, graduate of Florida Southern College, Lakeland, Fla., joins WOTB(FM) Middletown, R.I., as account executive.

**Paul Courtney**, senior sales representative, WBCN(FM) Boston, joins WEEI(AM) there as account executive.

**Virginia Brunson Mann**, sales assistant, NBC-TV Spot Sales, New York, joins WLOS-TV Asheville, N.C., as account executive.

**Wendy Webb Oliver**, media director, Pitluk Group, San Antonio, Tex., joins KFTM(FM) there as account executive.

**Dorothe Riley-Green**, account executive,



# Rock & Roll Roots

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WJLB(AM) Detroit, joins WDRQ(FM) there in same capacity.

**Marci Grzelecki**, account executive, WMC-FM Memphis, joins WCPO-TV Cincinnati in same capacity.

**Jan Huhta**, account executive, Bernard Hodes Advertising, Los Angeles, joins KULA(FM) Waipahu, Hawaii, as account executive.

## Programing

**Henry Schleiff**, director of business affairs, sports and theater programing, Home Box Office, New York, named director of business



Schleiff



Wechsler

affairs, original programing and administration. **Brad Wechsler**, director, business affairs, pre-production and Cinemax, named director, business affairs, film programing.

**Maurice Morton**, VP, business affairs, Filmways Television, named vice president, studio administration, Hanna-Barbera Productions.

**John Rigsby**, VP, subscription television operations, American Television & Communications Corp., Denver, named to newly created position of VP, video product development.

**Tony Barr**, director, current dramatic programing, and **Peter Sterne**, director, current comedy programing, CBS Entertainment, Los Angeles, elected VP's.

**Kathleen St. Johns**, director of movies and mini-series, Columbia Pictures Television, Burbank, Calif., named director of current programs.

**Susan Simons**, manager, daytime programs, NBC, Los Angeles, named director, daytime programs, NBC Entertainment, West Coast.

**Michael Cohen**, director of sports press, NBC, New York, joins Momentum, New York-based promotion-production company, as VP, sports programing.

**Rita Ellix Katz**, director of special projects, Consumer Action Now, New York, joins Rainbow Programing Services there as director of national accounts.

**Frank Yorio**, director of marketing, McGraw-Edison Co., joins ON-TV, Phoenix, as director of marketing.

**Edward Labowitz**, VP, business affairs, Polygram Pictures, Los Angeles, joins ABC Motion Pictures Inc., Los Angeles, as VP, business affairs.

**Francois Olibet**, director of technical and business marketing development, Videodial Inc., New York-based subsidiary of Telesystemes, French videotext company, named president.

**Barry Goldberg**, director of national accounts, Showtime, north central region, Chicago,

named to same post for south central region, based in Dallas. Replacing him as director of national accounts in Chicago is **Low Hankin**, who has been regional sales manager there. **Howard Crotin**, manager of business administration, Showtime, New York, named director of national accounts for Northeast region, based in Glen Cove, N.Y. **Brad Johnson**, production executive programing, Showtime, Los Angeles, named director of program development, West Coast. **Hal Richardson**, manager of feature film acquisition, Showtime, named director of feature film acquisition.

**William Brennan**, medical producer, WCVB-TV Boston, named station executive producer.

**Craig Cole**, from WILX-TV Lansing, Mich., joins WISH-TV Indianapolis as producer-director. **Robin Sestero**, from WDMV-TV Washington, joins WISH-TV as producer, *Afternoon*.

**Frances Surovec**, director, WPTA(TV) Fort Wayne, Ind., joins WKRC-TV Cincinnati as producer-director. **Nils Kahlson**, part-time production assistant, WKRC-TV, named production assistant.

**Harry West**, station manager, KZAZ(TV) Tucson, Ariz., joins noncommercial KUAT-AM-FM-TV there as membership producer.

**Michelle Starr**, music director, KUAD-FM Windsor, Colo., joins KWUN(AM) Concord, Calif., in same capacity.

**Simeon Smith**, sports director, WOKR(TV) Rochester, N.Y., joins WKYC-TV Cleveland as co-host, 5:30.

**Jim Huntley**, air personality, WQRS-FM Detroit, named to additional post of music director.

**David Gillan**, assistant professor, school of communications, University of Idaho, joins



**Chancellor honored.** John Chancellor (r), veteran anchor and correspondent on NBC TV's *Nightly News*, was presented with the International Radio and Television Society's Broadcaster of the Year award at New York's Waldorf-Astoria hotel last week by IRTS President Ave Butensky. Chancellor closed his remarks by suggesting "there are even more chances for network television journalists to use the medium creatively and responsibly. I think what we do will expand, and I think the disciplines, the ethics, and the standards which were established during the first generation will be passed along to later generations and, perhaps, improved."

