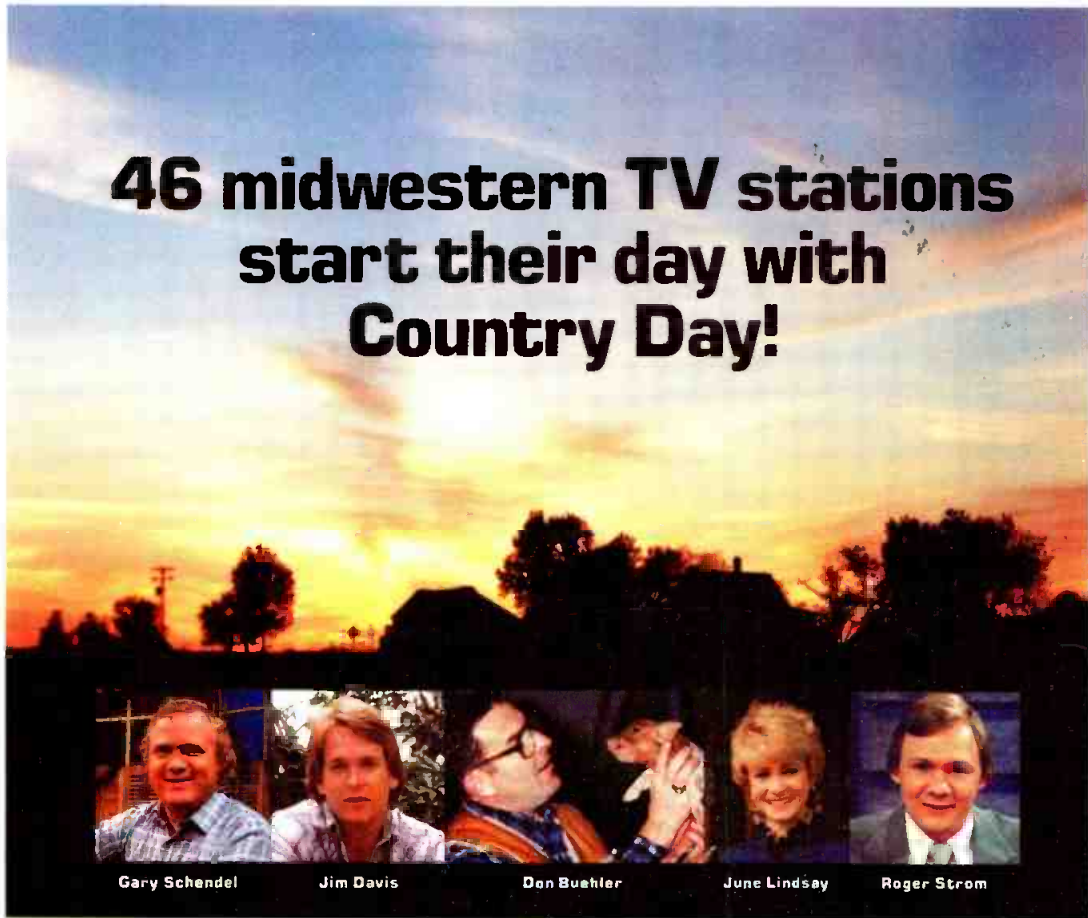


Broadcasting Jul 5



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Broadcasting Jul 5

Winds of change blowing at the FCC on multiple ownership □ Videotex '82: Latest on the teletext/videotext art □ A year's worth of Fifth Estate awards

MORE FAIR GAME □ Mood in Washington moving in direction of lifting bans on multimedia ownership. **PAGE 27.**

CABLE SETBACK □ Supreme Court rules narrowly against Teleprompter in New York landlord-cable access case. **PAGE 28.**

MARTIMENTORS □ Reagan administration officials go before Senate committee, saying new Florida AM won't cause increased Cuban interference to U.S. stations. **PAGE 29.** At FCC, commenters suggest variety of actions to deal with interference. **PAGE 29.**

GREENE PONDERES □ Judge Greene takes AT&T settlement under advisement. **PAGE 30.**

RAB REQUEST □ Radio Advertising Bureau asks for Justice blessing to negotiate with Arbitron. **PAGE 31.**

TEXT CALL UP □ Videotex '82 opens to 1,200 in New York, who hear more discussion on standards and viewpoints on where new medium will call home in the Fifth Estate. **PAGE 32.**

THE ENVELOPE PLEASE □ The best in broadcasting and cable are featured in annual roundup of industry awards. **PAGE 37.**

DIVISION □ NAB votes unanimously to oppose NRBA deregulation proposal. **PAGE 60.**

PLEASE STAND BY □ Senate rules committee has again postponed action on TV in Senate. **PAGE 61.**

CASE CLOSED □ Supreme Court upholds California court decision that NBC, station were not liable for damages from crime allegedly inspired by TV movie, *Born Innocent*. **PAGE 62.**

REACHING OUT □ Group W Productions announces plans for major expansion in network, cable programing and international distribution. **PAGE 62.**

FAMILY MONEY □ CPB backs its "number-one priority," committing \$6 million to children's and family programing. **PAGE 63.**

NEW HORIZONS □ Viacom forms new company, Viacom World Wide, aimed at developing service to expanding world market. **PAGE 64.**

EVERY CLOUD . . . □ Despite money woes, PBS, NAPTS express cautious optimism at annual meeting, cite audience increases and cable opportunities. **PAGE 65.**

COME TOGETHER □ New NAB radio board chairman calls for combining NAB, NRBA into single body. **PAGE 70.**

NEW KID □ Infant SMATV operators association gains president, lobbyist, set of "recommended practices" in gearing up for entry into legislative fray. **PAGE 70.**

IN THE NEWS □ Network news field continues to grow as NBC launches early-morning, late-night offerings; ABC introduces early-morning hour, with late-night entry planned for fall. **PAGE 71.**

DRESS REHEARSAL □ C-SPAN's extensive coverage of Democrat's midterm convention in Philadelphia anticipates coverage of big one in 1984. **PAGE 72.**

ALL IN THE FAMILY □ Jonathan Hayes's rise through Group W's ranks has brought him to presidency of GWSC, and opportunity to serve "all the publics." **PAGE 95.**

Editor's note. The quarterly feature, "Where Things Stand," scheduled for this issue will appear next week.

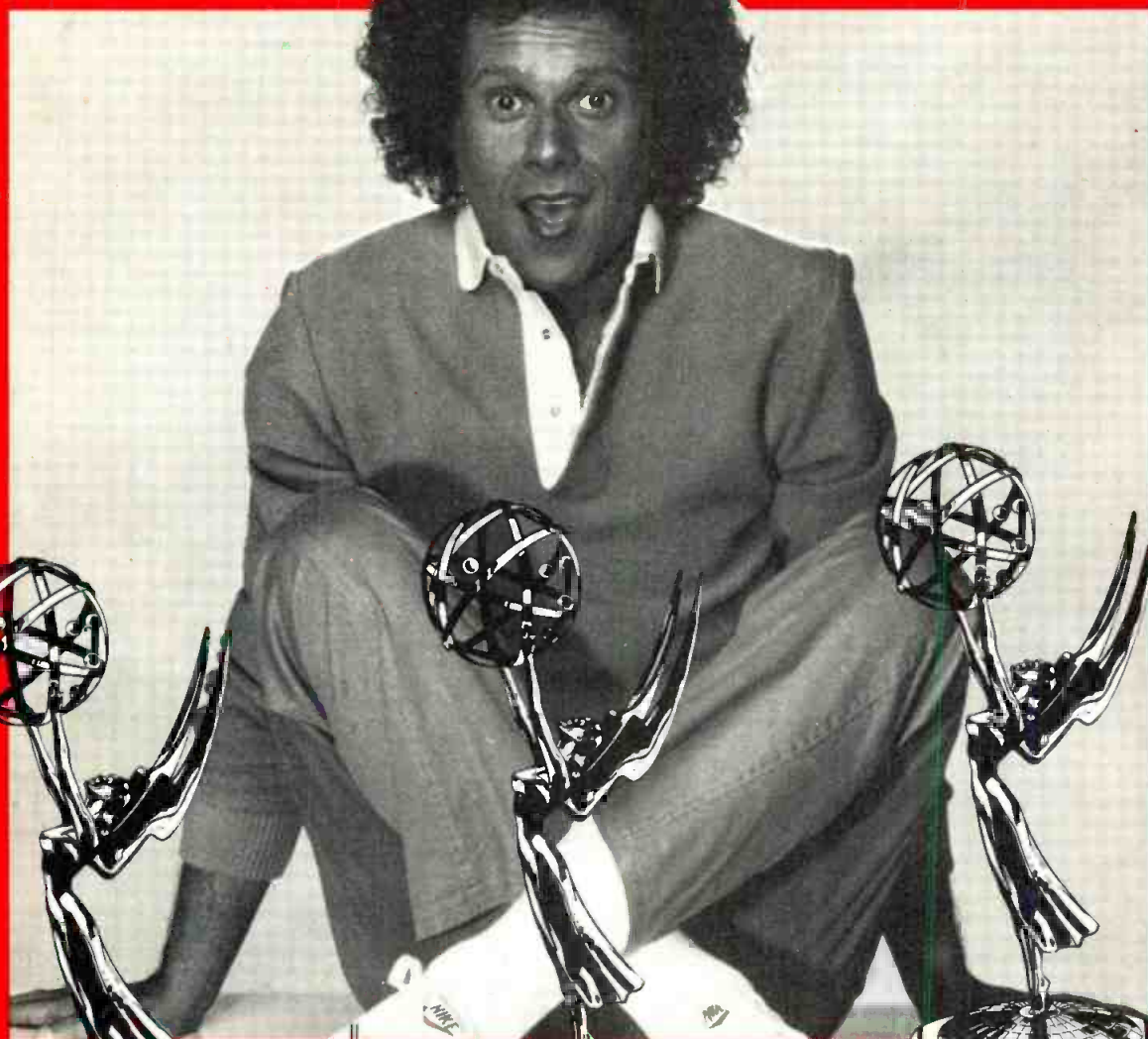
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Music and money

ABC-TV, ordered by court to increase its interim music-license payments to ASCAP to \$8.5 million per year from \$5 million (earlier, \$3.8 million) ("In Brief," May 31), has notified ABC affiliates their share of network's music-license payments (including those to BMI) will be 77% of their one-minute hourly rate per week, up from 37% until about year ago, 50% since then. This, deductible from their network compensation checks, is in addition to payments all stations make directly to ASCAP and BMI for nonnetwork music. It compares with 63% of hourly rate that CBS assesses its affiliates (to go to 66% next January) and zero percent charged by NBC, which assumed full cost of its own music licenses year or so ago.

CBS-TV affiliates have petitioned their network to start acquiring music performing rights when it buys programs, bypassing ASCAP and BMI. That approach, source licensing, is also goal of lawsuit brought by all-industry stations committee, now awaiting court decision. CBS also sought it as matter of right on somewhat different grounds, but lost in court. Privately, CBS affiliates say they want CBS to switch entirely to source licensing by time its ASCAP and BMI licenses expire. That's end of 1985.

In the lodge

Decision by selection committee to look for broadcasting-oriented successor to Vincent T. Wasilewski as president of National Association of Broadcasters (see page 30) seems to rule out Marc L. Marks, GOP congressman from Pennsylvania, and Jack Valenti, president of Motion Picture Association of America. Marks was avid candidate. Valenti, so far unapproached, was cited as example of stature originally sought by some NAB directors.

Full plate

FCC is expected to take on meaty agenda at four open meetings scheduled before summer recess. Next week commission is expected to approve notice of proposed rulemaking aimed at dropping rule prohibiting television networks from owning cable systems; it also is expected to adopt order making clear that no restrictions will be placed on size of cable multiple system owners. Also before recess, FCC is expected to authorize sales of transponders on domestic satellites on noncommon-carrier basis and to take crack at Common Carrier Bureau's massive competitive carrier rulemaking,

which proposes deregulation of "competitive" common carrier services.

Broadcast items targeted for action include abandonment of trafficking rule, which essentially prohibits sale of broadcast properties within three years of purchase; notice of proposed rulemaking to permit noncommercial broadcasters to offer subscription television service, and notice of proposed rulemaking to delete requirement that broadcasters keep operator and maintenance logs. Last meeting before recess is Aug. 5. While FCC never quits, since law requires it to meet at least once monthly, actions can be taken, subject to ratification. Only routine or emergency decisions will be made until FCC reconvenes after Labor Day, Sept. 6.

Reducing risks

Western Union and RCA Americom, nation's leading domestic satellite carriers, have yet to make full commitment to direct broadcast satellite plans, although both are expected to win construction permits from FCC within next two or three months. Western Union says it needs to find partner or at least procure agreements from programmers to lease transponders before it will go ahead. Company prefers partners to renters and has been talking to STV operators, cable networks and movie studios. Studios have been showing most interest. RCA Americom would also like to pre-sell or pre-lease transponders before it moves forward. It must also get go sign from its financially troubled parent. Western Union, RCA and other companies that get DBS CP's have one year from date of grant to begin construction of satellites.

Falling out

Robert Howard, president of United Satellite Television, has left company due to "management differences." Howard and partner Scott Robb are now trying to extricate their broadcast licensee and management firm, Citicom, from USTV, joint venture of Citicom, Pop Satellite Inc. and General Instrument. Citicom reportedly has 20% interest. Hal Krisbergh, group director, business development, General Instrument, is acting chief executive officer of USTV until new president and CEO can be found. Howard, former president of NBC-TV and owner of three radio stations, would not discuss USTV situation, but said he expects to purchase three television stations within next two weeks.

Meanwhile, launch of USTV, which plans four-channel programming service for multi-unit dwellings, has been set back by

satellite switch. USTV had tentative agreements to use Telesat Canada's Anik C-III, slated for launch Nov. 11, but because of pressure from Canadian pay programmers, who wanted to use satellite, Telesat bumped USTV to Anik C-II, scheduled for launch April 20, 1983.

Keeping track

Major fall radio meetings—National Association of Broadcasters' Radio Programming Conference and National Radio Broadcasters Association's annual convention—appear to be shaping up as large as those of last year, maybe larger. Pre-registrations for NAB's event, expected to draw up to 2,000 to New Orleans Hyatt Regency hotel Aug. 29-Sept. 1, have topped 450 and are running ahead of last year's at this time. Total of 47 exhibit booths has been reserved by 35 companies in hall expected to hold up to 80 booths at convention time.

For NRBA convention, to be held at MGM Grand hotel in Reno, Sept. 12-15, about 300 have pre-registered, and 78 companies have signed up to exhibit in hall with capacity for 120 booths. Last year's NAB event drew 1,800 participants and 56 exhibits, while NRBA drew 2,500 full-time registrants and 70 exhibitors.

Faint whiff

R. J. Reynolds is first firm to take advantage of revised public television underwriting guidelines adopted by Public Broadcasting Service to allow tobacco and liquor companies with diversified interests to underwrite programs (see page 66). Reynolds gave North Carolina Educational Television Network \$178,000 for documentary.

These times

When pressure groups or politicians take off on issues involving broadcasters, they usually bear down on so-called network lobbies. Current congressional lobby records show no dramatic increases. Example: CBS Inc. registers only law firm of Wilmer, Cutler & Pickering. (It recently severed long-term association with Arthur Newmeyer & Co. as Washington public relations consultant in economy measure.) NBC lists Peter B. Kenney, Washington vice president and bureau chief, along with Dan C. Tate, Sally H. Forman and Bob Hynes. ABC Inc. has registered Eugene Cowen, Washington vice president, Paul Myer and Ann Hageman. Company, however, is retaining Timmons & Co., headed by William E. Timmons, formerly identified with Nixon, Ford and Reagan presidential campaigns.

Time is money

Two Los Angeles cable operators that have failed to meet construction deadlines have been fined a total of \$152,000 by a city commission in exchange for extensions of the deadlines. The Board of Transportation Commissioners ordered Valley Cable Inc., which is building the 155,000-home West San Fernando Valley franchise, to pay \$120,000 to make up the loss in estimated franchise fees during an extension through Aug. 31, 1983. The company, which is bidding on the East San Fernando Valley franchise (150,000 homes), had originally been given a Sept. 8, 1982, deadline.

At the same June 24 session, the commissioners fined CommuniCom, which serves the 290,000-home Hollywood-Wilshire franchise, \$32,000 for its deadline extension from July 31, 1982, to July 1, 1983. The company paid a \$150,000 penalty for two earlier extensions, after it failed to meet its original July 1981 deadline. The decision follows implementation of an unrelated city council policy earlier this year which levies a \$500 per day fine on companies for each day they exceed construction time-

tables.

Both Valley Cable and CommuniCom faced construction setbacks earlier this year when the city-owned Department of Water and Power imposed a cable construction moratorium until problems involving the utility's poles were corrected.

Pa. interconnect

A "soft" cable interconnect has sprung up among the small towns and cities of central Pennsylvania. Cable AdNet, a joint venture of three cable systems—Sammons Communications, Harrisburg; Lebanon Valley Cable TV, Lebanon, and Blue Ridge CATV, upper Lancaster county—is now offering advertisers time on major satellite networks and a potential audience of 86,000 cable homes.

Spots are available on Cable News Network, ESPN, Music Television and the USA Cable Network. Wayne J. Bullock, advertising director, said the company, which functions as a rep for the systems, "offers many potential advertisers, who never used television ... because the broad reach is

greater than needed, the opportunity to use television ... at reasonable cost and high efficiency in their immediate sales areas." Because Cable AdNet is a soft interconnect—commercials are distributed among system by videotape—he added, it can be flexible, permitting advertisers to buy a system, a market or "a whole region." It is, he claimed, "the perfect opportunity for reduced wasted coverage."

Cable Adnet expects to bring three more cable systems into the interconnect by January, Bullock said. The addition of Cable Associates Inc., Lancaster; Cable TV Co. of York, York, and Berks TV Cable Co., Reading, he said, will bring the interconnect's total audience to more than 200,000 homes.

Havatampa

Four companies last week submitted proposals to wire Tampa, Fla.: Knight-Ridder, Cox Cable, Storer Cable and Tribune Cable Communications. The city staff and cable consultant, Malarkey Taylor & Associates, will study the bids and make their recommendations to the mayor. The city council, however, will have the final say. One unusual aspect of the bids was Cox's plan to charge subscribers for each channel they ask for beyond the 24-channel basic service. The franchise for Tampa's 117,000 homes is expected to be awarded by September.

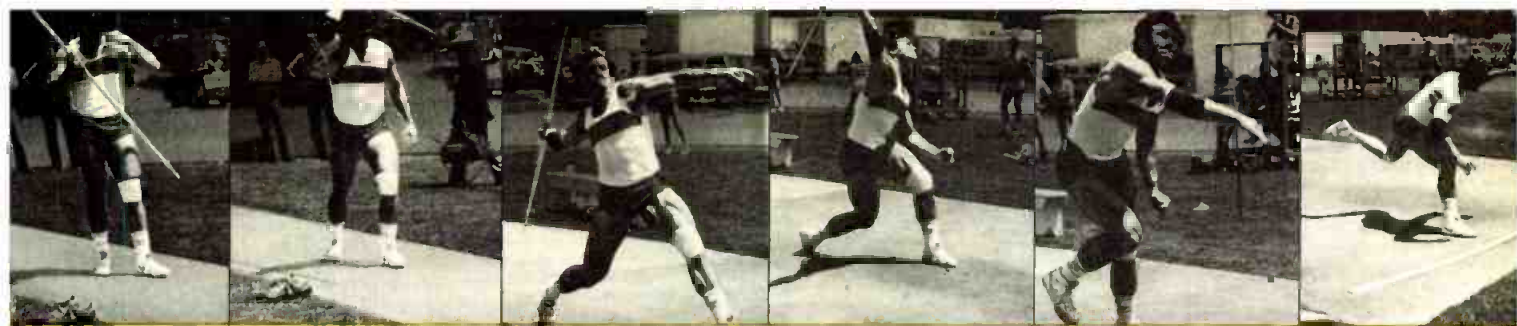
Pollyanna

"In my opinion, we are not at all in any financial danger," wrote Ted Turner in a letter to all Turner Broadcasting System employees last week. It is true, Ted told "The Gang," that news expenses at Turner Broadcasting were up 90% in the first five months of 1982 compared with the year earlier, and true as well ("partially due to the economy") that TBS has "not been totally making our sales projections." (The forecasts called for a 100% year-to-year gain, but the reality is shaping up to be 75%.) And it's true, Turner said, production of two WTBS series, *American Portrait* and *American Professionals*, is being postponed from September to January, and it's also true "we are making an effort to better control the expenses at Cable News Network." But, Turner insisted, that doesn't mean the news isn't being covered "in a first-class manner." "We are not cutting back," Turner said, "we are just, for the first time, being somewhat more prudent as far as the expenses at WTBS and CNN are concerned." The fiscal restraint, he said, is due solely to the shortfall in sales.

One vehicle available to Turner to pump some additional equity into the company is a seven-year option granted him at last month's annual meeting to purchase 600,000 shares at \$16 (the current bid price is around \$10). That option was granted because Turner personally guaranteed the current \$50 million bank credit



Veni, vidi, vici. Ted Turner's war with the three major broadcast networks is a long way from over, but Captain Ted won an important battle last week, beating out CBS and NBC for the television rights to the Dec. 11 college basketball game between the University of Virginia and Georgetown University at Washington's Capital Center. The game is considered a plum since it features the long-awaited confrontation between college basketball's pre-eminent centers: Virginia's Ralph Sampson and Georgetown's Pat Ewing. Turner had an ally in the fight, having formed a 50-50 joint venture with Sports Productions Inc., a Dallas-based producer of sporting events for cable and pay television, to go after the rights. Robert Wussler, executive vice president, Turner Broadcasting System, confirmed reports that the venture paid Georgetown, which holds the rights for the home game, around \$500,000. The Turner-SPI venture expects to reach an audience of around 50 million homes. The largest single outlet will be Turner's wrbs(tv) Atlanta, which reaches the Atlanta market and about 21 million cable homes. In markets where wrbs cable penetration is low, the venture plans to resell the rights to STV and conventional television broadcasters. In some markets, particularly Washington, Georgetown's home, and Charlottesville, Va., Virginia's home, the venture is considering closed-circuit television. The venture also holds the overseas rights and hopes to resell them in Western Europe, Mexico, Philippines, Canada and Japan. Wussler was unable to predict what kind of return they would get on their prodigious investment, but said advertising sales for the wrbs telecast should amount to between \$350,000 and \$500,000 alone. Turner will handle the production of the game, while SPI is responsible for the STV clearance. Russ Potts, president of SPI, also holds the radio rights and is looking for an outlet. The deal was signed last week in Washington. At the press conference that followed (l-r): Wussler; Frank Rienzo, athletic director, Georgetown; Georgetown Coach John Thompson, and Dick Schultz, athletic director, Virginia.



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QUEST FOR GOLD '84 is available for 10 runs—from September 1983 through August 1984—when viewer interest in America's *first* Olympic games in 50 years is at its height!



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The only pre-Olympic sports minutes with ALL NEW FOOTAGE!



The real thing. "It'll be slick and competitive with any good local news show in America," says Garry Ritchie of the local cable newscast that will premiere later this month on Cablevision of Connecticut, a new cable system serving the southern half of Fairfield county, Conn. Ritchie, former news director at wews(tv) Cleveland and head of Cablevision's news efforts, has gathered 31 full-time and six part-time staffers and six interns to produce the live daily newscast, *Cablevision News 12*, as well as a call-in talk show, *Fairfield Exchange*, and an all-night text service.

The newscast will air at 6:30 p.m., be updated as necessary and repeated every half hour until midnight when the news shifts into the text mode. To cover the wealthy New York suburb, Ritchie says he'll have 14 cameras on the street and live microwave capability. In preparation for the launch, the news team has been going through the paces since early June.

On the set (l-r): Bill Liggins, sportscaster; Jim Bunn, co-anchor; Gwen Scott, co-anchor, and Jim Thompson, weatherman. Susan Berger, a former consultant with Frank N. Magid Associates, is news director and in charge of day-to-day operations. Cablevision expects to sell advertising time on the services and make them self-supporting, Ritchie says, but that will not happen until the system signs up the critical mass of subscribers—it can't sign up any until the state approves its basic rates—and a sales staff is hired. Cablevision is a partnership of Scripps-Howard Broadcasting, Charles Dolan and other investors.

line TBS has almost exhausted. Turner lost an opportunity to pick up a good bit more than the \$9.6 million total of that option when the sale of his separate Turner Advertising to Metromedia fell through (BROADCASTING, June 21). Other Turner Advertising properties are on the block. And Turner has said in the past he knows some "large companies" that wouldn't mind putting a few million into TBS.

Week one

Last Wednesday's (June 30) launching of the Cable Health Network occurred on time (9:30 a.m. NYT) without any hitches apparent to the press and various industry executives who had gathered at the Pierre hotel in New York for the event.

The network led off with *Cable Health World Report*, a news program featuring commentator Joseph Benti. After announcing that the day's program would feature reports about so-called "starch blockers," which enable a dieter to eat all the starch he wants without putting on weight, and developments concerning birth control, Benti said "but the top story today is us, Cable Health Network. . . ." Two taped interviews followed, between Benti and Jeffrey Reiss, CHN president, and Dr. Art Ulene, chairman of CHN. Reiss said CHN hopes "to help people lead better lives and be more productive human beings," and "to help keep America healthy."

Charter advertisers on CHN include



American Cyanamid, Pfizer Inc., Bristol Myers, Celestial Seasonings, General Foods, National Liberty Marketing Corp., Solarflex, Squibb Corp., Magnavox (Odyssey video games), Whitehall Laboratories and a number of direct response advertisers.

Although CHN launched with more than four million subscribers, on about 400 systems, Reiss indicated that the network has commitments from between 800 and 1,000 systems with a total of 8.5 million subscribers. By year's end, he said, eight million of those subs should be receiving the CHN signal. By the end of 1983, he predicted, about 16 million cable subscribers would be receiving CHN. All of the top 10 MSO's have committed some or all of their systems to the network. Shown at the launch ceremony, pressing the button at zero hour, are (l-r): Terrence Elkes, president of Viacom International Inc., the major financial force behind CHN; Reiss, and Ulene.

This announcement appears as a matter of record only.

June 3, 1982

Media News Corporation

has acquired

United Press International

The undersigned acted as financial advisor to
Media News Corporation in this transaction.

 **Bankers Trust Company**

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ABC SportsBeat with Howard Cosell has been making its own headlines ever since it went on the air. As the only regularly scheduled sports journalism series on network TV, it has brought viewers the inside track on the important issues in sports week after week. And from coast to coast the critics have responded:

ABC SportsBeat is... "10 steps ahead of the sports journalism efforts at CBS and NBC... It's lucid, intelligent and informative week after week."

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Cosell "has a curiosity, independence and perspective too often lacking in the network sports departments."

—CHICAGO TRIBUNE

"No sports program comes closer to duplicating



the investigative, scoop-oriented style that 60 Minutes offers than SportsBeat." —NY POST

"Cosell has explored complex issues in depth and made them understandable to the average fan." —WASHINGTON POST

Cosell is "a master of the sharp question."

—SAN DIEGO UNION

The critics agree. You don't have the whole story, until you've seen it on ABC SportsBeat.

SPORTSBEAT
with Howard Cosell

ABC SPORTS (•:•:•)

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It's the half-hour BJ/LOBO SHOW—a miracle of editing genius that's made it possible for us to take the hour-long series BJ and the Bear and Sheriff Lobo and turn them into 86 laugh-packed half hours.

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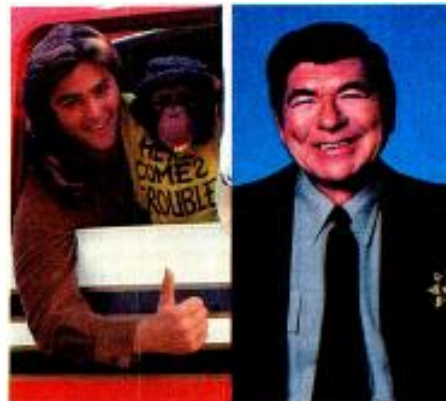
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Call today.

THE BJ/LOBO SHOW

86 half hours or 86 hours

MCA TV



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TV ONLY

Star-Kist Foods Inc. 9-Lives Dry (cat food). Begins this week for nine weeks in about 30 markets. Early fringe, prime access, late fringe and weekend times. Agency: Leo Burnett Co., Chicago. Target: women, 25-49.

Pennzoil Products Motor oil. Begins July 12 for eight weeks in over 90 markets. Early fringe, news, prime access, prime and late fringe times. Agency: Eisaman, Johns & Laws Advertising Inc., Houston. Target: men, 25-49.

Chattem Inc. Pamprin maximum formula for menstrual distress. Begins July 12 for seven weeks in over 25 markets. All dayparts. Agency: W.B. Doner and Co., Southfield, Mich. Target: women, 12-24; women, 18-34.

Ocean Spray Inc. Paper bottle juices. Begins July 19 for six weeks in six upstate New York markets. All dayparts. Agency: Kenyon & Eckhardt, Boston. Target: women: 18-49.

Lee Co. Lee jeans. Begins July 19 for five weeks in about 65 markets. Early

fringe, fringe and news times. Agency: Bozell & Jacobs Inc., New York.

Heublein Inc. A-1 barbeque steak sauce. Begins July 10 for four weeks in Tulsa, Okla., and San Diego. Early fringe and weekends. Agency: Marschalk Co. Inc., New York.

Heublein Inc. A-1 Kids (test commercial). Begins July 10 for four weeks in six markets. Early fringe and weekend times. Agency: Marschalk Co. Inc., New York. Target: children, 6-11.

American Automobile Association AAA promotion. Begins this week for four weeks in eight markets. News, prime access, late fringe and prime times. Agency: Della Femina, Travisano & Partners Inc., New York. Target: adults, 25-54.

Data General Co. Computers. Begins July 12 for four weeks in 12 markets. News and sports times. Agency: Ammirati & Puris Inc., New York. Target: men, 25-54.

Swift & Co. Sizzlean (pork breakfast

strips). Begins this week for four weeks in approximately 40 markets. All dayparts. Agency: Grey Advertising Inc., New York. Target: total women.

JVC Co. Videocassette recorder. Begins July 19 for three weeks in 16 markets. News, prime, late fringe and fringe times. Agency: Marsteller Inc., New York. Target: men, 25-54.

Basco Inc. Basco catalogue. Begins July 14 for two weeks in three markets. All dayparts. Agency: Smith & Co., Somers Point, N.J. Target: women, 18-49.

Sears, Roebuck & Co. Interior and exterior paints. Begins July 29 for one week in about six markets. Late fringe times. Agency: J. Walter Thompson Co., Los Angeles. Target: women, 18-49.

RADIO ONLY

American Dairy Association Milk. Begins in mid-July for 11 weeks in over 80 markets. Agency: D'Arcy-MacManus & Masius Inc., Chicago. Target: teen-agers, 12-17.

McIlhenny Co. Tabasco pepper sauce. Begins Aug. 16 for 10 weeks in five markets. Nighttime drive only. Agency: Fitzgerald Advertising Inc., New Orleans. Target: women, 25-49; men, 25-54.

Corning Optical Photochromic lenses. Begins July 12 for eight weeks in Columbus, Ohio, and Indianapolis. Agency: Calet, Hirsch, Kurnit & Spector Inc., New York. Target: adults, 25-49.

J.M. Smucker Co. Low-sugar jams. Begins Aug. 16 for six weeks in over 10 markets. Morning drive times and middays. Agency: Wyse Advertising Inc., Cleveland. Target: women, 25-54.

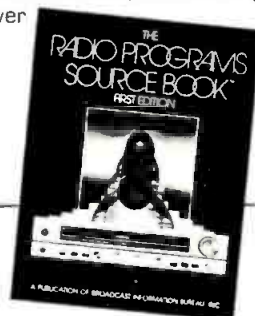
Minneapolis Hilton Inn Begins in late July for four weeks in Minneapolis-St. Paul. Morning and afternoon drive times,



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Rep Report

KXIX-TV Victoria, Tex.: To Unirep Broadcasting Co. from Spot Time Ltd.

CHLT-TV Sherbrooke and CHEM-TV Trois Rivières, both Quebec: To Brydson Spot Sales Inc. from Adam Young.

WAYV-FM Atlantic City, N.J.: To Hillier, Newmark & Wechsler Radio Sales from Roslin Radio Sales.

WVVO(AM) Columbus, Ohio: To Jack Masla from Bernard Howard.



THE MERV SHOW
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-VARIETY SERIES!



1976
BEST TALK/
SERVICE/
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1976
BEST WRITING
TALK/SERVICE/
VARIETY SHOW



BEST
TAI
VA



1977
EST TALK/
SERVICE/
ARIETY SHOW



1981
OUTSTANDING
VARIETY
SERIES



1982
OUTSTANDING
HOST
VARIETY
SERIES
MERV GRIFFIN

METROMEDIA
PRODUCERS
CORPORATION

plus weekends. Agency: Metzdorf Advertising Agency Inc., Houston. Target: adults, 25-54.

Bavarian Motor Works □ Cars. Begins this week for four weeks in Portland, Ore., begins July 12 for five weeks in Los Angeles and begins July 19 for four weeks in Memphis. Morning, afternoon and weekend times. Agency: Ammirati & Puris Inc., New York. Target: men, 25-54.

Frito-Lay Inc. □ Tostitos. Begins July 12 for four weeks in under 10 markets. Agency: Tracy-Locke Advertising & Public Relations Inc., Dallas. Target: women, 25-49.

Nordstrom Fashion Dept. Stores □

Anniversary sale. Begins July 23 for one week in five West Coast markets. Agency: Soderberg MacEwan Inc., Seattle. Target: women, 25-49.

RADIO AND TV

Atlantic Richfield Co. □ AM-PM Mini Marts. Begins this week for three to four weeks in 22 TV and 33 radio markets. Prime, fringe and sports times. Agency: Foote, Cone & Belding Communications Inc., Los Angeles. Target: men, 18-34.

Midas International □ Mufflers. Begins and runs through August in over 150 markets. Morning, afternoon and Saturday drive times. Agency: Wells, Rich, Greene Inc., New York. Target: men, 25-54.

AdVantage

Text ads. Thirteen major advertising agencies handling more than 80 leading national advertisers will participate in test of videotext advertising effectiveness this fall. Test will be part of CBS/AT&T videotext experiment in 200 households in Ridgewood, N.J. Agencies in experiment are BBDO, Benton & Bowles, Leo Burnett Co., Campbell-Ewald, Compton Advertising, Doyle Dane Bernbach, Foote, Cone & Belding, McCann-Erickson, Ogilvy & Mather, Richardson, Myers & Donofrio, Tatham-Laird & Kudner, J. Walter Thompson and Young & Rubicam. Harry Smith, vice president, technology, CBS Inc., said that "the consumer can be exposed to an advertisement and then directly purchase the item from the convenience of their own homes. Advertisers can determine exactly how many people see a given advertisement and, more importantly, how many consumers are motivated to make a purchase."

Mini-programing. Popeye's Famous Fried Chicken, New Orleans-based fast food chain, will sponsor *Americana*, series of 30-second television vignettes, in selected markets, beginning June 28. TV effort is extension of short-form radio show Popeye's used last year, integrating commercial message with programing. Hal Katz, senior vice president of Vitt Media International Inc., New York, which packaged and sold series for Popeye's, said 45 30-second episodes have been produced for this year. Each episode spotlights American trivia, such as towns with strange names, odd laws on books and "history as it really was."

Mucho soccer. Coca-Cola Co., Gillette and U.S. Army have signed as latest sponsors of 1982 World Cup Soccer Championships from Spain now being telecast until July 13 by SIN Television Network. SIN's telecasts this year mark first time event is being offered to viewers on free television in U.S. In previous years selected contests were telecast on closed-circuit basis in theaters across country. Other advertisers on SIN's telecasts include Carta Blanca (beer), Pedro Domecq (brandy) and Banamex (bank).

Togetherness. Taft Broadcasting Co. and Sive Associates have joined forces for advertising and marketing of Taft's new series of Hanna-BarberaLand parks planned for number of major metropolitan areas. Parks promote parent/child activities that combine entertainment with learning. Sive Associates, subsidiary of Young & Rubicam, will be able to use other Y&R offices to provide support as parks are established. Idea for parks grew out of success of Hanna-BarberaLand theme areas located within Taft's existing major parks, which entertained more than eight million people last year. Sive Associates is largest advertising, marketing, public relations and research agency in Cincinnati.

Spotlight on marketing. Chiat/Day Inc. has been selected by Spotlight, national pay cable programing service, to development marketing campaign for network. New campaign will start this September in conjunction with fall subscription drive by Spotlight, jointly owned by five multiple-system cable operators.

Animal help. Two popular wildlife characters, Smokey the Bear and Bambi, have joined forces to star in special forest fire prevention campaign this summer in conjunction with re-release of "Bambi" motion picture. Foote, Cone & Belding/Honig, Los Angeles, creator of Smokey, and Walt Disney Productions, producer of "Bambi," have jointly produced series of television and radio commercials to be offered to more than 400 radio and television stations. Distribution will be by Advertising Council. Print material also has been prepared. Bambi was created as symbol for U.S. Forest Service in 1944 and Smokey was created in 1945.

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Phillippe E. Boucher.

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Phone: 212-599-2830.

Jay Rubin, senior correspondent—bureau chief.

Rocco Famighetti, senior editor.

Anthony Herring, Stephen McClellan,

assistant editors.

Marie Leonard, Mona Gartner,

advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



Founded 1931. *Broadcasting-Television** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office. □ Copyright 1982 by Broadcasting Publications Inc.

Alice

THE PERFECT SHOW FOR ALL AUDIENCES!

Alice IS PERFECT FOR TEENS AND KIDS!

In the morning, Alice is extremely popular with teens and kids. When Alice aired weekday mornings in the summers of 1980 and 1981 on CBS, the number of teens shot up by over 2 million. And the number of kids rocketed up by over 2 million.

Alice IS PERFECT FOR TOTAL ADULTS!

In prime time, Alice, now in its 6th season, is being watched by more than 25 million total adults each week. That's a larger total adult audience than 56 other network prime time shows.

Alice IS PERFECT FOR 18-49 ADULTS!

In late night, Alice, with its strength in 18-49 adults, outrates (on a household basis) such popular shows as Quincy M.E., Fantasy Island, The Love Boat, Charlie's Angels, and WKRP In Cincinnati.

**Alice—THE MORE YOU KNOW ABOUT IT,
THE MORE YOU'LL LIKE ABOUT IT.**

AVAILABLE 1982



Warner Bros. Television Distribution
A Warner Communications Company



Source: Nielsen Station Index (NSI) and Arbitron Network Program Analysis (NPA) Reports—all U.S. markets, July 1980 and July 1981 to an average of May 1981, February 1981 and November 1980, Nielsen Television Index (NTI) 1981-82 season through 1st November 1981 Report, Nielsen Television Index (NTI) special analysis late night, eighteen weeks ending 9/20/81-1/31/82. Data are estimates subject to qualifications in reports used.

Monday Memo

An MDS commentary from Tom Steinert-Threlkeld, Capital Cities Communications, Fort Worth

Equal media status for multichannel MDS

Multichannel MDS is an idea whose time has come.

Long the stepchild of the long array of new technology acronyms, multipoint distribution systems are now ready to take their place alongside cable television in the pantheon of new media stars.

The basic rationale is simple and effective since multichannel MDS is not a new technology, but the expansion of an old technology. And its product is not a new unproved product, like videotext services. It is a proved product—pay movies and satellite services, the heart of the cable television business.

What multichannel MDS will offer is the cream of cable television—pay movie services, sports channels, news channels and the top special-interest channels in a given market. And it will do so at a price very competitive with cable television, because the capital cost of “wireless” cable is the same or below that of its wire counterpart.

What multichannel MDS will be is direct competition to cable: offering the prime services to a market that may not want to be saturated with 122 channels of service, as is the cable potential in Fort Worth, for instance.

In so doing, to the credit of the National Cable Television Association, Tom Wheeler and the cable industry, multichannel MDS has been embraced by the cable television industry, not lambasted, as cable was by broadcast TV interests. For the advent of multichannel MDS works—now—in cable TV's interests. Competition in local markets for multichannel services means that cable television cannot be regarded as a local monopoly of content and conduit in the multichannel era. Multichannel MDS—to be followed later by multichannel DBS, possibly multichannel STV, and already multichannel SMATV—means that cable should not be regarded as a common carrier business. It should not require regulation, for the marketplace can now be the regulator, if multichannel MDS is allowed to proceed.

In that light, cable interests are pushing for pure private carrier status for their service. They seek either an end to franchise fees imposed by local governments, for instance, or an “entertainment tax” on its competitor, so that cable will be competing on equal footing with its new competitors.

Cable, however, is not the only multichannel service that should not be regarded as a common carrier business as the competition in segmented video services increases. MDS should not be



Tom Steinert-Threlkeld is director of new technologies for Capital Cities Communications, examining the impact of developing fields such as MDS and videotext on Capital Cities' broadcasting, cable and publishing interests. A Harvard MBA, he previously was research director for electronic publishing with Capcities, developing its Fort Worth electronic information service known as STAR-Tex.

regarded as a common carrier business either in the multichannel era.

There is no basis for MDS to be regarded as a common carrier. MDS was originally placed in the 2 ghz band and regarded as a common carrier business because of its anticipated uses in business communications. Those uses never materialized and in reality the only use to which the MDS licenses have been put in America has been to provide entertainment services.

And despite all the posturing by Microband and others that MDS may be used in the multichannel era for interactive services and some business communication, multichannel MDS will not be a business communication service. It will be an entertainment service, pure and simple.

It should be regarded as such. If anything, there should be MDS frequencies set aside only for entertainment services and those frequencies should be regarded as private carrier services, unregulated. Any frequencies set aside for business communications should be another matter: common carrier and regulated.

If we're going to allow multichannel MDS to happen, we should allow it to be a fully competitive, free enterprise service. That means, for instance, that a multichannel MDS service operator

should be able to control his distribution facilities (his transmitting facilities) as well as his programing operation. That is not going to be the case if MDS remains a common carrier business. The business will be split into two business, one for the common carrier/transmitter and one for the program operator.

If that happens, multichannel MDS will face an “entertainment tax” of its own—the tariff that the common-carrier MDS operator charges the program MDS operator. The tariff is averaging about \$1 per consumer per channel per month in present MDS systems. It would rise with the addition of channels.

Moreover, the tariffs as presently constructed are unfair. Unfair to the real potential benefactors of a multichannel MDS service: those in uncabled territories.

For those are the rural, low-density territories. Yet MDS common carrier tariffs are established without regard to the size of a market. A potential multichannel MDS operation will face the same monthly transmission tariff regardless of whether the market is Kalamazoo or Philadelphia.

To spread that significant fixed cost, the tendency for potential multichannel MDS program operators will be to migrate to the larger markets, already being served by cable. The bias, if there is to be any bias, should be in the opposite direction.

And finally, a common carrier transmission facility has no place in a freely competitive entertainment service. No one should have the right to simply set up a transmission facility, make a minor capital investment, do some maintenance, and then siphon revenues from a real entrepreneur that is taking the risks of trying to compete in an increasingly competitive television world. But as things stand and may continue to stand, the common carrier could do just that and a program operator is without recourse if the carrier decides it wants to up its tariffs. There is not real regulation of those tariffs. So if the program operator succeeds, the carrier, which had little responsibility for that success, will be able to extract a higher penalty for that success—the opposite reaction from what we should be encouraging in our free enterprise system.

For after all is said and done, making MDS into a multichannel service is not guaranteeing its success. MDS operations have traditionally been poorly run and will have a long haul to operate successfully if there becomes a significant demand for MDS service.

Multichannel MDS should not be granted a silver spoon. It should only be allowed an opportunity to compete. Fairly. Freely. And that means as a private enterprise service.



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We operate today with the same philosophy that we began with fifteen years ago on July 7, 1967. You have to love radio, believe in it, expect to win with it and sell it better than any other sales staff in America. This philosophy has given us the edge that has helped make our client stations winners.

New York Philadelphia Boston Chicago Detroit St. Louis Atlanta Dallas
Denver Los Angeles San Francisco Seattle Portland Salt Lake City Minneapolis

Datebook

This week

July 3-6—Community Antenna Television Association CCOS '82 convention. Opryland, Nashville.

July 5-7—"Televest U.S.A." conference, sponsored by Televest, nonprofit organization, and organized by Washington communications law firm, Pepper, Hamilton & Scheetz. Participants include Senator Ernest Hollings (D-S.C.), Representative James Broyhill (R-N.C.), Representative Edward Markey (D-Mass.), FCC Commissioner Anne Jones; Bernard Wunder, head of National Telecommunications and Information Administration; Thomas Wheeler, National Cable Television Association. Maison des Congres, Montreux, Switzerland.

July 6—Women in Cable, Delaware chapter, panel session on "Video Conferencing: Tomorrow's Business Setting?" Peirce-Phelps, Philadelphia.

July 7—National Academy of Television Arts and Sciences drop-in luncheon. Speakers: Linda Ellerbee and Lloyd Dobyns, co-anchors of *NBC News Overnight*. Copacabana, New York.

July 7-8—Arbitron radio workshop. Hyatt Regency, Crystal City, Washington.

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

July 9—Society of Cable Television Engineers "In-

roduction to Digital Electronics" workshop. Hyatt Regency hotel, Baltimore Inner Harbor, Baltimore.

July 9-10—Media Workshop on California Courts sponsored by California Judges Association in conjunction with Radio-Television News Directors Association, Radio and Television News Association of Southern California and California Newspaper Publishers Association.

July 9-11—Oklahoma Broadcasters Association summer meeting. Shangri-La, Grand Lake of the Cherokee. Information: OBA, (405) 528-2475.

Also in July

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

July 10—"Public Access to Cable TV" workshop, sponsored by University of California-Los Angeles Extension. University of California campus, Los Angeles.

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

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

July 13—Southern California Cable Club seminar for MSO and cable system personnel, "Mining New Dol-

lars: Advertising on the Local Cable System." Luncheon speaker: Jack Diller, Entertainment Channel. Sheraton La Reina, Los Angeles.