KATU(TV) Portland, Ore., as feature reporter, *Faces & Places*.

**Dean Goss**, air personality, KGB(AM) San Diego, joins KRTH(FM) Los Angeles, in same capacity.

## News and Public Affairs

**Frederick Marks**, executive assistant to president of United Press International, named VP and general manager for New England. Marks succeeds **Kenneth J. Braddick**, resigned.

**Rhonda Victor**, news anchor, WKAT(AM) Miami Beach, Fla., named news director.

**George Tyll**, news director, WTAJ-TV Altoona, Pa., joins WXII(TV) Winston-Salem, N.C., as executive news producer. **Gayle Converse**, reporter, WXII, named weekend co-anchor. **Susan Bruce**, public affairs producer, WMAR-TV Baltimore, joins WXII as reporter. **Dwayne Burgess**, recent graduate, Wake Forest University, joins WXII as news photographer.

**Tim Mercer**, program manager, KISZ(FM) Cortez, Colo., joins KWKY-FM Aztec, N.M., as news director.

**Jim Kirkwood**, news and sports director, KPXE(AM) Liberty, Tex., joins KLCL-AM-FM Lake Charles, La., as news director.

**Wayne Matthews**, weekend anchor-producer and reporter, WAAY-TV Huntsville, Ala., joins WTVT(TV) Tampa-St. Petersburg, Fla., as weekend producer and reporter.

**Elli Wohigelertner**, assignment editor, WNEW-TV New York, joins KOMO-TV Seattle in same capacity.

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**Alan Walden**, director, radio news, NBC News, named anchor, NBC Radio Network, New York.

**David Hazinski**, reporter, WPXI(TV) Pittsburgh, joins NBC News, New York, as correspondent.

**Tony Pagnotti**, co-anchor, WATR-TV Waterbury, Conn., joins WNBC-TV New York, as reporter.

**Scott Allen MacDonald**, reporter, KCOY-TV Santa Maria, Calif., joins KTXL(TV) Sacramento, Calif., in same capacity.

**Leslie Carde**, news anchor, KBCI-TV Boise, Idaho, joins news department, WDSU-TV New Orleans as health and science specialist.

**Penny Williams**, reporter, WAVY-TV Norfolk, Va., joins WGR-TV Buffalo, N.Y., in same capacity.

**Pat Hill**, from Cable News Network, Atlanta, joins KMST(TV) Salinas, Calif., as news producer.

**Julia Rockler**, from KIMO(TV) Anchorage, and **Ed Vasquez**, from KOMY(AM) Watsonville, Calif., join KMST as reporters.

**Bob Stuckey**, reporter, KWTX-TV Waco, Tex., joins KFVS-TV Cape Girardeau, Mo., in same capacity.

**Mike Dillin**, reporter, *Florida Times Union*, joins WJXT(TV) Jacksonville, Fla., in same capacity.

**Dave Relihan**, staff meteorologist, WIBW-TV Topeka, Kan., named chief meteorologist.

**Kathy Sheridan**, from WFSB(TV) Hartford, Conn., and **Howard Gowa**, from WKCT(TV) Miami, join WNBC-TV New York as news photographers.

**Barbara Campbell**, anchor-reporter, WFIL(AM) Philadelphia, joins UPI Audio, Washington, as correspondent.

## Technology

**Francois Olibet**, director of technical and business marketing development, Videodial Inc., New York-based subsidiary of Telesystemes, French videotext company, named president.

**Herman Badler**, general manager, operations, CBS Television Network, Washington, named VP, production facilities, there. **William Connolly**, managing director of development, engineering and development department, CBS Television Network, New York, named VP, development.

**Arthur Johnson**, director of addressable systems, Oak Communications, joins Anixter Communications, Skokie, Ill., as VP.

**Andrew Rybicki**, senior design engineer, Blonder-Tongue, Old Bridge, N.J., named chief engineer, data communications.

**Alan Sheffield**, director of video, Victor Duncan Inc., joins Commercial Electronics Inc., Mountain View, Calif.-based manufacturer of broadcast equipment, as national sales manager. **Donald Kline**, engineer, video group, Bell & Howell, joins CEI as director of advanced technical development.

**James Audet**, from Microband Corp., joins Comsearch, Inc., Reston, Va., as systems engineer, cellular radio services department.

**Kathryn DeMerit**, Eastern regional sales manager, Audio Plus International Inc., Montvale, N.J., standards conversion firm, named national sales director.

**Edward Hippe**, from Video Data Systems, Salt Lake City, joins KCOP(TV) Los Angeles as engineering manager.

## Promotion and PR



Norris

**Jane Norris**, director of promotion and marketing, WCOZ(FM) Boston, joins parent, John Blair, New York, as director of promotion and marketing for Blair Video Enterprises.

**Judy Howle**, program traffic director, Turner Broadcasting System, Atlanta, named to newly created position of media director.

**Adolph Rosset**, from American Electronics Industries, Philadelphia, joins C-COR Electronics, State College, Pa., as promotion manager.

**Merle Spiegel**, manager, publications and communications services, RCA, New York, named director.

**Bill Bowman**, senior field producer, *Evening Magazine*, KYW-TV Philadelphia, joins Post-Newsweek Productions' *Charlie Rose Show*, Washington, as promotion manager.

**Greg Carroll**, promotion manager, WIVB-TV Buffalo, N.Y., joins WGR-TV there in same capacity.

**Diane Stadtmiller**, intern, creative services, WKRC-TV Cincinnati, named promotion and public service assistant.

**Mark Poertner**, producer-director, WISN(AM) Milwaukee, named writer-producer, creative services.

## Allied Fields

**Graeme Henderson**, independent financial consultant, joins National TV Log, Los Angeles, as president.

**Robert Regalbutto**, VP and general manager, WCPQ-TV Cincinnati, named to board of parent Scripps-Howard's Scripps-Howard Foundation, organization furthering excellence in journalism through scholarships and grants.

**Grant Tinker**, chairman and chief operating officer, NBC, has been awarded Boston/New England chapter of National Academy of Television Arts and Sciences' Hall of Fame Award.

Elected directors, International Radio and Television Foundation, New York: **Gordon Hastings**, senior VP, Katz Communications; **Kay Koplovitz**, president and chief executive officer, USA Network; **Robert Mahlman**, president, Robert O. Mahlman Inc.; **James McCollom**, VP, director of local broadcast media, Scali, McCabe & Sloves; **Charlotte Schiff Jones**, VP, CBS Cable; **Rupert Walters**, executive VP, Warner Amex Cable Communications.

**Walter Cronkite**, special correspondent, CBS News, named to receive trustees award from National Academy of Television Arts and Sciences. Award recognizes "distinguished service to television," and will be awarded today (June 14) at Plaza hotel, New York.

Elected officers, Washington chapter, Society of



Ruth Ashton Taylor, anchor-reporter, KNXT(TV) Los Angeles, holds Los Angeles Area Governor's Award for outstanding achievement in television awarded her by board of governors of Academy of Television Arts & Sciences.

Professional Journalists/Sigma Delta Chi: **Paula Wolfson**, Voice of America, president; **Paul Hope**, Scripps-Howard, Washington, vice president; **Max Cacas**, noncommercial WAMU-FM Washington, treasurer.

**Paul Hughes**, president, Viacom Broadcasting, Inc., has been given first annual Matrix award from central Connecticut chapter of Women in Communications.

**Boyd Rooney**, general manager, noncommercial KUAT-AM-FM-TV Tucson, Ariz., elected chairman of board of governors of Pacific Mountain Network, regional membership organization of public television stations.

**James Ball**, sales representative, Shannon & Luchs realtors, Richmond, Va., joins Opticom, telecommunications consulting firm, there, as regional sales manager.

**Carl Jaquint**, VP and general manager, WXT(TV) Syracuse, N.Y., elected to board of directors, New York State Broadcasters Association.

**Randy Briggs**, manager, Southeastern advertiser/agency sales, Arbitron Television, Atlanta, named manager, Western advertiser/agency sales, Los Angeles.

**Richard Blum**, senior executive producer, Rainbow Programming Services, New York, has formed own communications consulting firm, Richard A. Blum & Associates, Gaithersburg, Md.

## Deaths

**Orbin (Mel) Melton**, 67, former vice president and treasurer, Walt Disney Productions, died of heart attack June 3 in his Hollywood home. Melton joined Disney and, except for military service, remained with company until his retirement in 1975. He is survived by his wife, Mary Frances, and son.

**Frank Singiser**, 73, former news announcer, NBC New York, and announcer for WOR(AM) there; and in 1960, one of the panelists in third Kennedy-Nixon debate, died May 27, at his home in Sudbury, Vt. He is survived by his wife, Mary, son and daughter.