July 13-15—National Federation of Community Broadcasters annual conference. MacAlister College campus, St. Paul, Minn.

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

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

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

July 15—Bay Area Cable Club meeting. Speakers: Jerry Maglio, Rainbow Programming Services; Jim Cavazzini, Entertainment and Sports Programming Network, and Gary Byson, American Television & Communications. San Francisco Press Club, San Francisco.

July 15-16—"Update on Cable TV" seminar sponsored by Global Village. Global Village headquarters, New York. Information: Bob Aaronson, (212) 966-7526.

July 18-20—California Broadcasters Association membership meeting. Speakers include Van Gordon Sauter, CBS News president; Larry Harris, FCC Broadcast Bureau chief; Steve Stockmeyer, National Association of Broadcasters senior vice president for governmental affairs, and Bill Stout, political reporter, KNXT(TV) Los Angeles. Del Monte Hyatt House, Monterey, Calif.

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

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

July 19-22—"Engineering Short Course on Satellite Communications," sponsored by University of Southern California, College of Continuing Education, Los Angeles.

July 20-21—Broadcast investment seminar, sponsored by National Association of Broadcasters. NAB headquarters, Washington.

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

July 21—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Michael Fuchs, executive vice president, programming, Home Box Office. Copacabana, New York.

July 21—New England Cable Television Association summer conference. Sheraton Tara, Nashua, N.H.

July 22-24—Idaho State Broadcasters Association annual convention. Sun Valley Lodge, Sun Valley, Idaho.

July 22-25—Michigan Cable Television Association annual convention. Grant Traverse Hilton, Traverse City, Mich.

July 23—Deadline for entries in seventh annual San Antonio CineFestival, held to "foster excellence and to promote Hispanic cinema ideals." Information: CineFestival, P.O. Box 96, San Antonio, Tex., 78291.

July 28—Women in Cable, New England chapter, meeting on "Aerial and Underground Construction." Marriott hotel, Long Wharf, Boston.

August

Aug. 1-13—National Association of Broadcasters 13th management development seminar. Bedford Glen hotel and conference center near Boston.

Aug. 2-4—Community Antenna Television Asso-

■ indicates new or revised listing

Major Meetings

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.

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. 21-24—CBS Radio Network affiliates convention. Arizona Biltmore, Phoenix.

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. 29-Feb. 1, 1983**—Radio Advertising Bureau managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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—NATPE International 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; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

April 22-28, 1983—MIPTV 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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MELBOURNE FLORIDA 32935
(305) 676-3443

ciation basic technical training seminar. Boisean hotel, Boise, Idaho.

■ **Aug. 4**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Copacabana, New York.

Aug. 4-5—*Arbitron* radio workshop. Amfac hotel, Los Angeles.

■ **Aug. 4-6**—*Home Box Office* annual North Central affiliates meeting for HBO: Cinemax and USA Network affiliates. Lincolnshire Marriott hotel, Lincolnshire, Ill.

Aug. 5-7—*Society for Private and Commercial Earth Stations* first convention and exhibition. Speakers: FCC Commissioner Mimi Dawson; Senator Larry Pressler (R-S.D.), and Representatives Billy Tauzin (D-La.) and Charles Rose (D-N.C.). Holiday Inn, Omaha. Information: (202) 887-0605.

Aug. 5-8—*Concert Music Broadcasters Association* conference. Tanglewood, Best Western motel, Lenox, Mass.

Aug. 17—*Southern California Cable Club* luncheon meeting. Speaker: Burt Harris, Harris Cable Corp. Sheraton La Reina, Los Angeles.

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

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

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

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

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

Sept. 1—Deadline for entries for the 1982 Women at Work Broadcast Awards sponsored by *Avon Products, Inc.* in cooperation with *National Commission on Working Women*. Information: Sally Steenland, National Commission on Working Women, 2000 P Street, N.W., Washington, 20036.

Sept. 8—*Cable Television and Marketing Society* Eastern show "Track Day" Peachtree Plaza, Atlanta.

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

Sept. 10—Deadline for entries in International Emmy Awards sponsored by *International Council of National Academy of Television Arts and Sciences*. Information: International Council, 1350 Avenue of the Americas, New York, 10019.

Sept. 10-12—*New Hampshire/Vermont Association of Broadcasters* joint convention. Waterville Valley Resort, Waterville Valley, N.H.

■ **Sept. 12**—*Nevada Broadcasters Association* fall meeting. MGM Grand hotel, Reno.

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

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

■ **Sept. 14-15**—*Bay Area Cable Club* advertising seminar co-sponsored by *Cabletelevision Advertising Bureau*. St. Francis hotel, San Francisco.

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

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

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

Sept. 16-17—*National Association of Black Owned*

Broadcasters annual fall conference. Washington. Information: Diane Wilson (202) 463-8970.

Sept. 17-19—*Maine Association of Broadcasters* annual convention. Sebasco Estates, Sebasco, Maine.

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

Sept. 19—*Academy of Television Arts and Sciences* 34th annual prime time Emmy Awards program on ABC-TV. Pasadena Civic Auditorium, Pasadena, Calif. Governors ball honoring nominees and winners follows telecast. Century Plaza hotel, Los Angeles.

Sept. 19-21—*CBS Radio* network affiliates board meeting. Arizona Biltmore, Phoenix.

Sept. 19-21—*National Religious Broadcasters* Western convention. Los Angeles Marriott, Los Angeles.

Sept. 19-21—*Washington State Association of Broadcasters* annual fall meeting. Red Lion Inn, Spokane, Washington.

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

■ **Sept. 20-21**—*Arbitron Radio* workshop. Hyatt Regency, O'Hare Airport, Chicago.

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

Sept. 20-23—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

■ **Sept. 21-23**—Conference for journalists on "Politics: Who Will Win in 1982?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

Sept. 21-24—*CBS Radio* network affiliates convention. Arizona Biltmore, Phoenix.

Sept. 22—*International Radio and Television Society* opening newsmaker luncheon for 1982-83 season with Vincent Wasilewski, outgoing president of National Association of Broadcasters. Waldorf-Astoria, New York.

Sept. 22—*Broadcast Pioneers* Mike Award dinner. Hotel Pierre, New York.

■ **Sept. 22**—*Association of National Advertisers* promotion management workshop. Waldorf-Astoria hotel, New York.

Sept. 22-24—*National Religious Broadcasters* Midwest convention. Holiday Inn O'Hare-Kennedy, Chicago.

Sept. 24—*Society of Broadcast Engineers'* regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y.

Sept. 24-26—*North Dakota Broadcasters Association* fall convention. Doublewood Inn, Fargo, N.D.

Sept. 26-28—*Minnesota Broadcasters Association* fall meeting. Radisson Duluth, Duluth, Minn.

Sept. 26-28—*Kentucky CATV Association* fall convention. Marriott Resort, Lexington, Ky.

■ **Sept. 29-31**—Ninth annual Spectrum Management Conference, sponsored by *George Washington*

University's Center for Telecommunications Studies in cooperation with *FCC* and *National Telecommunications and Information Administration*. Conference title: "Radio Spectrum Management in a Period of Rapid Technological Change: The Government's Role." GW campus, Washington.

Sept. 29-Oct. 1—*National Religious Broadcasters* Southeastern convention, Biltmore hotel, Atlanta.

Sept. 29-Oct. 1—*Communications Technology Management* third annual telecommunications conference, "The Information Services Industry: Blueprint for Corporate Success." Washington Marriott, Washington.

Sept. 29-Oct. 3—*Women in Communications* national conference. Brown Palace, Denver.

Sept. 30—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington, 20024.

Sept. 30-Oct. 2—*Radio-Television News Directors Association* international conference. Keynote speaker: Ted Turner, Turner Broadcasting System, Atlanta. Caesars Palace, Las Vegas.

■ **Sept. 30-Oct. 2**—Midwest Radio Theater Workshop cosponsored by *KÖPN(FM)* and *Stephens College Warehouse Theater*, both Columbia, Mo. St. Stephens College campus, Columbia.

Sept. 30-Oct. 3—*National Black Media Coalition's* ninth annual media conference. Sheraton Washington, Washington. Information: 516 U Street, N.W., Washington, 20001, (202) 387-8155.

October

Oct. 1-2—*Society of Broadcast Engineers*, chapter 40, convention. Hyatt Riskey hotel, Palo Alto, Calif.

Oct. 1-3—National Institute for Low Power Television's LPTV East, conference and exhibition on low-power television sponsored by *Confence Management Corp.* and *Global Village*. Shoreham hotel, Washington. Information: Frank Comaro, (203) 852-0500.

Oct. 3-5—*Tennessee Association of Broadcasters* convention. Sheraton hotel, Gatlinburg, Tenn.

Oct. 3-5—*New Jersey Broadcasters Association* 36th annual convention. Speaker: National Association of Broadcasters President Vince Wasilewski Tamiment Resort and Country Club, Tamiment, Pa.

Oct. 3-7—*National Broadcast Association for Community Affairs* national convention. Warwick hotel, New York. Information: (212) 764-6755.

Oct. 4-6—"Videotex II, Implications for Marketing," conference sponsored by *Management Development Programs, College of Administrative Science, Ohio State University*, Columbus, Ohio.

■ **Oct. 5**—*Association of National Advertisers* corporate advertising workshop. Plaza hotel, New York.

Oct. 5-7—*University of Wisconsin-Extension* 28th annual broadcasters clinic. Sheraton Inn, Madison, Wis.

■ **Oct. 6**—*Radio-Television News Directors Association* region seven meeting. Lewis Faculty Center, University of Illinois, Champaign, Ill.

Oct. 6-7—*Ohio Association of Broadcasters* fall convention. New Marriott North, Columbus, Ohio.

Oct. 6-8—*Indiana Broadcasters Association* fall conference. Marriott hotel, South Bend, Ind.

Oct. 7-9—*Information Film Producers of America* national conference. Marriott O'Hare hotel, Chicago.

Oct. 7-10—*Missouri Broadcasters Association* fall meeting. Holiday Inn, Cape Girardeau, Mo.

Oct. 8-12—*Texas Association of Broadcasters* management and engineering conference. Hyatt Regency, Houston.

Oct. 10-12—*Society of Cable Television Engineers* fall engineering conference. Don Caesar Beach Resort, St. Petersburg, Fla.

Oct. 10-12—*National Religious Broadcasters* Southwestern convention. Holiday Inn, Tulsa, Okla.

Oct. 10-12—*Pennsylvania Association of Broadcasters* annual fall convention. Host Farm and Corral, Lancaster, Pa.

Errata

According to FCC's staff attorney LaMonte Summers, **Cable Dallas**, Dallas satellite master antenna television (SMATV) operator, was granted license for 59 CARS channels because company met FCC's definition of cable system: Company served number of buildings without common ownership interconnected by cable. SMATV story in June 21 issue (page 34) stated incorrectly that FCC grant was made on premise that buildings without common ownership would be interconnected by the CARS links.

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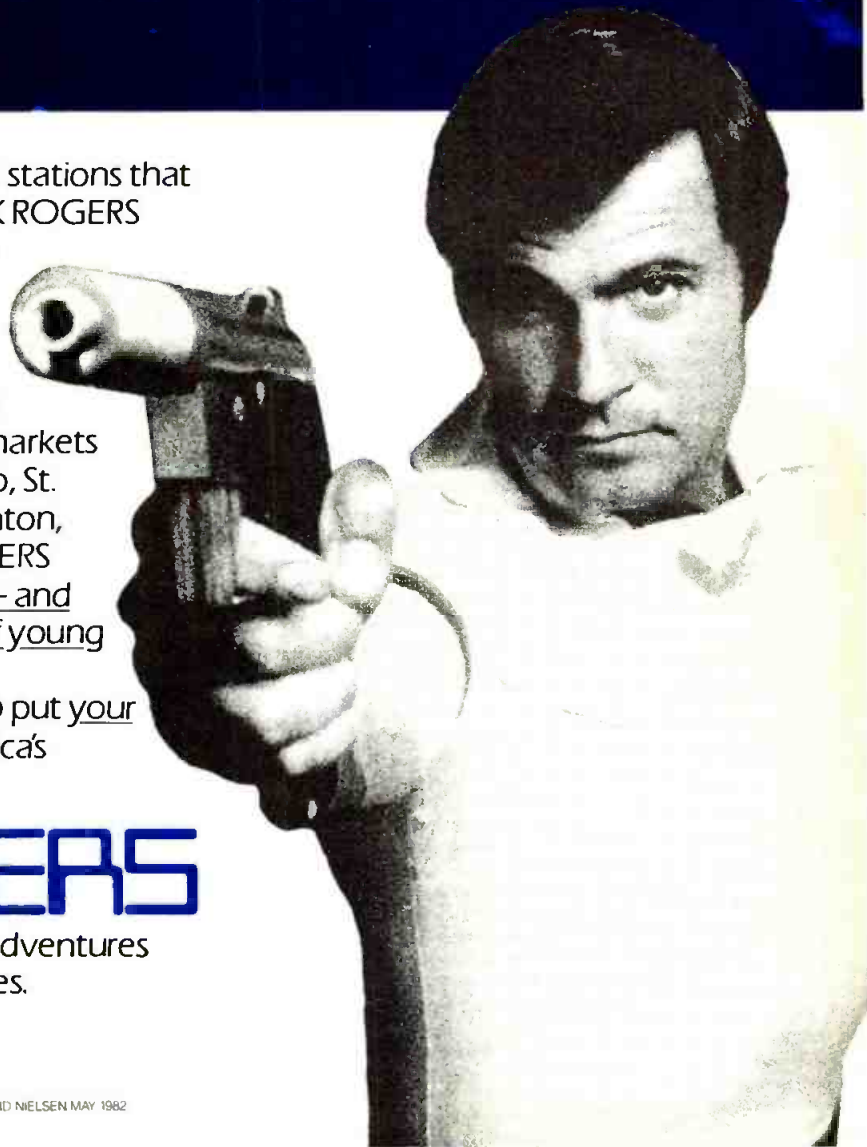
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Oct. 10-12—*University of Wisconsin-Extension Communication Programs and Cable Television Information Center* of Arlington, Va., conference. "Upgrading Cable Systems: Renegotiation, Renewal, Rebuilding and Refranchising." Sheraton Inn and Conference Center, Madison, Wis.

Oct. 11-13—*Electronic Industries Association* 58th annual conference. Century Plaza hotel, Los Angeles.

■ **Oct. 13-14**—*Arbitron Radio* workshop. Colony Squire, Atlanta.

■ **Oct. 14**—*Association of National Advertisers* new product marketing workshop. Roosevelt hotel, New York.

Oct. 14-15—*Society of Broadcast Engineers, Pittsburgh chapter*, ninth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 14-17—*Federal Communications Bar Association* annual fall seminar. Castle Harbour hotel, Bermuda.

Oct. 15-16—*National Religious Broadcasters* Eastern convention. Parsippany Hilton, Parsippany, N.J.

Oct. 15-17—*American Women in Radio and Television* Southern area conference. Peabody hotel, Memphis.

Oct. 15-20—*Vidcom/MIP-TV* fall international video marketplace. Palais des Festivals, Cannes, France.

Oct. 19-20—*Public Service Satellite Consortium* seventh annual conference. Washington Hilton, Washington.

Oct. 19-21—*Mid-America Cable TV Association* 25th annual meeting and show. Tulsa Excelsior hotel and Tulsa Assembly Center Arena, Tulsa, Okla. Information: Rob Marshall, (913) 887-6119.

Oct. 20—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

Oct. 20-22—*Services by Satellite Inc. (SatServ)*, subsidiary of Public Service Satellite Consortium, annual conference, following PSSC conference. Washington Hilton, Washington.

Oct. 22-23—*Friends of Old Time Radio* annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, or (203) 248-2887.

Oct. 22-24—*Massachusetts Broadcasters Association* annual convention. Sheraton Lincoln, Worcester, Mass.

Oct. 22—11th annual *Colorado State University "CSU Broadcast Day"*. Speaker: John Summers, executive vice president and general manager, National Association of Broadcasters. Information: Dr. Robert K. MacLaughlin, Colorado State University, Fort Collins, Colorado, 80523.

■ **Oct. 22-23**—*Society of Broadcast Engineers, Tidewater chapter*, first telecommunications show. Virginia Beach Dome, Virginia Beach, Va. Information: Jack Beck, WHRO-TV Hampton-Norfolk, Va., (804) 489-9476.

Oct. 22-24—*National Association of MDS Service Companies* second annual convention. Sheraton Washington, Washington. Information: Diane Hinte, (213) 532-5300, or Mark Edelman, (509) 328-0833.

Oct. 25—*Cable Television Administration and Marketing Society* Atlantic show "Track Day." Bally's Park Place, Atlantic City, N.J.

Oct. 26-28—*Atlantic Cable Show*, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland. Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

Oct. 27-Nov. 1—The Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Tokyo International Trade Fair Grounds, Tokyo.

Oct. 31-Nov. 4—*National Translator Association's* Low-Power Television Convention. Aladdin hotel, Las Vegas.

■ **Nov. 1-14**—Seventh annual international exhibition of audio and video works, "Magnetic Image 7," sponsored by *Atlanta College of Art*. Atlanta College of Art Gallery 413, Atlanta.

Nov. 1-15—*China Comm '82*, U.S. telecommunications exhibition and seminars program, jointly sponsored by *Electronic Industries Association* and *National Council for U.S.-China Trade*. Beijing (Peking) Exhibition Center, Beijing, People's Republic of China.

■ **Nov. 2-5**—Eleventh General Assembly of *Unda-USA* (national association for Catholic broadcasters and allied communications). Palmer House, Chicago.

■ **Nov. 3-5**—*International Film and TV Festival of New York*. Sheraton Center hotel, New York. Information: Festival office, 251 West 57th Street, New York, 10019. Deadline for submissions is Sept. 12.

■ **Nov. 4**—*Bay Area Cable Club* meeting. San Francisco Press Club, San Francisco.

Nov. 5—17th annual Gabriel Awards banquet, presented by *Unda-USA*. Palmer House, Chicago.

Nov. 6-8—*National Broadcasting Society, Alpha Epsilon Rho*, Southern Illinois University chapter. Mid-East regional convention. SIU Student Center, Carbondale, Ill.

Nov. 7-10—*Association of National Advertisers* annual meeting. The Breakers, Palm Beach, Fla.

Nov. 7-10—*National Association of Broadcasters* executive seminar examining new technology from marketing perspective. Williamsburg Inn, Williamsburg, Va.

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

Nov. 8-10—*Subscription Television Association's* Over-the-Air Pay Television Conference and Exposition. Hyatt hotel, Los Angeles Airport, Los Angeles.

Nov. 9-11—International Broadcast Equipment Exhibition, sponsored by the *Electronic Industries Association of Japan*. Tokyo Ryutsu-Center, Tokyo.

■ **Nov. 9-14**—*National Federation of Community Broadcasters* second conference on "Minority Programming in Public Radio," supported by grant from Corporation for Public Broadcasting. Four Seasons hotel, Albuquerque, N.M.

■ **Nov. 10**—*Ohio Association of Broadcasters* new technology seminar. Stouffer's North, Columbus, Ohio.

■ **Nov. 10-11**—*Arbitron Radio* workshop. Grand Hyatt, New York.

Nov. 10-13—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Hyatt Regency, Milwaukee.

Nov. 11-12—International Broadcasting Symposium on Radio and Television Engineering, sponsored by *Japan Broadcasting Corp., Japan's National Association of Commercial Broadcaster and Electronic Industries Association of Japan*. Nippon Press Center, Tokyo.

Nov. 12-14—*Loyola Radio Conference* 13th annual convention. Conrad Hilton hotel, Chicago.

Nov. 13-15—*National Cable Television Association's* national cable programming conference, featuring Awards for Cablecasting Excellence presentation. Billmore hotel, Los Angeles.

Nov. 16—*Cable Television Administration and Marketing Society* Western show "Track Day." Disneyland hotel, Anaheim, Calif.

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.

Nov. 22-23—Conference on "The Responsibilities of Journalism," sponsored by *University of Notre Dame's Center for Study of Man in Contemporary Society* with grant from Gannett Foundation. University Center for Continuing Education, Notre Dame, Ind.

January 1983

Jan. 24-26—LPTV West, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Disneyland hotel, Anaheim, Calif.

November

Nov. 1-3—Satellite Communications Symposium, sponsored by *Scientific-Atlanta*. Marriott hotel, Atlanta.

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Be prepared

EDITOR: The broadcasting community is witnessing one of the largest sell-offs of properties in history. More stations are selling for lower multiples and on better terms than most brokers can remember. Much of this activity can be tied to the sagging economy and lingering high interest rates.

But not enough has been said about the stations and their owners. Many of the properties for sale on distress or near-distress basis today were acquired by individuals or groups who were already in over their heads. Cheap money, high leverage, and skyrocketing inflation rates made most deals attractive, even though the fundamentals of business and economics were not. Now that each business (read station) must perform on its own in a tough environment, those businessmen and entrepreneurs who didn't do their homework are getting to know how difficult being in the business for yourself can be.

Unfortunately the reputation and image of our industry can be damaged by those operators who have not prepared well for tough times. Let's make sure that when stations are bought and sold the new owners have the experience or at least the training to have a good chance at succeeding. Professionalism and strength in broadcasting will help us overcome any and all challenges that lie ahead of us.—*Robin B. Martin, president, The Deer River Group, New York.*

World standard

EDITOR: BROADCASTING's June 28 special report on videotext and teletext was quite timely. Those are among the first technologies of the information age to affect the broadcast, telephone and cable television industries. Unfortunately, disagreements on international standards for them may delay their introduction in the U.S., deprive the public of useful and valuable facilities, and deter entrepreneurs from offering profitable new services.

It became clear, as the various videotext standards competed in Europe, that a common standard would be in the interest of every country. Program and commercial material could be used worldwide, encouraging the proliferation of information providers. Television set manufacturers could mass produce single-standard equipment, resulting in economies of scale. Cheaper sets would encourage residential and commercial customers to buy them. To speed the development of these services, 26 countries, members of the Conference of European Post and Telecommunications Administrations (CEPT) reached agreement in May 1981 on a com-

mon standard for videotext service intended to form the basis of a worldwide standard. All European videotext systems will be built to this standard. IBM is already building the data processing network for the first commercial system for the Bundespost, the telephone carrier of West Germany. The CEPT standard is also compatible with currently existing videotext systems in Europe.

While the standards adopted by CEPT appeared to provide a reasonable basis for a worldwide compatibility among systems, recent developments in the U.S. have made this much more difficult. AT&T announced last year its own Presentation Level Protocol (PLP) videotext system. The system, based on the Telidon system developed by the Canadian government, is not only incompatible with the previously developed national videotext systems such as the English Prestel and the French Teletel, but also with the new CEPT standard.

CEPT standards were designed to provide extremely low-cost videotext services. PLP is a geometric system.

One possible solution has come out of a proposal from CEPT to the U.S. to obtain agreement on a common world standard that would not penalize U.S. interests. It has been proposed that a world standard using the CEPT basic coding standard and the PLP high-level graphics would provide a satisfactory solution.

AT&T has refused to consider modifications to PLP to permit the development of worldwide standard in spite of the benefits to U.S. industry. It seems clear American computer manufacturers, broadcasters, common carriers, information providers and others will have to hedge their bets on equipment and information standards until an agreement can be reached on a common standard.

One prominent research organization estimates that 40% of all American homes will receive videotext or teletext service by the year 2000, making this a billion dollar a year industry. One would hope that American organizations would be able to exploit this marketplace as soon as possible. Agreement of international videotext standards would permit a common standard to develop worldwide and protect U.S. interests in this area.—*Gary D. Rosch, attorney (representing British Telecom), Washington.*

Privacy worry

EDITOR: I am writing in response to Mr. Weiser's letter ("Open Mike," June 14), in which he points out the effectiveness of audience measurement using two-way cable systems. While it is true that advertisers and programers will welcome the ability to make precise measurements of

the viewing audience, I suspect that many viewers would be less than enchanted with the idea of a phone call inquiring: "Why did you tune out halfway through the show?" We would also imagine the automated gathering of viewer lists for use in direct mail advertising campaigns.

As addressable and interactive systems become more commonplace, it is very likely that controversy will develop over the right of cable operators to measure their audience and the right of viewers to enjoy their privacy. There is certainly a distinction to be made between a Qube user choosing to cast his vote and a cable-head computer peering over everyone's shoulder wherever TV's are turned on. Perhaps the time has arrived to develop an approach to these issues, before consumer groups and governmental interests impose an approach from outside.—*P. Baird Olson, president, signalVideo Inc., Boston.*

UPI update

EDITOR: The comparison of numbers of Washington correspondents among the various networks ("Closed Circuit," June 21) may have unintentionally caused some confusion.

The numbers were not accurate in at least one case, that of the UPI Audio Network. You listed seven for UPI, which happens to be correct only in that it is the number of staff UPI assigns to its network headquarters in Washington.

However, that number represents only a small portion of UPI Audio's Washington correspondents, who cover all aspects of the capital, reporting from the White House, Congress and many other government and topical beats. In fact, UPI has a total of 81 full-time reporters and managers in Washington.

Many of the most popular UPI Audio Washington correspondents would not be included in your figures. These include Jim Anderson (State Department), Richard Gross (Pentagon), Sonja Hillgren (farm editor), Al Rossiter Jr. (science editor), Denis Gulino and many others.

Also, the item did not differentiate between those networks based in Washington, and those based elsewhere. The D.C.-based networks may count many anchors, technicians and support personnel in their numbers. UPI Audio has its world headquarters in New York. The figures listed here refer only to full-time journalists.—*William D. Adler, director of information, UPI, New York.*

Editor's note. The 81 staffers Adler refers to include the seven audio-only employees in Washington plus other UPI Washington reporters and managers who do both radio and newspaper work.

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TOP OF THE WEEK

Tea leaves favor change in FCC position on multiple ownership

Fowler's remarks in meeting, court's language in top 50 case both read as favorable to deregulatory momentum

For those looking for portents of change in the FCC's multiple-ownership rules, there were a couple on view in Washington last week. FCC Chairman Mark S. Fowler roundly criticized the commission's newspaper-broadcasting crossownership rule, and made clear it would be reviewed by the commission. Then, there was a unanimous opinion out of the U.S. Court of Appeals which upheld the commission's action in repealing the policy designed to limit concentration of ownership of television stations in the top 50 markets.

Fowler's comments came, ironically, as the chairman joined five of his colleagues in voting, 6-1, to deny the plea of Anniston Broadcasting that it be spared the consequences of the crossownership rule adopted in 1975. As one of 16 so-called "egregious" cases—it owns the only newspaper and broadcast station in its community—it has been ordered to divest itself of the newspaper or its WHMA-TV. With the U.S. Court of Appeals in New Orleans having upheld the commission's denial of a waiver request, Anniston Broadcasting was back before the commission last week with a petition for an indefinite stay of the divestiture order. It argued that Anniston would soon receive a second broadcast service from a UHF being constructed in nearby Gadsen, Ala., and that low-power television stations could add diversity.

But only Commissioner James H. Quello voted for the stay. The commission said the Gadsen station would not cover Anniston with a city-grade signal and that LPTV stations would not provide the kind of community-wide service a full-power station would. Besides, there are no applications for a low-power station in Anniston.

Fowler, for one, was not happy with the results. The newspaper-broadcast crossownership rule "troubled" him, he said. And he predicted that the commission will re-examine the rule soon. "I certainly

think it needs re-examination."

Apart from the "egregious" cases—six of which have already been resolved through divestiture—the main thrust of the rule is prospective. It prevents the creation of new newspaper-broadcast crossownerships in any market. And Fowler's remarks were in line with his frequently expressed view that all commission multiple-ownership rules are in need of review.

The court's decision affirming repeal of the top 50 policy, while not unexpected, provides support for the view that the commission may unravel its network of multiple-ownership rules provided it can make rational arguments for repeal of those rules.

The top 50 policy, originally adopted in 1964 as an interim measure, required, in the absence of a compelling affirmative showing, an evidentiary hearing on an ap-



Fowler
Ready to review the status quo

plication for the acquisition of a third television station—or more than two VHF stations—in the top 50 markets. The policy, which survived through the years even though the commission rejected its own proposal to adopt it as a rule, was justified as a means of counteracting what was seen to be a trend toward concentration of ownership of television stations in the major markets.

The policy never led to a hearing on an application for a top 50 market station. And in 1979, the commission decided to abandon the policy on the grounds that concentration of ownership of television in the top 50 markets was not a problem

and that the policy was unnecessary, given the other multiple-ownership rules on the books.

The commission was taken to court on the issue by the National Association for the Advancement of Colored People, the Office of Communication of the United Church of Christ, the National Council of La Raza, the National Organization for Women, the National Media Committee and the Citizens Communications Center.

In affirming the commission, the court, in an opinion written by Judge Oscar H. Davis of the U.S. Court of Claims, who was sitting by designation, stressed that administrative actions must be upheld if they are not arbitrary or capricious. It also noted that agencies are given "much discretion and flexibility . . . to devise their regulations to meet changing conditions." The commission's action fit within both principles, the court found.

The commission's studies, Davis noted, indicated that during the decade of the policy's existence, there was no significant decrease in the number of television owners nationwide, while the number of owners with three or more stations in the 50 largest markets increased as a percentage of the total number of owners from 18.5%—to 20% while there was a 3.3% drop, from 94 to 91, in the number of singly owned stations.

The petitioners cited that decrease as evidence of the value of retaining the policy. But the court said the commission could permissibly find that the basis of the policy "was a perceived dangerous trend which has not continued to materialize." It is within the commission's discretion, Davis wrote, to abandon the policy "in response to what are plainly insubstantial changes in concentration levels over the preceding decade. Indeed," he added, "an agency should not continue to regulate unless it can clearly identify the harm it seeks to remedy."

But other parts of the opinion cut both ways as far as the commission's interest in the possible repeal of its multiple-ownership rules is concerned.

At one point, Davis said it is important "that greater discretion is given administrative bodies when their decisions are based on judgmental or predictive conclusions." And in its concern with "diversity," Davis added, the commission was dealing with "an elusive concept entitling that body to rely on its own judgment."

But at another point, in reviewing what he considered valid commission arguments for repeal of the policy, Davis cited the existence "of alternative multiple-ownership rules that indirectly minimize

potential economic concentration in the top 50 markets." The principal one, he said, is "the seven-station rule limiting a single owner to five VHF stations and a total of seven TV stations."

Joining Davis in the court's opinion were Judges Patricia Wald and Harry Edwards. □

Cable must pay for right to wire apartments

Supreme Court holds that operators have to reimburse landlords for access to their buildings; just how much is question yet to be decided

The state of New York may have decided that cable television is such an important service that landlords may not interfere with the installation of cable facilities on their buildings—and that a one-time fee of \$1 would be reasonable compensation to landlords for that installation. But Jean Loretto, who bought a five-story apartment building in Manhattan's west side in 1971, did not think that was fair. And last week, the U.S. Supreme Court, in a 6-3 decision, agreed with her, with a result that, at a minimum, will complicate efforts of cable systems to provide service to apartment dwellers. Cable interests, however, did not appear unduly troubled by the decision.

The court, in an opinion written by Justice Thurgood Marshall, did not question the judgment of the New York Court of Appeals that the law in question serves a legitimate purpose in furthering the rapid development of a means of communication "which has important educational and community aspects . . . and thus is within the state's police power."

But, the court added, it is a separate question as to whether "an otherwise valid regulation so frustrates property rights that compensation must be paid." And the court concluded that "a permanent physical occupation authorized by government constitutes 'a taking' by the state without the just compensation required by the Constitution—and without regard to the interests that it may serve." Accordingly, the court held that just compensation should be paid—and left it to the state courts to consider what that amount should be.

The law at issue was adopted in 1973 for the stated purpose of preventing landlords from making exorbitant demands on cable systems that wanted to string cables across the landlord's buildings. And in the Loretto case, a state commission created for the purpose decided that a \$1 fee was "reasonable" for what Marshall called the "physical intrusion" of cables, directional taps and other equipment that Teleprompter Manhattan CATV Corp. had installed on the Loretto roof.

First Amendment Fowler. FCC Chairman Mark S. Fowler last week carried his fight for full First Amendment rights for broadcasters to the op-ed page of the *Washington Post*. But in the same piece, he reminded the press of its fundamental obligation to "get the story . . . right," not simply first.

Fowler seemed to be aiming his remarks at colleagues in the ranks of conservative Republicans who, he said, have been surprised by his insistence on First Amendment rights for broadcasters. "Some notable conservatives believe that more, not less, restraint should be imposed on broadcast news organizations, particularly network television, which they view as biased against conservatives."

But, Fowler said, "I feel that it is correct constitutionally and as a conservative to support less, not more restraint, on the press. To my mind, true conservatism means less involvement by the government in the lives and affairs of people. Content regulation of broadcasting is out of place in this scheme."

At the same time, Fowler indicated he feels the press is not always fair and accurate. And without mentioning it by name, he indicated he felt CBS's *People Like Us* documentary was neither. The program, he said, "unfairly tied the misfortunes [of several individuals portrayed] entirely to our economic recovery program."

Fowler feels that invoking the fairness doctrine to remedy such matters would be the "wrong approach." But he does call on the press, electronic and print, to recognize the obligation to be accurate as well as first, an obligation implied by the special protection it receives under the First Amendment. "As we move to establish full First Amendment rights for broadcasters," he said, "we can expect no more from the press. The American people deserve no less."

Loretto, who was not aware of the cable and related items on the roof of the building until after she acquired it, brought a class action suit against Teleprompter in 1976, on behalf of all owners of property in the state on which Teleprompter had installed such equipment. She alleged that Teleprompter's action—regardless of the state law—constituted "a trespass" and, so far as it relied on the state law, a taking without just compensation.

Teleprompter won in the state courts. Besides finding the law within the state's police power, the state's highest court held that the statute had only a slight economic impact on Loretto. But with a combination of conservative and liberal justices joining forces, the nation's highest court sided with Loretto, although in a holding Marshall described as "very narrow." Writing for himself, Chief Justice Warren E. Burger, Lewis F. Powell Jr., William Rehnquist, John Paul Stevens and Sandra J. O'Connor, Marshall said the court was affirming "the traditional rule that a permanent physical occupation of property is a taking."

And in such cases, he added, "the property owner entertains an historically rooted expectation of compensation, and the character of the invasion is qualitatively more intrusive than perhaps any other category of property regulation. We do not, however, question the equally substantial authority upholding a state's broad power to impose appropriate restrictions upon an owner's use of his property."

The opinion will have an immediate impact not only in New York but also in Connecticut, Florida, Massachusetts, New Jersey and Virginia, which have similar laws. Although the case has been sent back to the New York Court of Appeals, it appears the state commission involved will be required to adopt procedures under which landlords and cable systems will be free to negotiate a "just compensation."

But to Justice Harry A. Blackmun, the majority's opinion is "potentially danger-

ous as well as misguided." He said it undercuts "a carefully considered legislative judgment concerning landlord-tenant relationships." Blackmun noted that under the court's opinion, such state statutes as those requiring landlords to install mailboxes for tenants and entrance doors and lights "must constitute takings, even if they serve indisputably valid public interests . . ."

What troubled Blackmun the most, he said, in an opinion in which Justices William J. Brennan Jr. and Byron White joined, was that the decision "represents an archaic judicial response to a modern social problem." He said cable television is a growing if "somewhat controversial medium" and that the New York legislature responded to the technological advance with a statute "that sought carefully to balance the interests of all private properties." And the Supreme Court, he added, "now reaches back in time for a *per se* rule that disrupts that legislative determination."

The attorney for Loretto, Michael S. Gruen, said the Supreme Court decision clarifies the issue of property rights. "The Supreme Court now says that compensation is required at the constitutional level," he said.

The National Cable Television Association, after issuing an initial, brief statement expressing disappointment over the decision (it said would make it "more difficult" to offer cable television service to apartment dwellers), later took a more optimistic view. It noted that the court held that the states can assure cable operators access to those living in apartments "if there is just compensation to the landlord." It added that "it is now up to the state courts to decide on a fair fee which will assure the availability of cable service to tenants."

Indeed, NCTA said the courts could decide that a cable system's use of a building is nominal and that, as a result, the Supreme Court's decision would not re-

quire "that more than nominal compensation be paid."

One of the judges of the New York Court of Appeals agreed with the one dissenting judge in the Loretto case who held that "a taking" had occurred. However, the concurring judge concluded that the \$1 award afforded just compensation.

Group W Cable Inc., the successor to Teleprompter, took a similar position. It said the court's decision "may prove to be important in an academic sense" only and that its "practical impact on tenants or on any cable television company may be slight." Like NCTA, Group W Cable noted that the decision does not indicate that landlords are entitled to any particular level of damages.

But Group W Cable is not so satisfied it is dropping the matter. The statement said the company "will continue to pursue this matter vigorously ... to insure that tenants' access to cable television service

will be protected." And that might mean lobbying Albany. "The introduction of new legislation to protect tenants' rights to receive cable may be appropriate."

Michael Botwin, who filed a friend-of-the-court brief with the Supreme Court on behalf of the National Satellite Cable Association, a group of SMATV operators who have opposed Teleprompter and the New York law, was pleased by the decision. "Ultimately the courts will have to decide what 'just compensation' is for forced entry on a case-by-case basis."

Property owners now have agreements with SMATV operators that exclude competition from franchised cable operators, he said. If the states passed laws that take away this particular "property right," he said, somebody is going to have to pay for it. What property owners will ask compensation for, he said, is "the television rights to the property," not a handful of dirt or space on a wall or roof. □

1040 khz, the same frequency used by clear channel station WHO(AM) Des Moines, Iowa, could "spell the destruction of a major marketing and information tool to farmers in the Midwest," and, according to an NAB study, could result in interference to 200 other U.S. stations. Congress should consider alternative means of delivering Radio Marti, he said, including using "flexible" FM frequencies, broadcasting on 1200 or 1610 khz or on shortwave or broadcasting from a ship. Some of these alternatives, he said, would result "in no cost to the U.S."

Noting the original idea for Radio Marti had been his, Senator Jesse Helms (R-N.C.) urged the committee to act quickly on S. 1853 and predicted the Senate will approve the measure once permitted to consider it. The committee had waited to hold hearings until after the presidential commission had issued its interim report (see box).

Helms was alone in expressing unqualified support for the proposal, however. Calling U.S. policy toward Cuba an "unutterable failure," Senator Claiborne Pell (D-R.I.), the committee's ranking minority member, said Radio Marti "would exacerbate" the high level of tension between the U.S. and Cuba. The committee should not act on S. 1853, he said, until the presidential commission has issued its final report.

Senator Christopher Dodd (D-Conn.), who promised to offer an amendment to the bill requiring the U.S. to fully reimburse U.S. broadcasters for the cost of overcoming any increased interference as a result of Radio Marti, called S. 1853 "baloney" and "juvenile foreign policy."

Promising a full, objective analysis of the proposal before any action is taken, Committee Chairman Charles Percy (R-Ill.) said a Congressional Research Service study of the Radio Marti proposal had raised "a number of questions that must be answered," including whether the

Senate takes up Radio Marti

Administration witnesses defend plan to use AM service to broadcast to Cuba; Grassley worried about interference to WHO(AM), other stations

A controversial U.S. proposal to build a high-powered AM station to broadcast information to the Cuban people about their government had its first hearing before the Senate Foreign Relations Committee last Thursday (July 1). While six witnesses, five of them from the Reagan administration, argued the proposal (S. 1853) is unlikely to cause increased Cuban interference to U.S. broadcasters, committee members appeared sharply divided on the issue.

The U.S. wants to "try talking to the Cuban people the way we talk to the Soviets and Eastern Europe with Radio Liberty and Radio Free Europe," said Thomas O. Enders, assistant secretary of state for inter-American affairs. Fidel Castro's government could respond to the U.S. broadcasts, to be called "Radio Marti," by jamming their reception in Cuba, increasing Cuban interference to U.S. stations or by counterbroadcasting to the American people, he said. The State Department "now believes" counterbroadcasting "is the direction in which Cuba is going."

Radio towers built by the U.S. Navy on Florida's Saddlebunch Key were built for classified "urgent military requirements in the Caribbean," said Fred Ikle, under secretary of defense for policy. They were built on the same frequency to be used by Radio Marti, 1040 khz, he said, because the government "did not want to inadvertently preclude" that service and because it would save U.S. taxpayers money. A U.S. military spokesman who told a Florida newspaper the towers were built for Radio Marti "was misquoted," said

Ikle.

A congressional budget office estimate that increased Cuban interference as a result of Radio Marti could cost U.S. broadcasters over \$40 million, "could be accurate," said Kalmann Schaefer, assistant to the chairman of the FCC for international affairs. Schaefer appeared to agree, however, with Clifton White, chairman of the Presidential Commission on Broadcasting to Cuba, and former Senator Richard B. Stone, a member of that commission, that it would be difficult to attribute increased Cuban interference to Radio Marti, because such interference has been a problem to U.S. broadcasters for 15 years.

The only witness to express reservations about the Radio Marti proposal, Senator Charles E. Grassley (R-Iowa), said using

Options open. The Presidential Commission on Broadcasting to Cuba, which is developing plans for the operation of Radio Marti, is not limiting its consideration of a frequency for that station to 1040 khz. The commission, in an interim report to Congress released last week, said it is considering "the possibility of using additional frequencies in order to make Cuban jamming of Radio Marti broadcasts more difficult." It is also considering "a wide range of complementary technical facilities/or contingency use"—a reference, according to a spokesman, to the possible leasing of time on commercial stations and the use of shortwave.

The report acknowledges the risk of interference from Cuban stations on any frequency selected for Radio Marti. But it says that should not deter the U.S. from implementing its plans for using 1040 khz, the clear channel station on which WHO(AM) Des Moines, Iowa, operates. The report notes that FCC studies indicate the use of any other frequency "would raise greater problems for other stations," and adds: "If Cuba persists in interfering with U.S. radio stations, the U.S. may have to consider appropriate action." A commission spokesman said that, at present, that appears to mean a decision only to file complaints with appropriate international bodies, such as the International Telecommunication Union.

The report says Radio Marti broadcasts would not be responsible for causing Cuba to interfere with U.S. stations—although, it adds, Cuba would attempt to make the station "a scapegoat." The report says Cuban stations have been causing interference to U.S. stations for years "and would probably continue" regardless of whether Radio Marti goes on the air.

The report notes that Cuba has announced plans for two 500 kw transmitters. It says one already may be on the air, on 1160 khz. The other—scheduled to operate on the WHO-Marti frequency of 1040 khz—"is believed ready for use now or very soon."

Closing in. The search for a successor to retiring National Association of Broadcasters President Vincent T. Wasilewski appears to be narrowing. At its third meeting in Washington last Thursday (July 1), the committee charged with the task decided to interview what appears to be its top five candidates this Thursday and put a deadline on its search, scheduling a meeting of the full NAB joint board for Aug. 9 in Chicago.

Candidates to be interviewed this week, in the order in which the sessions will take place, are: Thomas C. Sawyer, executive vice president, Ohio Association of Broadcasters; former NAB joint board chairman, Donald A. Thurston, president, Berkshire Broadcasting Co., North Adams, Mass.; John Summers, NAB executive vice president and general manager; former FCC Commissioner Robert Wells, chairman, Broadcast Music Inc., New York, and Howard Bell, president, American Advertising Federation, Washington. The order in which the interviews are to take place was determined by lot.

The 13-member search committee, which includes members of the present and immediate past NAB executive committee and five industry representatives not on the NAB board, has not yet decided whether to interview additional candidates. "We're not shutting the door on anybody," said NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, Indianola, Miss., "but we're narrowing our focus to broadcasters and people who have had experience running associations related to broadcasting." This week's interviews will help to determine whether the committee will meet with additional candidates, he said.

Another meeting of the committee has been tentatively scheduled for July 13, in case additional interviews are needed, and the committee's final meeting, at which a successor or slate of finalists is likely to be chosen, is set for Aug. 3. The committee has not yet decided whether to recommend to the full board a single candidate or group of finalists.

The five candidates to be interviewed were chosen from a list of over 30 people, including several members of Congress, association executives from the broadcast, cable and other industries and working broadcast executives. To date, the three most prominent candidates have been Summers, Thurston and Sawyer.

□

Wasilewski on the mend. The NAB president whose career-change plans began that organization's search committee activity was recuperating last week from double-bypass heart surgery performed the week before. He was released from Fairfax hospital after six days, is now at home and expects to return to the office next month.

broadcasts would have their intended effect on the Cuban people. Percy said the committee will hold additional hearings to hear from broadcasters that might be affected by the bill and from former Cuban citizens, who could indicate how the Cuban people are likely to react.

If the Senate Foreign Relations Committee passes S. 1853, the bill is likely to be referred to the Commerce Committee, which wants to review the proposal to determine, according to a spokesman, "whether it is in the public interest."

Comparable legislation (H.R. 5427) is pending in the House, where the Energy and Commerce Committee is due to act on it on July 13. That committee's Telecommunications Subcommittee has amended the bill to prohibit the use of the AM band for Radio Marti. □

Worrying over that AT&T deal

Judge Greene says he'll soon decide whether to approve, deny or modify settlement; he's given ample advice

U.S. District Judge Harold Greene last week took under advisement in Washington the question of whether to approve—or, possibly, to modify—the settlement agreed upon by the Justice Department and AT&T to end the government's eight-year-old antitrust suit against that giant

company. Greene had just heard two days of argument that capped a proceeding in which hundreds of interested parties filed thousands of pages of comments on the proposed settlement. Yet he promised to arrive at an "expeditious" conclusion.

In the process, he will play a major role, most participants acknowledged, in shaping the future course of the telecommunications industry in the U.S., particularly if Congress fails to approve legislation covering the same area. And, with the House Commerce Committee making slow progress in concluding work on its version of legislation the Senate has already passed, time is running out on this session of Congress.

One of the first questions Greene must resolve is whether he has authority to modify the proposed agreement—actually a modification of a consent decree Justice and AT&T signed in 1956 to settle an earlier antitrust case—or whether he must accept or reject it, as the parties contend.