## NAB Chairman Fritts: small-town broadcaster with big-town savvy

"I'm used to winning. When I set out to do something, I always try to win." That's how Edward O. Fritts, of Fritts Broadcasting in Indianola, Miss., sums up his approach to the joint board chairmanship of the National Association of Broadcasters, a job he has held for exactly one year. The youngest joint board chairman in NAB history, Fritts has clearly established himself as a competent leader who is setting a new pace at NAB—a pace meant to position the association as guide to a changing industry in a time of turmoil.

When the joint board holds its annual summer meeting in Washington this week, it is all but certain to elect Fritts, who appears to be running unopposed, to a second term.

At 41, Fritts can already look back on an accomplished career in broadcasting. It began in the mid-1950's when he was in high school in Union City, Tenn., where his father managed WENK(AM). During summer vacations, Fritts worked "as a lifeguard during the day and the world's worst disk jockey at night." If his father hadn't managed the station, Fritts says his career in broadcasting "would have ended right there."

Fritts bought his first radio station, WNLA(AM) Indianola, Miss., at the age of 22. After growing up in the industry, studying business administration at the University of Mississippi and working a year full time at WENK, Fritts felt he knew enough to run his own station. His father helped him secure a loan, and Fritts Broadcasting was born, a "small-town, 500 w daytime station" that employed five people including Fritts, who managed, sold time, produced commercials and carried a briefcase full of work when he went home each night.

Between 1963, when he bought WNLA, and 1978, Fritts acquired seven more stations, and his father, Edward B. Fritts, bought WPAD(AM)-WJJD(FM) Paducah, Ky. The younger Fritts, who owns a small percentage of the stock in his father's stations, added an FM to WNLA and acquired KCRI-AM-FM Helena, Ark.; KMAR-AM-FM Winnsboro, La., and WELQ(AM)-WZLQ(FM) Tupelo, Miss. During the early days, Fritts's stations were within a few hour's drive from the company headquarters in Indianola, and to manage them, Fritts bought a trailer, furnished it as an office, and rode to a different station each day, working through the hours he spent commuting and meeting with his managers once he arrived. The trailer was also equipped for remote broadcasts, and visits to a station were timed whenever possible



Edward Owens Fritts—president, Fritts Broadcasting Group, Indianola, Miss., and joint board chairman, National Association of Broadcasters; b. Feb. 21, 1941, Cape Girardeau, Mo.; attended University of Mississippi, Oxford, Miss., 1959-61; announcer, sportscaster and sales rep, WENK(AM) Union City, Tenn., 1962; founded Fritts Broadcasting in 1963 with purchase of WNLA(AM) Indianola (company now owns five AM and five FM stations in Mississippi, Kentucky, Arkansas and Louisiana); elected NAB joint board chairman, June 1981; m. Martha Dale Richie, Sept. 10, 1961; children—Kimberley, 18; Timothy, 13, and Jennifer, 8.

to promotional events.

In 1979, when the price of gas went up, and the time away from home had grown excessive, Fritts bought a single-engine airplane for traveling to his stations. An avid flier, he also owns a hot-air balloon.

As his company grew, the briefcase full of work continued to go home with Fritts each night. He created Delta Communications, a sole proprietorship, to coordinate regional advertising sales for his stations, which he says do a lot of agricultural business, and to organize promotional events.

Fritts's involvement in broadcast trade associations began more than 10 years ago when he became active in the Mississippi Broadcasters Association. He was elected president of that group in 1972. A few years later, he was appointed to the NAB Small-Market Radio Committee, where he served for two years, and following that he spent a year on the NAB radio code board.

When he was elected an NAB director four years ago, he had "no intentions," he says, of becoming joint board chairman. When the time came to elect a chairman from the radio side of the board, Fritts wanted to nominate Arnold Lerner, chairman of WLLH(AM)-WSSJ(FM) Lowell,

Mass., who was then chairman of the NAB radio board. Lerner, however, had different ideas and, with a group of radio directors, convinced Fritts to run for the position, but not before setting a new precedent in the relationship between NAB and its joint chairman. Fritts told the board he'd assume the chairmanship—a job that had grown increasingly time consuming during the highly active chairmanships of his predecessors, Tom Bolger, chairman, Forward Communications of Madison, Wis., and Don Thurston, president of Berkshire Broadcasting Co., North Adams, Mass.—but only if NAB agreed to compensate his company, which Fritts still managed himself, for his absence.

In spite of vehement opposition from some directors who maintained NAB involvement should remain strictly a volunteer commitment, Fritts's supporters prevailed, arguing that if NAB is truly to represent all of broadcasting, it must make its top leadership role available to smaller operators who cannot afford to leave their stations unattended for the two years a chairman usually serves. Fritts hired a manager to run his stations, and as joint board chairman, spends more than four days a week and many weekends in the service of NAB.

Fritts pays close attention to NAB details, especially in the area of spending. By switching from an operating to capital budget this year, the NAB board attained greater control over long-range spending and investing of the association's assets. After two years in the red, NAB is likely to end up on or near budget for fiscal year 1983.

Along with a keen ability to work with people, Fritts is credited by his colleagues with a deep understanding of his industry. "For a young man, he has a remarkable grasp of how to solve broadcast problems," says Lerner, and in Washington, "where people tend to have a myopic view of the world . . . he has an ability to put problems in context."

When not working for NAB or at one of his stations, Fritts spends time with his family, heading for the golf course, when there's time, with his son Tim, who plays, and his daughter, Jennifer, who drives the cart. He seems proud that his daughter Kimberly, now a journalism student at the University of Mississippi, is enjoying working in the summer at WNLA.

After another year as NAB joint board chairman, Fritts hopes to expand his company, perhaps into new technologies such as low-power TV. "Broadcasting today and in the future is exciting," he says. "Whether it be the association's business or my own activities, there will always be something interesting, exciting and challenging."

**CBS Cable is being factored out of CBS/Fox joint venture** being put together by CBS and 20th Century-Fox, well-placed sources insisted last week. This despite official word from CBS that CBS Cable was still included in negotiations along with venture's other components: home video and CBS Studio Center (BROADCASTING, Feb. 22, et seq.). Some sources put chances of cable unit's removal, apparently because its losses were too large for Fox's liking, as high as 99%. CBS spokesman, however, said negotiations were proceeding, with CBS Cable still included. Stephen Robertis, CBS/Fox president, could not be reached for comment. Dick Cox, CBS Cable president, declined to take reporter's calls.

**U.S. and Canada** were reported last week to have made considerable progress in talks in Washington about differences over satellite and AM broadcasting issues. U.S. and Canadian officials on Friday said that two countries were close to agreement in principle on issues of orbital-slot spacing—U.S. has called for tighter spacing than Canadians think feasible; resolution is likely to involve different separations at different points of arc—and of satellite transmission of data across borders. Work on details will be completed in week or two. In meantime, two countries are expected to notify Intelsat they are planning to set up regional satellite system because Intelsat cannot meet their transborder needs. (Normally, signatories to worldwide system are expected to use it for their international satellite needs.) Satellite systems on both sides of border are already negotiating business arrangements (including how revenue will be divided) to be employed once transborder system is established. As for AM, U.S. and Canadian teams were completing task of identifying conflicts between applications for service on two sides of border. Most conflicts can be resolved technically, according to Canadian official. "But," he said, "there are some hard nuts to crack."



Fouhy

**Ed Fouhy**, VP-director of news, CBS News, New York, joins ABC News July 1 as VP-Washington bureau chief. Fouhy succeeds **Bill Knowles** as bureau chief there. According to David Burke, VP-assistant to president, ABC News, Knowles will move to Los Angeles bureau, most likely either as senior producer for *World News Tonight* or bureau chief. Burke said Knowles, in Europe last week,

wanted more hands-on and fewer administrative responsibilities. Current Los Angeles chief, **Don Dunkel**, has been on temporary assignment in Europe. Burke said Dunkel is looking to remain there. At CBS News, John Lane, VP-deputy director of news, will take on some of Fouhy's former responsibilities. Fouhy joined CBS News in 1966. Prior to his latest role there he had been that network's Washington bureau chief.

**FCC Broadcast Bureau has recommended** to Administrative Law Judge John H. Conlin that renewals be denied to Mid-Continent Telecasting Inc. for **KOAM-TV Pittsburg, Kan.**, and Gilmore Broadcasting Corp. for **KODE-TV Joplin, Mo.** Bureau charges stations with acting anticompetitively in combining or conspiring to fix their rates for advertising time, misrepresenting their actions on those issues to commission, "repeatedly" charging political candidates higher rates than they charged commercial advertisers and failing to demonstrate meritorious programming. President of Mid-Continent is Lester Cox, chairman of Ozark Airlines. Bill Bengston, vice president and general manager of KOAM-TV, is president of Kansas Association of Broadcasters and was recently elected to TV board of National Association of Broadcasters. Gilmore Broadcasting,

wholly owned by James S. Gilmore Jr., is also licensee of three radio stations and **WREX-TV Rockford, Ill.**, and **WEHT(TV) Evansville, Ind.** Attorneys for licensees maintain that Broadcast Bureau has erred in its pleading.