An FCC attorney, Carl Lawson, argued that Justice and AT&T can cite no precedent for their position. "No judge has adopted a decree with bad parts because the parties wouldn't let him adopt it without them," Lawson said. The FCC's position has been that Greene can delete provisions of the decree on his own authority but that he would need AT&T's concurrence to add any.

Under the proposed settlement, AT&T would divest itself of its 22 majority-owned local telephone companies, which represent some \$80 billion in assets, or about two thirds of the total owned by

AT&T. The proposed settlement would permit AT&T to retain its long-distance operations, its research and manufacturing arms—Bell Labs and Western Electric—and it would own the telephones and switchboards held by its customers.

But the aspect of the proposal that has become one of the most controversial is that it would free AT&T from provisions of the 1956 decree that prohibit it from engaging in unregulated activities. It would be free to enter all manner of businesses, and AT&T regards that part of the proposed settlement as its ticket to a major place in the dawning information age.

The nervousness that provision has caused elements of the communications industry was reflected in the arguments by two of the lawyers who appeared on Wednesday—Richard E. Wiley, speaking for the American Newspaper Publishers Association and the National Newspaper Association, and Jay Ricks, speaking for the National Cable Television Association and other cable interests. Both expressed concern over the prospect of AT&T becoming a competitor in the industries they represent.

Wiley, arguing that important First Amendment values are at stake and that the newspapers represent "a special case" among those seeking protection from Greene, urged the judge not to approve the proposed settlement without a provision barring AT&T from engaging in "electronic publishing"—the electronic transmission of news, weather, sports and advertising in text and graphics—over its own lines. Without such a bar, at least until companies capable of competing with AT&T's long lines facilities emerge, he said, AT&T would have the incentive to discriminate against competitors in electronic publishing that would use its facilities.

Ricks sought a similar ban. Without it, AT&T would have an incentive to control the information market and the divested operating companies would help it to restrain the development of the cable television industry, he said. Cable represents "a new path to the home, and, to AT&T, it is a competitor in the new information market," according to Ricks. Asked by Greene how the local companies and AT&T would harm cable systems, Ricks said: "What they did in the past: make it difficult for cable to gain access to telephone poles and then charge exorbitant rates for facilities."

Lawyers for Justice and AT&T dismissed such concerns as fanciful. James P. Denvir, representing the department, said of Wiley's concern, "The possibility of discrimination is not very great." He said that, as a practical matter, targeting the services of competitors for adverse treatment would be very difficult. As for Ricks's concern, he said, such collusive activity "would be a violation of the decree as well as the antitrust laws."

Howard J. Trienens, AT&T's vice president and general counsel, noted that the company in one of its filings had said it is

not interested in providing a newspaper service or in getting into "showbiz"—which was taken to mean cable television service—however, AT&T objects to a ban being written into the proposed decree. "We don't want to be restricted," he said. "We want to be like everybody else. Also, the technology keeps changing"—a fact AT&T feels makes it unwise to accept any hard-and-fast ban on its activities.

Wiley and Ricks represented only a small sample of the kind of unhappiness the proposed settlement has generated among those who would be affected by it. At one point, Greene noted that if everyone's concerns were dealt with little would be left to the decree. "Maybe we should abandon the decree and continue with the trial," he said at one point.

For instance, a number of those participating objected to the condition in which the local operating companies would be left. Philip J. Mause, speaking for the Public Service Commission of Wisconsin, objected to the provision in the proposed decree transferring ownership of telephones from the local companies to AT&T. And in the process, he raised the question as to whether the Sherman Act or the Communications Act authorizes the Justice Department to pre-empt state regulation to that extent.

The reason for the intensity of, and widespread interest in, the proposed settlement was indicated by William E. Willis, counsel for Satellite Business Systems, who expressed concern about the prospect of competing with AT&T. (Even after divestiture, AT&T will be bigger than General Motors.) His aim was a provision to assure other carriers access to AT&T's facilities. The FCC and its regulatory authority, he suggested, did not inspire confidence. "This may be the last time in our lifetime we have an opportunity to restructure the industry to assure competition . . . This is an opportunity to get this industry straightened out, and to do it right."

RAB seeks OK from Justice to negotiate with Arbitron

If there are no antitrust problems, industry group hopes to clear up complaints against ratings service, encourage others

The Radio Advertising Bureau's All-Industry Radio Ratings Committee announced last week it has requested clearance to do what most observers had expected it to do: set up a separate committee to "negotiate rates, terms and service specifications for the measurement of local radio audiences."

Fred Walker of Broad Street Communications and Dick Harris of Group W

Broadcasting, co-chairmen of the RAB committee, said the request was made under the business review procedure of the Justice Department's antitrust division. Specifically, the department was asked to indicate that it has no present intention of challenging, on antitrust grounds, the legality of such an industry negotiating group.

Though the ratings committee has not explicitly said so, its first objective is to deal, through the representative industry negotiating group it wants to set up, with Arbitron Radio. Arbitron is the only service currently working the radio audience measurement field industrywide, and broadcasters' complaints about its rates were largely responsible for creation of the RAB committee (BROADCASTING, Nov. 30, 1981). In the words of last week's announcement, the committee has been studying "the options available to radio stations in coping with a local radio audience measurement market that is felt to be nonresponsive, noncompetitive and dominated by Arbitron," and its filing with Justice "is the culmination of months of analysis of the ratings problem, including interviews with station personnel, reps and agencies, by the committee and its legal counsel, Weil, Gotshal & Manges," of New York.

Co-chairmen Walker and Harris said a negotiating committee would be a "pro-competitive" force that "could result in increased competition." They compared it to the all-industry committees that negotiate with music licensing services. Like those, they said, it would deal with rating services "on behalf of the industry," and would attempt "to achieve meaningful competition."

This was taken to mean that in addition to negotiating with Arbitron, the proposed committee would seek to encourage others to enter or expand their activities in radio measurement. Several companies have entered the field in recent years, some with RAB encouragement, but have dropped out for lack of support. In the present case, according to committee sources, committee support should be more meaningful, since it includes the financial backing of close to 375 stations (at \$350 each). Counting \$20,000 from the National Association of Broadcasters, the committee's treasury is currently put at more than \$150,000.

Last month, Arbitron officials asked to meet with the committee and "discuss the issues," suggesting this might save the committee its \$150,000. Committee leaders replied that they appreciated the offer but that a meeting would be "premature," since they were still doing their homework toward formation of a negotiating committee. Whether Arbitron would be willing to negotiate with the committee, as opposed to "discussing the issues" with it, is far from clear. If Arbitron proves recalcitrant, sources said last week, the committee presumably will redouble its efforts to encourage competition from others. □

NAB, Justice Dept. closer to resolution of antitrust suit involving TV code

In an effort to settle an antitrust suit against its TV code, the National Association of Broadcasters has told the Justice Department it will drop those parts of the code at issue in the suit. Edward Henneberry, an antitrust attorney who is handling the settlement for NAB, said NAB is "still talking with the Justice Department" about terms of the proposed settlement and could not predict if and when a solution will be reached.

The settlement proposal "would address only those parts of the NAB code involved in the lawsuit," said Henneberry. If accepted by Justice Department antitrust chief William Baxter, it would then have to be reviewed by U.S. District Court Judge Harold Greene, he said, and would be open for public comment for 60 days.

The NAB has been trying to settle the antitrust suit since March, when Greene ruled that a code standard that prohibits advertising more than one product in a spot of fewer than 60 seconds has increased the price of some products by forcing advertisers to buy more time than they otherwise would have. Greene designated for trial two other advertising standards, one limiting the commercial time that may be broadcast in an hour and another limiting the number of commercial interruptions in a single program.

In its proposal to the Justice Department, the NAB agrees to drop section nine, article five of its advertising standards, the clause restricting multiple product announcements. It would also drop articles one through five of section 14, or most of the section, and all of section 15, which restrict the number, sequence and placement of commercial announcements in a program and broadcast hour on both network and independent TV stations. The NAB, according to a spokesman, would agree not to restrict or recommend restricting the "quantity, length or placement of nonprogram material" appearing on TV or "the number of products or services present within a single nonprogram announcement on TV."

The NAB, which stopped enforcing all of its advertising standards immediately after Greene's decision, has been gradually eliminating its code operations in the belief that it will be able to maintain only a very limited version of the code.

If an agreement can be reached with the Justice Department, the NAB board will meet to discuss the future of its code. It will probably be "difficult to have any time or product standards in the future," said a spokesman. The other half of the NAB code, its program standards, has been suspended since 1976, when U.S. District Court Judge Warren J. Ferguson ruled the family-viewing provisions violated the First Amendment. □

The why's and wherefore's of text transmission

New technology and competing standards, legal and marketing hints are just part of the agenda of videotext/teletext material at Videotex '82

Videotext and teletext enthusiasts had lots of facts, figures, updates, predictions and even a bit of hard news to contemplate after attending the three-day Videotex '82 conference held at the New York Hilton last week. Paid registrants totalled about 1,200 with exhibitors totalling 54.

Hard news materialized on two levels—standards and technology. On the standards level, subgroups representing the American National Standards Institute and the Canadian Standards Association, which have been negotiating for many months in an effort to come up with a common teletext-videotext standard for North America, formally embraced last week a "clarified" version of AT&T's Presentation Level Protocol (PLP) standard. The agreed upon version is to be known as Presentational Level Protocol Syntax (PLPS). And while the agreement still has to go through several more layers of the ANSI-CSA approval process, AT&T's Sam Berkman told BROADCASTING that the new standard has a "95% chance of passing all the way up."

That was not all of the news on the standards level. Soon after the draft standard was agreed upon by the American and Canadian subgroups on June 18, it was passed on to the Videotext Technical Experts' Panel of an American study that which is helping prepare the U.S. position on videotext standards in the international arena. The experts panel recommended to the study group (there are actually two study groups involved) that PLPS be adopted as part of the U.S. position concerning a world-wide videotext standard.

Thus, with the recent developments in North America which most likely will lead to the adoption of PLPS, and the adoption of the CEPT standard by 26 European countries some time ago, including Britain (Prestel) and France (Antiope), the videotext industry is ever closer to a worldwide standard.

And if such a standard is reached, suggests Berkman, it will probably be achieved in the same manner that the European countries arrived at CEPT. That is, with a "terminal dependent" solution, which means inserting all of the coding tables of all of the protocols involved (PLPS, Prestel, Antiope) into one terminal. A possible drawback to that solution is that terminals containing the coding tables of all of the protocols would be more expensive than terminals tailored to just one. Nevertheless, Berkman sees the completion of such an agreement as a "win win solution," which could perhaps be taking shape "behind the scenes" right now.

On the technology front, AT&T in-

roduced a new terminal at the conference compatible with its PLP (and soon-to-be sanctioned PLPS standard), which it calls the Frame Creation Terminal. Dennis Sullivan, assistant vice president, residence product management and development, said the new terminal features "real-time updating and user-friendly on-screen menus. These help operators create and edit frames more efficiently."

The new terminal, which is priced at \$34,000, consists of a control unit, color monitor, keyboard and graphics tablet. More than 65,000 colors are available through a 16-color palette.

The control unit contains most of the terminal hardware, including dual eight-inch floppy disk drives for local storage.

The terminal, developed by Bell Laboratories and manufactured by Western Electric, is being offered for sale in Florida, where Knight-Ridder's

manufacture terminals that would be compatible. □

National teletext services scheduled by CBS and NBC

Both CBS and NBC are moving ahead with national broadcast teletext services.

CBS's start-up date is "possibly as early as this fall" while NBC is aiming for early next year (BROADCASTING, June 28). Each will use the North American Broadcast Teletext Specification (NABTS) standard.

The national feeds eventually are expected to become only a part of localized teletext services offered by network-owned stations and affiliates that decide to participate.

CBS's national service, initially a 100-page "magazine," will be based on its Extravision service now offered over KNXT(TV) Los Angeles. Broadcast teletext experiments began there in April 1981.



The exhibit floor at Videotex '82, where more than 50 companies displayed their hardware and software, drew more than 3,000 visitors during the three-day conference.

videotext subsidiary, Viewdata, will be the first customer. In 1983 the company will begin an extensive videotext venture in south Florida.

And AT&T won't be the only supplier of videotext equipment for the North American standard. At least some competition will be provided by Sony Corp. of America, which was on hand at the conference to promote its entry into that market within the next couple of months. Sony has been producing equipment compatible with the European standards, Prestel and Antiope, for some time now.

It was displaying several types of monitors, based on its Trinitron (single-gun picture tube) technology, which will be eased onto the market beginning in November or December of this year. In the fall of 1983 it will introduce a black and white dot-matrix printer, with a color version to follow. The exact date has not yet been established.

And when a North American standard is finally established, Sony said it will

CBS started its first on-air teletext tests at KMOX-TV St. Louis in March 1979.

The service will include news, sports, finance and other information. Some prime-time program captioning also is planned. The system is said to provide for adjustable sized captions and reading rates, different colors and real-time captioning.

CBS expects the equipment costs for a local station starting a teletext service to range from \$125,000 to \$250,000.

Future expansion of the teletext service was said to be "contingent on a number of factors" including FCC action, manufacture and availability of the necessary decoders and marketplace acceptance by stations, the public and advertisers.

CBS said its service will be based either in New York or Los Angeles.

NBC will be offering its national service from New York, starting with 75-100 pages of "information and entertainment programming."

It too has been experimenting in Los Angeles, since July 1981, with its Tempo

NBC service over KNBC(TV) there. About a month ago, NBC also began tests at WNBC-TV New York. Those tests, as well as CBS's at KNXT, use the Antiope standard.

NBC would not estimate the cost for an affiliate to set up a local operation, claiming that it would vary greatly depending on the degree of sophistication desired.

In a related announcement, NBC's parent, RCA, said that it also was supporting the NABTS standard. It said RCA Laboratories in Princeton, N.J., has simulated "major components" of the service and that RCA Consumer Electronics Division in Indianapolis "is developing prototype decoders for use in future television receivers."

CBS, while working towards the standard earlier, publicly has been supporting NABTS since May 1981. □

Tug of war between NABTS and Ceefax

Teletext proponents held forth in Monday's panel entitled "Full Tilt Teletext." Perhaps inevitably, the session continued the debate between the backers in this country of the NABTS or North American standard and those who urge that broadcasters interested in getting involved in teletext hitch their wagon to the Ceefax star.

Time Inc.'s Larry Pfister reported on the progress of that company's teletext experiments, reviewing Time's preference for cable rather than broadcast television as a delivery medium, Time's support of the NABTS, and noting that this fall, Time is planning to begin 24-hour, seven-day-a-week service. In the continuing discussion of teletext graphics, Pfister noted that in Time's experience, consumers actually prefer a service that eliminates "gratuitous graphics." And responding to a question about Time's advertising research, he said the company is just beginning to explore that area, but has formed an advisory group with five agencies representing 30 major clients to test such subjects as ads on demand, advertorials and serendipitous "ads that a text reader would happen upon as in a print magazine."

Collin McIntyre reviewed the BBC's Ceefax work. Teletext, McIntyre said, enhances broadcasting, with its ability to provide schedules and other information. Not only is it the cheapest and simplest of new media, but it works with all others as well, he claimed. By way of example McIntyre referred to a new BBC videodisk that also incorporates text.

It was the second portion of the panel, including presentations by Gregory Harper, who has served as a teletext consultant to CBS; Ben Smylie, of Field Electronic Publishing, and David Lutz of Logica that provided a forum for sniping between NABTS supporter Harper and Ceefax backer Smylie.

Harper had spoken of teletext as bringing efficiency to an efficient medium, and described the workings and requirements of a multilevel system that would incorporate network and local station-supplied

teletext service.

Smylie, acknowledging his position as "the Ted Turner of teletext" outlined his (and Field's) reasons for moving ahead in text with a Ceefax based system. "It works ... It's cheap ... It's inexpensive to operate ... It's going to make money," were all on his list.

Smylie noted Field's plans, with its partners in Keycom, to produce a teletext magazine for resale to local broadcasters, a product which could be sold to cable as well. "It's now a marketing problem" is the way his company feels about teletext, Smylie said, and it's time to go on and "build a big videotext operation in Chicago in the next 18 months." It's all a matter of getting into the market first, he later told a questioner who wondered whether broadcast teletext or cable-delivered viewdata would win out in the marketplace. "For many people, teletext will be all they'll ever want," he said. □

Searching for law and order in electronic publishing

The legal issues surrounding teletext, including copyright, privacy, content liability and obscenity, were explored by a group of specialists at a session on "Law and Order."

Benjamin Civiletti, attorney with Venable Baetjer Howard & Civiletti, Washington, suggested that electronic publishing should be governed by the legal rules applying to print. He indicated videotext, like the press, should be free of most regulations.

"Electronic publishing differs from broadcasting in that it requires the viewer to be active," he said. "There's no justification for government to act as surrogate."

He acknowledged that videotext should provide some type of equal access policy in political campaigns in order to assure fairness. In cases of defamation and obscenity, Civiletti added, if the operator holds control and makes the decision, he should be held responsible.

Carol Risher, director of copyright and new technology, Association of American Publishers, said copyright regulations cover electronic publishing and urged suppliers to register their materials with the Copyright Office. She recommended that suppliers specify in contracts how the material may be used, and cite instances where extra fees may be mandated.

Ron Plesser, partner in the Washington law firm of Blum & Nash, suggested that videotext industry practices and rules be set up to obviate the need for state legislation on privacy in cable systems. One code Plesser said he helped frame at Warner Amex gave subscribers the right to make corrections in the record; assured them of the confidentiality of information they supplied, and advised them that their name would be made available to mailing lists if they did not object. He noted that many states are considering privacy laws.

FCC Commissioner Anne Jones said

she expects the FCC to play a limited role in setting standards for the electronic publishing field. She voiced the view that the industry has the mechanism to set the standards. She suggested it would be beneficial if the standards for videotext and viewdata were similar. □

Penetration projections

Predicting a \$40 billion advertising videotext market worldwide by 1995, half of that in the U.S., was George B. Murray, vice president and director of media for Ogilvy & Mather Canada.

Murray, a panelist during a session called "The Broader Picture," offered various projections. By 1985, he said, the likeliest scenario is that the "world video revolution" will have completed its "wind-up" phase; by 1990—"acceleration, explosive growth," and by 1995—"acceleration, maturity."

Within those time frames, Murray said that videotext in the U.S. should have a 2%-3% penetration level by 1985; then 20% by 1990 and 40% by 1995. Teletext, he projected, would move from 7% to 20% to 30%. Cumulative videotext/teletext penetration, with homes receiving at least one of the services, he expected to reach 60% by 1995. And he called that estimate "conservative."

Murray predicted a considerable shift of newspaper classified advertising in the U.S. to videotext/teletext: 38% to 40% of the 1995 total.

For "wide-area" ads—for example real estate and automobile classified ads seeking response from the greater metropolitan New York area—Murray said that where videotext/teletext is available, 40% of the business could be transferred from newspapers by 1985, 60% by 1990 and 80-100% by 1995.

Nationwide, since videotext/teletext won't be available all over, he said that 4% of "wide area" ads likely would move to monitors by 1985, 18%-20% by 1990 and 48%-50% by 1995.

Murray, however, did not expect as substantial an impact on "personalized/localized" classified ads (babysitters, daycare for example). Where videotext/teletext is available, he said "somewhere between 0-20% could be transferred" from newspapers by 1995. For the entire U.S., he predicted it would amount to only 6% by 1995.

Assuming that 75% of U.S. newspaper classified advertising falls into the "wide area" category and 25% is "localized/personalized," Murray projected, by 1985, 3% of all the ads would be transferred to videotext/teletext, 14%-15% by 1990 and 38%-40% by 1995. □

The question mark of advertising on videotext

Everyone seems to agree that if vendors are to join consultants in making some money out of videotext, advertising dollars are going to have to play an important

role. It's against that background that a panel of agency and vendor figures discussed "Ad-venturing" with the Newspaper Advertising Bureau's Charles Kinsolving holding up his organization's mirror to the data on videotext.

Among the issues facing videotext advertising are differences between teletext and viewdata, the "intrusiveness" of the new medium, exactly what videotext ads are and what corporate budgets an advertiser will draw on to pay for them.

In the eyes of Alan Wolfe of Ogilvy & Mather, U.K., teletext is cheap to provide and easy to use, a low-interactivity mass medium for headlines, while viewdata is a service that requires significant skills to use and significant costs to the provider, making it a highly interactive medium that will serve primarily business customers. Consequences for advertising on the two are that teletext will be employed by retailers for point-of-purchase ads, will carry special offers and usage hints, and be a vehicle for pricing information—a "small print Yellow Pages," Wolfe called it. Viewdata, on the other hand, will advertise to specialized audiences, and be a medium for advertisers to provide exchange rates and travel information.

McCann Erickson USA's Hadassa Gerber also sees videotext as a medium that is not intrusive, although noting that the demand nature of its use means that a selective user of certain information can be a key prospect for a particular advertiser. Adding to Wolfe's delineation of the difference between teletext and viewdata, Gerber noted that from a research perspective an advertiser gets immediate feedback in viewdata, while there will be initial difficulties in assessing teletext use.

Humphrey Metzgen, in charge of sales and marketing for ITV's Oracle teletext system in the United Kingdom, gave his prediction that by the end of the decade, there will be 10 million teletext sets in the U.K., and ad revenues will hit \$90 million. Metzgen sees his service appealing to local advertisers, who, he thinks, have long wanted to get on television in some form. Metzgen also believes teletext has advantages in "pulling together varied segments of advertising." It can, he said, "complement other ads with backup facts and cross references." In the future, Metzgen envisions grocery chains using "strategically positioned sets" within their stores to carry updated advertising, teletext sets "flashing messages in stadiums" and text services used in hotels the way in-house magazines are today.

One person who takes issue with the whole concept of nonintrusive videotext is John Cummings of N W Ayer, USA. Cummings maintained there is no reason why text ads "can't be exciting and intrusive"—and he proposed that agencies set out to develop "electronic creative directors" who would work to integrate the textual and graphic design elements of videotext advertising. They would, he suggested, work with such devices as the AT&T frame creation terminals announced at the New York conference. And

Cummings called on the industry "to adopt the North American PLP and get on with the business of being creative."

While others at Videotex '82 may have enthused about the new medium, one person said it is "technically impressive but not perfected, and way ahead of the market." That was Charles Kinsolving, vice president, marketing and new technologies, of the Newspaper Advertising Bureau. Noting that the "average working adult" has 23 hours a week available to devote to leisure and media consumption, and spends 21 of those hours watching existing television services, Kinsolving maintained there's already a lot of competition for the remaining two hours. Reviewing a variety of statistics on advertising expenditures in the different media, Kinsolving said that as new media such as television emerged, they didn't kill those that were extant, and the NAB, he maintained, doesn't see cable or text killing broadcast television or newspapers. □



Entranced. A crowd of Videotex '82 participants views the display at the Thomson-CSF exhibit. Thomson is a major European-based computer manufacturer.

Corporate strategies to implement videotext

How their companies are approaching the videotext field and incorporating it into their operations was the focus for representatives of five major companies on the "Organizational Perspectives" panel at Videotex '82.

Beth Loker of the Washington Post Co. reviewed that firm's decision to structure videotext operations within the existing corporate framework, rather than establish a separate unit to handle it. Lee Greenhouse of E.F. Hutton discussed the financial-service implications of videotext, and how his firm incorporates the medium into its operations. And from another financial perspective, Chemical Bank's William Cornfield, noting the cost pressures of the manual processing of bank paperwork (each check written, he said, costs banks 80 to 90 cents), described the solution his bank sees videotext transaction services providing.

Separately, Michael Hayes provided the perspective of one of the industry's major hardware suppliers, Digital Equipment Corp. Text, he said, is just another name for low-cost computer and retrieval power,

and he proposed a vision of the future with multiple and competing videotext networks. As a business, Hayes proposed, videotext is going to require advertiser support—consumers won't be willing to underwrite the full costs, and as other less direct subsidies disappear, advertising will become a major factor in the business.

Finally, Haines Gaffner of the consulting firm Link Resources presented his thoughts on the increasing role and importance personal computers will have in the videotext market. And in three or four years, he predicted, "videotext as a separate phenomenon will disappear," merging into all the various fields—financial services, newspapers, broadcast, cable, banking, etc.—whose representatives packed the conference halls. □

Electronic publishing's pitfalls and possibilities

One session at last week's Videotex '82 conference dealt primarily with electronic publishing. Stories were shared by newspaper publishers concerning their experiences with the technology, critiques were offered as to the varying quality of products put out by electronic publishers and one publisher even suggested that videotext system operators should get out of the graphics business, which belongs more properly to the publishers themselves. That statement appeared to draw a great deal of support from those attending the session, entitled "Reflections on Videotext."

The suggestion that the graphics end of the business be handled by the publishers feeding a given videotext system with information was offered by Richard Weening, head of the Raintree Publishers Group. He contended that because electronic publishing involves a new technology, the publishing industry has allowed the development of graphics to be guided by those same entities that are developing the delivery vehicle. Weening argued that that should no more be the case than allowing printers or the Post Office to develop graphics for the publishing industry.

"Three governments have developed [videotext] technologies that are graphics based," said Weening. "Antiope, Telidon and Prestel. Each is unique and attractive." However, he said, "it's a publishing question," and should be settled by a series of traditional tests that publishers apply to all works intended for print.

Questions that should be asked in such tests, said Weening, include:

- Is the information primarily graphics based?
- Is it enhanced by graphic support?
- If graphics are appropriate for a particular body of work, are the costs to provide them justifiable? Do they sufficiently enhance the information?"

"If you can get past the blinking lights," said Weening, the graphics question is "really all about publishing, pure and simple."

He suggested that the situation has

evolved the way it has because "these systems were [originally] designed to function on the other half of a VHF broadcast signal," and thus compete against the "dynamism of television video."

Nevertheless, the graphics in the three systems "intrude," said Weening. For example, he said, there's "a high degree of impatience when the source puts its copyright on line . . . It costs 25 cents just to see the logo," and with continued use, graphics become "unnecessary, uneconomical and create a high level of user frustration." They provide an environment where the user "cannot efficiently use the system."

Gary Zabel, editor of *Mercury 332*, an electronic newspaper transmitted over the British-based Prestel videotext system by St. Regis Newspapers, said that if his company had "the benefit of hindsight, that exact science, I think it's fair to say [we] would have hesitated to" make the move. "And with one notable exception," he said, "I think that goes for probably all the dozen or so British newspaper publishers who did likewise around that time [three years ago]."

Among the reasons cited by Zabel for getting into electronic publishing business in the first place were that the company was "captivated" by the idea of finding an instant solution to the high cost of newsprint and labor union contracts, and "coming to grips with the new technology and buying a piece of the attention focused by advertisers and consumers alike on the magnetic TV screen."

But the so-called "critical mass" of viewers which is often pointed to as essential for a viable videotext system has not yet evolved. "British Telecom," he said, "have shown a little weakness in their marketing abilities, while the TV dealers have found their new product in the form of videocassette recorders and, to a lesser extent, in teletext sets. Prestel seems light years away from the mass domestic market which we had allowed ourselves to believe was waiting just around the corner."

Price comparisons between the print version and the electronic version of the St. Regis newspaper help perhaps to explain why that market has not evolved. Readers of the print version of the company's *Bolton Evening News* pay 25 cents per copy and [research showed] "like to spend 40 minutes per afternoon reading it." A Prestel user pays \$4.97 to access 40 minutes of time before 6 p.m. and \$1.25 after that. "Which medium would you choose?" asked Zabel.

Getting into the home: videotext networking

A rather unglamorous, and up to now largely underplayed, question confronting the videotext industry is how all those sexy and sophisticated new services will reach the user. Or, to put it another way, what kinds of communications networks are best suited for videotext system operation? With those opening thoughts, AT&T's Irwin Dorros called to order last

Tuesday's session on system networking at Videotex '82.

To point up the question, Dorros noted that of the exhibitions at this year's conference, about 75% were displaying terminal-related equipment, while about 20% were promoting data base-related hardware and software. That left about 5% of the exhibitors who were displaying network systems, noted Dorros. Yet all three components are essential and none are "more or less important than the others," he said. "The user doesn't want to buy a connection or a terminal—he wants information. The marketplace is based on the user needing information and the provider reaching the user."

Dorros suggested that neither of the existing conduits for videotext networking, telephone and cable lines, is ideally suited to the task and that it would take a joint effort to "face the challenge."

Roy Marsh, with the Department of



Showcase. One of the Videotex '82 exhibitors was Intelmatique, promotional arm of the French Telecommunications Administration.

Communications in Canada, shared some experiences that his country has had with videotext networks.

One of the networks addressed by Marsh is being used for the distribution of Telguide, a videotext service being established by Infomart in Toronto, which will provide information and other services to tourists. He said that during the first year, most of some 2,000 terminals will be installed in public places throughout the city and surrounding area, and will be connected to the data base with a private X-25-based telephone network. Data will be fed from a Digital Equipment Corp., VAX 11/782 computer, with a storage capacity of 700,000 Telidon pages, through a processor and multiplexers along the network to the public terminals. In addition, other terminals will be installed in homes and offices and will be connected to a packet-switched telephone network. The data rate to the terminals, he said, is always 1,200 baud. Response time to any terminal-originated request for information, he said, should be "less than two seconds." And, "as more experience is gained with the operation of the system, modifications may take place to optimize its performance."

Marsh also described an experimental fiber optic network that has been installed in Elie, Manitoba, including local loops to each residence (about 150), and that will be used to provide videotext and a variety of other services. The Elie trial was undertaken he said, "primarily to determine the suitability of fiber optic technology for improving communication services to the rural community where there is frequently poor telephone service" and the absence of adequate television and radio service as well.

One conclusion that his department has reached from the fiber optic trial, he said, is that the technology is nowhere near cost effective. He said that it cost about \$64,000 per home to install. A viable cost for installing fiber he suggested, would be about five cents per meter.

Marsh also discussed a videotext project currently being installed by a cable company (Videotron Ltd.) in Montreal. He said the provision of teletext and interactive videotext services would be achieved by installing a headend controller that directs packet-switched transmissions to compatible subscriber units. Initially the service will provide 20,000 pages of text, but will grow in future years, he said. And to keep response time down to a maximum of four seconds, he said only 1,500 pages would be available in the teletext mode.

Marsh concluded by saying that a variety of videotext networks would be utilized in Canada over the next two to three years with no particular format emerging dominant within that time. He did suggest, however, that business services would continue to utilize switched telephone networks for a long time to come, while cable appeared to be the "ideal" vehicle for transmissions to the home. And he expects competition to be fierce among those vying for videotext subscribers in Canada in the coming years.

High-resolution chip developed by Antiope-Telematics

Antiope and Telematics Corp. introduced a new, low-cost integrated chip circuit said to be capable of providing high-resolution teletext and videotext services for the consumer mass market.

The development was announced by Jean Guillermin, chairman of Antiope, at a news conference held in conjunction with Videotex '82. He said the new circuit was developed by Texas Instruments of France in association with the French government's CCETT.

Guillermin said the new system incorporates Antiope's Didon data acquisition circuits, which take the video signal and extract the teletext data; the video display processor (VDP), which creates the display on the television receiver, and standard microprocessor and memory chips.

He said the VDP makes high-resolution graphics possible. He said the VDP can be used equally well for any of the videotext or teletext standards presently being proposed, such as NALPS/NABTS or CEPT.

Our Three...



Just Won Three Of These.

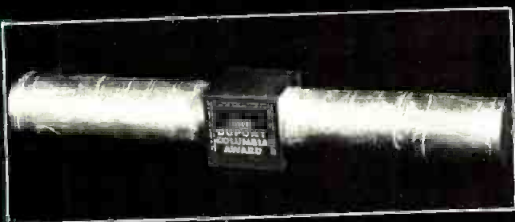


"THE SEX OFFENDERS"-Who are they? "URBAN INDIANS"-Where are they? "TEEN TALK"-What do they think about their lives, lifestyle and the world they live in? News Specials. News Features. And timely Public Affairs programs that affect us all. And all of them Emmy winners. Because at KHJ-TV Channel 9, the news of Los Angeles is the news of the world.

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THE ANNUAL FIFTH ESTATE AWARDS ISSUE



Broadcasting Magazine's sixth annual
compilation of national awards
in radio, TV and cable

The number of national awards bestowed for radio, television and cable achievement continues to follow the growth of the electronic media. BROADCASTING's annual roundup showcases performance among all the arts and disciplines of the Fifth Estate.

Achievement in Children's Television Awards

10th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution towards improving children's television" and "continuing excellence."

ACT Awards

- KRON-TV San Francisco** □ Buster and Me.
- WRAL-TV Raleigh, N.C.** □ Frog Hollow.
- WSB-TV Atlanta** □ Time Out.
- Major League Baseball Productions** □ Baseball Bunch.
- Southwest Center for Educational Television, Austin, Tex.** □ Checking It Out.
- KCET(TV) Los Angeles and Twelfth Night Repertory Company Productions** □ TNRC Presents.
- TV Ontario, Toronto** □ Read All About It.
- USA Cable Network, Scholastic Productions and CCR Productions** □ Scholastic Sports Academy.
- Syracuse Cablesystems** □ Kid Stuff.
- UA-Columbia Cablevision and Midland Park, N.J., Board of Education** □ Cable Television Workshop.

Special Awards

- WNYE-TV New York** □ You and Your World.

Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

Special Awards

- Grey Advertising, Los Angeles** □ Taco Bell (Complete national campaign in various media).
- Meldrum & Fewsmith Inc., Cleveland** □ Blue Cross/Blue Shield of Northeast Ohio (Best local campaign).

Radio

- WDEN(AM) Macon, Ga.** □ Cowboy Country (Local—30 seconds or less).
- Frankenberry Laughlin & Constable, Milwaukee** □ H.C. Prange Co. (Regional/national—30 seconds or less).
- Inglehart & Partners, Chicago** □ Hinckley & Schmitt (Local—more than 30 seconds).
- Thompson, Torchia & Dymond, Charlotte, N.C.** □ Bankers Trust of South Carolina (Regional/national—more than 30 seconds).
- WRCC(FM) Cape Coral, Fla.** □ The Ritz Lounge (Local—any length).
- D'Arcy-MacManus & Maelus, Chicago** □ Amoco Oil Co. (Regional/national campaign—any length).

Television

- KNX(AM) Los Angeles** □ KNX Newsradio: "Raiders" commercial (Local—30 seconds or less—production budget under \$5,000).
- Vinokur Advertising Corp., Beverly Hills, Calif.** □ Bulfums Department Store (Local—30 seconds or less—production budget over \$5,000).

N W Ayer Inc., Chicago □ John Deere & Co. (Regional/national—30 seconds or less).

VanSant Dugdale & Co., Baltimore □ Baltimore Colts (Local—more than 30 seconds—production budget under \$5,000).

Ogilvy & Mather, San Francisco □ California First Bank (Local—more than 30 seconds—production budget \$5,000 or more).

Needham, Harper & Steers, Chicago □ Anheuser-Busch Inc. (Regional/national—more than 30 seconds).

WMTV(TV) Madison, Wis. □ WMTV(TV) (Local campaign—production budget less than \$5,000 each).

Ogilvy & Mather Inc. □ Oakland A's (Local campaign—production budget for any commercial \$5,000 or more).

Needham, Harper & Steers, Chicago □ Anheuser-Busch Inc. (Regional—national).

American Chiropractic Association

Presented by American Chiropractic Association "to recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible health reporting." 1981 winners:

Radio

- Kimberly J. Adams, Cornell University** □ *The Child Athlete and Diet*, gold award.
- Herb Denenberg, WCAU(AM) Philadelphia** □ *Six Weekly Reports*, bronze award.
- Marilou Johaneck, KMOX(AM) St. Louis** □ *Too Far To Care*, bronze award.

Television

- Yanna Kroyt Brandt, ABC-TV** □ *FYI*, gold award.
- Barry Kaufman, Roger Sergel** □ *Stoned, Smashed and Smarts*, bronze award.
- George Merlis, Good Morning America (ABC)** □ *What Parents Should Know About Drugs*, broadcast award.

American Legion Fourth Estate Award

Presented by the American Legion for "outstanding achievement in the field of communications."

Newsweek □ *What Vietnam Did To Us*.

American Legion Excellence in Journalism Award

WQDR(AM) Raleigh, N.C.

Andy Awards

Presented by the Advertising Club of New York for creative excellence in advertising.

Rumrill-Hoyt □ For product messages (Martlett Importing Co.).

Bozell & Jacobs □ For product messages (Book Digest Magazine).

Rumrill-Hoyt Inc. □ For product messages (Martlett Importing Co.).

TBWA □ For product messages (Granada TV Rental).

Enterprise Advertising Associates □ For service/utilities (Union Gas).

Television

Young & Rubicam □ For product messages (Lincoln-Mercury Division).

Ogilvy & Mather □ For product messages (Avon Products).

Foote, Cone & Belding □ For product messages (Kraft Ltd.).

Cadwell Davis Savage □ For product messages (Norcliff Thayer).

Needham, Harper & Steers □ For product messages (Anheuser-Busch).

BBDO □ For product messages (Scott-Visa Paper Towel).

Fallon McElligott Rice □ For product messages (Mt. Pasta).

BBDO □ For product messages (R.J. Reynolds).

Grey Advertising □ For product messages (Huffey Bicycles).

Bell Advertising □ For product messages (KNX[AM] Los Angeles).

Needham, Harper & Steers □ For product messages (McDonald's Corp.).

Fallon McElligott Rice □ For product messages (Donaldsons).

MPP Propaganda □ For product messages (Olivetti Do Brasil/SA).

Needham, Harper & Steers □ For product messages (Amtrak).

Hannibal Figliola □ For product messages (Guerlain Inc.).

BBDO □ For product messages (Diet Pepsi).

Young & Rubicam □ For product messages (Eastman Kodak).

Ogilvy & Mather □ For product messages (Oakland A's).

Bozell & Jacobs □ For product messages (Poppin' Fresh Pie Restaurants).

Young & Rubicam □ For product messages (Jamaica Tourist Board).

Bozell & Jacobs □ For service/utilities (Northwestern Bell).

N W Ayer □ For service/utilities (AT&T Long Lines).

Cunningham & Walsh □ For institutional/corporate (St. Regis Paper Co.).

Ogilvy & Mather □ For institutional/corporate (California First Bank).

Armstrong Awards

18th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but have been opened up to AM stations as well.

Creative Use of the Medium:

WITF-FM Hershey, Pa. □ *Virginia Woolf and Company*, first place.

KUSC-FM University of Southern California, Los

WDZL
MIAMI, FLORIDA

**IS PLEASED TO ANNOUNCE
OUR APPOINTMENT OF
KATZ INDEPENDENT TV SALES,
REPRESENTATIVE OF
INDEPENDENT STATIONS EXCLUSIVELY.
WDZL. KATZ ITVS. THE BEST.**



KATZ INDEPENDENT TV SALES / A DIVISION OF KATZ COMMUNICATIONS INC

Angeles □ *The Barber of Nuremberg Strikes Back*, second place.

WGBH-FM Boston □ *Roll of Thunder*, honorable mention.

Radio Arts Inc. New York □ *The Thirteen Clocks*, honorable mention

Music

WLIR-FM Long Island □ *Roadhouse Blues*, first place.

South Carolina Educational Network, Columbia □ *Marian McPartland's Piano Jazz II, Featuring Eubie Blake*, second place.

CHFI-FM Toronto □ *The South, from the Tapestry* series, honorable mention.

Community Service

KTMC(AM) McAlester, Okla. □ *Is There Justice?*, first place.

KMOX(AM) St. Louis □ *Who Killed Marvalette Russell?*, second place.

WDBO-AM Orlando, Fla. □ *Fair Share or Fair Game*, honorable mention.

WBZ(AM) Boston □ *Auto Theft/Auto Patrol*, honorable mention.

News

KNX(AM) Los Angeles □ *The Busing Ruling Reports*, first place.

ABC New York □ *The Hostage Americans*, second place.

WBZ(AM) Boston □ *1980 Election Year*, honorable mention.

WMAQ(AM) Chicago □ *Chicago Firefighters Strike*, honorable mention.

News Documentary

NBC News, New York □ *The Source Report for Kent State*, first place.

National Public Radio □ *Not So Placid: The 1980 Winter Olympics*, second place.

WOR(AM) New York □ *The Blue Minority*, honorable mention

WAHT(AM) Lebanon, Pa. □ *Sexual Shakedown: The Sexual Harassment of Women on the Job*, honorable mention.

Education

CBC Toronto □ *Africa Week*, first place.

National Public Radio □ *Options in Education: Race Against Time*, second place.

WNYC(AM) New York □ *Danzig*, honorable mention.

WGBH-FM Boston □ *Harlem Stories*, honorable mention.

Special Awards

KQED-FM San Francisco □ *Technical achievement in radio broadcasting*.

Lowell Thomas □ (posthumously) Achievement in broadcasting.

Associated Press Broadcasters Awards

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

Liz Carver □ For best national summary.

Richard Lawyer □ For best regional summary.

Tom Harrigan □ For best regional enterprise.

Liz Carver □ Jo-Ann Paige Memorial Enterprises Award.

KARZ(AM) Phoenix □ For outstanding cooperation.

KSVF(AM) Santa Fe, N.M. □ For best spot news coverage.

KESQ-TV Palm Springs, Fla. □ For weekend coverage.

WIBW(AM) Topeka, Kan. □ For best national enterprise.

AP, Albuquerque, N.M. □ For best sport news coverage.

Bill Strong, AP, Boston □ Broadcast Editor of the Year.

AAUW Media Awards

Presented by the American Association of University Women "to those television programs which present a positive image of today's women."

ABC, Eight Is Enough □ (home and family life).

CBS, Lou Grant □ (women & employment).

Phil Donahue, syndicated □ (women's issues).

CBS, Portrait of a Rebel: Margaret Sanger □ (women's achievements).

ABC, Kids Are People Too □ (children's programs).

NBC, Today's Jane Pauley □ (television news & sports).



Art Roventine and Charlotte Schiff Jones accepting BPA Gold Medallion for CBS Cable

Howard W. Blakeslee Award

29th annual. Presented by the American Heart Association in memory of the late AP science editor, for "outstanding reporting on heart and blood vessel diseases."

Jill Stein, KMOX(AM) St. Louis □ For seven spot news reports covering breaking developments in research and treatment.

Gene Allen, KPRC-TV Houston □ *For Killer in Your Future*, seven reports on heart disease.

Karl Idsvog, KUTV(TV) Salt Lake City □ For report on controversial chelatin therapy to treat arteriosclerosis.

Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design.

ABC corporate art dept.; NBC advertising and design dept.; CBS Entertainment, advertising & promotion dept.; Lee Hung, KERA-TV Dallas; Marc Rosenberg, Don Perdue, John Anthes, WNET(TV) New York □ Small budget animation.

David Patton, Aurora Systems, San Francisco □ Promotional and sales animation.

David Baumann, KTCA-TV St. Paul □ Non-promotional animation.

Mike Ellison, KNXT(TV) Los Angeles; Jeffrey Price, KTVI-TV St. Louis □ On-air illustration.

Mel Robbins, WBZ-TV Boston, and Bill Robles, KNXT(TV) Los Angeles □ News courtroom sketching.

Bruce Alexander, KABC-TV Hollywood, Calif.; Joann Evans, Mike Ellison, KNXT(TV) Los Angeles; Martin Geller, Beverly Littlewood, New York; James Santiago, WNET(TV) New York; Suzanne Siminger, Jim Stringer, KGO-TV San Francisco; Dianne Hanau Strain, WSNS-TV Chicago □ News still graphics.

Christopher Mark Pula, Anne Williams, Cable News Network, Atlanta; Fred Yung, Edward Tomoda, Hugh Waugh, Jim Stringer, KGO-TV □ Video generated graphics.

Mike Buettner, Jane Tierney, KQED(TV) San Francisco; Teresa Heintzman, WHAS-TV Louisville, Ky. □ Title still graphics.

Mike Buettner, Jane Tierney, KQED(TV) □ Promotional and sales.

Cheryl Miller, WHMM(TV) Washington □ Strikeable sets.

Dick Derhodge, TV Ontario Toronto □ Station promotion campaign.

Judi Decker, WISN-TV Milwaukee □ TV guide advertising.

Paul Basile, WABC-TV/Della Femina, Travisano & Partners, New York □ Large space newspaper.

David Hedrick, WFMY-TV Greensboro, N.C. □ stationery.

James Allen Houff, Broadcast Designers' Association Detroit □ Releases, invitations & flyers.

Jennifer Morla, Jane Tierney, KQED(TV) San Francisco; David November, Marie Christine Lawrence, CBS Entertainment, advertising and promotion New York. □ Booklets.

Bunny Zaruba, KGO-TV San Francisco; David November, Marie Christine Lawrence, CBS Entertainment □ Press Promotional & sales kits.

James Allen Houff, Susan Hodgins, Broadcast Designers' Association Detroit; Joel Margulies, Curtis Davis, ABC-TV New York □ Posters.

Teresa Heintzman, WHAS-TV Louisville, Ky. □ Car cards & billboards.

Broadcasters Promotion Association Awards

Presented by the BPA to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

Multimedia campaign

WLS-TV Chicago □ Large market TV.

WSOC-TV Charlotte, N.C. □ Medium market TV.

KVUE-TV Austin, Tex. □ Small market TV

WTAR(AM)/WLTY(FM) Norfolk, Va. □ Large market radio.

KINK(FM) Portland, Ore. □ Medium market radio.

Limited campaign using one medium—broadcast

WRC-TV Washington □ Large market TV.

WFSB-TV Hartford, Conn. □ Medium market TV.

KLAS-TV Las Vegas, □ Small market TV.

Limited campaign using one medium—print

WDIV-TV Detroit □ Large market TV.

WPQC-TV Charlotte, N.C. □ Medium market TV.

KVUE-TV Austin, Tex. □ Small market TV.

WXYZ(AM) Detroit □ Large market radio.

BRMB Birmingham, England □ Small market radio.

TV announcement news

WBZ-TV Boston □ Large market TV.

KVUE-TV Austin, Tex. □ Small market TV.

TV announcement other than news

KABC-TV Los Angeles □ Large market TV.

WCCB(TV) Charlotte, N.C. □ Medium market TV.

KULR-TV Billings, Mont. □ Small market TV.