**FCC last week conditionally renewed licenses of Friendly Broadcasting Co. for WJMO(AM) and WLYT(FM) Cleveland Heights, Ohio**, setting aside 1977 initial decision by administrative law judge denying renewal. Renewals, however, are subject to whatever action FCC considers appropriate after it determines whether United Broadcasting Co., Friendly's parent, is basically qualified to be licensee. United is also licensee of **WOOK(FM) Washington**, and decision on renewal of license for that station is pending in wake of comparative hearing before ALJ. In April 1981, FCC raised prima facie question and said that even if Richard Eaton, then sole owner of United, were removed from control, serious question would remain as to United's soundness and reliability. It then added issue of United's qualifications. In conditionally renewing licenses, FCC said there was no reason to believe that misconduct responsible for 1977 initial decision would continue under officers who have assumed management of United since death on June 1, 1981, of Eaton.

**National Association of Broadcasters** joint board chairman Edward O. Fritts, radio vice chairman William L. Stakelin and executive vice president, general manager John Summers will meet with **White House and State Department officials** this week to urge diplomatic solution to Cuban radio interference problem. Discussions, which until now have taken place between NAB and State Department staffers, will begin Monday in meeting with Ronald Frankum, deputy director, Office of Science and Technology and continue Wednesday with Myles Frechette, State Department director for Cuban affairs.

**Broadcasters have been warned not to get together to decide what AM stereo system to use.** Such cooperation, they have been told, would leave them wide open for antitrust suits from makers of AM stereo systems they choose not to use. According to Ben K. McKinnon, executive director, Alabama Broadcasters Association, however, representatives of three of four systems still vying to become industry standard promised at ABA's annual meeting in Destin, Fla., last week not to press antitrust suit if they lose battle for broadcasters' acceptance. Assurances came from Leonard Kahn, Kahn Communications; David Hershberger, Harris Corp., and Richard Harasek, Motorola, who appeared on convention panel. Magnavox, maker of fourth system, was not represented on the panel.

**Gulf United has purchased remaining stock in KOOL-TV Phoenix** from Tom Chauncey and Homer Lane for estimated **\$48 million**. Gulf United last year bought Gene Autry's 48% interest in deal that gave it immediate control of 24% with option to acquire balance for total of about \$30 million (BROADCASTING, May 4, 1981). Gulf United said net cost of deal, including earlier acquisition of Autry's stock, plus purchase of related assets totals about **\$78 million**. Related assets are said to include real estate, cattle and Arabian horse business, which Chauncey will keep. Chauncey also will keep co-located **KOOL-FM**. **KOOL (AM)** was sold in 1979 for \$2 million. Gulf United is publicly traded, Florida-based holding company whose subsidiaries operate primarily in life insurance business. Its broadcast interests include five AM's, six FM's and two TV's. Howard Stark handled transaction for buyer.

**Big East Conference** announced it has signed **\$2-million basketball package** providing for coverage during 1982-83 season by CBS-TV (three games), NBC-TV (five), USA Network (27), Entertainment and Sports Programming Network (15) and superstation WTBS(TV) Atlanta (three). William B. Tanner, Memphis, will syndicate nine games.





Washington office of Needham, Harper & Steers Advertising celebrated 10th anniversary last week with party at agency's new offices in suburban McLean, Va. Chairman and chief executive officer of NH&S Inc., Paul C. Harper Jr. (l), spoke to group, which included corporate officers, staff members and clients. Jim Williams (r) is executive vice president and general manager of Washington office.

Arbitron Television last week officially estimated cable television penetration in U.S. at 25.8%—or 21,033,477 households—as of May 1982. At same time it admitted more realistic figure likely would be around 30% or some 24,449,000 homes. Difference comes down to research technique. For now, Arbitron claimed to be locked into current method of estimating based on census information, industry source material and data from cable systems, although it believes cable systems are providing inadequate information. Higher 30% estimate is from one review of Arbitron diaries; Arbitron is developing new research procedure based on them. A.C. Nielsen penetration figure for May is 33.4% or 27,362,000 homes ("Cablecastings," June 7).

House-Senate conference last Thursday restored 1984 appropriations for Corporation for Public Broadcasting to \$130 million originally authorized. In bill threatened with veto by President Reagan because of controversial provisions to boost housing industry, conference committee accepted Senate-based amendment to restore \$24.4 million to CPB budget, which earlier had been set at \$105.6 million.

New "information age" will produce abundance of diverse information sources serving needs of personal development and cause of social progress, but "unless the raw data of information is transformed into knowledge and wisdom, it can have a paralyzing or debilitating effect on both the individual and society," FCC Commissioner Joseph Fogarty said last week in commencement address to Virginia Polytechnic Institute College of Communications. And although pro-competitive telecommunications policies can enhance diversity of communications services and information sources, "we must also insure that all Americans share in the benefits of this competition," Fogarty said. "In my judgment, we cannot afford to become a nation of 'haves' and 'have nots' in terms of fair and reasonable access to communications technology and services."