Radio announcement for news

KIRO-TV Seattle □ Large market TV.

Radio announcement other than news

CFCF-TV Montreal □ Large market TV

WNEM-TV Saginaw, Mich. □ Medium market TV

TV announcement (non-news category)

KNX(AM) Los Angeles □ Large market radio

KGW(AM) Portland, Ore. □ Medium market radio

Radio announcement (non-news category)

WPOC(FM) Baltimore □ Large market radio

Print ad for news, any size

WRC-TV Washington □ Large market TV

WFSB-TV Hartford, Conn. □ Medium market TV

KVUE-TV Austin, Tex. □ Small market TV

WSYR-AM-FM Syracuse, N.Y. □ Medium market radio.

WNOK-FM Columbia, S.C. □ Small market radio

Print ad other than news, any size

WABC-TV New York □ Large market TV.

KOKI-TV Tulsa, Okla. □ Medium market TV

WTAJ-TV Altoona, Pa. □ Small market TV.

Outdoor transit advertising

KOMO-TV Seattle □ Large market TV.

WTVN-TV Columbus, Ohio □ Medium market TV

WAGT-TV Augusta, Ga. □ Small market TV.

KOMO(AM) Seattle □ Large market radio.

WXYZ(AM) Detroit □ Medium market radio

Sales promotion—print or specialty

WLS-TV Chicago □ Large market TV.

WPEC-TV West Palm Beach, Fla. □ Medium market TV.

KULR-TV Billings, Mont. □ Small market TV.

WLS(AM) Chicago □ Large market radio

WCKY(AM) Cincinnati □ Medium market radio.

WEZF-FM Burlington, Vt. □ Small market radio.

Sales promotion—prepared on audio-visual

KCPQ-TV Tacoma, Wash. □ Large market TV.

WFSB-TV Hartford, Conn. □ Medium market TV.

WCCO(AM) Minneapolis □ Large market radio.

Special projects

KSTW-TV Tacoma, Wash. □ Large market TV.

KSL-TV Salt Lake City □ Medium market TV.

WLUC-TV Marquette, Mich. □ Small market TV

WBZ(AM) Boston □ Large market radio.

KGW(AM) Portland, Ore. □ Medium market radio

194 Radio City Liverpool, England □ Small market radio.

Program distributors

CBS Cable □ Multimedia campaign.

CBS-TV □ TV announcement

Paramount □ Print ad any size, any medium.

CBS-TV □ Sales promotion-print or specialty

Teleprompter □ Sales promotion-any medium

ITC Entertainment □ Advertising promotion kit

Home Box Office □ Packaging promotion kit

Christophers

Presented by The Christophers, ecumenical mass media organization to producers, writers and directors for "works which embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Bill □ Executive producer, Alan Lansburg; producer, Mel Stuart; director, Anthony Page; writer, Corey Blechman (CBS).

Bitter Harvest □ Executive producer, Charles Fries, producer, Tony Ganz; director, Robert Young, writer, Richard Frenberg (NBC).



Newlon Minow, winner of CPB's Ralph Lowell Award

Close Harmony □ Executive producer/producer/writer, Nigel Noble (WNET(TV) New York/PBS).

The Color of Friendship: An ABC Afternoon Special □ Executive producer, Diana Kerew, producer, Patrick McCormick; director, Stan Lathan; teleplay, Johnny Dawkins.

Crisis at Central High □ Executive producers, Richard Levinson, William Link, Freyda Rothstein, David Susskind; producer, Robert A. Papazian; director, Lamont Johnson; writers, Richard Levinson, William Link (CBS).

James Cagney: That Yankee Doodle Dandy □ Executive producers, Ron Devillier, Brian Donegan; producer, Richard Schickel (PBS).

A Long Way Home □ Executive producers, Alan Landsburg, Tom Kuhn, producer, Linda Otta, director, Robert Rarkowitz; writer, Dennis Nemecek (ABC).

The Marvin Collins Story □ Executive producer, Marian Rees, producers, Conrad Holzgang, Clifford Campion, director, Peter Levin; writer, Clifford Campion (CBS).

Miracle on Ice □ Producers, Frank von Zerneck, Robert Greenwald; director, Steven H. Stern; writer, Lionel Chetwynd (ABC).

The Patricia Neal Story □ Executive producer, Lawrence Schiller; producer, Don Silverman, director of American sequences, Anthony Harvey; director of British sequences, Anthony Page; writer, Robert Anderson (CBS).

The Pride of Jesse Hailam □ Executive producer, Frank Konigsberg; producer, Sam Manners; director, Gary Neilson; writer, Suzanne Clauser (CBS).

Clarion Awards

10th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

Radio

Angela Ferraiolo, Barry Luchkowec, Gary McKenzie, RKO Radio Network □ Living too Fast, Dying too Young.

Deborah Amos, Noah Adams, James Reston Jr., National Public Radio □ Father Cares: The Last of Jonestown.

Shelia Charlton, WOR(AM) New York □ Goodbye Lucy.

Gregg Peterson, Miriam Bjerre, George Nicholaw, KNX(AM) Los Angeles □ The Year of the Disabled.

Stan Brooks, Jim Asendio, John Russell, WINS(AM) New York □ Making Ends Meet: The New Economic Reality.

Gayle Rancer, John Seifert, WQDR(FM) Raleigh, N.C. □ Our Forgotten Warriors: Vietnam Veterans Face the Challenges of the 80's.

Television

John Baer, Phil Cousins, Linda Eng, WITF-TV Hershey, Pa. □ Let's Make a Deal.

Bill Kurtis, Donna LaPietra, Molly Bedell, WBBM-TV Chicago □ Passport to Extinction.

Paul Fine, Holly Fine, WJLA-TV Washington □ Until We Say Goodbye.

Pamela Hill, Richard Richter, ABC News □ Return to Auschwitz.

Walter Bartlett, Don Mischer, Jan Cornell, NBC, □ Donahue and Kids.

Ann Black, Kathy Siobogin, Marshall Frady, ABC News □ When Crime Pays—ABC News Closeup.

Rita Saltz, Betty Furness, WNBC-TV New York □ Adoptions.

Kathy Keeton, Bob Guccione, Vivian Moss, Omni Productions □ Omni: The New Frontier.

Al Austin, Peter Molenda, John Lindsay, WCCO-TV Minneapolis □ I-Team Report: Central States Waterproofing.

Steve Jacobs, Robert Zelnick, Sander Vanocur, ABC News □ U.S.-U.S.S.R. A Question of War or Peace.

Tom Wolzien, NBC □ Our Failing Schools.

Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Radio

Molson Golden Ale □ Molson Golden Series (Rumrill-Hoyt).

MCI Telecommunications □ Hang Ups, Biz Z, Wats on First (Ally & Gargano).

Republic Bank Houston □ Danny Thomas, Red Buttons, Lee Grant (Bozell & Jacobs).

Norm Thompson □ Gurka Bags, Dondue, Rare Collection (Brown, Dugan & Associates).

American Isuzu □ Native Tongue (Della Femina, Travisano & Partners)

Speedy Muffler King □ Instant Coffee (Doyle Dane Bernbach).

Molson Golden Ale □ Wine Steward (Rumrill-Hoyt).

Seven-Up Co. □ Little/Michaels (N W Ayer).

Chemical Bank □ Rose (Della Femina, Travisano & Partners).

Sof N'Free □ Larry the Rapper (Rafshoon Shivers Bargas Tolpin).

Amadeus □ New at the Broadhurst (Serino Coyne Nappi).

Caterpillar Lift-Trucks □ Guard Turkey (Dick & Bert).

New York Times □ Pirates 4 (McCann-Erickson)

Sony Clock Radio □ Norman & Doris (McCann-Erickson).

American Heart Association □ Heart Attack Warning Signals (American Heart Association).

Liberty Records □ Share Your Love/Fall '81 Catalog (L.A. Trax).

U.S. Army □ Strauss (Dick Keith).

Aamco Transmissions □ Horror Story (Calet, Hirsch, Kuralt & Spector).

Kentucky Fried Chicken □ Gladys Knight (Mingo-Jones Advertising).

Hinckley & Schmitt □ Water Symphony (Ingelhart & Partners).

World Trade Center □ We've Got a Great Point of View (Tuesday Productions).

United Van Lines □ San Jose (Stuller & Meara Enterprises).

People Express Airline □ Straight Talk (Levine, Huntley, Hmidt, Plapier & Beaver).

MCI Telecommunications □ Big Z (Ally & Gargano).

First Tennessee Bank □ Passerby (Jim Paddock, Tucker)

WABC's Ross & Wilson Show □ Ross & Wilson Image (WABC[AM] New York).

Columbian Optical □ Gentex Lens (David E. Levy Productions).

Union Home Loans □ Kazoo (Barzman & Co.).

General Electric Co. □ Pop Rock (BBDO).

American Airlines □ We're Giving Our Best (Radio Band of America).

Motorcraft □ Motorcraft Batteries (H.E.A. Productions).

Avon Books □ The Elemental (Dick Lavsky & Associates).

Television

Federal Express □ Fast Paced Kraddock, You Can't Count (Ally & Gargano).

Oakland A's □ Timid Soul, Warm Memories, No Argument (Ogilvy & Mather).

Chicago Rehabilitation Institute □ Choir, Ballet, School Pictures (Griner/Cuesla & Associates).

Timberland Boots □ Getting Soaked (Ally & Gargano).

Volkswagen □ Chicken (Doyle Dane Bernbach).

Super Cetron □ Klippen Und Klingeln (Marschalk Co.).

California First Bank □ Hay (Ogilvy & Mather).

Henry Weinhard's Private Reserve □ Colorado (Ogilvy & Mather).

Cedbury-Milk Bar □ Eaters Typewriter—Girl (Young & Rubicam).

General Electric □ Baseball (BBDO).

Oakland A's □ No Argument (Ogilvy & Mather).

Schmid's Sunbeam Bread □ Diner (Trahan, Burder & Charles).

Mr. Coffee □ Remember (Sedelmaier Film).



ABC's Elton Rule, winner of Governor's Award (Emmy)

GE Soft White Bulbs □ Portrait (BBDO and Mathew Brady Films).

KNX Newsradio □ Portrait (KNX Newsradio).

KGW Radio □ Craig Walker (Tom Weicks & Associates).

Kodak—Colorburst □ Homecoming II (Young & Rubicam).

San Francisco Art Institute □ Be An Artist (San Francisco Art Institute).

Poplin Fresh Pie Restaurants □ Chicken Pot Pie (Bozell & Jacobs/Sedelmaier Films).

Wilson's Catalogue □ The Book—Intro (Pfeifer Story).

Donaldsons □ After Christmas Sale (Fallon McElligott, Rice).

Duncan Yo-Yos □ Plaything (Suchs, Finley & Co.).

Federal Express □ Fast Paced World (Ally & Gargano).

Anchorage Convention & Visitors Bureau □ Wild About Anchorage (Kurtz & Friends).

MCI Telecommunications Mailman □ (Ally & Gargano)

Chevrolet Camaro □ Z-28 (Rabko Television).

Federal Express □ Fast Paced World (Ally & Gargano).

Federal Express □ Can't Count On Anything (Sedelmaier Films).

Budweiser Light □ Football (Optimus).

Federal Express □ Fast Paced World (Ally & Gargano, Sedelmaier Film).

Wisconsin Electric □ Digging (Frankenberry, Laughlin, Bernstein & Constable).

Colonnade Hotel □ Lemon (Clarke Aronson Goward).

General Electric □ Light Your Way (Lucas/McFuat).

Motorcraft □ Spark Plugs (H.E.A. Productions).

ABC-TV □ Now is the Time, ABC is the Place (Frank Gari Productions).

Timberland Boots □ Getting Soaked (Ally & Gargano).

Maxfli DDH Golf Ball □ Energy (Robert Abel & Associates).

Dr. Pepper—Regular □ Revolving Room (Young & Rubicam).

Levi's Jeans □ Working Man (Robert Abel & Associates).

Coca-Cola □ 10 Speed (Roger P. Mosconi).

Commendation Awards

Presented by the American Women in Radio and Television for presenting positive women's images.

TV

WLS-TV Chicago □ *Babies Under Construction*.

KTCA-TV St. Paul □ *Lady of the Gunflint Trail*.

WCCO-TV Minneapolis □ *You've Come a Long Way, Maybe?*

KGO-TV San Francisco □ *Lesbians: The Invisible Minority*.

KOOL-TV Phoenix □ *Justice at Last*.

WLKY-TV Louisville, Ky. □ *Women at Work*.

KLVX(TV) Las Vegas □ *Yes Ma'am: Women in the Air Force*.

WCKT(TV) Miami □ *Breast Cancer*.

WJXT(TV) Jacksonville, Fla. □ *Navy Wives: The Women Who Wait*.

KRTV(TV) Great Falls, Mont. □ *Big Women*.

WITF-TV Hershey, Pa. □ *Abortion*.

Radio

KQED-FM San Francisco □ *Mozart's Sisters*.

WCCO-FM Minneapolis □ *Working Women*.

Special Awards

AWRT Achievement Award □ *Edythe Meserand, first national AWRT President*.

Sid Guver Award □ *Aviva Katzman, San Francisco Conservatory of Music*.

CPB Awards

Ralph Lowell Award

Newton Minow □ Former FCC chairman.

Edward R. Murrow Award

Ron Bornstein □ Director and general manager, WHA-AM-TV Madison, Wis.

Radio Development

WAMU(FM) Washington □ Large market, public awareness.

KUAT-AM-FM Tucson, Ariz. □ Middle market, public awareness.

WJSU(FM) Jackson, Miss. □ Small market, public awareness.

KCSN(FM) Northridge, Calif. □ Large market, public participation.

KCND(FM) Bismarck, N.D. □ Small market, public participation.

WGUC(FM) Cincinnati □ Large market, fund raising.

Wisconsin Public Radio, Madison □ Large market, fund raising.

WUNC(FM) Chapel Hill, N.C. □ Middle market, fund raising.

WEMU(FM) Ypsilanti, Mich. □ Small market, fund raising.

Minnesota Public Radio, St. Paul □ special fund raising edition of *A Prairie Home Companion*.

WNYC-FM New York □ special fund raising broadcast of *Wall-to-Wall Beethoven*.

Radio Programs

South Carolina Educational Radio Network Columbia □ *First Life Crisis*.

WBEZ(FM) Chicago □ Regularly scheduled newscasts.

WBEZ(AM) Buffalo, N.Y. □ For special educational series.

WBEZ(FM) Chicago □ *Redistricting Debate*.

Youth News, Oakland, Calif. □ *Youth on the Air*.

Bill of Rights Radio Education Project, Washington, D.C. □ *Pressure Groups, Censorship, and the First Amendment*.

KUOW(FM) Seattle □ *Sounds from Backstage: Talley's Folly*.

WNYC-FM New York □ *Wall-to-Wall Beethoven*.

KUNI(FM) Cedar Falls, Iowa □ *Tuba Wars*.

Television Promotion

Nebraska ETV, Lincoln □ *Life on the Mississippi*.

Public Broadcasting Associates, Boston □ *Odyssey*

KQED(TV) San Francisco □ *The Making of Raiders of the Lost Ark*.

Unda-USA



Announces 17th Annual GABRIEL AWARDS

for programs which creatively
treat issues concerning
positive human values.

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

Deadline for entries—Sept 1, 1982

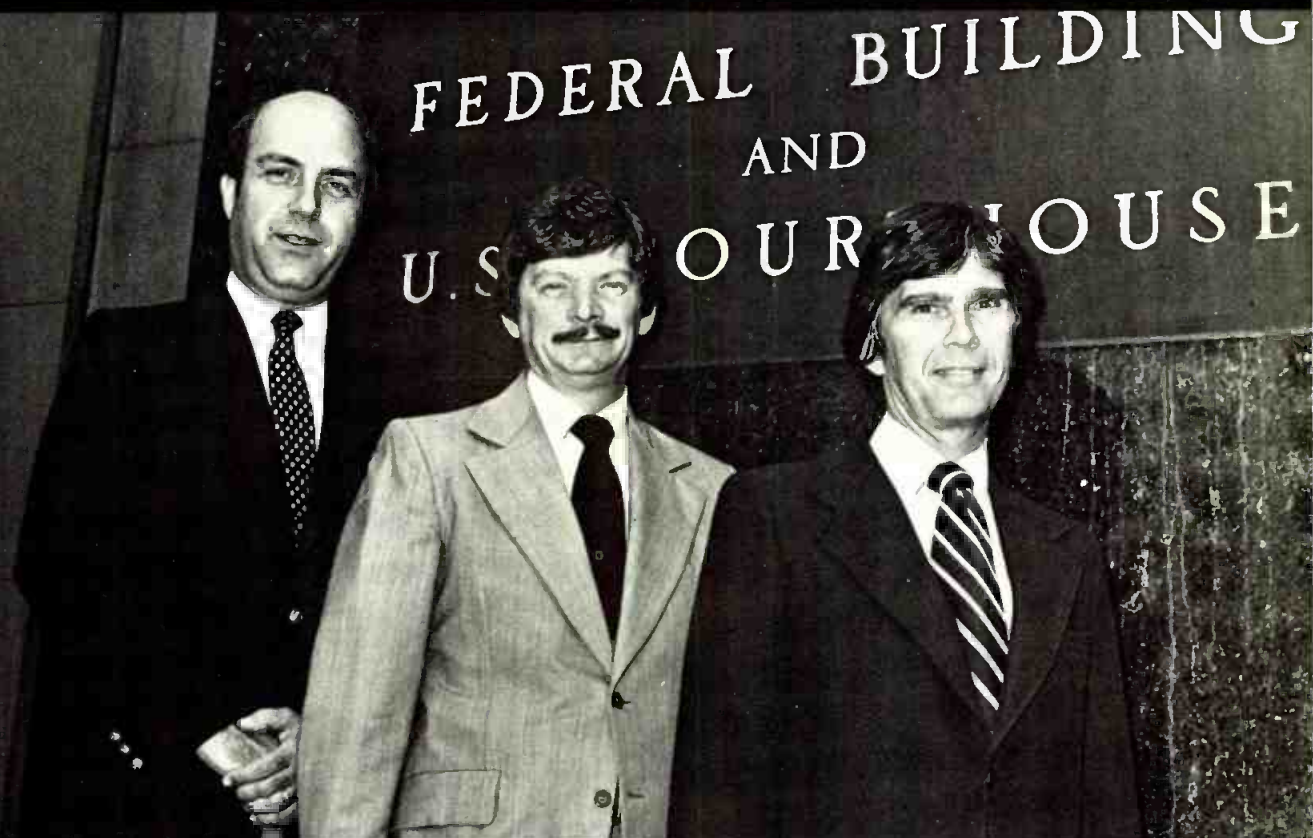
For information, contact:

GABRIEL AWARDS

The Catholic Center
1400 North Meridian St.
Indianapolis, IN 46202
317-635-3586

Charles J. Schisla, Chairman

**When a news team from WJR
uncovered corruption in bankruptcy court,
a jury awarded them a Peabody.**



WJR newsmen Gene Fogel and Rod Hansen, along with news director Dave White, uncovered serious irregularities in the practices of U.S. District Bankruptcy Court in Detroit.

Their 23-part series, "Newsfile: A Bankrupt Court," led to a grand jury investigation that is still underway. To date, one judge has been forced to resign. The chief clerk of the court was indicted and convicted. Felony indictments have been issued against an attorney and an assignment clerk. And major restructuring of court operations has taken place.

The work of this WJR news

team is in the spirit of a long tradition of journalistic excellence that has earned WJR three Peabody awards.

In addition to winning a 1982 Peabody award, the series was also selected for the first award ever presented to a radio station by the Investigative Reporters and Editors headquartered at the University of Missouri School of Journalism. And the series is also the recipient of a Distinguished Service Award by the Society of Professional Journalists, Sigma Delta Chi.



WJR-AM DETROIT

One of the stations of

CAPITAL CITIES COMMUNICATIONS

KCET(TV) Los Angeles □ *Frank: A Vietnam Veteran.*
WYES-TV New Orleans □ *The Men of LSU.*
KQED(TV) San Francisco □ *Images of Modern Dance.*
KTCA-TV St. Paul □ Film Du Jour promotion.
WQED(TV) Pittsburgh □ *John Kane: A Self Portrait.*
WMHT(TV) Schenectady, N.Y. □ Promotion of 24-hour broadcast service.
WCNY-TV Syracuse, N.Y. □ Promotion of TeleAuc-24.
WCNY's Great TV Auction.
KCET(TV) Los Angeles □ Electronic magazine. *Now.*
KQED(TV) San Francisco □ *Get out the Vote.*

Television Programs

KCTS-TV Seattle □ *Pacific Northwest Ballet* (performance).
WTTW(TV) Chicago □ *The Rehearsal* (performance).
WEDW(TV) Bridgeport, Conn. □ *Windcrossing* (drama).
Nebraska ETV Network, Lincoln, Neb. □ *Sandhills Album* (cultural documentary).
WTVS(TV) Detroit □ *While You're Out of Work* (target audience).



Hill Street's Daniel Travanti

WCBB(TV) Augusta, Me. □ *So You Think You Know Maine: 1981 Junior High Championship* (children's programming).
Wisconsin ETV Network, Madison, Wis. □ *Inside Story: The Smart Parts* (instructional).
WITF-TV Hershey, Pa. □ *Let's Make a Deal: Plea Bargaining* (documentary).
WGBH-TV Boston □ *Pat Ewing and an American Dream* (public affairs).
WKAR-TV East Lansing, Mich. □ *Reagan Cuts: The Michigan Impact* (informational programming).

DeForest Audion Gold Medal

Presented by the Veteran Wireless Operators Association.

U.S. Air Force Lieutenant Colonel Harry Blatt □ For his "service and especially his continuing efforts to establish and maintain the Marine radio exhibit at the South Street Seaport Museum, New York."

DuPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

David Brinkley □ For "unique contribution to broadcast journalism."

KCTS-TV Seattle □ *Hard Choices.*

Jon Else, KTEH-TV San Jose, Calif. □ *The Day After Trinity.*
WBBM-TV Chicago □ *Election Night Coverage.*
WCCD-TV Minneapolis □ *The Moore Report.*
WGBH-TV Boston □ *World.*
WPLG(TV) Miami □ *The Billion Dollar Ghetto.*
Robert Spencer WTTW(TV) Chicago □ *Six O'Clock and All's Well.*
ABC-TV □ *America Held Hostage: The Secret Negotiations.*
ABC-TV □ *Closeup: Can't It Be Anyone Else?*
CBS-TV □ *Sunday Morning.*
CBS-TV □ *CBS Reports: The Defense of the United States.*
National Public Radio □ *Father Cares: The Last of Jonestown.*

Citations

KUED-TV Salt Lake City □ *The Deadly Winds of War.*
WCBS-TV New York □ *The First Amendment Project.*
WFAA-TV Dallas □ *Kelly Air Force Base.*
Paul and Holly Fine, WJLA-TV Washington □ *Until We Say Goodbye.*
William Miles, WNET(TV) New York □ *I Remember Harlem.*
National Geographic Society, WQED(TV) Pittsburgh □ *Gorilla.*
CBS-TV □ *CBS Reports: The Saudis.*
Betsy Aaron, Joseph DeCole, NBC-TV □ *Inside Afghanistan.*
WHAS(AM) Louisville, Ky. □ *Vengeance or Justice?*

Electronic Media Awards

Presented by the National Society of Professional Engineers to "recognize broadcasting excellence for programming which makes the difficult subjects of engineering and technology more comprehensible to the public."

News/Public affairs

ABC-TV □ *Lasers: Their Present Uses and Their Promises* (first place).
ABC □ *Voyager II* (honorable mention).
CBS □ *Universe* (honorable mention).
Progressive Radio Network □ *The News Blimp* (honorable mention).

Education/Information

CBS □ *Walter Cronkite's Universe* (first place).
NBC □ *An American Adventure: The Rocket Pilots* (honorable mention).

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Programs

Hill Street Blues (NBC) □ Drama series.
Taxi (ABC) □ Comedy series.
Lily Sold Out (CBS) □ Variety or music program.
Playing for Time (CBS) □ Outstanding drama special.
Shogun (NBC) □ Outstanding limited series.
Life is a Circus, Charlie Brown (CBS) □ Animated program.
Donohue and Kids: Project Peacock (NBC) □ Children's program.
Live from Studio 8H: An evening of Jerome Robbins' Ballets with Members of the New York City Ballet (NBC) □ Classical program in the performing arts.

Steve Allen's Meeting of Minds (PBS) □ Informational Series.

The Body Human: The Bionic Breakthrough (CBS) □ Informational special.

Writing

Jerry Juhl, David Odell, Chris Langham, Jim Henson, Don Hinkley □ Variety or music program (*Muppet Show With Carol Burnett*, SYN).

Michael Kozoll, Steven Bochco □ Drama series ("Hill Street Station" *Hill Street Blues*, NBC).

Michael Lession □ Comedy series ("Tony's Sister and Jim" *Arthur*, ABC).

Arthur Miller □ Limited series or special (*Playing for Time*, CBS).

Acting

Danny DeVito □ Supporting actor, comedy, variety or music series (*Taxi*, ABC).

Eileen Brennan □ Supporting actress, comedy, variety or music series (*Private Benjamin*, CBS).

Michael Conrad □ Supporting actor—drama series (*Hill Street Blues*, NBC).



Taxi's Judd Hirsch

Nancy Marchand □ Supporting actress—drama series (*Lou Grant*, CBS).

David Warner □ Supporting actor—limited series or special (*Masada*, ABC).

Jane Alexander □ Supporting actress—limited series or special (*Playing for Time*, CBS).

Daniel Travanti □ Lead actor—drama series (*Hill Street Blues*, NBC).

Barbara Babcock □ Lead actress—drama series ("Second Hand Rose" *Hill Street Blues*, NBC).

Anthony Hopkins □ Lead actor—limited series or special (*The Bunker*, CBS).

Vanessa Redgrave □ Lead actress—limited series or special (*Playing for Time*, CBS).

Judd Hirsch □ Lead actor—comedy series (*Taxi*, ABC).

Isabel Sanford □ Lead actress—comedy series (*The Jeffersons*, CBS).

Directing

Don Mischer □ Variety or music program (*The Kennedy Center Honors: A National Celebration of the Performing Arts*, CBS).

Robert Butler □ Drama series ("Hill Street Station" *Hill Street Blues*, NBC).

James Burrows □ Comedy series ("Elaine's Strange Triangle" *Taxi*, ABC).

James Goldstone □ Limited series or special (*Kent State*, NBC).

Creative Arts

Howard Johnson, John Dwyer, Robert George Freer □ Art direction ("The Eleventh Hour" *The Gangster Chronicles*, NBC).

Ray Storey, Dennis Peoples, David Love □ Art direction—limited series or special (Episode 3, *John Steinbeck's East of Eden*, ABC).

Roy Christopher □ Art direction—variety or music program.



Excellence & Whas-TV

Sigma Delta Chi Award
Best News Coverage
The only television station
to have won twice.

The Iris Award
Best Local Programming
Derby 107 coverage.

NBEA Award
Excellence in Editorials
on Television

The Eclipse Award
Best Television Coverage
of Thoroughbred Racing

BPA/BDA Awards
Three Awards of Excellence
and Three Gold

Emmy Award-Finalist
for Community Service

(53rd Annual Academy Awards, ABC).

Walter Painter □ Choreography—regular or limited series (*Lynda Carter's Celebration*, CBS).

Sarah Vaughn □ Individual achievement—special class (*Performer Rhapsody and Song—A Tribute to George Gershwin*, PBS).

Shin Nishida □ Costume design Episode 5, *Shogun*, NBC).

Willa Kim □ Costume design—special ("The Tempest Live With the San Francisco Ballet," *Dance in America*, PBS).

Albert Paul Jayts, James Kall □ Make-up (*Peter and Paul*, CBS).

M. Pam Blumenthal, Jack Michon □ Film editing ("Elaine's Strange Triangle," *Taxi*, ABC).

John A. Martinelli □ Film Editing—limited series or special (*Murder in Texas*, NBC).

Andy Ackerman □ Videotape editing—series ("Bah, Humbug," *WKRP Cincinnati*, CBS).

Marco Zappia, Branda Miller □ Videotape editing—limited series or special (*Perry Como's Christmas in the Holy Land*, ABC).

Heino Ripp, Peter Basli, Al Camoin, Tom Dezendorf, Vince Di Pietro, Gene Martin □ Technical direction and electronic camerawork (*Live from Studio 8H: An Evening of Jerome Robbins' Ballets with Members of the New York City Ballet*, NBC).

Jon Allison, Adolf Schaller, Don Davis, Rick Sternbach, Jon Lomberg, Brown, Ernie Norcia, Anne Norcia □ Individual achievement—creative technical crafts ("The Shores of the Cosmic Oceans," *Cosmos*, PBS).

Jerry Ciemans, Doug Nelson, Donald Washam □ Tape sound mixing—regular or limited series (*John Denver with His Special Guest George Burns: Two of a Kind*, ABC).

William Teague, Robert Harman, William McCaughey, Howard Wollman □ Film sound editing (Part 1, *Evita Peron*, NBC).

Samuel Horta, Robert Cornett, Denise Horta, Eileen Horta □ Film sound editing ("Hill Street Station," *Hill Street Blues*, NBC).

Ken Welch, Mitzie Welch □ Music and lyrics ("This is my Night" *Linda in Wonderland*, CBS).

Ian Fraser, Billy Byers, Chris Boardman, Bob Florence □ Music direction (*Linda in Wonderland*, CBS).

Jerry Goldsmith □ Music competition for limited series or special (Episode 2, *Masada*, ABC).

Bruce Broughton □ Music competition for series ("The Satyr" *Buck Rogers*, NBC).

Phil Norman □ Graphic design and title sequences (Episode 1, *Shogun*, NBC).

William Cronjager □ Cinematography—series ("Hill Street Station," *Hill Street Blues*, NBC).

Arthur Ibbetson □ Cinematography—limited series or special (*Little Lord Fauntleroy*, CBS).

Kent Gibson, Gerald Zellinger □ Individual achievement, informational programing ("Blues for Red Planet," *Cosmos*, PBS).

Dick Rector, Gary Bourgeois, Dave Dockendorf, John Mack □ Individual achievement—informational programing ("Gorilla" *National Geographic Special*, PBS).

Shirley Padgett □ Hairstyling (*Madame X*, NBC).

Ralph Holmes □ Lighting direction ("Nureyev and the Joffrey Ballet: In Tribute to Nijinsky" *Dance in America*, PBS).

Governors Award

Elton H. Rule □

Daytime Emmy Awards

Presented by the National Academy of Television Arts & Sciences recognizing outstanding achievements in all phases of television.

Production

Allen Potter, Joe Willmore and Leslie Kwartin □ For daytime drama series, *The Guiding Light* (CBS).

Robert Sherman □ For game or audience participation show, *Password Plus* (NBC).

Woody Fraser, Nora Fraser □ For talk series, *The Richard Simmons Show* (syndication).

E.V. DiMassa Jr., Fred Tethore □ For variety series, *The Regis Philbin Show* (NBC).

Performers

Anthony Geary □ For actor in daytime drama series, *General Hospital* (ABC).

Robin Strasser □ For actress in daytime drama series, *One Life To Live* (ABC).

David Lewis □ For actor in supporting role for daytime drama series, *General Hospital* (ABC).

Dorothy Lyman □ For actress in supporting role in daytime drama series, *All My Children* (ABC).

Bob Barker □ For host in game or audience participation show, *The Price Is Right* (CBS).

Phil Donahue □ For host in talk/service series, *Donahue* (syndication).

Merv Griffin □ For host in variety series, *The Merv Griffin Show* (syndication).



Bob Keeshan, a Daytime Emmy winner

Directing

Marlena Laird, Alan Pultz, Phillip Sogard □ For entire daytime drama series, *General Hospital* (ABC).

Paul Alter □ For individual direction of single episode of game or audience participation show, *Family Feud*, 5/29/81 (ABC).

Rob Welner □ For individual direction of single episode of talk/service series, *Donahue* 1/21/82 (syndication).

Barry Glazer □ For individual direction of single episode of variety series, *American Bandstand* (ABC).

Writing

Douglas Marland, Nancy Franklin, Patrick Mulcahey, Gene Palumbo, Frank Salisbury □ For dramatic series, *The Guiding Light* (CBS).

Children's programming

Robert Keeshan, Josef Kosofsky □ For production excellence in entertainment series, *Captain Kangaroo* (CBS).

Joel Heller □ For production excellence in informational/instructional series, *30 Minutes* (CBS).

Diana Karew, Patrick McCormick □ For outstanding children's entertainment special, *Starstruck* (ABC Afternoon Special).

Kler Cline, Barry Teicher □ For outstanding children's informational/instructional special, *Kathy* (PBS).

Joel Heller, Walter Lister □ For outstanding informational/instructional programing—short format, *In The News* (CBS).

Arthur Allan Seideman □ For outstanding individual direction in single episode of series or special, *She Drinks A Little* (ABC Afterschool Special).

Paul W. Cooper □ For outstanding music composition/direction for single episode of series or special program, *The Unforgivable Secret* (ABC Afterschool Special).

Tom Hurwitz □ For outstanding cinematography for single episode of series or special program, *Horsemen Of Inner Mongolia* (Big Blue Marble) (syndication).

Peter Hammer, Allen Kirkpatrick □ For outstanding film

editing of single episode series or for special program, *Horsemen Of Inner Mongolia* (Big Blue Marble) (syndication).

Others

Joseph Solomito, Howard Zweig, Diana Wenman, Jean Dadario, Barbara Martin Simmons, Lawrence Hammond, Robert Ambrico, Larry Strack, Vincent Senatore, Jay Kenn, Trevor Thompson, Len Walas, Al Lemanski, Charles Eisen, Roger Haenelt, Barbara Wood □ For technical excellence for daytime drama series, *All My Children* (ABC).

James Ellingwood, Mercer Barrows, Grant Velle, Thomas Markle, John Zak, Jim O'Daniel, P.K. Cole, Vikki McCarter, Diane Lewis, Katherine Kotarakos, Debbie Holmes, Dominic Messinger, Jill Farren Phelps, Charles Paul □ For design excellence for daytime drama series, *General Hospital* (ABC).

Yanna Kroty-Brandt, Mary Ann Donahue □ For special classification of outstanding program achievement, *FYI* (ABC).

Elaine Meryl Brown, Betty Cornfeld, Mary Ann Donahue, Joe Gustaltia, Robin Westen □ For special classification of outstanding individual achievement—writing, *FYI* (ABC). and **Bernard N. Eismann** □ For *The Body Human: The Loving Process—Women* (CBS).

Alfred R. Kelman □ For special classification of outstanding individual achievement—directing, *The Body Human: The Loving Process—Women* (CBS).

Ellwood Kleser, Mike Rhodes, Terry Sweeney □ For outstanding achievement in religious programing series, *Insight* (syndication).

Sanford Bell, Hal Claxson □ For outstanding individual achievement in any area of creative technical crafts—technical direction/electronic camerawork, *The Guiding Light* (CBS). and **Lawrence Hammond, Nicholas Hutak, Thomas Woods** □ For *All My Children* (ABC).

Bob Keene, Griff Lambert □ For outstanding achievement in any area of creative technical crafts—art direction/scenic design/set decoration, *The Richard Simmons Show* (syndication).

Everett Melosh □ For outstanding achievement in any area of creative technical crafts—lighting direction, *One Life To Live* (ABC).

Nancy Simmons □ For outstanding achievement in any area of creative technical craft—costume design, *The Richard Simmons Show* (syndication).

Claude Bonniere □ For outstanding individual achievement in children's programing—art direction/scenic design/set decoration, *Why Mother Was Never A Kid* (ABC Afterschool Special).

Steve Palacek □ For outstanding individual achievement in children's programing—audio, *An Orchestra Is A Team, Tool* (CBS Festival of the Lively Arts for Young People).

Judi Cooper Sealy □ For outstanding individual achievement in children's programing—make-up and hair design, *My Mother Was Never A Kid* (ABC Afterschool Special).

Ray Favata, Michael J. Smolin □ For outstanding individual achievement in children's programing—graphic design, *The Great Space Coaster* (syndication).

News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work.

Programs

Closeup: Soldiers of the Twilight □ Malcolm Clarke, producer; Marshall Frady, correspondent (ABC).

20/20: Ghost Town □ Pete Simmons, Ellen Rossen, producers; John Laurence, correspondent (ABC).

20/20: Death in the Fast Lane □ Danny Schechter, producer; Catherine Mackin, correspondent (ABC).

Nightline: The War on Opium □ Tom Yellin, producer; Mark Litke, correspondent (ABC).

ABC World News Tonight: Libya □ Liz Colton, Denise Schreiner, producers; Lou Cioffi, correspondent (ABC).

60 Minutes: Grain □ Andrew A. Rooney, producer-reporter (CBS).

NBC Magazine With David Brinkley: Inside AWACS □ Sid Feders, producer; Garrick Utley, correspondent.

CBS Reports: Murder With a Teenage Style □ Irwin Posner, producer; Ed Bradley, correspondent (CBS).

ABC World News Tonight: Italian Earthquake □ Dean Johnsons, producer; Greg Dobbs, Bill Blakemore, correspondents.

20/20: Moments of Crisis—Hyatt Disaster □ Stanhope Gould, Peter W. Kunhardt, producers; Tom Jarriel, correspondent (ABC).

Investigative Journalism

Closeup: Near Armageddon. Spread of Nuclear Weapons in The Middle East □ Christopher Isnam, producer; Marshall Frady, William Sherman, correspondents (ABC).

20/20: Formula for Disaster □ John Fagger, producer; Gerald Rivera, correspondent (ABC).

20/20: Unnecessary Surgery □ Peter Lance, Janice Tomlin, producers; Peter Lance, correspondent (ABC).

CBS Reports: The Defense of the United States: The War Machine □ Craig Leake, producer; Richard Threlkeld, correspondent (CBS).

Novas: Why America Burns □ Brian Kaufman, producers (PBS).
The Hunter and the Hunted □ Thomas F. Maddian, executive producer; John Oakley, Lis Cantini-Sequin, producers; Bill Bemster, correspondent (PBS).

CBS Reports: The Defense of the United States: Nuclear Battlefield □ Judy Crichton, producer; Harry Reasoner, correspondent (CBS).

NBC Magazine with David Brinkley: Rockets For Sale □ Tony Van Witsen, producer; Garrick Utley, correspondent (NBC).

NBC Magazine with David Brinkley: Teen Models □ Beth Polson, producer; Jack Perkins, correspondent (NBC).

60 Minutes: Killer Wheels □ Allan Maraynes, producer; Mike Wallace, correspondent (CBS).

Informational, Cultural or Historical Programing

20/20: Moments of Crisis: Vietnam Withdrawal □ Peter W. Kunhardt, producer; Tom Jarriel, correspondent (ABC).

ABC World News Tonight: St. Paul's Bells □ Phil Bergman, producer; Hughes Rudd, correspondent (ABC).

20/20: Ray Charles □ Betsy Osha, producer; Bob Brown, correspondent (ABC).

20/20: Moment of Crisis: Berlin Wall □ Richard O'Regan, Rolfe Tessem, producers; Tom Jarriel, correspondent (ABC).

The Colonel Comes to Japan □ John Nathan, producer (PBS).

Close Harmony □ Nigel Noble, producer (PBS).

Sunday Morning: Louis Is 13 □ Lee Reichenthal, producer; Morlon Dean, correspondent (CBS).

Outstanding Coverage of Single Story

ABC World News Tonight: Italian Earthquake □ Dean Johnson, producer; Gregg Dobbs, Bill Blakemore, correspondents (ABC).

20/20: Moments of Crisis—Hyatt Disaster □ Peter W. Kunhardt, Stanhope Gould, producers; Tom Jarriel, correspondent (ABC).

NBC Magazine with David Brinkley: Inside AWACS □ Sid Feders, producer; Garrick Utley, correspondent (NBC).

Outstanding Interview/Interviewers

Bill Moyers Journal: Clark Clifford on Presidents and Power □ Douglas Lutz, producer; Bill Moyers, interviewer (PBS).

Bill Moyers Journal: George Steiner On Literature, Language and Culture □ Douglas Lutz, producer; Bill Moyers, interviewer (PBS).

60 Minutes: Wanted □ Barry Lando, producer; Mike Wallace, interviewer (CBS).

60 Minutes: The Last Mafioso (Jimmy Fratianno) □ Marion F. Goldin, producer; Mike Wallace, interviewer (CBS).

Outstanding Individual Achievements

Cinematography: Billy Wagner, Jan Morgan, John Boulter, John Peters □ **CBS Reports:** The Defense of the United States: Nuclear Battlefield (CBS).

Film Editing: John J. Martin □ *An American Adventure: The Rocket Pilots* (NBC). **Milli Bonsignori** □ **CBS Reports:** The Defense of the United States: Call to Arms (CBS). **Ara Chek-mayan, Christopher Dalrymple** □ **CBS Reports:** The Defense of the United States: The War Machine (CBS). **David R. Ward** □ *20/20* segment *Jackie Gleason: How Sweet It Is* (ABC).

Audio: Ed Jennings (videotape sound editor) □ *Nightline* segment *Carter's Final Hours* (ABC).

Outstanding Individual Achievement

Writing: Philip Buton Jr., Larry L. King □ **CBS Reports:** The Best Little Statehouse in Texas (CBS). **Walter Pincus, Andrew Lack, Howard Stringer, Bob Schieffer** **CBS Reports:** The Defense of the United States: Ground Zero (CBS); **Judy Crichton, Howard Stringer, Leslie Cockburn** □ **CBS Reports:** The Defense of the United States: Nuclear Battlefield (CBS); **Judy Towers Heemtsma, Marlene Sanders** □ **CBS Reports:** Nurse, Where Are You? (CBS); **Perry Wolff** □ *Inside Hollywood: The Movie Business* (CBS).

Direction: Craig Leake □ *The Defense of the United States: The War Machine* (CBS).

Technical Direction/Electronic Camera: Richard Jeffreys □ *CBS Evening News with Dan Rather* segment *The Assassination of Anwar Sadat* (CBS). **Tom Woods** □ *NBC Magazine* segment *Inside Afghanistan* (NBC). **Rupen Vosgimorukian, Barry Fox** *World News Tonight* five-part *Italian Earthquake* (ABC); **Stephen N. Stanford** □ *20/20* segment *Monarch Butterflies* (ABC); **Sheldon Fielman** □ *President Reagan Shooting* (NBC).

Individual Achievement

Associate Direction and/or Videotape Editing: Neil Philipsson (senior associate director, post production); **Jerry Chernank** (associate director, post production); **Ed Buda, Thomas R. Gubar** (senior videotape editors); **Sam Hadley, Robert Brandt, Alan Campbell, Henriette Huehne, David Harten, Robert Kerr, Vicki Papazian, Dave Rummel, Donna Rowlinson** (videotape editors); **Harvey Beal, Eileen Clancy, John Croak, Dean Irwin, Catherine Isabella, Conrad Kraus, Mike Mazella, Tom Miller, Peter Murphy, Erskin Roberts, Mario Schencman, Mike Seigel, Barry Spitzer, Chris Von Benge** (videotape editors, post production).

The American Chiropractic Association proudly announces the winners of The 1981 Journalism Awards Competition

Radio

Gold Award (First Place)
"The High Cost of Getting Well"
David St. John, KMOX Radio

Bronze Award (Runner-Up)
"Phobia: When Fear Rules Your Life"
Amy Sabrin,
Associated Press Radio Network

Bronze Award (Runner-Up)
"AMA vs. The Chiropractic Profession"
Gary Null, Natural Living

Television

Gold Award (First Place)
"Unnecessary Surgery"
Peter Lance,
ABC-TV News 20/20

Bronze Award (Runner-Up)
"Burn Victims - Help Is on the Way"
Tom Andrews, WISN-TV

Bronze Award (Runner-Up)
"Male Infertility"
James Walker,
ABC-TV World News Tonight

Consumer

Gold Award (First Place)
"Deep Sleep"
Joan Rapfogel, D Magazine



Bronze Award (Runner-Up)
"Atomic Graveyards: How Safe?"
Zachary Sklar, GEO Magazine

Bronze Award (Runner-Up)
"20 Most Common Health Emergencies and What to Do About Them"
Thomas J. Majerski,
Family Circle Magazine

Bronze Award (Runner-Up)
"The Artificial Heart Is Here"
Marie-Claud Wrenn/James Salter,
LIFE Magazine

**CLOSING DATE FOR 1982
COMPETITION MARCH 1, 1983**

FOR RULES & ENTRY FORMS, WRITE TO:

Journalism Awards

American Chiropractic Association

1916 Wilson Boulevard

Arlington, Virginia 22201

A *eld Hostage: The Secret Negotiations* (ABC); **David G. Rummell Jr.** (videotape editor) *20/20* segment *Monarch Butterflies* (ABC).

Graphic Design: **Freida Reiter** *America Held Hostage: The Secret Negotiations* (ABC); **Gerry Andrea** *World News Tonight* segment *Shooting of Pope Paul II* (ABC).

Sports Emmys

Presented by the National Academy of Television Arts & Sciences for outstanding sports programming.

Outstanding live sports special *Kentucky Derby* (ABC) Roone Arledge, executive producer. Chuck Howard, producer; Chel Forte, director.

Outstanding live sports series *PGA Tour On CBS*. Frank Chirkinian, executive producer; Bob Dailey and Frank Chirkinian, directors series CBS.

Outstanding edited sports special *ABC's Wide World of Sports 20th Anniversary Show*. Roone Arledge, executive producer; Dennis Lewin and Doug Wilson, producers; Larry Kamm, director.

Outstanding edited sports series *American Sportsman* (ABC). Roone Arledge, executive producer; John Wilcox, series producer. Chris Carmody, coordinating producer; Robert Nixon and Curt Gowdy, producers. John Wilcox and Bob Nixon, directors series.

Outstanding sports personality (play-by-play) Dick Enberg (NBC).

Outstanding sports personality (commentary) Dick Button (ABC).