Prominent member of House Telecommunications Subcommittee, Representative Ronald M. Mottl (D-Ohio), was defeated last Tuesday in primary election by Cuyahoga County Commissioner Edward Feighan, who campaigned primarily against Mottl's support for Reagan economic program. During 96th and 97th Congresses, Mottl tried unsuccessfully to advance legislation requiring public disclosure of broadcast financial figures, until recently collected annually by FCC. Mottl also introduced legislation, rejected by subcommittee, to create National Consumer Board that would represent public in telephone rate-making proceedings and could raise funds through literature enclosed in carriers' monthly telephone bills.

Matsushita Electric has gained powerful ally in its battle with Sony over half-inch recording-camera standard. Ampex Corp., Redwood City, Calif., announced last week that it will begin marketing Matsushita-made recording-camera system this fall and manufacture "its own version" of Matsushita system "in the future." Ampex joins Panasonic (a Matsushita subsidiary), Ikegami, Hitachi and RCA as Matsushita proponents. Matsushita format is incompatible with Sony format, and both have been vying to become industrywide standard. Society of Motion Picture and Television Engineers has provided forum for standards debate and, it is hoped, for eventual consensus on single standard. Sony is expected to announce today (June 14) at press luncheon in New York "improved" version of its standard—better than what was shown at NAB convention—that it plans to submit to SMPTE.

Field Enterprises purchase of Liberty Communications has been called off. Field had signed letter of intent last December (BROADCASTING, Dec. 7, 1981) to buy stock of 21st largest MSO for reported \$300 million. In terse press release, Field held out possibility that two might still be partners with statement that "Liberty is considering alternative forms of transactions which may include participation by Field."

Now that Metromedia Inc. has two production/syndication arms—Metromedia Producers Corp. and newly acquired BBI (which came along with WCVB-TV Boston)—consolidation is expected. Most speculation has future power resting at Boston-based BBI unit. That's led by Chet Collier, VP. If that is scenario, observers expect MPC President Bob Wood to take services elsewhere.

RKO Radio Networks have cut staff by 5% to 8%. "Network radio is flat this year," admitted RKO Radio Networks president, Tom Burchill. But, he attributed most of cutbacks to particular programs that did not draw enough affiliates—Country Star Countdown and Ask the Expert, for example, which have been canceled.



Pouring rain and small crowd didn't stop National Citizens Committee for Broadcasting executive director Sam Simon (at podium) from protesting CBS's recent cancellation of "Lou Grant" at demonstration last week in front of CBS building in Washington. Simon said Lou Grant star Ed Asner's political activity and not ratings drop, as network contends, was reason behind show's cancellation. "There have been serious allegations that the political views and activities of those associated with the show were a factor in the cancellation," Simon said. Also joining Simon in protest were Charles Perlick Jr., Newspaper Guild president; Diana Austin, executive director of Fund for Open Information and Accountability, and Don Moldea, Washington Independent Writers president. Aaron Marcus of Americans for Democratic Action also read supporting statement.

## Boomerang?

As readers of recent news stories and "Open Mike" letters in this publication are aware, much sympathy has been expressed for Simon Geller, operator of a one-man FM station in Gloucester, Mass. The FCC, acting wholly out of character in its present composition, has voted to give Geller's facility to a rival applicant that promises a wider range of programming than Geller has provided.

By ordinary broadcasting standards, Geller is an eccentric. He and his WVCA-FM are housed in a studio apartment, which he leaves with difficulty; he is afflicted with diabetes, arthritis and an ailing back. He is his own manager, engineer, program director and DJ. He would be his own sales staff if he were fit to hit the street. He subsists mostly on listener donations (\$12,000 last year). He has broadcast classical music to the near exclusion of anything else.

But according to testimony at the hearing that preceded the FCC action, Geller is a Gloucester hit, at least among residents who like classical music. Those who want other programming can pick it out of other signals that fill the Gloucester air as they do in most settled places in this country.

The winning applicant, owned by two commercial broadcasters, one prominent in Republican politics, promised a mixture of entertainment and nonentertainment programming, and that was the decisive advantage that the FCC majority accorded it. To reach its decision, the commission had to overturn the findings of its administrative law judge who had proposed to renew Geller's license.