Outstanding program achievement *The Baseball Bunch* (syndicated). Larry Parker, executive producer; Jody Shapiro, producer. **The Arlberg Kandahar Downhill from St. Anton** (NBC Sportsworld). Don Ohlmeyer, executive producer; Linda Jonsson, coordinating producer; Terry Ewert and Geoff Mason, producers; Bob Levy, coordinating director.

Outstanding individual achievement *Friday Night Fights* (NBC). Don Ohlmeyer and Ted Nathanson, producers; Louma Camera Crane. **Super Bowl XV** (NBC) Steve Gonzalez, electronic camera.

Outstanding individual achievement in sports programming/engineering supervision (technical managers) *1981 Daytona 500* (CBS). Ray Savignano and Jesse Rineer, engineering supervisors. *The Masters* (CBS) Louis Scarnapico and Arthur Tinn, engineering supervisors. *NFC Championship Game* (CBS). Walter Pile, engineering supervisor.

Technical direction/senior video operator/electronic camerawork (live winners) CBS—Sandy Bell, Robert Brown, technical directors. Edward Ambrosini, Robert Squitieri, Ronald Resch, senior video operators; James Murphy, Neil McCaffrey, Herman Lang, Frank McSpedon, Thomas McCarthy, Barry Drago, Joseph Sokota, Stephen Gorsuch, George Rothweiler, George Naeder, David Graham, Jeffrey Pollack, James

McCarthy, Hans Singer, Sigmund Meyers, electronic camerapersons. *1981 Daytona 500*. CBS—Charles D'Onofrio, Sandy Bell, technical directors; Robert Hanford, Edward Ambrosini, Robert Pierenger, Frank Florio, video supervisors; Rick Blane, George Klimcsak, George Naeder, James McCarthy, George Rothweiler, Al Loreto, Herman Lang, Nicholas Lauria, James Murphy, Harry Haigood, Michael English, John Lincoln, Frank McSpedon, Stan Gould, Dennis McBride, Joseph Sokota, Barry Drago, Neil McCaffrey, David Graham, Walter Soucy, Robert Welch, David Finch, R. Kearny, J. Sidio, W. Haigwood, electronic camerapersons. *The Masters*.

CBS—Robert Brown, E. Kuschner, technical directors. Robert Hanford, Frank Florio, sr. video operators; Rick Blane, Stan Gould, Stephen Gorsuch, John Lincoln, George Klimcsak, Robert Jamieson, David Graham, James Murphy, Frank McSpedon, Jeffrey Pollack, Joseph Vincens, David Finch, electronic camerapersons. *NFC Championship Game* ABC—Joe Schiavo, technical director. Joseph Lee, senior video operator; Drew Derosa, Jim Heneghan, Andrew Armentani, Gary Donatelli, Jack Dorfman, Jesse Kohn, Jack Savoy, Tom O'Connell, Steve Nikifor, Joe Cotugno, Roy Hutchings, electronic camerapersons. *NFL Football-Sunday Night*, CBS—Gilbert A. Miller, technical director; Ronald Resch, Emanuel Kaufman, sr. video operators; John Curtin, Thomas McCarthy, James McCarthy, Neil McCaffrey, Stephen Gorsuch, Michael English, electronic camerapersons. *NFL Today*.

Associate Direction/videotape editing Rob Beiner, Dick Bullinton, Jeff Cohan, Kathy Cook, Vince Dedario, John Delisa, Joel Feld, Ben Harvey, Bob Hersh, Jack Graham, Bob Lanning, Peter Lasser, Carol Lehti, Brian McCullough, Dennis Mazzocco, Bob Rosburg, Norm Samet, Ned Simon, Toni Slotkin, Larry Cavolina, Bob Dekas, associate directors. *ABC's Wide World of Sports*. Tony Tocci, Ken Browne, Gary Bradley, videotape editors. *The Baseball Bunch* (syndicated).

NBC—Matthew McCarthy, associate director; Mark Kankeiolf, Richard Leible, Jim McQueen, Jeff U'Ren, videotape editors. *NBC Sportsworld*; CBS—Cathy Barreto, associate director. Joel Aronowitz, Jack Black, Bob Coffey, Joe D'Orenillas, Stanley Faer, Bob Halper, Beth Hermelin, Howard Miller, Gady Reinhold, Roni Scherman, Steve Dellapietra, Barry Hicks, associate directors; highlights and coords; George Palmisano, John Wells, videotape supervisors; Jim Alkins, Curtis Campbell, Bob Clark, Ted Demers, Joe Drake, Tom Durkin, Bob Foster, Harve Gilman, Al Golly, Sig Gordon, Elliott Greenblatt, Bob Hickson, Frank Hodnett, George Joannitis, Andy Klein, Gary Kozak Ed Knudholdt, Pete LaCorte, Marvin Lee, George Magee, Mario Marino, Walter Matwchuk, John Mayer, Henry Menusan, Jesse Michnick, Jeff Ringel, Charlotte Robinson, Allan Segal, Bili Vandenberg, Irv Villafana, Hank Wolf, Bill Zizza, videotape editors. *NFL Today*.

Cinematography ABC—Edgar Boyles, David Conley, Jon Hammond, Peter Henning, Mike Hoover, D'Arcy Marsh, Dan Merkle, Stanton Waterman, Steve Petropoulos, Roger Brown, cinematographers. *American Sportsman*.

Film editing ABC—Angelo Bernarducci, Vincent Reda, Richard Rossi, Anthony Scandiffo, Norman Smith, Chris Riger, Ted Winterburn, Anthony Zaccaro, film editors. *The American Sportsman*; Mike Adams, Bob Ryan, Phil Tuckett, film editors. *NFL Symfunny* (syndicated).

Primary graphic design CBS—James W. Grau, graphic designer. *NBA On CBS*; CBS—James W. Grau, graphic designer. *U.S. Open*.

Excellence in Consumer Journalism Awards

7th annual. Presented by the National Press Club for excellence in consumer reporting.

Television

Roberta Baskin WLS-TV Chicago (first place).

Sylvia Chase ABC (citation).

Randy Ripplinger KATU-TV Portland, Ore. (citation)

Radio

Scott Smith WCFL(AM) Chicago (first place).

Danny Zwerdling National Public Radio (citation).

Wire Service

Tony Mauro, John T. McGowan Gannett News Service (first place).

Freedom Foundation

33d annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for supporting the American way of life, "the dignity of the individual and his responsibility for exemplary citizenship."

Radio

KYW(AM) Philadelphia *I Am Your Flag* (encased George Washington honor medal).

Hazleton Broadcasting Co., Hazleton, Pa. and Millers Mutual Co., Wilkes Barre, Pa. *A Salute to America* (honor medal).

KYW(AM) Philadelphia Regional Affairs Council Philadelphia (radio series honor medal).

WJR(AM) Detroit, Hillsdale College, Detroit (honor medal).

WOR(AM) New York *Goodbye Lucy* (honor medal).

WRFM(FM) New York *In Defense of Ethics* (honor medal).

Television

WSB-TV Atlanta *The American Spirit* (encased George Washington honor medal)

WNED-TV Buffalo, N.Y., LTC James G. Gritz, Los Angeles *Let We Forget* (honor medal).

KSDK(TV) St. Louis *Disabled Vet: Let's Honor Them* (honor medal).

KOOL-TV Phoenix, Thefts/Dodge Co., New York *Navajo* (honor medal).

HBO Studio Productions, New York, Mr. and Mrs. Robert Debolt, Piedmont, Calif. *Stepping Out: The Debolts Grow Up*. (honor medal).

Green/Epstein Productions Burbank, Calif., Universal Studios, Universal City, Calif. *Fallen Angel* (honor award).

American Institute for Character Education, San Antonio, Tex. *From Classroom to Community* (honor medal).

ABC-TV New York *Don't Look Back* (honor medal).

Gabriel Awards

16th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Personal achievement

Jim Henson *The Muppets*.

Rev. Eilwood Kieser Paulist Productions' *Insight*.



Southern Baptist Lincoln winners

National TV programs

- CBS-TV and Tandem Productions** □ *Archie Bunker's Place*.
Dawnflight Productions, KQED(TV) San Francisco and PBS □ *The Hidden Struggle*.
Canadian Broadcasting Corp. □ *Man Alive: 'Freeman Patterson: The Revealing Eye.'*
Capital Cities Productions and Paulist Productions □ *Girl on the Edge of Town*.
KYW-TV Philadelphia and Westinghouse Broadcasting □ *Evening Magazine: 'Lourdes I & II.'*

National radio Programs

- Canadian Broadcasting Corp. and CBS Radio** □ *Black Music in Nova Scotia*.
ABC Radio News and ABC Entertainment Network □ *No Bands, No Parades*.
ACC Productions and Armed Forces Network □ *Love on the Rock: 'Fear.'*
KGW(AM) Portland, Ore. and Presbyterian Church □ *Open Door: 'Aging.'*
Robert Keeshan Associates and CBS Radio Network □ *The Subject is Young People: 'Grandfathers.'*
Catholic Media Ministry □ *Codebreakers*.

Local TV awards

- WJLA-TV Washington** □ *Until We Say Good-Bye*.
WVL-TV New Orleans □ *Crime Explosion '80*.
Allred Sands Productions and WAVE-TV Louisville, Ky. □ *Everything That's Left*.
WMTV(TV) Madison, Wis. □ *Incest: The Family Secret*.
WOTV(TV) Grand Rapids, Mich. □ *Father Mike, God Be With You*.
Warner Amex's Qube, Columbus, Ohio □ *Ready or Not*.
University of Wisconsin-Stout Teleproductions and Wisconsin ETV Network □ *Averner the Eccentric*.
WCVB-TV Boston □ *Calendar: 'Rosie's Place.'*

Local radio programs

- KIRO(AM) Seattle** □ *Minute with the Arts*.
WOR(AM) New York □ *Goodbye Lucy*.
Catholic Media Ministry and KFRC(AM) San Francisco □ *Anachronius*.
WHA(AM) Madison, Wis., and Wisconsin Educational Radio Network □ *Book Trails*.
KFRC(AM) San Francisco □ *Forgotten Heroes (Vietnam Veterans)*.
Bonneville Productions and Church of Jesus Christ of Latter Day Saints □ *Julie Through the Glass and Preserving Your Marriage: 'Duet.'*

Local TV public service announcements

- WXIA-TV Atlanta and United Youth Adult Conference** □ *Think About It*.
South Carolina Mental Health Association-Kids Media Project and Franciscan Communications □ *Feelings Just Are*.

Local radio PSA's

- Wells, Rich, Greene; Catholic Archdiocese of New York; Dioceses of Brooklyn and Rockville Center, and Graymoor Franciscans** □ *Nobody Ever Asks*.

Martin R. Gainsbrugh Awards

4th annual. Presented by the Fiscal Policy Council for excellence in economic reporting.

Network TV

- Lloyd Dobyns, NBC** □ *America Works When America Works*.

Citations

- Frank Reynolds, Bob Brown, Dan Cordtz and Barry Serafin, ABC News** □ *Social Security: Myths and Realities*.



IRTS's Broadcaster of the Year, John Chancellor, with IRTS President Ave Butensky

Network radio

- Robert Krulwich, National Public Radio** □ *The Reagan Tax Cuts: The Bollentini Sisters*.

Citations

- Tony Sargent, ABC Radio** □ *Social Security Perspective*.
Tom Powell and Susan O'Connell, Progressive Radio Network, N.Y. □ *News Blimp*.

Local TV

- Jeff Hodes WBAL-TV Baltimore** □ *The American Machine*.

Citations

- Eileen Korey, WEWS-TV Cleveland** □ *Take This Job and Love It*.

Local radio citations

- Phil Sirkin and Nick Young, WHDH(AM) Boston** □ *Boston ... What's Gone Wrong?*
Julia Chavez, KFWB(AM) Los Angeles □ *Creative Homebuying*.
Kevin Boden, KQED-FM San Francisco □ *The Great Gold Debate*.

Gainsbrugh Trophy

- Oan Cordtz, ABC News** □ For "consistently high quality of economic news reporting"

Gavel Awards

23rd annual. Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life."

Television

- KPBS-TV San Diego** □ *California Rights* (public broadcasting).
WCBS-TV New York □ *The First Amendment Project* (local independent productions, markets 1-10).
WBAL-TV Baltimore □ *By Reason of Insanity* (local/independent productions, markets 11-50)

Radio

- National Public Radio, Washington** □ *The Voting Rights Act* (network).

- WJR(AM) Detroit** □ *Newsfile: A Bankrupt Court* (local/independent productions, metro areas 1-10)

Good Samaritan Awards

Presented by American Advertising Federation for excellence in public service advertising.

Television

- Richardson, Myers & Donofrio** Ducks Unlimited.
Grey Advertising Inc. □ National Alliance of Business (Ad Council).
Bonneville Productions □ Church of Jesus Christ of Latter Day Saints (two awards)
McCaffrey & McCall Inc. □ American Cancer Society
Tracy Locke Advertising (Dallas) □ Visiting Nurses Association.
The Bloom Agency (Dallas) □ Parkland Blood Bank
Burton-Campbell (Atlanta) □ The High Museum of Art
N.Y. State Health Department (Albany, N.Y.) □ N.Y. State Health Department.
Murray/Bradley Inc. (Anchorage) □ Alaska Department of Environmental Conservation
Eric Ericson & Associates (Nashville) □ State of Tennessee-Safety.

Radio

- Bonneville Productions** □ The Church of Jesus Christ of Latter Day Saints (four awards)
KALL Radio (Salt Lake City) □ Local Sudden Infant Death Syndrome Foundation.

Multimedia

- Dancer Fitzgerald Sample** □ Ad Council for Crime Prevention.

Grammy Awards

24th annual. Presented by the National Academy of Recording Arts and Sciences for



1982 NATIONAL BROADCAST AWARDS



You did it!

United Press International extends congratulations to the outstanding broadcasters listed here, winners of the 1982 National Broadcast Awards.

These winners, chosen by a panel of distinguished broadcasters from among 100 finalists, survived rigorous state and regional competitions before even qualifying for the national contest. They epitomize the very best in U.S. broadcast journalism and UPI is proud to honor the high standards they represent.

The National Broadcast Awards contest is sponsored by UPI, together with UPI's National Broadcast Advisory Board and UPI state broadcast groups to encourage excellence in broadcast journalism. To find out how you can enter the 1983 awards competition, contact your local UPI representative.

United Press International

News!

OUTSTANDING
EDITORIAL

WLWI, Montgomery, Ala.
Division I

WJKW-TV, Cleveland, Ohio
Division I

KPSI, Palm Springs, Ca.
Division II

WBTV, Charlotte, N.C.
Division II

OUTSTANDING
SPOT NEWS

WXYZ, Detroit, Mich.
Division I

WABC-TV, New York, N.Y.
Division I

WALE, Fall River, Mass.
Division II

WHIO-TV, Dayton, Ohio
Division II

OUTSTANDING
SPORTS
COVERAGE

WXYZ, Detroit, Mich.
Division I

WCBS-TV, New York, N.Y.
Division I

WRDX-WSTP, Salisbury, N.C.
Division II

WIS-TV, Columbia, S.C.
Division II

OUTSTANDING
DOCUMENTARY

WIRE, Indianapolis, Ind.
Division I

WDIV-TV, Detroit, Mich.
Division I

WSGN, Birmingham, Ala.
Division II

WTEN-TV, Albany, N.Y.
Division II

OUTSTANDING
PUBLIC SERVICE/
INVESTIGATIVE
REPORTING

KMOX, St. Louis, Mo.
Division I

WCCO-TV, Minneapolis, Minn.
Division I

WQDR, Raleigh, N.C.
Division II

WJXT-TV, Jacksonville, Fla.
Division II

Division I: TV stations in markets 1-30 or radio stations with six or more full-time newsmen.

Division II: TV stations in markets 31 and up, or radio stations with five or fewer full-time newsmen.



NCTA Chairman Al Gilliland (far left) with NCTA President Award winners Monroe Rifkin, Robert Johnson and Gustave Hauser, NCTA President Tom Wheeler is at far right.



NAB's Distinguished Service Award winner, Walter Cronkite

outstanding performance in the field of recording.

- Record of the Year** □ *Bette Davis Eyes*, Kim Carnes, Val Garay, Producer.
- Album of the Year** □ *Double Fantasy*, John Lennon and Yoko Ono.
- Song of the Year** □ *Bette Davis Eyes*, Kim Carnes, Donna Weiss and Jackie DeShannon, songwriters.
- Best Pop Vocal Performance, Female** □ *The Lady and Her Music Live on Broadway*, Lena Horne.
- Best Pop Vocal Performance, Male** □ *Breaking Away*, Al Jarreau.
- Best Pop Vocal Performance by a Duo or Group With Vocal** □ *Boy From New York City*, The Manhattan Transfer.
- Best Pop Instrumental Performance** □ *The Theme From Hill Street Blues*, Mike Post and Larry Carlton.
- Best Rock Vocal Performance, Female** □ *Fire and Ice*, Pat Benatar.
- Best Rock Vocal Performance, Male** □ *Jessie's Girl*, Rick Springfield.
- Best Rock Performance by a Duo or Group With Vocal** □ *Don't Stand So Close to Me*, The Police.
- Best Rock Instrumental Performance** □ *Behind My Camel*, The Police.
- Best R&B Vocal Performance, Female** □ *Hold On I'm Comin'*, Aretha Franklin.
- Best R&B Vocal Performance, Male** □ *One Hundred Ways*, James Ingram.
- Best R&B Performance by a Duo or Group With Vocal** □ *The Dude*, Quincy Jones.
- Best R&B Instrumental Performance** □ *All I Need Is You*, David Sanborn.
- Best Rhythm & Blues Song** □ *Just The Two of Us*, Bill Withers, William Satter, Ralph MacDonald, songwriters.
- Jazz Fusion Field** □ *Winelight*, Grover Washington Jr.
- Best Country Vocal Performance, Female** □ *9 to 5*, Dolly Parton, songwriter.
- Best Country Vocal Performance, Male** □ *(There's) No Gettin' Over Me*, Ronnie Milsap, songwriter.
- Best Country Performance by a Duo or Group With Vocal** □ *Elvira*, Oak Ridge Boys.
- Best Country Instrumental Performance** □ *Country After All These Years*, Chet Atkins.
- Best Country Song** □ *9 to 5*, Dolly Parton.
- Best Gospel Performance Contemporary or Inspirational** □ *Priority*, Imperials.
- Best Gospel Performance, Traditional** □ *The Master V*, J.D. Sumner, James Blackwood, Howie Lister, Rosie Rozell, Jake Hess.
- Best Soul Gospel Performance, Contemporary** □ *Don't Give Up*, Andrae Crouch.
- Best Soul Gospel Performance, Traditional** □ *The Lord Will Make A Way*, Al Green.
- Best Inspirational Performance** □ *Amazing Grace*, B.J. Thomas.

- Best Ethnic or Traditional Recording** □ *There Must Be a Better World Somewhere*, B.B. King.
- Best Latin Recording** □ *Guajira Pa' La Jeva*, Clare Fischer.
- Best Recording For Children** □ *Sesame Country*, The Muppets, Glen Campbell, Crystal Gayle, Loretta Lynn, Tanya Tucker.
- Best Comedy Recording** □ *Rev. Du Rite*, Richard Pryor.
- Best Spoken Word, Documentary or Drama Recording** □ *Donovan's Brain*, Orson Welles.
- Best Instrumental Composition** □ *Theme From Hill Street Blues*, Mike Post, composer.
- Best Album of Original Score Written for a Motion Picture or a Television Special** □ *Raiders of the Lost Ark*, John Williams, composer.
- Best Cast Show Album** □ *The Lady and Her Music Live on Broadway*, Lena Horne.
- Video of the Year** □ *Michael Nesmith in Elephant Parts*, Michael Nesmith.
- Best Jazz Vocal Performance, Female** □ *Digital III at Montreux*, Ella Fitzgerald.
- Best Jazz Vocal Performance, Male** □ *Blue Rondo Ala Turk*, Al Jarreau.
- Best Jazz Vocal Performance, Duo or Group** □ *Until I Met You*, Manhattan Transfer.
- Best Jazz Instrumental Performance, Soloist** □ *Bye Bye Blackbird*, John Coltrane.
- Best Jazz Instrumental Performance, Group** □ *Chick Corea and Gary Burton in Concert*, Zurich, October 28, 1979, Chick Corea and Gary Burton.
- Best Jazz Instrumental Performance, Big Band** □ *Walk on Water*, Gerry Mulligan and his orchestra.
- Best Arrangement of an Instrument Recording** □ *Velas*, Quincy Jones and Johnny Mandrell.
- Best Instrumental Arrangement Accompanying Vocal(s)** □ *Ai No Corrida*, Quincy Jones and Jerry Hay, arrangers.
- Best Vocal Arrangement For Two Or More Voices** □ *A Nightingale Sang in Berkeley Square*, Gene Puerling, vocal arranger.
- Best Album Package** □ *Tattoo You*, Peter Corriston, art director.
- Best Album Notes** □ *Erroll Garner: Master of the Keyboard*, Dan Morgenstern, annotator.
- Best Historical Album** □ *Hoagy Carmichael: From 'Star Dust' to 'Ole Buttermilk Sky'*, George Spitzer and Michael Brooks, producers.
- Best Engineered Recording (non-classical)** □ *Gauche*, Roger Nichols, Elliot Scheiner, Bill Schnee and Jerry Garszva, engineers.
- Producer of the Year (non-classical)** □ Quincy Jones.
- Best Classical Album** □ *Mahler: Symphony No. 2 in C Minor*, Sir George Solti, conductor, Chicago Symphony Orchestra & Chorus.
- Best Opera Recording** □ *Janacek: From the House of the Dead*, Sir Charles Mackerras, conductor, Vienna Philharmonic; Principal Soloists: Jiri Zachradnicek, Vaclav Zitek, Ivo Zidek.
- Best Choral Performance (other than opera)** □ *Haydn: The Creation*, Neville Martin, conductor, Chorus of Academy of St. Martin-in-the-Fields/Academy of St. Martin-in-the-Fields.

- Best Chamber Music Performance (instrumental or vocal)** □ *Tchaikovsky: Piano Trio in A Minor*, Itzhak Perlman, Lynn Harrell, Vladimir Ashkenazy.
- Best Classical Performance—Instrumental Soloist or Soloists (with orchestra)** □ *Isaac Stern 60th Anniversary Celebration*, Isaac Stern, Itzhak Perlman, Pinchas Zukerman (Zubin Mehta, conductor, New York Philharmonic Orchestra).
- Best Classical Performance—Instrumental Soloist or Soloists (without orchestra)** □ *The Horowitz Concerts 1979/80*, Vladimir Horowitz.
- Best Classical Vocal Soloist Performance** □ *Live From Lincoln Center—Sutherland—Horne—Pavarotti*, Joan Sutherland, Marilyn Horne, Luciana Pavarotti (Richard Bonyngue, conductor, New York City Opera Orchestra).
- Best Engineered Recording, Classical** □ *Isaac Stern 60th Anniversary Celebration*, Isaac Stern, Itzhak Perlman, Pinchas Zukerman (Zubin Mehta, conductor, New York Philharmonic Orchestra).
- Classical Producer of the Year** □ James Mallinson.

Grand Awards

- Presented by the International Radio Festival of New York to recognize excellence in programming, advertising and promotion.
- ABC Radio** □ *Roadblock to Learning* (information series).
 - Bonneville Productions and Street Remley Studios** □ *Conference Call* (PSA).
 - KHJ(AM) Los Angeles** □ *Parole of Jimmy Lee Smith* (editorial).
 - KYW(AM) Philadelphia** □ *School Strike Out* (news program).
 - Ogilvy & Mather** □ American Express spot (ad campaign).
 - Tuesday, Productions** □ *One More Song* (promotional spot).
 - KOMO(AM) Seattle** □ Seattle's World Fair (entertainment program).

Headliner Awards

- Sponsored by the Press Club of Atlantic City, N.J., for broadcast media.
- Television
- Outstanding TV reporting by a network** □ ABC-TV for *America Held Hostage: The Secret Negotiations*.
 - Outstanding public service** □ ABC-TV for *Deadly Chemicals, Deadly Oil*.
 - Outstanding documentary** □ ABC-TV for *Near Armageddon: The Spread of Nuclear Weapons in the Middle East*.
 - Special citation for coverage of assassination of Anwar Sadat** □ ABC-TV to Fabrice Moussus and Aly El Ashmawy.
 - Consistently outstanding TV reporting (cities under**

500,000 □ WHIO-TV Dayton, Ohio, for *Hostage and River Rescue*.

Outstanding public service by a TV station □ KRIS-TV Corpus Christi, Tex., for its campaign to raise funds for child stricken with rare ailment.

Outstanding documentary by a TV station □ Noncommercial KUED-TV Salt Lake City, for report on future of Western Civilization.

Radio

Consistently outstanding radio reporting (cities under 500,000) □ KCBS-AM-FM San Francisco for coverage of major gas leak there

Consistently outstanding radio reporting (cities under 250,000) □ WRAL(FM) Raleigh, N.C.

Outstanding public service by a radio station □ WJR-AM-FM Detroit, for its exposure of wrongdoing in federal bankruptcy court

Outstanding documentary by a radio station □ WOCB(AM)-WSOX-FM West Yarmouth, Mass., for account of attempt to save beached whale

Consistently outstanding radio reporting by a network □ National Public Radio, for *All Things Considered in Burke County*.

Special Citation □ NBC Radio News, for *Hitler's Children*.

Mail Oodson Memorial Award □ KMBC-TV Kansas City, Mo., for consistently outstanding TV reporting (cities over 500,000).

Sidney Hillman Foundation Awards

32d annual. Presented by the Sidney Hillman Foundation to recognize achievements in newspapers and magazine reportage, books and radio and television.

Radio and Television

National Public Radio □ *All Things Considered: Voting Rights Act*.

CBS □ *The Defense of the United States*.

Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "best examples of public service journalism and broadcasting."

Broadcast winner

WTHR(TV) Indianapolis *Klan*.

Humanitas Award

Presented to writers of television programs that most effectively communicate "enriching human values" by the Lilly Endowment and Capital Cities Communications.

Michael Cristofer, *The Shadow Box* (ABC) □ Program, 90 minutes or longer

Michael Kozoll, Steven Bochco, "Dressed to Kill" episode of *Hill Street Blues* (NBC) □ Program, 60 minutes.

Hugh Wilson, "Venus Flytrap Explains the Atom" episode of *WKRP In Cincinnati* □ Program, 30 minutes

Morton Silverstein, Chris Wallace *The Migrants 1980* (NBC) □ Special Prize

International Broadcasting Awards

21st annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes agency and production company.)

Television

Sweepstakes winner □ *Citroen Cliffhanger*. Colmans & Partners, London, Brooks, Fulford, Cramer, Seresin Ltd., London (Winner in category).

Live action, 60 seconds English □ *Fast Paced World*, Ally & Gargano, New York, Sedelmaier Film Production, Chicago.

Live action, 60 seconds, nonEnglish □ *Image*. Lintas Team, Hamburg, West Germany, Marken Film, Schulauer Moorweg, West Germany.

Live action, 30 seconds in English, produced in U.S. □ *Revolving Room*. Young & Rubicam, New York, Sunlight, New York.

Live action, 30 seconds, nonEnglish □ *Dust Rag Woman*. Doyle Dane Bernbach, Paris

Animation □ *Glider*. Panasonic, Osaka, Japan; Robert Abel & Associates, Hollywood, Calif

Combination □ *Working Man*. Foote, Cone & Belding/Hong, San Francisco; Robert Abel & Associates, Hollywood, Calif.

Humorous □ *Hong Kong*. Foote, Cone & Belding, London, Spots Film Services, London.

10's, 10 seconds or less □ *Pick Up Phone*. Ally & Gargano, New York, Sedelmaier Film Productions, Chicago

Public Service □ *Bryan*. Bonneville Productions, Salt Lake City; Haggmann, Stephens & Kerns, Hollywood, Calif

Local, one market □ *Here Comes the Sun*. Tom Wicks & Associates, Portland, Ore., The Charles East Co., Seattle.

Series (three commercials) □ *Lasagna/Chicken Pot Piel Taco Salad*. Bozell & Jacobs, Minneapolis, Sedelmaier Film Productions, Chicago.

Radio

Sweepstakes winner □ *Gentex Lens*. Cole & Weber, Seattle, David Levy, Seattle. (Winner in open, 60-second category).

Musical, 60 seconds □ *Water Lilies*. Ingelhart & Partners, Chicago. (Also winner in local, one market category)

Humorous, 60 seconds □ *Ring*. AR Brasch Advertising, Southfield, Mich, The Gaynes Co, Santa Monica, Calif

Humorous, 30 seconds □ *Experiment*. Richardson, Myers & Donofrio, Baltimore, Radio Band, New York

Open, 30 seconds □ *Roll Call*. SSC&B/Lintas, Santon, South Africa, Studio 80, Santon, South Africa.

Public Service □ *The Drinking Game*. CKIQ(AM) Kelowna, Canada.

Series (three commercials) □ *Man on the Street/Ka-Bells/Jumpers*. The Stanford Agency, Dallas, Studio 7, Dallas.

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

John Chancellor □ Broadcaster of the Year for his contribution as anchor and correspondent on NBC TV's *Nightly News*.

Norman Lear □ Gold medal for his contribution over the years to TV programming.

Iris Awards

6th annual. Presented by the National Association of Television Program Executives for outstanding local TV programming.

Entertainment □ WBBM-TV Chicago for *The Trial of Shoeless Joe Jackson*; KTCATV St. Paul for *Nighttimes: Variety*, and KGMB-TV Honolulu for *Homegrown 4*.

Public affairs specials □ WABC-TV New York for *Essay on Drugs*; WPLG-TV Miami for *Assembly Line Justice*, and WMTV(TV) Madison, Wis. for *Incest: The Family Secret*.

Public affairs series □ WJLA-TV Washington for *Until We Say Good-Bye*; KATU-TV Portland, Ore. for *Townhall-Behind Closed Doors*, and KNTV(TV) San Jose, Calif. for *Eastside Westside*.

Sports □ WCBS-TV New York for *1955 Brooklyn Dodgers: Champs at Last*; KING-TV Seattle for *Hydro Highlites '80*, and KITV(TV) Honolulu for *Downwind to Paradise: Transpac '81*.

Children's programing □ KGO-TV San Francisco for *Dudley's Diner*; WCCO-TV Minneapolis for *Incredible Kids*, and WOWK-TV Huntington, W. Va. for *Breaking Away: So That's How It's Done*.

Magazine format □ WNAC-TV Boston for *Mure*; KOMO-TV Seattle for *PM Northwest*, and KUTV(TV) Salt Lake City for *Extra*.

All other □ WBZ-TV Boston for *Big Boys Can Cry: The Changing American Man*; KPNX-TV Phoenix for *Northlands: Sky 12 Country*; and KVOS-TV Bellingham, Wash., for *The 1981 Ski-to-Sea Festival Race Highlights*.

International (magazine) □ City-TV Toronto for *The New Music*.

International (entertainment) □ TV Globo LTDA, Rio de Janeiro, Brazil for *Vincius Para Crianças*.

Iris Award of the Year

Lucille Ball □ In recognition of her contribution to television entertainment over the past three decades



George Polk winners (l-r): "Hostage" executive producers, Robert Frye, Robert Roy; correspondent Pierre Salinger; *Nightline* anchor Ted Koppel, executive producer, William Lord.

Donald H. McGannon, retired president of Westinghouse Broadcasting Co. □ For "a lifetime of service to television."

Lionel Van Deerlin, former chairman of House Communications Subcommittee □ For his leadership in communications on Capitol Hill.

Lawrence Welk □ For a quarter-century of quality television entertainment.

Warner Amex □ For development of the Qube two-way interactive cable system in Columbus, Ohio.

Robert F. Kennedy Journalism Awards

14th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

Broadcast winners

WPLG-TV Miami □ *Human Cargo*.

National Public Radio □ *Immigration and Refugees*.

Abe Lincoln Awards

13th annual. Presented by the Radio and Television Commission of the Southern Baptist Convention to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America."

John Chancellor, *NBC Nightly News* □ Distinguished communications medal.

Grady Nutt, humorist □ Christian Science Award.

John P. Criswell, WFAA-TV Dallas □ Television award.

Rick Devlin, WOR(AM) New York □ Radio award.

Merit Awards

Eleanor Curry, KSOL(FM) San Mateo, Calif.

Ike Newkirk, WQXI-AM-FM Atlanta.

Ethna Elaine Odum, KALB-TV Alexandria, La.

Elizabeth H. Sheahan, WPLO(AM)-WVEE(FM) Atlanta.

Walter Windsor, WFTV(TV) Orlando, Fla.

Media Awards for Economic Understanding

5th annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College. First prizes total \$5,000; second prizes, \$2,500.

Television

Dan Cordtz, **David Tabacoff**, **C. Harper Heinz**, **Karen Ryan**, ABC, New York □ *Federal Reserve Board* (first prize).

Thomas Friedman, **William Cran**, **Vincent Anania**, **Stephanie Topper**, **Ben Loeterman**, **Beth Satter**, WGBH-TV Boston □ *Bankrupt* (first prize).

Phil Watson, KDKA-TV Pittsburgh □ *Nightly Business and Economy Reports* (first prize).

Helen Lacko, **Kyle Eppler**, **Charles Norton**, KBTV(TV) Denver □ *The One Hundred Billion Deficit* (second prize).

Peter Van Sant, **Jeff Cooke**, KOOL-TV Phoenix □ *The Aviation Industry: Economic Problems and Promise* (first prize).

Shirley Hancock, **Maureen Shine**, KVAL-TV Eugene, Ore. □ *Colorado Springs—A City Surviving It* (first prize).

Jack Hill, **Randy Hollis**, **Bix Smith**, **Mike Grimes**, **Ray Scales** KAIT-TV Jonesboro, Ark. □ *The Economics of Water* (second prize).

Marshall Loeb, CBS Radio Network, New York □ *American Assets* (first prize).

Mary Jane Medvecky, WRFM(FM) New York □ *Youth Unemployment: A National Tragedy* (first prize).

William Leslie, WRAL(AM) Raleigh, N.C. □ *Progress Without Pitfalls* (first prize).

Craig Windham, **Mike Anders** WASH(FM) Washington □ *Calling All Savers, Where Did Your Money Go?* (second prize)

Pete Fretwell, KBBO(AM) Yakima, Wash. □ *Reaganomics* (second prize).

Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

Wallace Jorgenson, president, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.

Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."

National Public Radio □ For "its pioneering efforts, in the age of television"... and for "its innovative approach to news reporting."

CBS-TV, **Lou Grant** □ for its "realistic portrayal of journalists as dedicated professionals who strive to achieve the highest goals of their craft."

NAB Awards

Distinguished Service Award: presented to any broadcaster ... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." Engineering Achievement Award: presented ... for engineering contributions "which measurably advance the technical state of the broadcasting art."

Walter Cronkite, retired CBS news anchor □ Distinguished service

Julius Barnathan, president, ABC Broadcast Operations □ Engineering achievement.

Robert Packwood, U.S. Senator (R-Ore.) □ Grover Cobb award.

NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in CATV programming.

President's Awards

Monroe Rifkin, partner, Rifkin-Fox Communications.

Robert Johnson, president, Black Entertainment Television Network.

Gustave Hauser, chairman, chief executive officer, Warner Amex Cable Communications Inc.

National Awards

Ralph Baruch, chairman, chief executive officer, Viacom Inc. □ Larry Boggs Award.

Carl Gainer, president, Richwood Cable Television □ Walter Kailz Award.

Frank Bias, vice president for science and technology, Viacom Inc. □ Outstanding committee chairman.

Robert Dickinson, president, E-Com Corp. □ Engineering development.

James Fischer, vice president, technical director, Warner Amex Cable Communications Inc. □ Engineering operations.

John Sie, senior vice president, Showtime □ Robert H. Beisswenger Award.

Key Koplovitz, president, USA Cable Network □ Jerry Greene Memorial Award.

Carolyn Chambers, founder, executive vice president, Liberty Communications □ Idell Kaitz Award.

ACE Awards

Continental Cable, Lansing, Mich., R. Paul McConaughy, program director □ Excellence in overall format and content in community programming.

UA-Columbia Cablevision, Oakland, N.J., Lenny Melamedas, studio director □ Excellence in community involvement in community programming.

Cable Television, Hayward, Calif. Marquerite Johnson, local origination manager □ Programing for special community audience.

Warner Qube, Columbus, Ohio, David Feingold, executive producer for *For the Sake of Clean Air* □ Excellence in documentary or public affairs.

Total CATV, Baton Rouge, La., Daniel Stein, producer for *Football '80* □ Excellence in sports programming.

Suburban Cablevision, East Orange, N.J., Greg Vandervort, director for *June Day* □ Excellence in entertainment programming.

Warner Amex, Reston, Va., Thomas Bartlett, director for *The International Children's Festival at Wolf Trap* □ Excellence in children's programming.

Golden Triangle Communications, Denton, Tex., Joan Young, director for *Out of the Mysterious Past* □ Excellence in educational programming.

Cablevision of Emporia, Emporia, Kan., Sam Dicks, director for *Blessed, Blessed Mama: A Chase County Life*; **Suburban Cablevision**, East Orange, N.J., Greg Vandervort, director for *Conference on Literature and the Urban Experience*; **Warner Qube**, Columbus, Ohio, Fried Barzyk, program producer for *Lulu Smith: The Chicken Who Ate Columbus* □ Excellence in single program, unclassified.

Warner Qube, Columbus, Ohio, Jon Steinberg, producer for *QUBEsumers Mean Business* □ Excellence in public affairs program series.

Warner Qube, Columbus, Ohio, Allie Sherman, executive producer for *Ohio State Football* □ Excellence in sports program series.

Sunflower Cablevision, Lawrence, Kan., Randy Mason, producer for *Bringin' it All Back Home* □ Excellence in entertainment program series.

Golden Triangle, Denton, Tex., Candice Liepa, news director for *News 25* □ Excellence in news program series.

Syracuse Cable, Syracuse, N.Y., Abby Lazar, producer for *Kid Stuff* □ Excellence in children's program series.

Marin 11, San Rafael, Calif., Christopher Coughlin, producer for *Innersight* □ Excellence in educational program series.

Warner Qube, Columbus, Ohio, Leigh Denham, producer for *Columbus Alive* □ Excellence in program series.

Home Box Office, New York, *Consumer Reports Presents Food Show* □ Excellence in national public affairs program.

HBO, Bruce Cohn, producer for *Time Was ... the 40's* □ Excellence in documentary for national program.

HBO, Marty Callner, producer for *SRO Diana Ross* □ Excellence in musical general entertainment for national program.

Showtime, New York, Bill Siegler, producer for *Little Johnny Jones* □ Excellence in national unclassified general entertainment program.

Showtime, Burt Dubrow, producer for *Broadway on Showtime: Passion of Dracula* □ Excellence in national dramatic program.

ESPN, Bristol, Conn., Bill Fitts, executive producer for *WCT Tennis: McEnroe and Connors* □ Excellence in national program sports event coverage.

HBO, Michael Fuchs, executive producer for *Thrill Sports* □ Excellence in national program about sports.

Warner Amex, New York, *Livewire* □ Excellence in national children's program.

C-SPAN, Arlington, Va., *The Presidential Transition with Jack Watson* □ Excellence in national special audience program.

HBO, John Korty, executive producer for *Stepping Out: The DeBolts Grow Up* □ Excellence in national unclassified program.

C-SPAN, Arlington, Va. 1980 Election Program □ Excellence in national public affairs program series

Cable News Network, Atlanta. *Investigative Report on Cancer* □ Excellence in national news program series.

HBO, Tim Braine, producer for *Wimbledon 1980* □ Excellence in national sports event series

USA Network, Glen Rock, N.J., Sanford Fisher, executive producer for *Sports Probe* □ Excellence in national sports program series

Warner Amex, New York, *Liuewire* □ Excellence in national children's program series.

B.E.T. Washington. Robert Johnson, executive producer for *Sports Presents Black College Basketball* □ Excellence in special audience for national program series

Achievement of Merit Awards

WDVM-TV Washington □ *A Personal Note.*

WTTW(TV) Chicago □ *The Rehearsal.*

WBTW(TV) Charlotte, N.C. □ *A Fresco for Glendale Springs.*

WBGU-TV Lima, Ohio/Bowling Green State University, Bowling Green, Ohio □ *Dominick Labino: The Man and His Art.*

Natural and Physical Sciences

KCET(TV)/Carl Sagan Productions, Los Angeles □ *Cosmos.*

National Geographic Society, WQED(TV) Pittsburgh □

Estosha: Place of Dry Water.

WGBH-TV Boston □ *Nova.*

Center for Continuing Medical Education, New York □ *Clinical Management of Rheumatoid Arthritis: Maintaining the Balance.*

NBC-TV/Don Mischer Productions and Multimedia Entertainment, New York □ *Project Peacock: Donahue and Kids.*

WJLA-TV Washington □ *Until We Say Good-Bye.*

WVEC-TV Norfolk, Va □ *Focus: To a Prince.*

UWGB Center/Wisconsin Educational TV Network, Green Bay, Wis □ *The Inside Story With Slim Goodbody.*

British Broadcast Corp. Radio, London □ *Symphony of the Body.*

WBZ Radio, Boston □ *Shape Up for Summer.*

NEA Awards

Presented by the National Education Association to honor production companies and producers that "represent the best in American broadcasting."

Bill Moyers, CBS News correspondent □ *People Like Us.*

Bob Keeshan □ *Captain Kangaroo.*

Warner Amex Satellite Entertainment Co. □ Nickelodeon.

Gannett Broadcasting □ *Epidemic: Why Your Kid Is On Drugs.*

Tomorrow Entertainment-Medcom and CBS-TV □ *Becoming A Man and Becoming a Woman.*

WFBC-TV Greenville, S.C. □ *Tuesday's Child.*

T.A.T. Communications □ *The Wave.*

WHIO-TV Dayton, Ohio □ *Courthouse Square.*

WZZM-TV Grand Rapids, Mich. □ *When I Grow Up.*

Rainbow TV Works Los Angeles □ *Righteous Apples.*

KQED-TV San Francisco □ *Up And Coming.*

National Public Radio □ *Children's Radio Theater.*

Ohio State Awards

44th annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

Performing Arts and Humanities

CBS Entertainment, New York □ *The Bunker.*

CBS Entertainment New York □ *Playing for Time.*

ABC, New York □ *Masada.*

NBC and Paramount Corp., New York □ *Shogun.*

CBS Entertainment, New York □ *Playing for Time, Invitation to the Dance With Rudolf Nureyev.*

KPIX-TV San Francisco □ *Superkids Spring Special.*

WCVB-TV Boston □ *This Was America: Faces of America.*

Maryland Center for Public Broadcasting, Owings Mills, Md. □ *The Critics' Place.*

Jon Else Productions/KTEH(TV) San Jose, Calif. □ *The Spirit of Allensworth.*

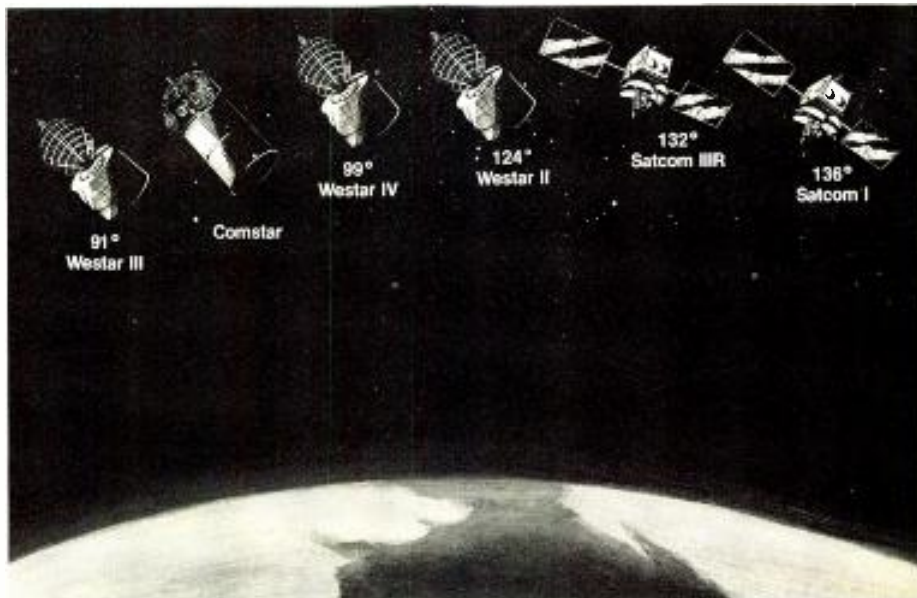
University of Akron TV Center, Akron, Ohio □ *Once Upon an Orchestra.*

KXPR Radio, Sacramento, Calif. □ *Heifetz: An 80th Birthday Celebration.*

Deutsche Welle, Radio, West Germany □ *Person of Persons.*

WUHY Radio, Philadelphia □ *Families.*

WPBH(FM)/Connecticut Public Radio, Hartford □ *Publick Concert of Musick.*



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ECONOMY SAT The E-SAT receiver is designed for high quality, low cost reception of monaural broadcast services; used by AP, ABC Talkradio, MCN, UPI, Wall Street Report, and NBC.



AUDIO DIPLEXER SAT The A-SAT provides a broadcast quality system for the reception of radio network material multiplexed above the video on a TV satellite link; used by SMN, Moody, Bonneville, Seeburg, WFMT, SRN, CNN, Family, Sheridan, NCN.

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CBS Entertainment, New York □ *The Body Human: The Facts for Boys* and *The Body Human: The Facts for Girls*.

WHRO-TV Norfolk, Va. □ *Community of Living Things*.

Social Sciences/Public Affairs

WNET/Thirteen, New York □ *Bill Moyers Journal: Reflections on Iran*.

Agency for Instructional Television, Bloomington, Ind. □ *Daddy's Girl*.

CBS News, New York □ *30 Minutes*.

KDKA-TV Pittsburgh □ *Eyewitness Newsbreaks: Desegregation*.

Maryland Center for Public Broadcasting, Owings Mill, Md. □ *The Power Game*.

WCBS-TV New York □ *The First Amendment Project*.

Jon Eise Productions, KTEH(TV) San Jose, Calif. □ *The Day After Trinity: J. Robert Oppenheimer and the Atomic Bomb*.