It will be interesting to see, when the commission finishes perfecting its order of execution, which it knows will be submitted to the scrutiny of the Court of Appeals, just how this FCC justifies the substitution of its programming judgment for that of the marketplace it professes to admire. Against an 18-year record of performance and sworn testimony of satisfied listeners, the commission decided to give Gloucester something else.

If this decision is upheld, and the guess here is that it will be, where will it leave radio deregulation and the supposed freedom to program as the broadcaster, responding to his market, chooses? Does this put the FCC back in the enforcement of quotas of program categories? Is the 16.9% news and 11.8% other nonentertainment program that won Geller's FM channel for the competing applicant the new standard for renewal expectancy?

With this case, the FCC may have given the court of appeals a club to beat back deregulation.

## The news-filled air

With the introduction of the ABC/Westinghouse Satellite News Channel 1 next Monday, competition enters the field that Ted Turner invented. But the event has meaning beyond that of two cable news services vying for distribution and audience. It is one more demonstration of vigorous expansion in television journalism. Television, already the nation's favorite news medium, is certain to extend its public acceptance with the entry of another 24-hour-a-day news service in the cable universe.

Action on the journalism front goes well beyond cable. All three television broadcasting networks are adding early-morning and late-night news on a scale that would have been thought idiotic before Turner turned on his Cable News Network to run around the clock.

Is the public appetite for news voracious enough to consume all the added programming? Tune in, say a year from now, for the answer.

There are eight national television news services, counting the three broadcast networks, the ABC/Westinghouse service that starts next week, Turner's CNN1 and CNN2 and the two operations serving independent TV stations. There will be nine next spring if Satellite News Channel 2 goes into business as promised. Add those to the profusion of local news on all those television stations, and all excuses have evaporated for First Amendment freedoms denied the Fifth Estate.

## On with it

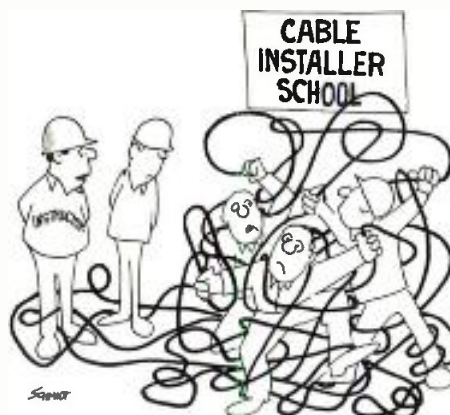
A story in last week's issue of this magazine outlined the schedule of international conferences where telecommunications policy affecting U.S. television and radio broadcasting systems will be made. It is a list that stretches into 1988, and the prospect is that each conference will generate problems for American interests.

The question is whether the U.S. will field delegations that are professionally equipped to negotiate with foreign delegations that are intensively trained for such activity. That question has been troubling Senator Harrison Schmitt (R-N.M.), who has criticized the State Department for "unconscionable delays" in naming a chairman of delegations to future conferences and for inadequate preparatory work.

It also troubles an American broadcaster who has become an expert observer of recent international conferences. Jim Ebel, of the Fetzer stations, is chairman of a committee representing affiliates of all three television networks and dealing with broadcast satellites. In an interview appearing in BROADCASTING a week ago he said, in response to a question about how the U.S. negotiating power stacks up against that of other countries: "We're probably at a disadvantage because in many countries people who negotiate are members of delegations that do nothing but that for entire careers."

It has been reported that FCC Commissioner Abbott Washburn is ticketed to head U.S. delegations to future meetings of the International Telecommunication Union after his term on the commission expires at the end of this month. He would be a good choice. His seven years on the FCC have exposed him to the midstream of telecommunications developments. Before that he had international experience as deputy director of the U.S. Information Agency and chairman of the U.S. delegation to the Intelsat conference of 1969-71.

Schmitt is right. There's no excuse for further delay.



Drawn for BROADCASTING by Jack Schmidt

"I really hate the first few days..."



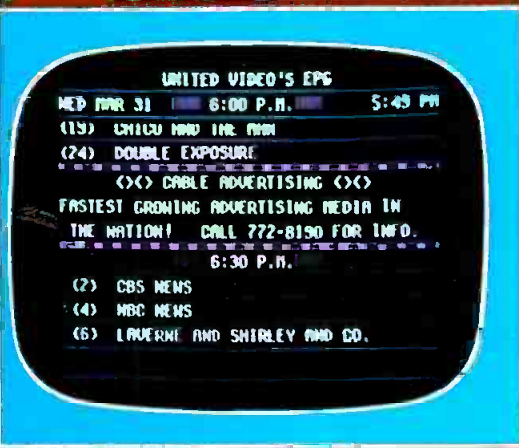


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