South Carolina State Department of Education, South Carolina ETV Network, Columbia, S.C. □ *The Beautiful Phantom of Daisy Bank*.

WCPO-TV Cincinnati □ *Cincinnati*.

National Public Radio, Washington □ *Father Cares: The Last of Jonestown*.

Radio New Zealand, Wellington, New Zealand □ *No Longer Forever*.

WOR Radio, New York □ *Goodbye Lucy*.

WHAS Radio, Louisville, Ky. □ *Vengeance or Justice*.

Achievement of Merit Awards

CBS News, New York □ *CBS News Sunday Morning*.

Canadian Broadcasting Corp., Toronto □ *Just Another Missing Kid*.

ABC News Directions New York □ *Toward a New Brazil: A Cardinal and the People*.

KGO-TV San Francisco □ *Pre-Stressed Concrete*.

WBBM-TV Chicago □ *Watching the Watchdog*.

KABC-TV, Medpsych Productions, Hollywood □ *Miracle on Skid Row*.

KFRC Radio, San Francisco □ *Forgotten Heroes*.

WCBS Radio, Madison, Wis. □ *America on Fire*.

WHRO-FM Norfolk, Va. □ *Blackfoot Returns: The Story of Communication*.

Overseas Press Club Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

ABC Radio, *Attempted Assassination of the Pope* □ Spot news radio.

ABC Radio Perspective: Sadat: The Aftermath □ Radio interpretation of foreign affairs.

Fabrice Moussus, Aly El Ashnawy, ABC □ TV spot news.

CBS, *The Russians from The Defense of the United States* □ TV interpretation of news.

George Foster Peabody Awards

42nd annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

WJR(AM) Detroit □ *Newfile: A Bankrupt Court*.

National Radio Theater, Chicago □ *The Odyssey of Homer*.

Canadian Broadcasting Corp. □ *Carl Sandburg at Con-nemara*.

Timothy and Susan Todd, Middlebury, Vt. □ *The Todd's Ted-dy Bears Picnic*.

WQDR(FM) Raleigh, N.C. □ *Our Forgotten Warriors: Vietnam Veterans Face the Challenges of the 80's*.

WLS-TV Chicago □ *Eyewitness News*.

Bill Leonard, CBS News □ In recognition of his outstanding role in developing the CBS News organization.

John Goldsmith, WDMV-TV Washington □ *Now That We've Got Your Interest*.

NBC and MTM Enterprises □ *Hill Street Blues*.

Nebraska Educational TV Network □ *The Private History of a Campaign That Failed*.

CBS-TV and Alan Landeburg Productions □ *Bill*.

Danny Kaye □ *An Evening with Danny Kaye and the New York Philharmonic and Skokie*.

WNET(TV) New York and the Public Broadcasting Service □ *Dance in America: Nureyev and the Joffrey Ballet/In Tribute to Nijinsky*.

KJRH(TV) Tulsa, Okla. □ *Project: China*.

Home Box Office and Ms. Magazine □ *She's Nobody's Baby: American Women in the 20th Century*.

Societe Radio-Canada □ *The Lion and the Mouse*.

ABC and T.A.T. Communications □ *The Wave*.

WSMV(TV) Nashville □ Documentary series.

KATU(TV) Portland, Ore. □ Documentary series.

WGBH-TV Boston and Granada TV, London □ *The Red Army*.

Polk Awards

Presented by Long Island University in honor of CBS newsmen George Polk, killed while covering the Greek Civil War.

Ted Koppel, ABC News □ *Nightline*.

Pierre Salinger, ABC News □ *America Held Hostage: The Secret Negotiations*.

Radio

John Merrow, National Public Radio □ *Juvenile Crime and Juvenile Justice*.

RTNDA Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Paul White Award

David Brinkley, ABC News □ For distinguished service to journalism.

Distinguished Service Award

Col. Barney Oldfield, □ Founder, trustee and treasurer of the RTNDA Foundation.

Radio

WHAS(AM) Louisville, Ky. □ Spot news.

KWIP(AM) Dallas □ Best continuing radio coverage.

WJR(AM) Detroit □ Investigative reporting.

KIRO(AM) Seattle □ Edward R. Murrow Award for outstanding overall news coverage and presentation.

Television

WPLG-TV Miami □ Spot news.

KNXT-TV Los Angeles □ Best continuing coverage.

WLS-TV Chicago □ Investigative reporting.

KSL-TV Salt Lake City □ Edward R. Murrow Award for all-around day-to-day excellence.

Sigma Delta Chi Awards

Presented by the Society of Professional Jour-

nalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

KVET(AM) Austin, Tex. □ Radio reporting.

WJR(AM) Detroit □ Public service in radio journalism.

Michal Regunberg, WEEI-AM-FM Boston □ Editorializing on radio.

Television

WHAS-TV Louisville, Ky. □ Television reporting.

WNBC-TV New York □ Public service in television journalism.

Jack Hurley, WHIO-TV Dayton, Ohio □ Editorializing on television.

SMPTA Awards

Presented by the Society of Motion Picture and Television Engineers.

Arthur Florack, Eastman Kodak Co. □ Citation for outstanding service to the society.

Alvin Siegler, CBS Inc. □ Citation for outstanding service to the society.

Heinrich Zahn, Robert Bosch Fernseh □ Agfa-Gevaert gold medal for contribution and design of pneumatic fast pull-down telecine for 50 hertz countries, dual-track automatic slide scanner and for film transport and optical parameters of new CCD line scanner telecine.

Robert Wagner, consultant □ Eastman Kodak gold medal award for leadership as author and editor of educational film publications and as researcher and educator.

Peter Parks, Oxford Scientific Films, □ John Grierson international medal for significant technical achievements related to production of documentary motion-picture films.

Toyohiko Hatada, Haruo Sakata Hideo Kusaka, Japan Broadcasting Co. □ Journal award to recognize outstanding paper "Psychophysical Analysis of the 'Sensation of Reality' Induced by a Visual Wide-Field Display" published in SMPTA Journal.

Manfred Michelson, Technicolor □ Herbert T. Kalmus award for substantial engineering contributions to development of printing and processing and process control equipment used to produce color motion pictures.

Gong Zutong, Chinese Academy of Sciences □ Photo-Sonics achievement award.

Takashi Fujio, NHK Technical Research Laboratories □ David Sarnoff gold medal award for leadership and engineering contributions to development of high definition television system and related technologies.

John Aalberg, retired □ Samuel L. Warner award for more than 60 continuous years progressing technology of exhibiting motion picture and recording sound.

Dean Zwick, Eastman Kodak, □ Progress medal for extensive original research into image structure properties and emulsion design of color films.

Kenneth Mason, Eastman Kodak and **Sidney Solow**, Consolidated Film Industries □ Honorary membership award.

Television News Photography

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Ernie Crisp photographer of the year

Darrell Barton KTVY-TV □ Oklahoma City

Station of the year

KING-TV □ Seattle.

Byron R. Stroman, WHIO-TV Dayton, Ohio □ *Duffers Shootout* (first place, spot news).

Bruce Patch, Charles Landon, KFMB-TV San Diego □ *Linda Vista Shootout* (second place, spot news).

Newton Danley □ *Man in Hole 8 Days* (third place, spot news).

Darrell Barton, KTVY-TV Oklahoma City □ *Barroom Church* (first place, general news).

Ron Loving, WXIA-TV Atlanta □ *Baltazaar Funeral* (second place, general news).

Houston Hall, NBC-TV News □ *Fight Over the Colorado* (third place, general news).

George Fridrich, Robert Boyer, NBC-TV News □ *Christmas Blues* (first place, features).

George Fridrich, NBC-TV News □ *Horse* (second place, features).

Jim Berger, KBTU-TV Denver □ *Jaybird* (third place, features).

Darrell Barton, KTVY-TV Oklahoma City □ *Skandar Akbar* (first place tie, sports).

George Fridrich, NBC-TV News □ *Baseball* (first place tie, sports).

Walter Low, WSMV-TV Nashville □ *Cohn High School Football*, (second place, sports).

Thomas Rehkamp, WBZ-TV Boston □ *Woman Boxer* (third place, sports).

Paul Henschel, WCCO-TV Minneapolis □ *Farewell to Freedom* (first place, documentary).

Ross Lowell, ABC-TV News □ *The Monastery* (first place tie, documentary).

Bob Selwyn, WSMV-TV Nashville □ *Hot Cars: Cold Cash* (third place, documentary, no second place awarded).

Bob Selwyn WSMV-TV Nashville □ *Crimes Children* (first place, mini-documentary).

Jay Krajewski, WWL-TV New Orleans □ *Trouble in Paradise* (second place, mini-documentary).

Larry M. Hatteberg, KAKE-TV Wichita, Kan. □ *The Flint Hills* (third place tie, mini-documentary).

Rich Underwood, KBTU-TV Denver □ *WW II For Now ... A Game* (third place tie, mini-documentary).

Editing excellence award

Tressa Verna, NBC-TV News □ *Baseball*.

Art Donahue, WFSB-TV Hartford, Conn. □ *Fasting: The Last Report*

TVB/NRMA TV Commercials Competition

Presented annually by the National Retail Merchants Association and the Television Bureau of Advertising for the best campaigns and for the best commercials in the retailing field.

Abraham & Straus Brooklyn □ Best campaign, markets 1-20.
Dayton's, Minneapolis □ First place commercial, markets 1-20.

Norm Thompson, Portland, Ore. □ Best campaign, markets 21-50.

Balk Group, Anderson, Greenville and Spartanburg—all South Carolina □ First place commercial, markets 21-50.

Sibley's, Rochester, N.Y. □ Best campaign and first place commercial, markets 51-100.

Liberty House of Hawaii Honolulu □ Best campaign, markets 101+.

B.J. Furniture, Honolulu □ First place commercial, markets 101+.

Women at Work Broadcast Awards

TV public affairs

WNEM-TV Saginaw, Mich. □ *Pink Collar Blues* (first place).

WETA-TV Washington □ *Daughters of Time* (second place).

KTCA-TV St. Paul □ *Working Women* (third place).

TV news series

WISN-TV Milwaukee □ *Sexual Harassment* (first place).

WVEC-TV Norfolk, Va. □ *Old MacDonald had a Wife* (second place).

WHEC-TV Rochester, N.Y. □ *Rebellion Behind the Typewriter* (third place).

TV entertainment

Lou Grant, CBS-TV □ *Harassment* (first place).

TV spot news

WCAU-TV Philadelphia □ *Closeup: Sexual Harassment* (first place).

WDVM-TV Washington □ *D.C. Female Firefighters: Separate and Not Equal* (second place).

TV portrait

WEO(TV) Akron, Ohio □ *I Can* (first place).

WDVM-TV Washington □ *Edna Swansinger* (second place).

KTCA-TV St. Paul □ *Alice Murphy* (third place).

Radio public affairs/documentary

Mary Kasamatsu, independent producer, Calais, Vt. □ *Occupation Coal Miner* (first place).

WNIU-FM DeKalb, Ill. □ *Marking Time* (second place).

WRFG(FM) Atlanta □ *Trying to Make a Living* (third place).

Radio spot news

WAMU-FM Washington □ *Working Women's Rights* (first place).

WABE(FM) Atlanta □ *Atlanta Working Women's Organization* (second place).

KOB(AM) Albuquerque □ *KOB Salutes the Working Woman* (third place).

Radio editorial

KVEN(AM) Ventura, Calif. □ *Is it the Navy's Business Who's Sleeping with Whom?* (first place).

WRFM(FM) New York □ *Registration Aftermath* (second place).

Radio portrait

WETA-FM Washington □ *Women of Achievement* (second place).

Radio news series

WCBS(AM) New York □ *Returning to the Mainstream* (second place co-winner).

National Public Radio, Washington □ *Office Hazards* (second place co-winner).

WINS(AM) New York □ *Women Executives* (third place).

Writers Guild of America Awards

Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

Television

Suzanne Clouser (*The Pride of Jesse Hallam*, CBS), **Arnold and Lois Peyser** (*The Violation of Sarah McDavid*, CBS) □ For original drama anthology.

Richard Friedenberg □ For adapted drama anthology (*Bitter Harvest*).

Michael Kozoll, Steven Bochco □ For dramatic episode (*Hill Street Blues*).

Nat Mauldin □ For comedy episode (*Barney Miller*, ABC).

Steve Martin, Neal Israel, Jeffrey Barron, Earl Brown, Carmen Finestra, Denny Johnson, Sean Kelly, Pat McCormick, Michael McManus, Pat Proft, Mason Williams □ For variety, musical or comedy (*All Commercials*, Steve Martin Special, NBC).

John Sacret Young (*A Rumor of War, Part II*, Joel Ollansky (*Masada*) □ For multi-part long form series.

W.W. Lewis □ For children's TV show (*Sunshine's on the Way*).

Judy Crichton, Leslie Cockburn □ For current events TV documentary (*The Nuclear Battlefield*, CBS).

Stephen Fleischman, Andrew Schlesinger, William Sherman □ For feature TV documentary (*The Gene Merchants*, ABC).

John Mosedale, Charles West, Sandor Polster, Paul Enger □ For TV news (*CBS Evening News*, Dec. 9, 1980).

Claire Labine, Paul Avila Mayer, Mary Ryan Munsterl, Jeffrey Lane □ For daytime serial (*Ryan's Hope*, ABC).

Radio

Frank Dalecki, Norman Morris, Peter Freundlich □ For radio documentary (*Exploring American 1980: At the Table*, CBS).

Penny Dixon □ For radio news (*World News This Week*, Aug. 2, 1981, ABC).

Sam Dann □ For radio drama (*Little Richard*, CBS Mystery Theater).

Anita and Shimon Winceberg □ For radio comedy (*The Phantom Synagogue*, NBC).

Graphic Arts

Milo Hess □ For television graphic art (*Civil Liberties and Fish Market*).

Anne Cedel □ For television graphic animation (*The Cowboy, The Craftsman and the Balerina*, CBS).

Peter Magelof □ For on-air promotion (*NBC Sports Promo Campaign*, NBC).

UPI National Broadcast Awards

Presented by UPI, with national winners picked from competition of state and regional winners. Following is list of 1982 winners.

Editorial

WLVI(FM) Montgomery, Ala. □ Division I (TV stations in markets 1-30 or radio stations with six or more fulltime newspersons).

KPSI(AM) Palm Springs, Calif. □ Division II (TV stations in markets 31 and up or radio stations with five or fewer full-time newspersons).

WJKW-TV Cleveland □ Division I.

WBTV(TV) Charlotte, N.C. □ Division II.

Spot News

WXYZ(AM) Detroit □ Division I.

WALE(AM) Fall River, Mass. □ Division II.

WABC-TV New York □ Division I.

WHIO-TV Dayton, Ohio □ Division II.

Sports coverage

WXYZ(AM) Detroit □ Division I.

WRDX(FM)-WSTP(AM) Salisbury, N.C. □ Division II.

WCBS-TV New York □ Division I.

WIS-TV Columbia, S.C. □ Division II.

Outstanding documentary

WIRE(AM) Indianapolis □ Division I.

WSGN(AM) Birmingham, Ala. □ Division II.

WDIV-TV Detroit □ Division I.

WTEN-TV Albany, N.Y. □ Division II.

Public service/investigative reporting

KMOX(AM) St. Louis □ Division I.

WQDR(FM) Raleigh, N.C. □ Division II.

WCCO-TV Minneapolis □ Division I.

WJXT-TV Jacksonville, Fla. □ Division II.

Number 10 in a Series:

Time To Talk Turkey.

Let's have a serious discussion for a moment.

You're concerned about your ratings and audience share. At the same time, you're also wary of the danger of locking yourself into a "hands-off" format, one that operates entirely out of your control.

Well, let us tell you frankly about the flexibility you can enjoy with Bonneville's new "Million Dollar Sound."

First, the programming is delivered LIVE. No one else can make that statement.

Secondly, if you're using live announcers, you can run the programming the way you want to,

cut in when you want to, and "localize" it the way you want to.

Third, if you choose to automate the satellite delivery, your staffing costs are reduced, along with your equipment and maintenance expenses.

Either way, live or automated, you're getting all the benefits of the "Million Dollar Sound"...the most consistently fresh easy-listening music available anywhere. All delivered with the finest satellite transmission quality in the world.

Looking for flexibility and ratings? If you haven't talked turkey with us lately, you haven't talked turkey with us at all.



NAB-NRBA at odds over spectrum fee

Two associations remain poles apart on deregulation plan

The National Association of Broadcasters remains firmly opposed to a National Radio Broadcasters Association proposal to deregulate radio in exchange for a 1% spectrum fee to be used to fund public broadcasting and minority broadcast ownership. Although the NRBA has had favorable reactions to its proposal on Capitol Hill, especially in the House Energy and Commerce Committee where leaders have demanded a "quid pro quo" in exchange for any broadcast deregulation, it is not expected to get far with its proposal without support from NAB.

NRBA leaders report they've had almost no unfavorable reaction from broadcasters with whom they've discussed their proposal and maintain that if radio operators consider it carefully, they will agree that 50-year license contracts and a fixed 1% fee are preferable to the uncertainty of the present FCC-ordered deregulation and comparative renewal process. NAB leaders, on the other hand, say they have had nothing but negative reactions to the NRBA proposal, and they therefore prefer to continue working for passage of one of four major deregulation

bills now pending in Congress.

The NRBA proposal, now being circulated in outline form among members of Congress, would codify the FCC's recent deregulation of radio by removing requirements for news and public affairs programming, adherence to a certain format, maintenance of program logs and limits on commercial time. It would replace the present seven-year license terms with 50-year leases in which broadcasters would contract with Congress to pay an annual spectrum fee of 1% of station revenue. Funds from fees would be earmarked for public radio programming and new facilities and for minority ownership. The U.S. Treasury would collect the funds, but Congress would direct it how to disburse them each year. The bill would not repeal the fairness doctrine and equal time rules.

Almost a violation of laws, Congress could not alter a broadcaster's contract until it ended. NRBA leaders argue therefore it could not raise the fees or impose new regulations on the industry. The NRBA would agree to a congressional review of the contract after its first 25 years, but only for consideration of technological change that might necessitate some alterations. The technological review, said NRBA President Harriet (Sis) Kaplan, SIS Radio Inc., Charlotte, N.C., could not result in alteration of the spectrum fee.

The NAB's 48-member board of directors voted unanimously to oppose the NRBA proposal for three major reasons:

first, NAB believes that commercial broadcasting should not have to fund public radio. "The reality is that we compete with public radio," said NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, Indianola, Miss.

NAB's executive vice president and general manager, John Summers, said broadcasters are also firmly opposed to spectrum fees. The NAB supports a Senate-passed broadcast deregulation bill (S. 1629) that contains license fees to cover the cost of regulating broadcasting, and although those fees could be raised or lowered by the FCC, the NAB sees them as far less onerous than spectrum fees. Broadcasters "don't think we should start down that road," said Summers.

A third reason NAB opposes the proposal is that its leaders and staff fear that even if the NRBA proposal passed Congress without being severely watered down, the contract could still be altered by Congress before its renewal date. The legislative history of similar contracts with Congress is sketchy, according to NAB senior vice president, government relations, Steven Stockmeyer. Some contracts have held up under contract law, he said, but others have been legally altered by Congress before they expired. "It's not as attractive a proposal as it might seem," said Summers. "The contract would not be iron-clad and the FCC could still revoke a broadcaster's license." Summers questioned the need to fight for a 50-year license contract after the FCC has already eliminated much of the burdensome paperwork of license renewals by instituting postcard renewal forms.

Although NAB questions the protection of a contract with Congress, Kaplan argues that contract law would prevent any alteration until renewal time. "Every lawyer I've talked to has said that if written properly, the contract could not be touched by Congress until its expiration," she said. Although one percent of gross revenues would amount to more than the license fees contained in S. 1629, Kaplan maintains that broadcasters, if they had a chance to really compare the two proposals, would prefer fixed fees. S. 1629, passed by the Senate, would provide substantial deregulation of radio but much less for television and would charge license fees to defray part of the cost of deregulation.

Most important, Kaplan argues that NRBA's proposal is passable in the 97th Congress while other deregulation proposals, including three bills languishing in the House Telecommunications Subcommittee, have little or no chance. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) would like to see some TV deregulation along with relief for radio, said Kaplan, but House Telecommunications Subcommittee Chairman



It's academic. More spectrum for the multipoint distribution service equals less spectrum for the Instructional Television Fixed Services, and that's not in the educational community's interest, according to the university heads making the rounds of the FCC. The visits came in the wake of Microband Corp. of America's proposal to transform MDS into a "wireless cable system" by reallocating 12 channels from ITFS to MDS in the 50 largest markets (BROADCASTING, May 3). Educating Commissioner Mimi Weyforth Dawson (second from left) on their needs and plans for ITFS are (l-r): J. Russell Nelson, president, Arizona State University; Robert Rosenzweig, vice president, Stanford University; Dallas Beal, president, State University of New York at Fredonia; Richard West, vice president, University of California at Berkeley, and Thomas Martin Jr., president, Illinois Institute of Technology.

Timothy E. Wirth (D-Colo.) is firmly opposed to TV deregulation, and to two sweeping broadcast deregulation bills, introduced by Republican leaders of his committee, that would deregulate both radio and TV.

Kaplan fears that the substantial deregulation radio has won from the FCC this year will be reversed by a future commission if not codified. She wants codification as soon as possible because broadcasters have no guarantee of how long they will be working with a Republican President and Republican-controlled Senate.

NRBA has received relatively little response to a memo it mailed to all commercial radio stations several weeks ago, describing its proposal and asking for support, according to Abe Voron, NRBA's executive vice president. The response it has had, however, has been overwhelmingly favorable. NRBA's 36-member board is solidly behind the proposal and recently decided to hire a major news staff member to free Voron to lobby full-time on Capitol Hill (see story, page 70).

NAB leaders, however, report a completely different reaction from broadcasters to the proposal. Fritts, who travels to most state broadcast association conventions and many other industry meetings, said he has not met one broadcaster who favors it. Stockmeyer and NAB Radio Chairman William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Orlando, Fla., report similar results after traveling to state conventions in New York, North Carolina, Florida, Kentucky and Georgia recently. At the Iowa Broadcasters Association convention two weeks ago, NAB research vice president, Larry Patrick, asked for a show of hands in support of the proposal and reported that not one hand was raised.

Time is running out on the 97th Congress and chances for passage of anything but noncontroversial legislation are considered remote. Kaplan said the NRBA has received no commitment from Wirth to introduce the bill. It has, however, received highly favorable responses from Wirth, Packwood, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Representative Al Swift (D-Wash.), a key member of Wirth's subcommittee, Kaplan said. □

TV in Senate put on hold

Rules committee postpones action on S. Res. 20; passage uncertain

The Senate Rules Committee postponed for the second time last Wednesday (June 30) action on a proposal to permit televising of Senate proceedings. Committee Chairman Charles Mathias (R-Md.) is said to have held proxies from enough members to send the proposal (S. Res. 20) to the full Senate for final consideration, but he failed to get the quorum he needed to conduct business and put off the

Citation. Harold Niven, National Association of Broadcasters' vice president for planning and development, has been honored by National Broadcast Editorial Association for his many years of service. Niven, who helped found and is honorary president of NBEA, received plaque recognizing "tremendous assistance" to organization at recent 10th annual convention in Washington. □

Add another. George Douglas, president of Southwest Econometrics, Austin, Tex.-based consulting firm is another candidate being considered for open seat on Federal Trade Commission. Seat has been vacant since March 1981 when Democrat Robert Pitofsky resigned. Douglas is former colleague of FTC Chairman James Miller. Two worked on book in 1974, "Economic Regulation of Domestic Air Transport," published by Brookings Institute. Other candidate, Amy Bondurant, staff attorney for Senate Commerce Committee, is being backed by Senator Wendell Ford (D-Ky.) and other Democrats and Republicans on committee. White House has yet to send nomination to committee that must confirm appointment. □

Suit settled. Law suit that Mutual Broadcasting System filed against Western Union Telegraph has been settled out of court. Suit, which had been filed on Feb. 25 in U.S. District Court in Washington, had sought \$200 million from Western Union on ground it had failed to keep contractual commitment, made in 1977, to award MBS additional capacity on Westar satellite system. Mutual officials said settlement was "satisfactory to both parties." □

WNET renewed. FCC has renewed license of noncommercial WNET(TV) Newark, N.J., dismissing petition to deny by New Jersey Coalition for Fair Broadcasting, which alleged station hadn't met its responsibility to serve New Jersey residents. FCC disagreed, contending that WNET had met conditions it had outlined when it granted station's 1978 renewal. Among conditions was that station complete construction and begin use of studio and office in Newark by June 1981, which WNET did. WNET was granted waiver in 1961 to move its main studio to New York City as long as it maintained and used "fully adequate" studio facilities in Newark. In placing conditions on 1978 renewal, FCC noted that WNET had permitted its Newark production capacity to deteriorate significantly.

markup until a later date, possibly July 14.

The proposal, which has already conditionally passed the Senate by unanimous voice vote, was sent to the committee two months ago with instructions that the committee add to it any changes in Senate rules that might be required or desired with the admission of TV. The committee was also asked to specify in amendments to S. Res. 20 regulations to govern Senate broadcasting.

A spokesman for the committee said no rules changes will be recommended when the panel finally acts on S. Res. 20, which was due to be sent back to the Senate on June 20 but has been pushed aside, first by pressing Senate business that precluded a committee meeting and last week by a shortage of available senators, who were preparing for or had already begun the July 4 recess. The committee is expected to recommend in an amended S. Res. 20 that televised coverage of the Senate be gavel-to-gavel and that cameras be controlled by the Senate rather than the media. These same recommendations have already been put to the Senate in the Rules Committee's initial report on the resolution.

As it was the first time it voted to report S. Res. 20, the Rules Committee appears to be divided along party lines on an alternative proposal by Senator Wendell Ford (D-Ky.) that coverage be limited to radio because it is cheaper. Ford, who many believe is merely trying to delay final passage of S. Res. 20, is also trying to gain

support for an amendment that would re-mand the resolution to a special committee chaired by former Senators Abraham Ribicoff (D-Conn.) and James Pearson (R-Kan.) that is conducting a comprehensive review of Senate procedures and hopes to recommend rules changes needed for more efficient operations. Ribicoff and Pearson, however, have already informed Mathias they would rather stay out of the TV debate, according to a Rules Committee spokesman, and Ford's amendment appears to be doomed.

Industry observers say they are unable to predict whether S. Res. 20 will pass the Senate this year. Baker was thought to be close to having enough votes to break a filibuster against its passage just prior to agreeing to conditional passage and as time goes on, industry observers believe more and more senators are accepting the idea of televised coverage.

Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) who announced in June he had changed his mind and now favors televised coverage, had been one of S. Res. 20's most formidable opponents prior to his switch. In a recent appearance on the Cable Satellite Public Affairs Network (C-SPAN), Senator Slade Gorton (R-Wash.) announced that he had previously opposed coverage but is now in favor.

"The more they talk about it," said one broadcast journalist last week, "the closer they get to approving it." □

'Born Innocent' case finally ends, in NBC's favor

Supreme Court lets stand California ruling that network and station were not liable for damages from crime said to be inspired by TV

The drawn-out court case posing the question as to whether the First Amendment provides a defense for broadcasters accused of negligence as the result of a crime said to have been influenced by a television program ended last week, with the U.S. Supreme Court leaving the answer as articulated by a California trial court four years ago: The protection is there.

The case stems from NBC's production of *Born Innocent*, in 1974, and the scene in which a teen-age runaway is artificially raped in a reformatory by girls using a mop handle. Four days later, on Sept. 14, 1974, four teen-agers—three girls and a boy—used a bottle in a similar attack on a 9-year-old girl on a beach in San Francisco.

The victim, Olivia Niemi, and her mother sued NBC and the local affiliate, KRON-TV San Francisco, for \$11 million in damages, claiming negligence in the showing of the made-for-television movie in

prime time. The Niemi attorneys called the assault the result of "a classic example of the tragic effects of televised violence." They said the teen-agers were "stimulated to attack" the 9-year-old girl by the movie and that NBC should have foreseen the possibility of such a crime being committed.

However, Superior Court Judge Robert Dossee saw the case in terms of the First Amendment and the principle that dramatic materials are protected under it. Accordingly, he dismissed the suit, contending that the broadcasters could be held liable only if it could be proved they intended to incite violence.

The case was appealed through the California courts, which affirmed the trial court's decision. Finally, in May, the Niemi attorneys sought review by the U.S. Supreme Court. On Monday, without comment, the justices rejected the petition.

NBC hailed the action as a victory for broadcasters' right of self expression. By denying review, NBC said, the Supreme Court "has left as binding precedent the decision of the California courts affirming the constitutional rights of broadcasters to provide the public with meaningful programs. A contrary result would have had a devastating impact of the free flow of ideas dealing with serious social problems." □

Harvard study to examine media's effect on government

A three-year study to identify the ways in which the media affect federal government policy making will be conducted at Harvard University.

The Institute of Politics at Harvard's John F. Kennedy School of Government last week announced a \$225,000 grant from the Charles H. Revson Foundation to back the project.

The study will focus on domestic and foreign policy decisions, the press impact on Congress, the use of confidentiality by government officials and the press, and the press's role in shaping public opinion.

According to the institute, case studies that may be explored include the Iranian hostage-taking, Three Mile Island, SALT II and the resignation of Spiro Agnew.

Chairman of the project is Jonathan Moore, director of the institute. Vice chairman is Richard E. Neustadt, the Lucius N. Littauer professor of public administration at Harvard. Others to be selected will come from Harvard, the media and government.

The institute said it will produce a book, magazine articles and educational materials based on its research. □

Programming

Group W Productions to expand its reach beyond syndication

Company announces plan to expand into first-run network programming, series production, cable programs and international distribution

Group W Productions has committed itself to "enormous expansion" beyond its traditional syndication activities, including involvement in first-run network programming, series production, cable programming, international distribution and even the "video jukebox" business. The company's president and chief executive officer, Edwin T. Vane, provided reporters with an update on Group W Productions's development plans during an informal news conference.

"Our goal is to become a full-service production and distribution company," Vane declared.

Vane outlined three areas of development within the company: syndication, cable and over-the-air networks.

In syndication, he reported *PM Magazine* and *Hour Magazine* are doing well and will continue production for the

foreseeable future. *The John Davidson Show*, as previously announced, will go off the air in August. Vane attributes its demise primarily to expansion of local news programs and disenchantment with the "20-year-old talk/variety genre."

Group W will announce at least one new first-run syndication series "within the next few months," said Vane, adding that the company will specialize in half-hour programs. "It is very difficult to find an hour in one lump within a station's

schedule any more," he explained.

Vane said *Getting Personal*, shown in pilot form at this year's NATPE International conference, would not premiere in September but is still being considered for possible syndication. Another NATPE entry, *Chef Tell*, has been abandoned. A series of one-hour wildlife specials, *Fight for Survival*, is being made available, however. Vane said Group W is also "looking at occasional prime-time one-hour specials" that would be distributed via ad hoc networks in a manner similar to that used recently by Fred Silverman's InterMedia Corp. and Mobil Corp.

In cable, Vane announced Group W is "in the closing stage of making deals" with Showtime, Home Box Office and RCTV for first-run theater productions. He termed cable "a burgeoning area" of growth for the company, which is trying to broaden its industry image to avoid "the danger of being labeled as a theater producer for cable."

Vane said Group W Productions does not have a "privileged position" with the Disney Channel, Satellite News Channels or any other joint ventures involving its parent company, Westinghouse Broadcast and Cable Co., but "we do have access to the people who make decisions." He said the division is seeking to become a sup-



Vane

plier to all these ventures.

Acknowledging that selling to the networks has not been a top priority in the past, Vane said Group W is now intensifying its efforts in that arena. He said his unit now has a script deal with CBS for a made-for-television movie and a second sale is expected soon. Group W now has "20 to 30" projects in development for network sale, said Vane, including both series and TV movies. He predicted that during 1982-83, Group W "will break through in one form or another on the network front." Any series that is developed will probably be reality-based, said Vane, along the lines of material Group W has been producing for syndication.

International sales of Group W product have reached the million-dollar mark, according to Vane, and are expected to increase as program modules from individual information programs and theatrical productions become available. Filmmation, an animation house acquired by Group W last year, will also supply material for international and possibly first-run domestic syndication during the next few years.

Vane reported rapid growth in Group W's satellite and news feed distribution services, adding that the company recently bought rights to distribute videocassettes for "a video jukebox business" to record stores. □

CPB's \$6 million for children/family shows

The Corporation for Public Broadcasting has put up money to back its rhetoric on children's and family programming. The CPB board, meeting in Washington, said it would commit \$6 million for production in that area—half of it used to fund programming produced through a consortium of stations ("In Brief," June 28).

At a previous meeting, CPB directors set children's/family programming as the number one priority of its program fund (BROADCASTING, May 17). That action was later commended by Senator Harrison Schmitt (R-N.M.), who brought it to the attention of his colleagues on the Senate floor (BROADCASTING, June 7).

The programs would be scheduled in prime time and aired next year. WQED-TV Pittsburgh is organizing the consortium, modeled on that which is producing the current *American Playhouse* series. The program fund will continue to seek moneys for this new programming initiative from the National Endowment for the Arts and the National Endowment for the Humanities and from the private sector.

In other programming action, outgoing program fund director Lewis Freedman told the board that an arts alliance programming consortium, led by WNET(TV) New York, also is being formed. Freedman noted that corporate funding for such shows as *Great Performances* will not always be there and that the formation of such a consortium will insure its survival.

In other board action CPB directors approved an update of the corporation's five-year plan, with direct funding focusing on four areas: public broadcasting services, educational telecommunications, program development and human resources and services. The update states that reduced federal funds and "statutory constraints on the allocations of CPB resources dictate that CPB must rethink its role." The update notes that the corporation will not be able to continue all the activities it has in the past.

Board members also adopted a resolution establishing criteria for development activity at the corporation. CPB is stepping up its development activities to assist stations in their search for funding and programming in light of fewer federal dollars. CPB President Edward Pfister will make specific recommendations on those activities early next year.

In addition, the board approved a revision of its formula for public radio community service grants. Public radio stations had requested a change so that all stations would share equitably in the decrease of CSG funds. Those funds are shrinking due to a decline in federal support. The current formula includes a base grant of \$25,000 and incentive grants that match a station's nonfederal revenue with a minimum of \$100,000. The new formula would take 18% of the total radio CSG funds available and distribute it equally among all stations as a base grant. The remaining percentage of funds would be used as an incentive grant with each station receiving the "same percentage share of the incentive grant fund as it contributes to the total nonfederal support of the system." □

Million-dollar exhibition

The American Market for International Programs carries a \$1.1 million price tag.

That's how much organizers claim it will cost to run the new foreign TV marketplace scheduled to debut Nov. 7-10, 1983, at the Fontainebleau Hilton in Miami Beach (BROADCASTING, May 31).

That figure as well as costs to distributors and other details were provided at an AMIP press conference last week in New York.

On-hand were the trade show's organizers, Bernard Chevy, who runs MIP-TV and other marketplaces in Cannes, France, and Harvey Seslowsky, president of the Broadcast Information Bureau and National Video Clearinghouse, and Elwood Rickless whose Perard Associates is backing the venture.

According to Seslowsky, who outlined the effort to date, typical booth space will cost distributors \$4,750 (excluding 6% state sales tax) for an 8-foot by 10-foot "open office" area and a closed screening room of equal size. Monitors for the various international TV system standards will

Ratings Roundup

With a 14.1 rating and 27 share, CBS-TV won prime time for the week ended June 27, ABC-TV averaged a 13.5/26 and NBC-TV a meager 11.0/21.

Although placing second overall, ABC won the most nights: Tuesday, Thursday, Friday and Saturday. CBS took Monday and Sunday and NBC led on Wednesday.

CBS had the highest rated night, on Monday, with a 19.8/36 average from series reruns and an original *Cagney and Lacey* episode in *Lou Grant's* normal time slot at 10 p.m. That night, CBS chalked up the top three positions on the week's ratings list with *M*A*S*H*, (23.8/41) *Cagney* (21.5/38) and *House Calls* (21.2/36). Competing against those shows was NBC's *Ain't Misbehavin'* Broadway special (13.1/23) and *ABC Monday Night Baseball: Detroit vs. Boston and Philadelphia vs. St. Louis* (12.4/22).

Of the top 20 rated programs, only *Cagney* and *60 Minutes* were originals. All but 17 of the week's 64 shows had been broadcast previously by the networks.

The Holmes-Cooney World Boxing Championship match, available earlier on a pay basis, ran on ABC Friday, earning a 14.3/29. Two music/variety specials, CBS's *Shirley MacLain—Illusions* (9.5/17) and NBC's *Shaun Cassidy Special* (5.5/13), both performed poorly, with *Cassidy* at the bottom of the ranking list.

Outside prime time, CBS won the early evening news competition with an 11.4/26 to ABC's 9.8/22 and NBC's 9.3/21.

The First 20

1.	<i>M*A*S*H</i>	CBS	23.8/41
2.	<i>Cagney And Lacey</i>	CBS	21.5/38
3.	<i>House Calls</i>	CBS	21.2/36
4.	<i>Hart to Hart</i>	ABC	21.1/37
5.	<i>Jeffersons</i>	ABC	19.9/36
6.	<i>Too Close For Comfort</i>	ABC	19.3/32
7.	<i>Alice</i>	CBS	18.7/36
8.	<i>60 Minutes</i>	CBS	18.5/44
9.	<i>20/20</i>	ABC	18.3/33
10.	<i>Trapper John, M.D.</i>	CBS	18.0/33
11.	<i>Fantasy Island</i>	ABC	17.7/36
12.	<i>Three's Company</i>	ABC	17.5/31
13.	<i>One Day At A Time</i>	CBS	16.9/34
14.	<i>WKRP in Cincinnati</i>	CBS	16.1/30
15.	<i>Love Boat</i>	ABC	15.9/33
16.	<i>Quincy, M.E.</i>	NBC	15.9/29
17.	<i>Gimme A Break</i>	NBC	15.8/28
18.	<i>Archie Bunker's Place</i>	CBS	15.7/34
19.	<i>Diff'rent Strokes</i>	NBC	15.6/29
20.	<i>Hill Street Blues</i>	NBC	15.6/28

The Final Five

60.	<i>Flamingo Road</i>	NBC	7.9/14
61.	<i>James Boys</i>	NBC	7.1/16
62.	"The Duellists" (movie)	CBS	7.0/15
63.	<i>Father Murphy</i>	NBC	6.1/14
64.	<i>Shaun Cassidy Special</i>	NBC	5.5/13

run another \$500 and telephone hookups about \$100.

Seslowsky said booth design will be provided by Freeman Decorating. He added that the company works with the National Association of Broadcasters convention and the Consumer Electronics Show.

Sellers without booths will be charged a flat \$600 fee, regardless of the number of company representatives there.

There will be no registration charge to buyers who also will have free rooms at the Fontainebleau and other hotels.

About 25 distributors were said to have committed to booths so far, about half of them French companies including TF-1, SFP and SR-3. Others range from Brazil's TV Globe to Japan's NHK.

Seslowsky said AMIP expects 2,500 buyers and sellers to attend. The market is open to buyers from the U.S., Latin America and Canada and sellers with foreign (non-U.S.) programming.

AMIP is billing itself as a marketplace

with programming for "television, cable, LPTV [low-power television], satellite, home video ... the entire range of video telecommunications."

Seslowsky said a Paris meeting is planned Nov. 5 this year when a group of representative buyers will discuss their needs.

Both Seslowsky and Chevy stressed that AMIP would not be in competition with the annual NATPE International marketplace. □

RCA to put up \$50 million for home video venture with Columbia

RCA will contribute \$50 million over the next three years for its part in a new joint venture with Columbia Pictures to market

home video products in the United States and Canada. That was the dollar figure announced by Coca-Cola, which recently completed its acquisition of the movie maker.

RCA and Columbia already were tied together in the international market, with a joint venture formed last year for disk and cassette distribution overseas. This new deal gives the joint venture it establishes access to Columbia's libraries of theatrical features and television programs, as well as future Columbia product and video music productions of RCA records. Herb Schlosser, RCA executive vice president, called the pact "part of RCA's long-range program to make the company's entertainment businesses a major contributor to growth and profits in the year's ahead." On the Columbia side of the deal, its president, Francis Vincent, said the joint venture "is in keeping with the Coca-Cola Co.'s stated strategy to further strengthen its profits from U.S. based businesses."

Among the recent titles the venture will be able to access are "Annie," "Stir Crazy" and "Hanky Panky." □

Monitor

Making move. ON TV, Los Angeles STV service, expanded scrambled programming by about 60% July 1, increase of about 150 hours per month. Expansion, in response to easing of FCC restrictions governing STV operators (BROADCASTING, June 21), has pushed ON TV sign-on to 4 p.m. weekdays and noon on weekends. □

Strong sales. For five months ended May 31, ITC Entertainment claimed more than \$8 million in foreign sales. Properties sold ranged from feature film "On Golden Pond" to *Of Muppets and Men* special, as well as series. □

ESPN signings. ESPN has made pact to supply its programming to lodging industry video service distributor Telstar Corp. When Telstar takes delivery of transponder 10V on Comsat D3 in October, ESPN will use that transponder to feed sports to hotel/motel clients of Telstar; addressable receivers will give ESPN control of blackouts required by sports contracts. Comstar feed also will allow ESPN way to provide alternate programming to cable systems that have to blackout main feed on Satcom III-R, and gets ESPN signal to Hawaii for first time. Partners say Telstar will get to participate when ESPN/ABC pay-per-view project gets off ground. Telstar announced separate deal with Momentum Enterprises, covering teleconferencing and special event programming—Momentum and Telstar fed recent Holmes/Cooney fight to some Telstar client hotels. □

In the marketplace. *Take My Word for It*, half-hour game strip from Worldvision Enterprises, is available for September start. It's produced by Omni Productions in association with Golden Gate Productions, involving noncommercial KQED-TV San Francisco in commercial syndication effort. Syndicator Services has six *Country Jamboree* from Don Kirshner Productions available beginning in July. *Rowan and Martin's Laugh-In* series is being distributed by Lorimar Television Distribution for syndicated play—either in half hour or hour form—starting in fall 1983. Lexington Broadcast Services is distributing 90-minute *Full-Contact Karate World Championships* live on June 26. Syndicator claims 50 stations signed so far. *The Glen Campbell Music Show*, first-run syndicated music show, has begun production for September premiere. Half-hour program is produced by Pierre Cassette Productions and syndicated by Lexington Broadcast Service. *The Mickey Finn Show*, hour-long variety special, produced by Andrews-Voice Productions in association with Columbia Pictures Television, is available for fall syndication by CPT. Syndicator Dan Robinson, distributor of *In Search Of...* in top-100 markets, claims 25-markets cleared including two cities where one station will take show as once-a-week and other as strip. In Los Angeles, KNXT-TV goes with show on weekly basis while KMY-TV strips and in Pittsburgh KDKA-TV has it weekly and WPTT-TV is stripping. □

Corinthian news. Corinthian Broadcasting Corp. will begin *Afternoon*, one-hour daily feature and news program, on its six television stations on Sept. 3. Slotted at 4-5 p.m. program will consist of 22 minutes of local news and features in each market and 26 minutes of news and feature segments gathered by Corinthian news staffs in New York, Chicago, Los Angeles and Atlanta. Corinthian is considering syndication for *Afternoon*.

Viacom expanding its horizons

Formation of Viacom World Wide announced; company hopes to find international opportunities to capitalize on cable, teletext

Viacom International is looking to internationalize its involvement in the new media.

Announced last week was the formation of Viacom World Wide, a new company aimed at developing and expanding Viacom business outside the U.S.

Willard Block, currently Viacom Enterprises president, takes over as World Wide president July 6. Viacom said his successor at Enterprises would be named shortly.

According to Block, Viacom wants to capitalize on its domestic experience in the world marketplace. He cited Viacom's cable system ownership and involvement in Showtime, a pay service, and the Cable Health Network, a basic service launched last week, as examples of that experience.

Block said World Wide's efforts will be wide ranging. He explained, for example, that "pay cable is just getting started" internationally and that the company hopes to "feed into these new possibilities." He added that World Wide also could become active in teletext and cable marketing among other areas. The company's involvement could be as owner, supplier or consultant.

International licensing of television programs and films, however, will remain within the Enterprises division.

As World Wide president, Block will report to Ralph M. Baruch, Viacom International chairman, and Terrence A. Elkes, president. □

Public broadcasters have money on their minds

Cuts in federal funding and alternatives occupy meetings of PBS and NAPTS

Public television broadcasters had a lot on their minds when they converged in Washington for their annual meeting. Impending budget cuts, the financial woes of some of the larger producing stations and the uncertainty of future federal funding have preoccupied the medium for months. But despite numerous gloomy forecasts and the serious retrenchment that has already occurred at some stations, Public Broadcasting Service President Lawrence Grossman had some encouraging news.

Grossman opened his remarks to the more than 400 public broadcasters gathered at the Hyatt Regency in Arlington, Va., June 25 and 26 in an upbeat tone. "Despite the financial questions and problems that have been besieging us, I view the prospects for public television with a good deal of cautious optimism, but optimism nevertheless." He said he felt the pendulum was swinging back in favor of public broadcasting. "We've had our best season ever and a great season to look forward to," he added. Grossman had expressed the same feeling of optimism at the Los Angeles consumer press tour (BROADCASTING, June 21).

He stated that PBS is financially sound, despite funding cuts, as it enters fiscal 1983. The service is predicting it will have \$2 million in working capital for FY 1983. PBS's fiscal year began last Thursday. In addition, he announced that PBS is currently negotiating to sublease its relinquished transponder time for commercial use to raise revenue. Grossman explained that PBS intends to raise enough revenue to cover the entire costs of the transponder while still making time available to the stations. Stations would have access to the transponder about 30% of the time Monday through Friday. The name of the negotiating party was not released.

The proposal to sublease transponder time is part of an overall PBS reorganiza-

tion plan accepted by the stations earlier this year (BROADCASTING, June 7). The plan is part of PBS's efforts to trim costs to its member stations that face severe reductions in federal funds. The plan basically streamlines PBS's programming into a national program service, reduces the number of distribution hours to stations and places some of its services on a user-pays or self-supporting basis. PBS has also had to make staff reductions and cut back its Saturday program services.

Grossman told the broadcasters that public television is not threatened by cable television. "That glorious new telecommunications revolution has turned out to be not so new and not so glorious of a revolution, at least in quality programming." The growth of cable TV is actually "proving to be a boon for public television," he said. "We've got a long way to go before we hear the death rattle of public television."

The PBS president pointed out that "public television thrives on cable." Public television, he added, does better in cable homes than in noncable homes. Grossman noted that cable takes care of the UHF disadvantage many public stations suffer. He discussed a myriad of pay and basic cable services now offered. Many of the services are suffering financial difficulties, he said, which is why Wall Street is taking a "hard second look at the real potential of cable."

PBS has also, he noted, shifted to a more cautious approach in investigating the development of a pay cable service. He stated that PBS was not abandoning the project, but would continue to study it carefully and pursue it with "cautious prudence." Grossman made no announcements concerning the service's search for a partner in a pay cable venture.

PBS Board Chairman Dallin Oaks was also optimistic. "Despite many problems, this has been a good year for public television. Challenges have brought out the best in us, and our adversities have called forth unprecedented support from our friends. I

believe public television is stronger today than it was a year ago," he said. Oaks noted that public television has never functioned with better cooperation or with a greater sense of common purpose than during the past year. "As we have united our efforts we have enjoyed increased support from the public and Congress, who seem willing to provide the resources to carry it out. Our programming attained new heights in quality and viewing audiences during the past year," he said.

The encouraging news did not end with Oaks's address. Dale Rhodes, director of research for PBS, reported that public television's audiences doubled in the last five years. Rhodes also predicted that public TV will "prosper" in cable. "As long as public television's programming remains diverse, lively, thought-provoking, high quality and, perhaps most important, different from the rest, then we have nothing to fear from the technology of the future," Rhodes said. He also reported that regular viewers are watching more. Weekly viewing, he noted, has risen to three and one half hours per household. Prime time viewing increased two hours, he added.

Neil Mahrer, PBS senior vice president of marketing and information services, reported on development and marketing initiatives. Traditional sources of revenue, pledge drives and underwriting contributions, saw an increase in 1982, he said. Revenues from pledge drives in FY 1982, he said, were up \$9 million from FY 1981. Local underwriting climbed 14% in FY 1982 from 1981—national underwriting made the same climb.

New sources of revenue being explored by PBS, he said, included teleconferencing services and PBS Video (BROADCASTING, Dec. 14, 1981). Teleconferencing, he noted, shows a modest increase. Mahrer projected, however, that PBS Video revenues in FY 1983 would rise by 25%.

On the programming side of the public broadcasting business, Senior Vice President Suzanne Weil presented an overview



Grossman



Fowler



Washburn



Bell



Rockefeller



Christensen



Summers



Oaks

of the coming season.

"We have recently returned from L.A. press tour where we introduced our fall schedule along with the three commercial networks and the cable companies. Once again, we were kind of the poor relation at the family picnic. But then we unloaded our hamper and it was full of homemade, imported, nourishing and beautiful goodies which stood out next to the fast-food buckets which were being unloaded around us. And, boy, were we noticed."

The public television broadcasters also had an opportunity to vote on a PBS proposal for a \$2-million program development fund. The fund would operate under a seven-member program advisory council selected by the PBS board's executive committee and voted on by members.

It would basically provide additional funding for programing initiatives undertaken by stations. The fund would also give PBS an opportunity to acquire programs to fill holes in its programing schedule. Grossman noted that PBS would aggressively seek substantial matching grants for it. The fund was adopted by an overwhelming majority.

PBS members also discussed PBS's reorganization plan. They later voted to pay for PBS services by a full-assessment method rather than on a user-pays basis as proposed earlier (BROADCASTING, June 7). In a straw poll in May, stations had selected full-assessment (the current pay method) whereby virtually all the costs of the system are borne by 100% of the membership.

During its board meeting at the close of the conference, PBS officially adopted the reorganization plan. It also approved a revision in its underwriting guidelines allowing on-air credits from diversified corporations. In the past, manufacturers of liquor or tobacco and personal products were prohibited from underwriting. This revision would change that.

The seriousness of public TV's financial problems were underscored. NAPTS members devoted much of their time listening to reports on findings from the Temporary Commission on Alternative Financing for Public Telecommunications and the advertising demonstration project (chaired by FCC Commissioner James Quello) (BROADCASTING, June 28). Representatives from the FCC, Congress and the commercial sector presented their views on some of the problems facing public TV in its quest for funding.

In a videotaped message, Congressmen Al Swift (D-Wash.) and Tom Tauke (R-Iowa), both members of the temporary commission, discussed some of the findings. They noted that for the near term there is "no possibility of replacing public financing with some other alternative." Swift commented that some congressmen had hoped the TCAFPT would find a "pot of gold" that would alleviate the need to appropriate federal funds. He explained that with the exception of the proposal to establish a trust fund, none of the options appear that promising to replace federal funding.

Tauke also noted that the trust fund concept is promising. However, he said the idea might be tough to sell to Congress. "Of course, the problem is trying to convince Congress, who is not too willing now to put money into public broadcasting, that we should have either a separate tax to fill up this trust fund or we should appropriate even more money for a shorter period of time," Tauke said.

Congressman Swift voiced reservations about the advertising demonstration project. He noted that only a handful of stations volunteered to participate and that "it doesn't necessarily mean that whatever results we get can be applied universally to solving the problems of all television stations."

Tauke and Swift cited some problems that may occur if public broadcasting competes with the private sector. They pointed out that as Congress instructs public broadcasters to go out and "raise some money on their own," complaints will start rolling in. "I think, when we start getting into areas where the public broadcasters are going to provide services that are essentially available now in the private sector you know and I know that those private sector people will be all over us if that happens," Tauke said. "And with some good reason."

FCC Chairman Mark Fowler also addressed the group. In the search for additional funding, he suggested that spectrum user fees might be one answer. "I'm not prepared to say that a spectrum user fee is ultimately desirable. But I believe it deserves the thoughtful attention of you in public broadcasting as well as those who use spectrum as part of their business and, of course, the Congress," Fowler said. The FCC chairman also noted that within the next month the FCC would probably initiate a noncommercial STV television rulemaking proceeding (BROADCASTING,

June 28).

The FCC chairman broached the subject of public broadcasting competing in the marketplace. "In short, I believe there's a future for public broadcasting in a marketplace environment. But I believe it's one that needs clarity in purpose," he said. Fowler also said that he saw the role of public broadcasting as "serving unmet needs in a deregulated competitive marketplace." He cited children's programing as one "crucial service" public broadcasting provides. In addition, he said, that public TV can "also be a forum for access opportunities for political candidates and others." Finally, he noted that public broadcasting can be a "safe harbor, as it were, for the concept of localism in broadcasting."

Conferees also expressed concern that the purpose and nature of public broadcasting may be altered by advertising and other revenue-seeking ventures. These issues, NAPTS President Bruce Christensen noted, will be addressed within the next 18 months as NAPTS prepares for new authorizing legislation in 1986.

A number of congressmen and senators will receive special citations from NAPTS for their efforts in supporting the system. Senators Ted Stevens (R-Alaska) and Robert Byrd (D-W. Va.), Congressmen William Natcher (D-Ky.), Silvio Conte (R-Mass.), Tauke, Swift and Bob Kastenmeier (D-Wis.) were named. Kastenmeier was recognized for his efforts in securing the public television provisions in the Cable Copyright Act Amendment (H.R. 5949).

There was praise for the public broadcasters too. FCC Commissioner Abbott Washburn lauded the system for its contributions to television. "The programing you have brought to the screen," he said, "is unique, it's innovative and pace-setting." He was particularly complimentary of children's programing aired on public TV.

Washburn called the system the market-tester of many innovative concepts. The mini-series and programs such as *Nova* and *MacNeil-Lehrer* appeared first on public TV and provided a pattern for commercial television, he said. Washburn stressed the "great continuing need" for the public broadcasting system. The NAPTS members honored Washburn with a plaque containing a picture of *Sesame Street's* Big Bird.

Friday's luncheon speaker was U.S. Sec-

retary of Education Terrell Bell. He addressed the "tremendous potential that public television has for educating and training millions of Americans who otherwise might be denied the opportunity to enrich their personal lives." Bell particularly cited the Annenberg School of Communication's \$150-million grant to the Corporation for Public Broadcasting as "just the kind of public and private sector initiative that President Reagan is attempting to encourage throughout the society."

CPB has also suffered retrenchment (BROADCASTING, March 31). However, to allay fears that CPB services would slowly disappear, CPB Chairman Sharon Rockefeller stated otherwise. She said the corporation's support would focus on four major areas. They are: support of program development; support of educational telecommunications; support of greater use of new technologies, and support of

diversity—independents, women and minorities.

Rockefeller listed the programming priorities set by the board (BROADCASTING, May 17). She noted that CPB will also support programs that serve the needs of target audiences and are produced by independent film and video producers. "Our agenda for the 1980's is to make certain that diverse educational and instructional public telecommunications services continue to be available to a broad range of audiences," she stated.

The CPB chairman noted that the use of technology can help public broadcasting's base of services and increase financial support.

Rockefeller also presented the corporation's Ralph Lowell award to former FCC Chairman Newton Minow.

National Association of Broadcasters executive vice president and general man-

ager, John Summers, presented a list of five funding options for public stations. The options are being recommended by an NAB task force on public broadcasting (BROADCASTING, March 29). In his remarks Summers reaffirmed the NAB's commitment to help public broadcasting. He noted that the NAB is also "compiling a list of examples demonstrating ways commercial stations have helped their public counterparts save and raise money." That list will later be circulated as a source of ideas for future involvement, he said. In addition, Summers said, the NAB would "use its lobbying expertise on the Hill to work toward full federal funding for the public system." However, "to insure an effective commercial and public broadcasting relationship," he noted that the "sniping and bickering" between commercial and noncommercial broadcasters must stop. □

City officials seek relief from Boulder

Mayors and attorneys testify before Senate Committee to grant cities antitrust immunity

City officials, claiming the Supreme Court's Boulder decision could affect their ability "to protect the health, safety and welfare" of the public, importuned the Senate Judiciary Committee at a open hearing last Wednesday to amend the federal antitrust laws to give municipalities "limited" immunity from antitrust suits.

The Boulder decision, handed down last January, said most cities are vulnerable to antitrust lawsuits. The immunity from such actions enjoyed by states, the result of a 1943 Supreme Court decision, it said, encompasses municipalities only in cases where the action challenged by the suit is "in furtherance or implementation of clearly articulated and affirmatively expressed state policy."

Since many governmental functions are ostensibly violations of the laws, the officials argued, subjecting cities to the laws, strikes at their ability to govern. "City governments are natural monopolies established to protect the health, safety and welfare of their populations," said Tom Moody, mayor of Columbus, Ohio. "In the normal course of governing, governmental decisions are made which, by their very nature, result in an advantage for one party, a disadvantage for another or a limitation in the operations of a third party."

Cities have already been subjected to antitrust challenges in areas essential to their existence, said Robert J. Logan, city attorney for San Jose, Calif. "Cities have been challenged over zoning, redevelopment, and annexation decisions. Even now . . . Richmond, Va., faces a multimillion dollar lawsuit in the redevelopment context. Cities can no longer comfortably regulate franchises or license businesses. Cities are being challenged and forced into an expensive defense for no less than regulating the health of the community."

"The foremost impact of the Boulder decision," added Logan's boss, San Jose Mayor Janet Gray Hayes, "is that it is, today, crippling the implementation of public policy at the local level. . . . Under the Boulder decision, virtually every decision by local governments will be subject to review by the courts, courts that will have to make interpretations under the 'quicksand' reasoning of the Boulder case."

There were at least two specific legislative proposals presented to the committee. Instead of asking for "blanket immunity," Moody, who represented the National League of Cities, proposed a "limited exemption that will allow cities to govern without being subject to inappropriate antitrust challenges." Under the NLC proposal, he said, cities would have to comply with three criteria to qualify for immunity: (1) the city must establish an affirmative policy of substituting regulation or monopoly public service for competition, (2) the city must actively supervise the policy and (3) the city must act within its authority under state law.

Howard Adler Jr., an antitrust lawyer with the Washington firm of Bergson, Borkland, Margolis & Adler, suggested specific language to amend the antitrust laws that reflect Moody's proposal: "Nothing contained in the antitrust laws . . . shall apply to the action of a municipality . . . where such action is undertaken pursuant to general or specific enabling legislation or authority and where the state itself or its agents or officials would not be subject to the provisions of the antitrust laws."

Besides their concern about the decision inhibiting their ability to govern, the city officials worried about the enormous costs that could derive from fighting off lawsuits. Hugh Allen, mayor of Demopolis, Ala., population 7,500, said: "We would be forced to go to the larger cities looking for legal counsel to represent us in any antitrust litigation we might become involved in. This would cause us to be subjected to

legal expenses far beyond the financial capabilities of our small municipalities."

If a city is sued, added Hayes, it's likely that the city attorney will be named as a defendant, forcing the city to go to the expense of hiring outside counsel. And if the city loses, she said, it is obligated to pay the plaintiff's legal expenses.

Concern about lawsuits and the "drain of public treasuries" that they portend, the officials said, could make cities so anxious about awarding franchises that provision of important services to the public will be delayed. "Without some changes in the antitrust laws," said Allen, "we will be forced in many instances to delay needed projects and decisions while we examine their antitrust consequences."

Federal legislation to remedy what the cities see as the negative impact of the Boulder decision is preferable, according to the officials, to the alternatives: state legislation to "clearly articulate" state policy to immunize the state's municipalities and further court action.

To come under the state's umbrella, the cities feel that they will have to relinquish power to the states. "Cities should not be expected to relinquish governmental power to the states simply on the basis of a judicial interpretation of the antitrust laws," Moody said.

There was also some concern shared by the city officials that because of the ambiguity of the Boulder decision, adequate legislation could not be written. "The Boulder decision ruling fails to define the elements of immunizing state legislation," Moody said. "As a result, state legislation designed to immunize city actions is as likely to be subject to court challenges as are municipal action that have not been specifically authorized by the state legislation."

Hayes offered other practical considerations in arguing against the state-legislative solution. Many state legislatures meet too infrequently to provide guidance to local governments, she said, and any move to pass legislation will generate

"substantial lobbying" by affected businesses.

The other alternative to federal legislation is case-by-case litigation by which the courts would be trusted to develop a "reasonable body of law," Moody said. The city officials found the alternative unacceptable, however, because of the cost and delay involved and because of the ultimate uncertainty of what would emerge from a decade of litigation.

William Baxter, the Justice Department's antitrust head, expressed concern about the impact of Boulder on the cities, but proffered no legislative proposal. He

suggested, however, that one solution to the cities dilemma might be a fundamental change in the antitrust laws, an abandonment of the restrictive vertical rules.

After listening to most of the testimony, Committee Chairman Strom Thurmond (R-S.C.) advised the city officials to get together with state governors and agreed on legislation they could all support—Baxter noted in his testimony that more than 20 states opposed the cities in their Supreme Court briefs—to avoid a "dog fight" in Congress. It will come a "whole lot nearer passing," he said, "if you can consolidate your views." □

Richard H. Harris is president of Group W Radio. **Buyer** is recently formed, publicly traded New York-based company whose principal stockholders include Robert Price, former general partner of Lazard Freres, New York-based investment banking firm, and current special counsel to that firm; Citicorp Venture Capital Ltd.; John Alden Insurance Co., based in Coral Gables, Fla., and Michael David-Weill, senior partner, Lazard Freres. This is first purchase for Price Communications, which was formed to acquire communications properties. Wowo is on 1190 khz with 50 kw full time. *Broker: The Ted Hepburn Co.*

Changing Hands

PROPOSED

WCBD-TV Charleston, S.C. □ Sold by State Telecasting Co. to Media General Inc. for \$8 million. **Seller** is subsidiary of Columbia, S.C.-based State-Record Co., group owner of three TV's and publisher of *Biloxi* (Miss.) *Daily Herald* and *South Mississippi Sun*, and *Columbia State and Record*, *Myrtle Beach Sun News* and *Newberry Observer*, all South Carolina. Charleston station was bought in 1971 for \$2 million (BROADCASTING, May 31, 1971). **Buyer** is publicly traded Richmond, Va.-based newspaper publisher which also owns WFLA-AM-FM-TV Tampa, Fla., and cable system serving Fredericksburg, Va. It

also bought, subject to FCC approval, WJKS-TV Jacksonville, Fla., for \$18 million (BROADCASTING, Dec. 7, 1981) and sold, subject to FCC approval, WFLA-AM-FM for \$14 million to John Blair & Co. (BROADCASTING, Feb. 22). Reid L. Shaw is president of owned stations division. WCBD-TV is ABC affiliate on channel 2 with 100 kw visual and 10 kw aural and antenna 790 feet above average terrain.

WOWO(AM) Fort Wayne, Ind. □ Sold by Westinghouse Broadcasting and Cable Inc. to Price Communications Corp. for \$6 million. ("In Brief," June 28). **Seller** is New York-based MSO and group owner of seven AM's, five FM's and six TV's.

KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California □ Sold by Kilibro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for \$5,650,000. **Seller** is principally owned by Robert Fenton, who owns KPLS(AM) Santa Rosa and 50% of KMYC(AM)-KRFD(FM) Marysville, both California, and 25% of KHSN(AM) Coos Bay and KOOS(FM) North Bend, Ore. **Buyer** is Gresham, Ore.-based group owner of four AM's and one FM owned by David J. Benjamin, chairman, and Charles W. Banta, president (34% each), Bert Lyon & Co. (23.8%) and four others (1.8% or less each). They also bought, subject to FCC approval, KANC(AM) Anchorage from Susitna Broadcasting Corp. for \$1,106,750 (BROADCASTING, June 21). Their prior acquisition was KAG(AM)-KDRK(FM) Spokane, Wash., which they bought last year for \$3.6 million (BROADCASTING, March 23, 1981). KFIV is on 1360 khz with 5 kw day and 1 kw night. KFIV-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. KTOM is on 1380 khz with 5 kw full time. KWYT-FM is on 100.7 mhz with 910 w and antenna 2,420 feet above average terrain.

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7/5/82

KPTL(AM)-KKBC(FM) Carson City, Nev. □ Sold by MBC Inc. to Woodward Communications Inc. for \$2,050,000. **Seller** is principally owned by brothers Charles C. and Robert C. Mortimer, who have no other broadcast interests. They bought stations in 1978 for \$550,000 (BROADCASTING, Jan. 9, 1978). Jerry Schafer, general manager, will stay on in same capacity. **Buyer** is family owned, Dubuque, Iowa, publisher of daily *Dubuque Telegraph Herald* and group owner of three AM's and three FM's. F. R. Woodward is chairman and Bill Woodward is president. KPTL is on 1300 khz with 5 kw day and 500 w night. KKBC is on 97.3 mhz with 52 kw and antenna 2,240 feet above average terrain. *Broker: R. C. Crisler & Co.*

WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. □ Sold by Crest Broadcasting Inc. to Miss-Lou Broadcasting Corp. for \$1 million. **Seller** is principally owned by James O. Jones and family. Jones also owns WRJW(AM)-WJOJ(FM) Picayune, Miss. **Buyer** is owned equally by R. D. McGregor and estate of H. V. Brown. McGregor owns WYNK-AM-FM Baton

Rouge. WPMP is 5 kw daytimer on 1580 khz. WPMO is on 99.1 mhz with 100 kw and antenna 386 feet above average terrain. **Broker:** Gammon, Camfield & Ninowski.

KHEM(AM)-KFNE(FM) Big Spring, Tex. □ Sold by Cobra Corp. to Big Spring Broadcasting Co. for \$650,000. **Seller** is owned by Jo Ann Bradbury (79%) and son, Gary O. Bradbury (21%), who have no other broadcast interests. **Buyer** is owned by Richard E. Oppenheimer, D. Kent Anderson and Robert L. Clarke (30% each) and Michael L. Walker (10%). They bought KEAM(AM) Nederland, Tex., last year for \$245,000 plus \$65,000 for noncompete agreement (BROADCASTING, June 22, 1981). Oppenheimer, Anderson and Clarke also own KIXL(AM)-KHFI(FM) Austin and KBFM(FM) Edinburg, both Texas, and KYKN(FM) Grants, N.M. KHEM is 1 kw daytimer on 1270 khz. KFNE is on 95.3 mhz with 1.8 kw and antenna 300 feet above average terrain.

KCYL(AM)-KLTD(FM) Lampasas, Tex. □ Sixty percent sold by Marcello H. Tafoya to Drew Ballard for \$255,000. **Seller** is bowing out to minority stockholder, but will keep 60% interest in KRGT(FM) Taylor and KLFB(AM) Lubbock, both Texas. **Buyer** is 40% owner in above stations. KCYL is on 1450 khz with 1 kw day and 250 w night. KLTD is on 99.3 mhz with 3 kw and antenna 189 feet above average terrain.

WAXO(AM) Lewisburg, Tenn. □ Sold by Lewisburg Radio Inc. to 1220 Radio Corp. for \$250,000. **Seller** is owned equally by James H. Hayes, Michael E. Smiley, Edward A. Whitley and estate of Donald Patterson, who have no other broadcast interests. **Buyer** is owned by Gil N. Lusk, who is public relations director at Chattanooga bank and has no other broadcast interests. WAXO is 1 kw daytimer on 1220 khz.

□ Other proposed station sales include: KPMO(AM)-KMFB(FM) Mendocino, Calif. (BROADCASTING, June 28); WOKS(AM)-WFXE(FM) Columbus, Ga. (BROADCASTING, June 21); KNAN(TV) CP West Monroe, La.; KYTX-FM Amarillo, Tex. (BROADCASTING, June 28); WKYG(AM)-WQAW(FM) Parkersburg, W. Va. (BROADCASTING, June 7). (see "For the Record," page 75).

APPROVED

KBZT(FM) San Diego □ Sold by Force Communications Corp. to Alta Broadcasting Co. for \$6.3 million. **Seller** is owned by Harold W. Gore and Norman Feuer who bought KBZT four years ago for \$965,000 plus \$500,000 noncompete agreement (BROADCASTING, June 26, 1978). Gore also owns WINQ(AM) Tampa, Fla. **Buyer** is owned by James E. and John F. Levitt, brothers, who also own KEZR(FM) San Jose, Calif. KBZT is on 94.9 mhz with 1.9 kw and antenna 1,850 feet above average terrain.

KSEK(AM)-KMRJ(FM) Pittsburg, Kan. □ Sold by Douglas Broadcasting Corp. to Richard Chegwin and John David for \$1.45 million. **Seller** is owned by James D. Harbart, who has no other broadcast interests. He bought KSEK eight years ago for \$166,000 (BROADCASTING, April 15, 1974) and put KMRJ on air in 1975. **Buyer** Chegwin is president and 75% owner of KFSB(AM) Joplin, Mo., of which David is vice president and 25% owner. They also are directors of KVRO(FM) Stillwater, Okla. They will spin off KSEK to John E. Elsner for \$400,000. Elsner is chairman of KVRO. KSEK is on 1340 khz with 1 kw day and 250 w night. KMRJ is on 96.9 mhz with 100 kw and antenna 390 feet above average terrain.

KXIV(AM) Phoenix □ Sold by Kxiv Inc. to Lorell Broadcasting Co. for \$1.2 million. **Seller** is owned by Cave Creek Enterprises (80%), Ira Lavin and James Spero (10% each). Cave Creek Enterprises is owned by Richard W. Van Dyke (72.6%) and Byron Paul (27.4%). Van Dyke, Lavin and Paul own 5% each of cable system serving Phoenix. **Buyer** is owned by Michael D. Levin, Phoenix real estate investor, who has no other broadcast interests. Kxiv is on 1400 khz with 1 kw day and 250 w night.

WQVE(FM) Mechanicsburg, Pa. □ Sold by West Shore Broadcasting Co. to Quaker State Broadcasting Co. for \$650,000.

Seller is principally owned by George F. Gardner who has no other broadcast interests. **Buyer** is owned by Maury Brenner, Richard H. Jeffries, James P. O'Leary, James R. Strohecker (20% each) and Keith A. Clark and John J. Shumaker (10% each). Brenner and Jeffries are Harrisburg, Pa., physicians. Clark and Shumaker are Harrisburg attorneys. O'Leary is Harrisburg advertising executive and Strohecker owns Harrisburg glass company. O'Leary owns 50% of WIS1(AM) Shamokin, Pa., which was bought last year for \$325,000 (BROADCASTING, Nov. 2, 1981), and is applicant for new AM at Carlisle, Pa., which is designated for hearing. Rest have no other broadcast interests. WQVE is on 93.5 mhz, 3 kw and antenna 300 feet above average terrain.

KILR-AM-FM Estherville, Iowa □ Sold by Emmet Radio Corp. to Jacobson Broadcasting Inc. for \$610,000. **Seller** is principally owned by Robert D. Ray, who has no other broadcast interests. **Buyer** is principally owned by Roger J. Jacobson, who is former sales manager at KGRN(AM) Grinnell, Iowa, and has no other broadcast interests. KILR is 250 w daytimer on 1070 khz. KILR-FM is on 95.9 mhz with 2.8 kw and antenna 300 feet above average terrain.

WPFR(FM) Terre Haute, Ind. □ Sold by Great Country Communications Inc. to The Oak Ridge Boys Broadcasting Corp. of

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Indiana for \$577,500. **Seller** is owned by Bayard H. Walters (80%) and Melvin Browning (20%), who bought WPFR four years ago for \$175,000 plus \$75,000 for noncompete agreement (BROADCASTING, Jan. 2, 1978). Walters owns WFMI(FM) Winchester and WKCM(AM) Hawesville, both Kentucky. **Buyer** is owned by William L. Golden and Duane D. Allen (30% each) and Richard A. Sterban and Joseph S. Bonsall (20% each), the Oak Ridge Boys, Hendersonville, Tenn.-based country-western musical group who have no other broadcast interests. WPFR is on 102.7 mhz with 50 kw and antenna 500 feet above average terrain.

WTRO(AM)-WASL(FM) Dyersburg, Tenn.
 □ Sold by McQueen & Co. to M.D.R. & Co. for \$518,890. **Seller** is owned by Alvin

D. Wood (75%), Howard L. Shuster and H. Parks Tigrett (12.5% each), who have no other broadcast interests. **Buyer** is owned by Donald R. Meikle and Dr. Pepper/Pepsi-Cola Bottling Co. of Dyersburg Inc. Meikle is general manager of WTRO-WASL. W. E. Burke is president of Dr. Pepper/Pepsi-Cola Bottling Co. Neither has other broadcast interests. WTRO is 500 daytimer on 1330 khz. WASL is on 100.1 mhz with 3 kw and antenna 319 feet above average terrain.

□ Other approved station sales include: WCLB(AM) Camilla, Ga.; KMCL(AM) McCall, Idaho; KOAK-AM-FM Red Oak, Iowa; WCAK(FM) Catletsburg, Ky.; WCSR(AM)-WSCZ(FM) Hillsdale, Mich.; KBZY(AM) Salem, Ore.; KELG(AM) Elgin, Tex.; and WGOE(AM) Richmond, Ore. (see "For the Record," page 75). □

Stakelin's call for unity

NAB chairman calls for members to discuss creation of single trade association

The new chairman of the National Association of Broadcasters radio board would like to see a single trade association—not two as is presently the case—representing the interests of his industry in Washington. To that end, William L. Stakelin, executive vice president, Bluegrass Broadcasting Co., Orlando, Fla., is calling on the members of both the NAB and the National Radio Broadcasters Association to pressure their leaders to begin talking about a merger.

Consolidation is hardly a new idea among NAB and NRBA leaders. It has been discussed off and on since NRBA was first created in 1975, but talks have always broken off, say leaders of both groups, because NAB wants to absorb NRBA and NRBA refuses to be absorbed. The talks could begin again at any time, according to Stakelin, but they will never lead to action unless members of both organizations demand that they do.

Stakelin has no specific plan for merging the two groups. He would like to leave that up to a special task force, to be appointed by both groups to discuss the possibilities for consolidation and work out the details. He is prepared to propose such a task force to the NAB board of directors if his constituents confirm what he believes is a growing sentiment that there are too many conventions to attend each year, too many groups to which to pay dues and two different voices—not always espousing the same program—on Capitol Hill.

Both NAB Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, Indianola, Miss., and NRBA President Har-

riet (Sis) Kaplan, SIS Radio Inc., Charlotte, N.C., say they are willing to discuss consolidation at any time. Most of the pressure for consolidation has come from companies that maintain hospitality suites and exhibit booths at broadcast conventions each year, said Fritts, who noted much of the pressure in the past has come from the three major networks, which maintain large convention suites.

Stakelin's call for a merger comes when NRBA is planning a significant expansion of its activities. Last week, it announced plans to hire a major executive to manage its day-to-day activities, to free its current Washington chief executive, Abe Voron, to spend more of his time lobbying. In deciding to hire an executive vice president, NRBA directors recommended "an expansion of member services and an intensification of the already highly successful member recruitment campaign."

NRBA, which maintains a six-person staff in Washington, claims it has doubled its membership in the last five years, adding 1,000 since 1979, after it hired a full-time recruitment staffer. Pre-registrations for both delegates and exhibitors for its 1982 convention, to be held Sept. 12-15 in Reno, are ahead of those of last year, according to Kaplan. In addition to its convention and membership services, NRBA is presently lobbying for statutory deregulation in exchange for a 1% spectrum fee to be used to fund public radio (see page 60).

NRBA membership grew from 800 at the end of 1977 to about 1,900 this year, according to Voron. During about the same period, NAB radio membership grew from 4,438 to 4,688. Included in the NRBA membership figures are companies that sell equipment and services to broadcasters. NAB membership in that category, "associate memberships," grew from 479 to 1,041 in the last five years. About 60% of NRBA members are also NAB members, according to Voron.

"NRBA has never been healthier," said Kaplan, who notes recent pressure from NRBA members has been for a

stronger radio voice, not merger with NAB. "With all the things going on in our industry, especially in technology, our members feel the need for radio to be represented by an organization not encumbered by other loyalties," she said. "Radio is different from TV."

The NAB is serving its radio members far better now than it did a few years ago, said Voron, who believes one reason for that is the existence of NRBA. "Our members think there ought to be an NRBA," he said. "There's no pressure from our members for a merger" with NAB.

Although Voron believes NAB has improved its radio services in recent years, he maintains it is still dominated by its TV membership, and is likely to be more so in the coming years. "There's a feeling of apprehension" among radio broadcasters that "NAB will tilt even more away from radio than it does today," he said, because the TV industry faces many challenges from new media and because many of NAB's TV members, including the major networks, are getting involved in cable TV and other new media.

Stakelin dismisses charges that NAB is dominated by television. The NAB radio board is twice the size of its TV board, he said, and most of NAB's recent initiatives, most notably defeat of proposals for 9 khz spacing in the AM band and acceptance of radio deregulation by the FCC, have been for the radio industry.

Both NAB and NRBA are in existence "for the same thing," said Stakelin. "If we put aside our petty jealousies and sit down and talk, we should be able to do what's best for the industry." □



Stakelin

SMATV's making their presence known on the Hill

New trade association, NSCA, elects president, hires lobbyist, adopts 'recommended practices'

The National Satellite Cable Association, the three-month-old trade association for satellite master antenna (SMATV) system operators, has elected a president and retained a Capitol Hill lobbyist.

The president is R. L. (Bob) Vogelsang, head of The Hospitality Network, a Houston firm that provides SMATV service and advice to hotels. The lobbyist is Washington attorney Morris J. Amitay, who has a diverse clientele.

Vogelsang, who sold Global Communications Systems Inc., a Houston SMATV company with about 4,000 subscribers, to Tom Campbell last January, said he will work to "unify" SMATV operators and to have others recognize SMATV as a "truly legitimate industry, filling a void in the market and competing with standard cable television."

A survey to gauge the size of the business is near completion, he said. He guessed that the research will show more

than 500,000 homes passed by SMATV systems and between 100,000 and 150,000 SMATV subscribers. An NSCA spokesman said the results would not be ready for at least two weeks.

Amitay said his first job for NSCA will be to add language to the cable bills of Senators Barry Goldwater (R-Ariz.) (S. 2172) and Howard Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.) (S. 2445) that would guarantee SMATV operators access to cable programming. According to the latest (April) information of the Office of Records and Registration of the U.S. House of Representatives, Amitay also represents Air Florida, ENI Companies, Hickory Association, Luz International Ltd. and Northrop Corp. He is a former lobbyist for the American Israel Public Affairs Committee, the office said. Amitay said he also works for Pan Am.

One of the reasons SMATV operators have trouble making deals with cable programmers, the operators readily admit, is the existence of unscrupulous SMATV operators. To distinguish themselves from that crowd, the NSCA directors adopted a set of recommended practices at a meeting in Washington June 23.

Before negotiating a contract to serve a building or development with the property owner, the NSCA advises, the SMATV operator should register with the Copyright Royalty Tribunal to pay copyright fees and apply at the FCC for an earth-station license. If the operator has a system that falls under the FCC definition of a cable system, the NSCA said, it should be registered as such. The SMATV operator should also be prepared to prove financial qualifications.

The contracts themselves should pro-

vide for technical standards that "meet or exceed" the standards the FCC has set for cable systems, an annual check of the SMATV system by the operator for the property owner and blackout of programs required by the program suppliers. The technical standards, recommended by NSCA, were proposed by Jim Grabenstein, an applications engineer with Microdyne Inc., and chairman of the NSCA's technical committee.

The NSCA board of directors includes Chairman John Raines, Comark Inc., Birmingham, Mich.; Vice Chairman Gary Davidson, Mehl Cable Systems, Tucson, Ariz.; Secretary-Treasurer W. James MacNaughton, a New York attorney; Tom Campbell, Campbell Management Co., Houston; Bob Dunlap, Private Satellite Television, Charlotte, N.C., and John H. Mitchell, StarChannel, Charlotte, N.C. □

Journalism

New news in the news

NBC launches early morning and late night reports while ABC starts early newscast; there's more on the way

New network news services start popping on two TV networks today (July 5) like holiday fireworks on one-day delay, creating the biggest network news explosion in memory, while three other salvos are being made ready to go off after Labor Day.

NBC News is introducing both an early-morning and a late-night newscast and offering an enlarged, restructured and retitled service for affiliates' use in local newscasts, all beginning today and running five days a week. ABC News is introducing an early-morning news hour, also Monday through Friday and also starting today, and is working on a late-night news hour, to run four or five nights a week, beginning this fall. CBS News is due to round it all out on Oct. 4 with both a through-the-night weeknight service, now scheduled to extend from 2 to 6 a.m. instead of the originally planned 2-5 a.m., and an early-morning weekday newscast.

The current expansions follow by two weeks the no smaller expansion of news services for cable, which occurred with the introduction of Satellite News Channels (BROADCASTING, June 28), into the round-the-clock cable news field previously dominated by Cable News Network and its offspring, CNN2. By most accounts, CNN2's willingness to serve stations as well as systems helped prod the network interest in enlarging their own services; their own unwillingness to let another network get the jump on them then kept the expansion going.

NBC News is currently the busiest, undertaking three expansions at once. *Early*

Today is a half-hour newscast that will be fed to affiliates at 6 a.m., updated as warranted and fed again at 6:30. Station clearances are said to represent 82% of U.S. TV households. Most of those stations are taking the 6:30-7 feed, which is fine with NBC News, since the newscast is intended to lead in to *Today* at 7-9 a.m.

Early Today has the same principals as *Today*—co-anchors Jane Pauley and Bryant Gumbel and weathermap Willard Scott—but will skip the features and concentrate on headlines, capsules, weather and economic news. Alan Abelson, editor

of *Barrons*, has been signed to contribute the business and economic reports.

"We're trying to do something different," Steve Friedman, executive producer of both *Today* and *Early Today*, says of the new half-hour. "We want it to be all news all the time. We're trying to get the person who gets up in the morning and turns on all-news radio. We can give people something that radio can't—pictures."

Friedman is excited about the clearances, which he has figured out to two decimal places, 82.04%. "We had been hoping for 75%," he confides. "And there's still room to grow. Only 44 stations have said no." He has a crew of about 30 working on the show, as against about 200



Steve Bell and Kathleen Sullivan on the set of *ABC News This Morning*.

on *Today*, but he points out that there is some overlap from which both programs benefit.

At the other end of the day, NBC is introducing *Overnight*, which will run 1:30 to 2:30 a.m. Monday through Thursday nights (actually Tuesday through Friday mornings) and at 2-3 a.m., after *SCTV*, on Friday night (Saturday morning). Another crew of about 30 is working on this one, which has NBC correspondents Lloyd Dobyns and Linda Ellerbee as co-anchors and Herb Dudnick as executive producer. Clearances are also said to represent about 80% of U.S. television homes.

Overnight, Dudnick says, will be "basically the news of the day" and "journalistically responsible but a little more in informational form." There will be conventional news stories, sports news, cameraman stories and a "not ready for prime time news" section that Dudnick describes as dealing with "what's going on—for lack of a better word, trends." *Overnight* will also "emphasize overseas material as well," he adds.

"Remember the old newsreel at the movies?" he asks. "That's sort of the way we're going to try to go about it."

The third service NBC news is introducing today is a re-do of the old News Programming Service for use in affiliates' local news, now called A-News, the A standing for affiliate. It's the product of a new NBC News unit, affiliate news services, headed



Early Today's Pauley, Gumbel and Scott

by Lester Crystal as vice president in charge and Art Kent as managing director, and it includes both expansion of old services and the introduction of new ones.

Kent points out that the period in which affiliates may use network lines to feed stories from, say, their Washington bureaus to their home stations is being expanded to about 50 minutes. The regular syndicated news feed in the afternoon, which has been running about 30 minutes, is being lengthened by 10 minutes or so, depending on the day's news, and a new feed of late-breaking stories and material not used on *NBC Nightly News* will be offered at 7:45 p.m. NYT and can run as much as



Overnight's Ellerbee and Dobyns

15 minutes, to help affiliates prepare for their own late news. In addition, the "11th hour" feed at 11 p.m. is being expanded, put under its own full time producer, Alan Stastky, and given additional facilities and people.

The biggest innovation is that three two-minute capsule newscasts, fully produced, will be fed each weekday, one at 4:30 p.m., one at 5 and the third at 5:28. Affiliates will be free to use them, Kent says, in just about any way they wish: "They can use them as they are, inserted within their local newscasts, or take the NBC introduction off and use the rest, or take the video material and use it alone." Kent thought they might prefer using the whole thing, getting the benefit of having a network correspondent on locally. The correspondent four nights a week will be Jessica Savitch; on Mondays, her day off, it will be Bob Jameson, Mike Maus or John Hart. The capsules will have their own production staff, including a producer, two writers and studio personnel. At the outset, producers on loan from the specials department will be used; a full-time producer is to be named later.

At NBC News, today's new entry is *ABC News This Morning*, an hour starting at 6 a.m. and leading into *Good Morning America* at 7-9 a.m. Steve Bell, news anchor on *GMA*, is handling the same role on *This Morning* and will share the anchor assignment, officials disclosed last week, with Kathleen Sullivan, who has been co-anchor of CNN's prime time news. Sullivan was to join rehearsals for the new show last Thursday and be on hand for today's debut.

This Morning is in 15-minute segments, each updated and each consisting of news and weather, sports and business news and feature material. Phil Greer, ABC News radio correspondent, and Steven Aug, business news specialist with the *Washington Star* until it folded and since then in the ABC News Washington bureau, will handle the business and financial reports. Linda Gialenella, who has been weather reporter for WNEW-TV New York, was named last week as weathercaster for *This Morning*, and Jim Lampley of ABC sports was designated to handle sports until a full time sportscaster is chosen.

This Morning's executive producer is Robert Frye, who is *GMA's* executive pro-

NewsBeat

Ominous clouds. Newspaper publishers were warned that future of traditional newspapers looks dark as result of emergence of electronic publishing. But, Ben Smylie, vice president of Keycom Electronic Publishing Co., said newspapers can protect themselves by investing in new medium. Smylie, speaking at American Newspaper Publishers Association convention, in Dallas, said costs of newspaper publishing are on rise at time when people have less time to read. He saw major impact on commercial viewing. "Flicking the switch on the TV during commercials is pretty easy," he said. However, rosier picture for newspapers was presented by another speaker. Robert Haiman, executive editor of *St. Petersburg (Fla.) Times*, said newspapers are leading advertising medium in U.S. They sold \$17.4 billion in advertising last year, and he added that publicly owned newspapers are twice as profitable, after taxes, as average of all *Fortune* 500 companies.

UPI's pact with 'Daily News.' *New York Daily News* has signed new long-term pact with United Press International despite early reports that paper was canceling its 63-year relationship. Spokesman for UPI said *News* continued as client on month-to-month basis since early this year pending resolution of financial problems that faced both news organizations. UPI was acquired last month by Media News Corp. and *News* has indicated it will continue operations with concessions to be worked out with its various labor unions.

Cast your vote. Nominations for historic site in journalism to be marked in 1983 are being sought by Society of Professional Journalists/Sigma Delta Chi. Sites should honor journalist rather than simply physical location, and should have national importance in communications. Nominators should give name of individual or organization being nominated, recommended marking site and justification for nomination. All nominations should be sent to: Dr. Larry Lorenz, Department of Communications, Loyola University, New Orleans 70118. Deadline is July 31.

Expanding. Group W's Newsfeed reports it is enlarging its Washington operation and moving into larger facilities at 1111 18th Street, N.W., in early summer with expanded satellite transmission, production and coverage capabilities. Newsfeed's satellite-delivered support system goes to 29 cooperative-member TV stations. Newsfeed plans to add two crews in Washington this year.

ducer for news. The program, moved up from an initially scheduled September start, was said last week to have clearances representing 80% of U.S. TV homes with some expectation that the figure might get up to 85% or so when the original start date is reached. ABC News officials expect that most affiliates will want to get local news into the hour somewhere and therefore don't expect many to take the whole thing, though they can (in any event, there's a five-minute break-a-way for local news at 6:55 a.m.).

A staff of 52 is working on *This Morning*. An unadvertised (as yet) special is a computerized "Weathergraphics" system through which weather data, maps and other graphics can be punched up for automatic, instantaneous display. Weathergraphics, a product of McInnis-Skinner Associates of Oklahoma City, uses the data base of the Weatherscan service of Weatherscan International, an unrelated company although also based in Oklahoma City. Weathergraphics's appearance on *This Morning* is said by its marketers to be the first use of such equipment on network television, though the system has been installed in five stations since last fall: WJLA-TV Washington; WBNS-

TV Columbus, Ohio; WHYC-TV Rochester, N.Y.; WXYZ-TV Detroit, and WPCQ-TV Charlotte, N.C. The going turnkey price is said to be \$68,700.

The new early-morning show planned by CBS News for next fall will be, like NBC's, a half-hour feed at 6 a.m. with an updated second feed at 6:30. It will lead into *CBS Morning News* at 7-9 a.m., but is still in the early planning stages. Generally, it's expected to carry "more news, less features and fewer interviews" than *CBS Morning News* does. CBS's through-the-night newscast, *Nightwatch*, is also still in the planning stages.

One reason the new CBS early-morning program isn't further along is that CBS News officials hadn't expected to get a go-ahead, permitting an Oct. 4 start, as soon as they did. That came 10 days ago ("In Brief," June 28). They had thought it would take longer for CBS management to persuade Bob Keeshan, creator and executive producer of the long-running *Captain Kangaroo*, to make way for the news expansion by moving *Kangaroo* out of the 6:30 a.m. period. The children's series will be seen at 7-8 a.m. Saturdays and 8-9 a.m. Sundays, beginning next fall, and Keeshan will also produce specials. □

the plenary sessions of the two conventions.

Lamb said the proposal could accomplish two things: There would always be a place on the television dial where viewers—those served by C-SPAN—could tune in to hear and see the podium speakers. And it would enable television stations around the country—those not sending their own crews to the conventions—to excerpt pieces of the coverage pertinent to their local areas, "thereby assuring more comprehensive coverage of local political personalities."

C-SPAN seems assured of a role at the conventions. Regardless of whether it can take its own cameras into the halls, it could take the pool feed and then transmit the signal to its satellite for transmission, as it does now when it picks up the signal provided by the House cameras.

The proposal, Lamb told BROADCASTING, should please the networks, which have been criticized from time to time for abandoning coverage of the podium for stories elsewhere in the convention hall or for analysis. C-SPAN coverage, he said, "will get the networks off the hook on gavel-to-gavel coverage."

In fact, C-SPAN might be filling a larger gap than might otherwise have been the case. Thomas Wyman, president and chief executive of CBS Inc., last year said the network will give up gavel-to-gavel coverage of the 1984 conventions in favor of coverage whose extent is dictated by news judgments. □

Gavel-to-gavel gleam in C-SPAN's eye

If its miniconvention coverage of the Democrats in Philadelphia is any indication, cable's public affairs network is ready, willing and able to provide 1984 convention reportage; question is whether national committees of respective parties will agree to idea

C-SPAN, the cable satellite public affairs network that, in its unobtrusive way, has been transmitting via satellite pictures of the House of Representatives at work into homes across the country, is ready for what networks shun at the national political conventions—gavel-to-gavel coverage of the speeches at the podium and activities on the floor, absent cutaways for analyses and interviews.

It may not sound like electrifying journalism. But, as Brian P. Lamb, C-SPAN president, said in letters to the chairmen of the Democratic and Republican National Committees, C-SPAN permits viewers to see public meetings "from beginning to end," and added: "Our programming format is based on an overriding respect for the ability of the viewers to reach their own conclusions about what they see."

C-SPAN has begun demonstrating its style of television journalism outside of the House chamber and Senate and House committee rooms, most recently at the Democrats midterm convention in Philadelphia, from June 24 to 27. With a crew of 16 and seven cameras, it taped 30 hours of the work, including two plenary sessions and various workshops. The coverage was broken into five-hour pieces transmitted to the affiliated cable systems over five days last week and was repeated

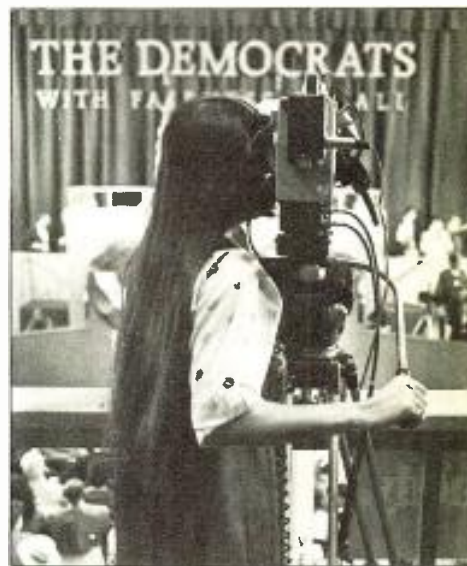
this past weekend.

There was no Dan Rather or Roger Mudd or Frank Reynolds in the anchor booth offering analysis and providing the background. But for the viewers among the 10 million subscribers to the some 1,000 cable systems that take C-SPAN, the service enabled them to witness events as if they were on hand—unaccompanied by television reports on anchors.

The gavel-to-gavel coverage without commentary or interruption of any kind was the first of its kind for a significant political event. The major networks were not interested in serving as the pool. In taking on the responsibility, C-SPAN made a good impression on the Democratic National Committee and achieved some favorable public relations. DNC's director of communications, Robert Neuman, said he was "very pleased at the work C-SPAN did." He said it was "technically superb."

Neuman also noted that C-SPAN made friends among representatives of the national media who found it more convenient to watch events on television sets in their offices—the Civic Auditorium, where the miniconvention was held, was served by an internal cable system—than in the auditorium, where seats sometimes were at a premium.

Lamb, in his letters to DNC Chairman Charles T. Manatt and RNC Chairman Richard Richards, said that with the "experience in Philadelphia as a guide," C-SPAN wants to start planning for the Democratic and Republican conventions in 1984. He added that C-SPAN has a "strong desire" to offer its cable television affiliates and others who are interested—specifically, television stations—with "'live' gavel-to-gavel coverage" of



C-SPAN



Senator Edward Kennedy

As compiled by BROADCASTING June 21 through June 25, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

- **Monroeville, Ala.**—HUB City Broadcasting Inc. seeks 1510 khz, 5 kw-D. Address: P.O. Box 841, Monroeville 36461. Principals: Jack R. Bates (74%) and James F. Kelley (26%). Bates is former announcer and advertising director at WFMC(AM) Monroeville, where Kelley is currently announcer and salesman. Filed June 14.
- **Babson Park, Fla.**—Webber College Inc. seeks 1530 khz, 500 w-D. Address: Alternate 27 South, Babson Park, Fla. 33827. Principals: noncommercial, educational institution; G.W. Cleven is president. Filed June 11.
- **Pine Hills, Fla.**—Florida Broadcasters seeks 1140 khz, 1 kw-D. Address: P.O. Box 2, Cidra, P.R. 00639. Principals: George M. Arroyo (51%), Tomas Carrasquillo (25%) and Esperanta T. Arroyo (24%). George Arroyo owns 90%, and Carrasquillo owns 10%, of WBRQ(FM) Cidra and WBJA(AM) Guayama, P.R., where Esperanza Arroyo is secretary-treasurer. George Arroyo also owns 25% of WBS(FM) Saint Thomas, V.I. Filed June 11.
- **Pembroke, N.C.**—Pembroke State University seeks 940 khz, 10 kw-D. Address: Pembroke, N.C. 28372. Estimated construction costs: \$18,000; first-quarter operating cost: \$12,500. Principals: Noncommercial, educational institution which has no other broadcasting interests. Paul R. Givens is chancellor.

M. Carr Gibson, board member, is former part owner of WWAY(TV) Wilmington, N.C. Filed April 16.

FM applications

- **Halley, Ark.**—Rebel Broadcasting Company of Arkansas seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 623 Northwest Avenue, McComb, Miss. 39648. Principal: Donald B. Brady (100%), who owns one-third of WZBR(AM) Amory, Miss., and is also applicant for new FM at Tillatoba, Miss. (BROADCASTING, Nov. 2, 1981). Filed June 17.
 - **Leland, Miss.**—The River Broadcasting Inc. seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 218 Matustream Mall, Greenville, Miss. 38701. Principal: George E. Pine II, president (23.7%) and seven others, who also own WNIX(AM) Greenville. Filed June 11.
 - **Newark, N.J.**—Nixon-Bray Broadcasting Co. seeks interim operating authority for 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 6429 Crestview Avenue, Cincinnati. Principals: Virgil E. Nixon and Samuel Bray (general partners), who have no other broadcast interests. They also reached agreement in principal to acquire facilities of WHBI(FM) Newark, from licensee Cosmopolitan Broadcasting. Filed May 10.
 - **Schnecksville, Pa.**—Lehigh County Community College seeks 90.3 mhz, 871 w, HAAT: 157 ft. Address: 2370 Main Street, Schnecksville 18078. Estimated construction cost: \$16,800; first-year operating cost: \$5,000. Principal: Noncommercial, educational institution which has no other broadcast interests. John G. Berrier is president. Filed June 14.
 - **Midland, Tex.**—De Pa Ho Communications Inc. seeks 106.7 mhz, 100 kw, HAAT: 549 ft. Address: 2425 West Loop South 510, Houston, Tex. 77027. Principal: Dennis P. Holly (100%), whose brother, Derril Holly, is also applicant for new FM at Freeport, Tex. (BROADCASTING, Oct. 21, 1981). Filed June 17.
 - **San Benito, Tex.**—Texas Consumer Education and Communications Development Committee seeks 88.9 mhz, 500 w, HAAT: 620 ft. Address: 2300 W. Highway 77, San Benito 78586. Estimated construction cost: \$80,000; first-year operating cost: \$29,000. Principal: Applicant owns noncommercial KZLN-TV Harlingen, Tex. Francisco Briones is president and general manager. Filed June 11.
- ### TV applications
- **Sacramento, Calif.**—Trefoil Broadcasting Inc. seeks ch. 29: ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,309 ft.; ant. height above ground: 1,353 ft. Address: 6464 Sunset Blvd, Hollywood, Calif. 90028. Consulting engineer: Hammett & Edison, San Francisco. Principal: Subsidiary of Shamrock Broadcasting Inc., Holly-

wood, Calif.-based group owner of three AM's, four FM's and four TV's owned by Roy E. Disney family. It recently was granted FCC approval to sell WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 21) and also sold, subject to FCC approval, WFOX(FM) Gainesville, Ga., for \$3,085,000 (BROADCASTING, May 31). Filed June 14.

- **Waterloo, Iowa**—Waterloo Family TV seeks ch. 22: ERP: 1,227 kw vis., 122.7 kw aur., HAAT: 1,095 ft.; ant. height above ground: 1,036 ft. Address: 2301 Idaho Street, Waterloo 50707. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga, Tenn. Principals: A.G. Thiessen and James E. Price (47.5% each) and Jaunell W. Gaines (5%). Thiessen and Price are applicants for new TV's at Madison, Wis. (BROADCASTING, April 5) and Rochester, Minn. (BROADCASTING, Oct. 26, 1981). Thiessen also is applicant for new FM at Hilton Head Island, S.C. (BROADCASTING, Dec. 21, 1981). Price also is applicant for new FM at Poplar Bluff, Mo. (BROADCASTING, March 29) and new TV at Lynchburg, Va. (BROADCASTING, May 24). Filed June 15.
- **Lawrence, Kan.**—Miller Broadcasting Inc. seeks ch. 38: ERP: 699 kw vis., 139.8 kw aur., HAAT: 708 ft.; ant. height above ground: 628 ft. Address: P.O. Box 66, Baldwin, Kan. 66006. Legal counsel: Haley, Bader & Potts, Washington. Consulting engineer: John B. Heffelfinger, Kansas City, Mo. Principals: Monte M. Miller and wife, Doris J. Miller (50% each), who have no other broadcast interests. Filed June 15.
- **Naguabo, P.R.**—James Rodriguez seeks ch. 68: ERP: 93 kw vis., 9.3 kw aur., HAAT: 775 ft.; ant. height above ground: 111 ft. Address: Route 862 K.M., 2 Hm 9 Pajaro, Bayamon, P.R. 00619. Principal: Rodriguez is physician and has no other broadcast interests. His father, however, holds CP for new TV at San Juan, P.R., and is applicant for new TV at Mayaguez, P.R. Filed June 7.
- **Laredo, Tex.**—K-RIO Broadcasting Inc. seeks ch. 27: ERP: 1,250 kw vis., 125 kw aur., HAAT: 901 ft.; ant. height above ground: 898 ft. Address: P.O. Box 38620, Houston, Tex. 77088. Legal counsel: Fly, Shuebruk, Gaguine, Boros, Schulking & Braum, Washington. Consulting engineer: Moffet, Larson & Johnson, Arlington, Va. Principals: R&R Trust (43.1%), Leonel J. Castillo (27.59%), Anthony J. Bruni (17.24%), John Castillo (8.62%) and Juan R. Gutierrez (3.45%). Castillo owns 4.75% of applicant for new TV at Houston, Tex. Bruni is director at KPRC-TV Houston where Gutierrez is reporter and producer. Gutierrez also owns 29% of applicant for new FM at Lockhart, Tex. Beneficiaries of R&R Trust are brothers Richard and Rinetta McLaughlin, whose mother, Clara McLaughlin, owns 27.17% each of permittee KLMG-TV Longview and permittee KLPH-TV Paris, both Texas, and also is 37% owner of applicant for new TV at Houston. Filed June 14.
- **Laredo, Tex.**—Oro Broadcasting System seeks ch. 27: ERP: 1,425.6 kw vis., 142.6 kw aur., HAAT: 494 ft.; ant. height above ground: 474 ft. Address: 4720 Broadway Circle, McAllen, Tex. 78501. Legal Counsel: Liberman, Sanchez & Bentley, Washington. Consulting engineer: B. Scott Baxter, Brentwood, Tenn. Principals: Efrén Palacios (general partner) and B. Scott Baxter (limited partner), who have no other broadcast interests. Filed June 14.
- **Laredo, Tex.**—Panorama Broadcasting Co. seeks ch. 27: ERP: 5,000 kw vis., 500 kw aur., HAAT: 948 ft.; ant. height above ground: 944 ft. Address: P.O. Box 1255, 1719 Washington Street, Laredo 78040. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: Lawrence Behr Associates, Greenville, N.C. Principals: Closely held group of six stockholders headed by Oscar M. Laurel, president and 16.67% owner. Eduardo Pena Jr., secretary-treasurer to applicant and 16.67% owner, also is principal in applicant for new FM at Santa Fe, N.M. (BROADCASTING, Oct. 15, 1981). Filed June 14.
- **Laredo, Tex.**—Tierra Del Sol Broadcasting Corp. seeks ch. 27: ERP: 4,920 kw vis., 492 kw aur. Address: 394 N. Expressway, Brownsville, Tex. 78520. Legal

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counsel: Lovett, Hennessey, Stambler & Siebert, Washington. Principal: Closely held group of 192 stockholders headed by Darrell Davis, president and 10.6% owner. Tierra Del Sol Broadcasting Corp. also owns KVEO-TV Brownsville-McAllen, Tex.; and is applicant for new TV at Kerrville, Tex. (BROADCASTING, May 3). Filed June 14.

AM actions

■ Glencoe, Minn.—McLeod County Broadcasting Co. returned application for 880 khz, 500 w-D. Address: 1205 Royal Oaks Road, St. Cloud, Minn. 56301. (BP-810928AM). Action June 6.

■ Del Rio, Tex.—Grande Broadcasting Inc. returned application for 830 khz, 1 kw-D. Address: 129 Joe Rice Drive, Del Rio 78840. (BP-810928AN). Action June 7.

FM action

■ *Ceredo, W. Va.—Wayne County Board of Education granted 94.9 mhz, 10 w. Address: Wayne, W. Va. 25570. Estimated construction costs: \$2,745; first-year operating cost: \$1,300. Principal: County Public School System of Wayne County, W. Va. H. Keith Spear is director of broadcasting. Wayne County Board of Education also owns noncommercial WFGH(FM) Fort Gay, W. Va. (BPED-791214BZ). Action May 26.

Ownership changes

Applications

■ KPMO(AM)-KMFB(FM) Mendocino, Calif. (AM: 1300 khz, 5 kw-D; FM: 92.7 mhz, 3 kw, HAAT: 165 ft.)—Seeks assignment of license from Stephen M. Ryan to Anderson Broadcasting Inc. for \$424,900 (BROADCASTING, June 28). Seller has no other broadcast interests. Buyer: George Anderson and family. Anderson also owns one-quarter of KRHS-FM and KRHS(AM) [CP] Bullhead City, Ariz. Filed June 14.

■ WOKS(AM)-WFXE(FM) Columbus, Ga. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 3 kw, HAAT: 290 ft.)—Seeks assignment of license from Associated FM Broadcasting Inc. to Silver City Communications for \$2.3 million. (BROADCASTING, June 21). Seller has no other broadcast interests. Buyer: John Robert E. Lee (51%), Allen Joesten and Joseph I. Gray (24.5% each). Lee owns 30% each of KLBK-TV Lubbock and KTXS-TV Sweetwater, both Texas. Joesten is Rockford, Ill., veterinarian. Gray is Plymouth, Mich., manufacturers representative. Filed June 16.

■ KNAN-TV [CP] West Monroe, La. (ch. 39, 16.6 kw, ant. 500 ft.)—Seeks assignment of construction permit from Roger D. Pinton to Carolina Christian Broadcasting Inc. for \$50,000. Seller: Pinton also owns: KNAN(FM) Monroe, La. Buyer: Principally owned by James H. Thompson, who also is principal owner of WGGG-TV Greenville, S.C., and holds permittee for new UHF at Myrtle Beach, S.C. CCB also is applicant for new UHF at Nashville, Tenn. (BROADCASTING, Nov. 12, 1979). Filed June 14.

■ WTVI(TV) Charlotte, N.C. (PBS, ch. 42, 214 kw vis., 42 aur., HAAT: 450 ft.)—Seeks assignment of license from Charlotte Mecklenburg Board of Education to Charlotte Mecklenburg Public Broadcasting Authority. Assignor seeks to reorganize license authority because of de-emphasis of instructional television. Assignee consists of 18 board members, headed by J. Alex McMillan, chairman. None have other broadcast interests. Filed June 17.

■ WMYN(AM) Mayodan, N.C. (AM: 1420 khz, 500 w-D)—Seeks transfer of control of Mayo Broadcasting Corp. from shareholders (100% before; none after) to Rit/ Inc. (none before; 100% after). Consideration: \$103,000. Principals: J. Banner Shelton is president and 17.65% owner of selling group of six stockholders, none of whom have other broadcast interests. Buyer is owned by Richard D. Hall Jr. (100%), who is Greenboro, N.C. attorney and real estate investor and has no other broadcast interests. Filed June 1.

■ KYTX-FM Amarillo, Tex. (98.7 mhz, 100 kw, HAAT: 470 ft.)—Seeks assignment of license from Denning Broadcast Group Inc. to Tillis Communications Inc. for \$1.5 million (BROADCASTING, June 28). Seller also owns KZIP(AM) Amarillo. Buyer: Lonnie M. Tillis (100%), who also owns KIXZ(AM) Amarillo. Filed June 15.

■ WKYG(AM)-WQAW(FM) Parkersburg, W. Va. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz, 730 w, HAAT: 500 ft.)—Seeks assignment of license from Community Broadcasting Service Inc. to Jacor Broadcasting Group Inc. for 1.38 million (BROADCASTING, June 7). Seller: H. Smoot Fahlgren (84.2%), James W. Swearingen and William J. Farnon (7.9% each) who have no other broadcast interests. Buyer: Subsidiary of Jacor Communications Inc. (100%), which is licensee of WURD(FM) Georgetown, Ohio. Jacor Communications also owns 85% of following stations: WTSJ(AM) Cincinnati and WV01(AM) Toledo, Ohio, and WTOW(AM) Towson, Md. Terry Jacobs is president. Filed June 16.

Actions

■ KXIV(AM) Phoenix (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KXIV Inc. to Lurell Broadcasting Co. for \$1.2 million. Seller is owned by Cave Creek Enterprises (80%), Ira Lavin and James Spero (10% each). Cave Creek Enterprises is owned by Richard W. Van Dyke (72.6%) and Byron Paul (27.4%). Van Dyke, Lavin and Paul own 5% each of cable system serving Phoenix. Buyer is owned by Michael D. Levin, Phoenix real estate investor, who has no other broadcast interests. (BAL-820310ER). Action June 16.

■ KBZT(FM) San Diego (94.9 mhz, 1.9 kw, HAAT: 1,850 ft.)—Granted assignment of license from Force Communications Corp. to Alta Broadcasting Co. for \$6.3 million. Seller: Norman Fuer and Harold W. Gore (48.34% each) and Carman Bolton (3.32%). Gore also owns WCBF(AM) Tampa, Fla. Buyer: James E. Levitt and brother, John F. Levitt, (50% each) who own KEZR(FM) San Jose, Calif. (BALH-820427FF). Action June 16.

■ WTRL(AM) Bradenton, Fla. (1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Arics Broadcasting Inc. from Paul W. Mosely III (100% before; none after) to Charles E. Hedstrom (none before; 100% after). Consideration: Assumption of about \$636,000 in notes. Seller has no other broadcast interests. Buyer: Hedstrom is president and principal owner of WMTE(AM)-WRRK(FM) Manistee, Mich. (BTC-820412EX). Action June 8.

■ WCLB(AM) Camilla, Ga. (1220 khz, 1 kw-D)—Granted assignment of license from Edward F. McMinn Jr. to Donald E. White & Sons Inc. for \$150,000. Seller has no other broadcast interests. Buyer: Donald E. White (48%) and sons, Donald F. White and Jerry E. White (26% each). Donald White is sales manager with Kansas City industrial packaging company. Donald F. White is disk jockey at WPAX(AM) Thomasville, Ga., and Jerry White is general manager at WCLB. They have no other broadcast interests. (BAL-820422HK). Action June 15.

■ KMCL(AM) McCall, Idaho (1240 khz, 500 w-D, 250 w-N)—Granted assignment of license from Golden Enterprises Inc. to James H. and Carolyn McCall for assumption of debt. Seller: Robert G. Christopher (100%), who has no other broadcast interests. Buyer: James McCall is general manager at KMCL and has no other broadcast interests. (BAL-820504GY). Action June 16.

■ WPRF(FM) Terre Haute, Ind. (102.7 mhz, 50 kw, HAAT: 500 ft.)—Granted assignment of license from Great Country Communications Inc. to The Oak Ridge Boys Broadcasting Corp. of Indiana for \$577,500. Seller: Bayard H. Walters (80%) and Melvin Browning (20%). Walters owns WFMI(FM) Winchester and WCKM(AM) Hawesville, both Kentucky. Buyer: William L. Golden, Duane D. Allen (30% each), Richard A. Sterban and Joseph S. Bonsall (20% each). They are Hendersonville, Tenn.-based musical group and have no other broadcast interests. (BALH-820506). Action June 17.

■ KILR-AM-FM Estherville, Iowa (AM: 1070 khz, 250 kw-D; FM: 95.9 mhz, 2.8 kw, HAAT: 300 ft.)—Granted assignment of license from Emmet Radio Corp. to Jacobson Broadcasting Inc. for \$610,000. Seller is principally owned by Robert D. Ray, who has no other broadcast interests. Buyer is principally owned by Roger J. Jacobson, who is former sales manager at KGRN(AM) Grinnell, Iowa, and has no other broadcast interests. (BAL, BALH-820427FK, FL). Action June 14.

■ KOAK-AM-FM Red Oak, Iowa (AM: 1080 khz, 250 w-D; FM: 95.3 mhz, 3 kw, HAAT: 125 ft.)—Granted transfer of control of Red Oak Radio Co. from Gary A. McConnell and Dale R. Munson (62.5% before; none after) to R. Stephen Looney (none before; 62.5% after). Consideration: \$60,000. Sellers

are bowing out. Remaining stock will continue to be owned by Joseph W. Reynolds (25%) and Vern Olsen (12.5%). Buyer Looney is Lincoln, Neb., consulting engineer and has no other broadcast interests. (BTC-820428FO,FP). Action June 8.

■ KSEK(AM)-KMRJ(FM) Pittsburg, Kan. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 100 kw, HAAT: 390 ft.)—Granted assignment of license from Douglas Broadcasting Corp. to Richard Chegwin and John David for \$1.45 million. Seller is owned by James D. Harbart, who has no other broadcast interests. Harbart bought KSEK eight years ago for \$166,000 (BROADCASTING, April 15, 1974) and put KMRJ on air in 1975. Buyer: Chegwin is president and 75% owner of KFSB(AM) Joplin, Mo., of which David is vice president and 25% owner. They will spin off KSEK to John E. Elsnor for \$400,000. Elsnor is chairman of KVRO(FM) Stillwater, Okla. (BAL-820414FV, FQ). Action July 16.

■ WCAK(FM) Catlettsburg, Ky. (92.7 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of K&M Inc. from Hal Murphy and Edgar Kitchen (100% before; none after) to Kilgore Communications Inc. (none before; 100% after). Consideration: \$150,000. Principals: Sellers have no other broadcast interests. Buyer is owned by James M. Kilgore (100%), who has no other broadcast interests. (BTC-820504HF). Action June 16.

■ WCSR(AM)-WSCZ(FM) Hillsdale, Mich. (AM:—1340 khz, 500 w-D, 250 w-N; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—Granted transfer of control of WCSR Inc. from Charles J. Pontius and others (55% before; none after) to Anthony Flynn (45% before; 100% after). Consideration: \$45,000. Buyer is currently part owner of stations and is gaining full ownership. (BTC—820406HK,HL). Action June 8.

■ KNIM-AM-FM Maryville, Mo. (AM: 1580 khz, 250 w-D; FM: 99.3 mhz, 3 kw, ant. 235 ft.)—Granted transfer of control of Nodaway Broadcasting Corp. from George Powers (60% before; none after) to Steven C. & Teckla S. Mickelson (40% before; 100% after). Principals: Seller is relinquishing his 60% interest in licensee and has no other broadcast interests. Buyer: Steven Mickelson is currently general manager

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and 40% owner of KNIM-AM-FM. Buyers have no other broadcast interests. Purchase is part of 15 year contract sale for stations. (BTC-820429GE, GF). Action June 14.

■ **KBZY(AM)** Salem, Ore. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Friendship Communications Co. to Capital Broadcasting Inc. for \$365,000 plus \$23,750 for noncompete agreement. Seller: Burns Q. Nugent and Donald D. Rosenberg (50% each). Nugent also owns KACI(AM) The Dalles, Ore., and is applicant for new FM at The Dalles. Buyer: James J. Opsitnik (65%) and Michael D. Kern (35%). Opsitnik is former vice president and general manager of KWJJ(AM)-KJIB(FM) Portland, Ore., and Kern is former salesman at KWJJ. Neither have other broadcast interests. (BAL-820429GG). Action June 15.

■ **WQVE(FM)** Mechanicsburg, Pa. (93.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from West Shore Broadcasting Co. to Quaker State Broadcasting Corp. for \$650,000. Seller: George F. Gardner (90%) and son, David A. Gardner (10%), who have no other broadcast interests. Buyer: Maury M. Brenner, Richard H. Jeffries, James P. O'Leary, James P. Stohecker (20% each), Keith A. Clark and John J. Shumaker (10% each). Brenner and Jeffries are Harrisburg, Pa., physicians. Clark is Camp Hill, Pa., attorney. O'Leary is Harrisburg advertising executive and owns 50% of WISL(AM) Shamokin, Pa. Shumaker is president of Grantville, Pa., horse racing facility and Stohecker is Harrisburg businessman. (BALH-820408EB). Action June 15.

■ **KELG(AM)** Elgin, Tex. (1440 khz, 500 w-U)—Granted assignment of license from Bastrop County Communications Inc. to Longier Communications for \$138,137. Seller: Closely held group of 11 stockholders, none of whom have other broadcast interests. Raymond A. Long is president. Buyer is owned by Steven W. Longier and family. He is currently station manager and part owner of KELG. (BAP-820302GE). Action May 25.

■ **WTRO(AM)-WASL(FM)** Dyersburg, Tenn. (AM: 1330 khz, 50 w-D; FM: 100.1 mhz, 3 kw, HAAT: 319 ft.)—Granted assignment of license from McQueen and Company Inc. to M.D.R. and Company for \$518,890. Seller: Alvin D. Wood (75%), Howard L. Schuster

and H. Parks Tigrett (12.5% each), who have no other broadcast interests. Buyer: Donald R. Meikle and Dr. Pepper/Pepsi-Cola Bottling Company of Dyersburg Inc. (50% each). Meikle is general manager of WTRO/WASL, W.E. Burks is president of Dr. Pepper/Pepsi-Cola Bottling Co. Neither has other broadcast interests. (BAL-820427FG, FH). Action June 14.

■ **WGOE(AM)** Richmond, Va. (1590 khz, 5 kw-D)—Granted assignment of license from WGOE Radio Inc. to Tidewater Radio Show Inc. for \$400,000. Seller: Carr P. Coffman and family, who have no other broadcast interests. Buyer: Willis Broadcasting Corp. (100%), which is wholly owned by L.E. Willis Sr. He owns WPCE(AM) Portsmouth, Va., and WOWI-FM Norfolk, Va. (BAL-820416GH). Action June 14.

Facilities changes

AM applications

Tendered

■ **KIVM(1340 khz)** Lihue, Hawaii—Seeks CP to change frequency to 570 khz; change TL; and make changes in ant. sys. Ann. June 25.

Accepted

■ **WTIM(1410 khz)** Taylorville, Ill.—Seeks modification of CP (BP-20876) to modify standard pattern. Ann. June 22.

■ ***WBAA(920 khz)** West Lafayette, Ind.—Seeks CP to change monitoring directions for N directional antenna only. Ann. June 25.

■ **WTGE(1420 khz)** Kalkaska, Mich.—Seeks modification of CP (BP-20329) to change ant. sys., and change TL. Ann. June 22.

FM applications

Tendered

■ **WCIR-FM(103.7 mhz)** Beckley, W. Va.—Seeks CP to change TL; change ERP to 5 kw; change HAAT to 1,483 ft.; change type trans. and make changes in ant. sys. Ann. June 21.

Accepted

■ **WVRT(101.7 mhz)** Reform and Gordo, Ala.—Seeks modification of CP (BPH-800701AB) to make changes in ant. sys.; change TL; change type trans.; change type ant. and change TPO. Ann. June 22.

■ **KSAA(105.5 mhz)** Casa Grande, Ariz.—Seeks CP to change TL; decrease ERP to 1.9 kw; change HAAT to 362 ft. and change TPO. Ann. June 22.

■ **WFMB(104.5 mhz)** Springfield, Ill.—Seeks CP to increase ERP to 43.38 kw; decrease HAAT to 427 ft. and change TPO. Ann. June 22.

■ **WGSX(94.7 mhz)** Bayamon, P.R.—Seeks modification of CP (BPH-811020AG, as mod.) to increase ERP to 16 kw; increase HAAT to 1,760 ft. and change TPO. Ann. June 21.

■ **WK CJ(105.5 mhz)** Lewisburg, W. Va.—Seeks modification of CP (BPH-9915, as mod.) to make changes in ant. sys. Ann. June 22.

TV applications

Tendered

■ **WC1U(ch. 26)** Chicago—Seeks MP (BPCT-791022KH, as mod.) to change ERP to 500 kw vis., 50 kw aur.; change TL, and change HAAT to 1,555 ft. Ann. June 22.

■ **WKJL(ch. 24)** Baltimore—Seeks MP (BPCT-5007) to change ERP to 1,387 kw vis., 138.7 kw aur.; change TL; and change HAAT to 1,307 ft. Ann. June 22.

■ **WFBT(ch. 29)** Minneapolis—Seeks MP (BPCT-4985, as mod.) to change TL and change HAAT to 1,226 ft. Ann. June 22.

■ **WXXA(ch. 23)** Albany, N.Y.—Seeks MP (BPCT-790130KG, as mod.) to change ERP to 3,055 kw vis., 305 kw aur.; change TL; change trans.; make changes to ant. sys.; and change HAAT to 1,199 ft. Ann. June 22.

Accepted

■ ***WCME(ch. 20)** Chicago—Seeks MP (BPET-559, as mod.) to change ERP to 2,421 kw vis., 242.1 kw aur.; change HAAT to 1,239 ft.; change TL; change ant. sys., and change trans. Ann. June 22.

■ **KLAX(ch. 31)** Alexandria, La.—Seeks MP (BPCT-791031KG) to change ERP to 1,619.8 kw vis., 161.9 kw aur.; change HAAT to 203.8 ft. and change TL. Ann. June 22.

■ **KAYU(ch. 28)** Spokane, Wash.—Seeks MP (BPCT-791221KF) to change ERP to 1,198 kw vis., 239.6 kw aur.; change HAAT to 2,000 ft., and change trans. Action June 22.

AM actions

■ **WBSS(980 khz)** Pompano Beach, Fla.—Granted modification of CP (BP-810615AA) to change N power to 1 kw, and install DA-D. Action June 10.

■ ***WGNB(1520 khz)** Seminole, Fla.—Granted CP to change city of license to Seminole, Fla.; change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; change TL; and make changes in ant. sys. Action June 10.

■ **WAXE(1370 khz)** Vero Beach, Fla.—Granted CP to change TL. Action June 16.

■ **KTWG(770 khz)** Agana, Guam—Granted CP to change TL.

■ ***WSUI(910 khz)** Iowa City, Iowa—Granted modification of CP (BP-810810AI) to change specified radials on N pattern. Action June 11.

■ **KGDN(630 khz)** Edmonds, Wash.—Granted modification of CP (BP-20,499) to increase N power to 2.5 kw; change TL; and make changes in ant. sys. Action June 7.

FM actions

■ ***WVRM(89.3 mhz)** Hazlet, N.J.—Granted CP to make changes in ant. sys.; change TL; change type ant.; change ERP to 9 w; change HAAT to 126 ft. and change TPO. Action June 11.

■ **WLIR(92.7 mhz)** Garden City, N.Y.—Granted CP to change TL; change type trans.; change type ant.; change ERP to 1.3 kw; change HAAT to 516 ft. and change TPO. Action June 10.

■ **WEBN(102.7 mhz)** Cincinnati—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP to 16.6 kw; increase HAAT to 876 ft. and change TPO. Action June 11.

■ ***WGXM(97.3 mhz)** Dayton, Ohio—Granted CP to

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change frequency to 97.3 mhz.; change ERP to 129 w; change HAAT to 58 ft. and make changes in ant. sys. Action June 4.

■ WSWR (100.1 mhz) Shelby, Ohio—Granted modification of CP (BPH-790117AH, as mod.) to change TL. Action June 11.

■ KYYX (96.5) Seattle, Wash.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 737 ft. and change TPO. Action June 11.

■ *WVFN (88.5 mhz) Charleston, W. Va.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 50 kw; decrease HAAT to 298 ft. and change TPO. Action June 11.

TV actions

■ KFCB (ch. 42) Concord, Calif.—Granted MP (BPCT-5048) to change ERP to 1,288 kw vis., 123.3 kw aur.; change trans. and make changes to ant. sys. Action June 8.

■ KTXL (ch. 40) Sacramento, Calif.—Granted CP to change ERP to 5,000 kw vis., 500 kw aur.; change trans. and make changes to ant. sys. Action June 8.

■ WTXX (ch. 20) Waterbury, Conn.—Granted MP (BPCT-790214KJ) to change ERP and change TL. Action June 3.

■ *WTTW (ch. 11) Chicago, Ill.—Granted CP to change ERP to 60.26 kw vis., 6.03 kw aur. and make changes to ant. sys. Action June 11.

■ WVAH (ch. 23) Charleston, W. Va.—Granted MP (BPCT-800721KG) to change TL. Action June 8.

Allocations

Petitions

■ Ishpeming, Mich.—In response to petition by Taconite Broadcasting Inc.: Proposed substituting 107.5 mhz. for 107.1 mhz at Ishpeming and modifying license of WMQT(FM) to specify operation on 107.5 mhz; comments due Aug. 2, replies Aug. 17.) (BC Doc. No. 82-323). Action June 15.

■ Oakes, N.D.—In response to petition by Kingsley H. Murphey Jr.: Proposed substituting 92.3 mhz for 98.3 mhz at Oakes; Comments due Aug. 9, replies, Aug. 26 (BC Doc 82-332). Action June 16.

■ Canyon, Tex.—In response to petition by Canyon Broadcasters Inc.: Proposed substituting 107.9 mhz. for 107.1 mhz. at Canyon and modifying license of KHBO to specify operation on 107.9 mhz; comments due Aug. 2, replies Aug. 17 (BC Doc. 82-321). Action June 14.

■ Del Rio, Tex.—In response to petition by Grande Broadcasting Inc.: Proposed assigning 97.7 mhz. to Del Rio as its second FM; comments due Aug. 9, replies

Aug. 20 (BC Doc. 82-333). Action June 16.

■ Robstown, Tex.—In response to petition by Robstown Independent School District: Proposed assigning 89.5 mhz to Robstown for noncommercial educational use, as its second FM; comments due Aug. 2, replies Aug. 17 (BC Doc. No. 82-322). Action June 15.

Assignment

■ Norwell, Vineyard and New Bedford, all Massachusetts, and Kittery, Me.—Assigned Ch. 46 to Norwell and to Vineyard as community's first TV assignments, and substituted ch. 34 for 47 at New Bedford and ch. 39 for 34 at Kittery (BC Doc. 81-773). Action June 17.

In contest

Designated for hearing

■ **new FM (92.1 mhz)** Competing applications of Cecil W. Hubbard and Bridge City Broadcasting Corp. for new FM at Bridge City, Texas. Haynes Communications Co. and Mid County Communications for Nederland, Texas, and Voice in the Wilderness Broadcasting, Inc., for same channel at Groves, Texas; to determine whether Voice in Wilderness and Hubbard are financially qualified; areas and populations which would receive primary aural service from each proposal and availability of other primary service to such areas and populations; which of proposals would best provide fair, efficient, and equitable radio service; in event choice cannot be made solely on considerations relating to preceding issue, which of proposals would, on comparative basis, best serve public interest; and which of applications, if any, should be granted (BC Doc. 82-327-331). Action June 11.

FCC actions

■ FCC designated license renewal of KVOF-TV San Francisco for comparative hearing against three competing applicants for that channel. Action June 23.

■ FCC designated for hearing renewal application of United Broadcasting Co. of New York [WBNX(AM) New York] and competing applications of Osborne Communications Corp. for same facility. Action June 23.

■ FCC reduced from \$4,000 to \$2,000 fine against De La Hunt Broadcast Corp., licensee of KPRM-AM-FM Park Rapids, Minn., for violating fraudulent billing rules and rules governing rates charged political candidates. Action June 23.

■ FCC proposed to rescind its rule prohibiting syndication of TV programming by commercial networks and their acquisition of financial interests in subsidiary broadcast use of programming. Action June 23.

■ FCC set for hearing renewal application of United Broadcasting Co. of Eastern Maryland Inc. [WSID(AM) Baltimore] and that of SRW Inc., and Belvedere Broadcasting Corp. for CP's to operate on United's 1010 khz. Action June 23.

■ FCC again upheld its Broadcast Bureau's denial of George Miller's personal attack complaint against WBPZ-AM-FM Lock Haven, Pa. FCC said Miller gave no new information that would warrant reconsideration of holding hearing or oral argument. Action June 23.

■ FCC denied petitions by New Jersey Coalition for Fair Broadcasting seeking denial of renewal applications for eight New York and Philadelphia VHF stations for failure to fulfill their FCC-mandated commitment to serve New Jersey. Action June 23.

■ FCC renewed license of educational WNET(TV) Newark, N.J., despite objections by New Jersey Coalition for Fair Broadcasting that station neglected its responsibilities to serve New Jersey residents. Action June 23.

■ FCC affirmed staff decision denying objection of CBS Inc., licensee of WBBM-TV Chicago, to assignment of call letters WBBB-TV to new station of ch. 60, West Chicago, Ill. Action June 23.

■ FCC adopted rules for licensing and operation of direct broadcast satellites prior to and conditioned on outcome of 1983 Regional Administrative Radio Conference. Action June 23.

■ ALJ Walter C. Miller granted CP to O.L. Turner for new TV at Sikeston, Mo. In response to Turner's request for summary decision, ALJ found that Turner's antenna height proposal no longer posed air hazard and that there were no other unresolved issues that would bar application grant. Turner is former owner of WSIL-TV Harrisburg, Ill., and KPOB-TV Poplar Bluff, Mo., which he sold last year for \$3 million (BROADCASTING, May 11, 1981) and he also sold WEBQ-AM-FM Harrisburg, Ill., for \$700,000 (BROADCASTING, March 30, 1981). Decision becomes final 50 days after release unless appeal is filed within 30 days or FCC reviews it on own motion.

Call letters

Applications

Call	Sought by
New AM's	
KVKG	Santa Ynez Valley Broadcasting Co., Solvang, Calif.
KHNL	Wilson-Tipton Broadcasting Co., Honolulu, Hawaii
KLNI	Alan Adams, Pearl City, Hawaii
New TV's	
WBTO	Alabama Management Co., Florence, Ala.
KTWC	Western Slope Communications Ltd., Glenwood Springs, Colo.
WPNA-TV	Kenneth B. Darby et al, Partnership, Panama City, Fla.
Existing AM's	
KLYD	KNTB Bakersfield, Calif.
KHTT	KXRX San Jose, Calif.
WMCB	WCBK Martinsville, Ind.
KYSR	KELP El Paso, Tex.
Existing FM's	
KPRB-FM	KZKD Redmond, Ore.
WGTY	WGET-FM Gettysburg, Pa.
KYSR-FM	KINT-FM El Paso, Tex.
Existing TV	
KSNF	KTVJ Joplin, Mo.

Grants

Call	Assigned to
New FM's	
WLFJ	Evangel Christian School Inc., Greenville, S.C.
KBMI	Grant Communications Group Inc., Roma, Tex.
Existing AM's	
KGTL	KCNL Homer, Alaska
KIPO	KIVM Lihue, Hawaii
KGIM	KDBO Aberdeen, S.D.
KZJO	KSXX Sandy, Utah
Existing FM's	
WZZQ	WBOQ Terre Haute, Ind.
WCXI-FM	WTWR Detroit

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

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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. EOE, MF.

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.

Absentee owner looking for aggressive man or woman who aspires to fill now vacant sales manager job at Minnesota small market AM station. Manager-ship also possible. Box B-166.

Central N.Y. AM-FM desires solid salesman/sales manager. Need pacesetter, organizer, trainer to work with and lead sales staff to further station sales. Good salary, working incentive. Reply Box B-187.

Station Manager—Growing public radio station with strong community support seeks manager committed to fine arts programming. Duties include administration, development, programing direction and community relations. Prior management and successful fundraising experience, business/communications degree essential. Salary to \$22K. Resume to President, PBN, 1220 Illisley Dr., Fort Wayne, IN 46807. Women and minorities encouraged.

Group owner looking for General Manager for major market East Coast radio station. Please send resumes to Box B-160.

Aggressive Sales Manager for leading Pacific Northwest small market station. Great area. Excellent compensation. Experience preferred. Send resume and references to Box C-8.

Sales Manager needed for promotion-oriented small market southern California desert AM or FM. Excellent market, growth potential with expanding company. Pay arrangement based on personal collections and station growth. Send resume, references and salary history to General Manager, Box 908, Twentynine Palms, CA 92277.

NPR station in Southeast seeks experienced Promotion and Development Director to plan, organize and manage all promotional and developmental activities. Bachelor's degree required, plus two years' experience in public relations, marketing and fundraising. Equal Opportunity Employer. Send resume, letter and references to Jennifer Roth, Station Manager, WFAE-FM, UNCC Station, Charlotte, NC 28223.

HELP WANTED SALES

Sales Manager and sales person. Brand new FM stereo, Green Valley, Arizona, retirement community, 25 miles south of Tucson. Need aggressive self-starters, minimum 5 years' experience. Excellent market and living conditions. On air early September. Send complete resume, salary requirements and references to KEZG, Box 587, Green Valley, AZ 85614.

Fastest growing broadcast revenue market in United States. 83 percent in one year. Warm California climate. Looking only for sales professional with experience who can handle making money. Send resume with sample of written presentation. Position will be filled in August. Write Box B-135.

GSM/SM for suburban California daytimer, a great market, great potential, great bucks, unbeatable opportunity for the sales manager, experienced in daytime operations who can sell by example, lead/direct responsive sales team (4-6) promotion/merchandising, community involvement, a non-stop achiever. Resume and references to Box B-156.

Boulder, Colorado AM/FM seeks experienced salesperson capable of becoming AM Sales Manager. Send resume, references, and income requirements to General Manager, KADE/KBCO, 4840 Riverbend Road, Boulder, CO 80301. An EEO.

Senior Account Executive for one of the mid-South's and nation's dominant AM station—WDIA. Need creative, aggressive, strong-closer. Excellent benefits with group owner. Minority candidates encouraged. Send letter of interest and resume to WDIA, P.O. Box 12045, Memphis, TN 38112. EOE.

Fulltime powerhouse in top 40 market needs 1 more superhustler. If you can sell ideas as well as numbers, we're interested. You must be goal oriented and desire an income of \$30K plus and be a self starter. We offer a great environment with the best compensation package in the market. Opportunity for advancement within our group. Serious inquiries only. Send resume to Box B-168.

Big band salesman/announcer wanted for Illinois medium market. Must be stable and successful; strong self-starter interested in building career and making money. Outstanding opportunity—for outstanding person! All details, including track record & past four years earning history, in first letter to Box C-11. E.O.E.

Sales with management potential. Self-motivating. Need two years' outside sales experience, able to type, have own transportation, excellent opportunity to move into management with rapidly expanding company. Excellent pay for qualified person. Call Al Gay, KTBB Radio, Tyler, TX. 214—581-0606. Equal Opportunity Employer.

KFIA has just increased power to cover northern California with a Christian-contemporary format. Need two salespersons. High commissions. Great climate. Ground floor opportunity. Tom Wallace, 916—485-7710.

We need a go-getter, looking for a long term position. We are the only station in this Iowa small mkt., and we're going places. Salary starts at fifteen-eighteen thousand, plus big bonus potential. Some on air work required. Hurry, position opens mid-August. Write Box C-14.

We're looking for a stable and successful small to medium market sales pro interested in building a career with a professional organization. Excellent growth opportunity in west Texas oilfield country. Respond quickly to KVKM Radio AM, Drawer K, Monahans, TX 79756. EOE.

HELP WANTED ANNOUNCERS

Announcers. New adult, live assist, FM stereo, Green Valley, Arizona, retirement community, 25 miles south of Tucson. Need adult delivery/production, minimum 5 years experience. Excellent market and living conditions. On air early September. Send tape, complete resume, salary requirements and references to KEZG, Box 587, Green Valley, AZ 85614.

KFOR Radio needs major college, University of Nebraska Cornhuskers, football-basketball PBP Sports Director. Send T&R; Stuart Broadcasting, 625 Stuart Bldg., Lincoln, NE 68501. EOE.

KLMS, Lincoln, Nebraska, is now accepting tapes and resumes from experienced air personalities and news persons for future openings. Good paying benefits for the right people. EOE. Send tapes and resumes to KLMS Radio, c/o Gary Claus, P.O. Box 81804, Lincoln NE 68501.

WFMB stereo country has lost a great personality to a bigger market. Need a pro replacement. Experience and production skills a must. Great company, pay, benefits, community. T&R to: Greg Thomas, PO Box 2989, Springfield, IL 62708. EOE/MF.

Morning man. Experienced production for personality country station, KCIN, P.O. Box 1428, Victorville, CA 92392.

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, P.O. Box 728, Houma, LA 70360. Equal Opportunity Employer.

Southeast Michigan 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. EOE. 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 include 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.

WBAP/KSCS is looking for maintenance personnel with a two (2) year technical degree. One (1) -two (2) years' experience maintaining R.F. and A.F. equipment. E.O.E. Send resume, salary requirements to: Bob Moore, WBAP/KSCS, One Broadcast Hill, Fort Worth, TX 76103.

Chief Engineer. Immediate Opening. Full time 100,000 watt FM and 5,000 watt AM with excellent facilities in Midwest. Send resume to KLIK/KTXV, Box 414, Jefferson City, MO 65102. EOE.

Chief Engineer for 5 kilowatt AM public radio station. Salary \$28,000 and up, depending on experience. Must be willing to deal with variety of problems posed by isolated location in Alaska's western interior. KSKO, P.O. Box No. 4, McGrath, AK 99627. 907—524-3001.

Radio automation maintenance technician. Experience required. Contact Earl Bullock, Broadcast Automation, 4340 Beltwood Parkway, Dallas, TX 75234. 214—934-2125.

Chief Engineer. Full time position requiring three years of experience in broadcast engineering as chief or assistant chief engineer and a First-Class FCC Radiotelephone License. Will be responsible for maintenance and supervision of installations, operations and repairs of equipment associated with the 18 hour daily broadcasting of a 40,000 watt public broadcasting FM radio station. Same responsibilities will be required for servicing the teaching facilities connected with radio and television laboratories which are part of Mass Communications classes taught in the College of Arts and Sciences. Applicant must be able to teach a variety of FCC related broadcasting and engineering facts to and work with student broadcasters and community volunteers serving the station in several broadcasting capacities including those of student announcers and student engineers. Must be able to advise radio and teaching administrators on purchases of telecommunications equipment. Must be able to advise on design features for audio studios, production studios and other areas of broadcasting and teaching of broadcasting subjects. Must be able to serve as advisor in field broadcasts and/or audio or television field productions both on and off campus. Send letter of application, resume and three letters of recommendation to the Personnel Office, Lincoln University, Jefferson City, MO 65101. Credentials must be received by July 31, 1982. An Equal Opportunity/Affirmative Action Employer.

Sconnix Group Broadcasting has openings for Chief Engineers. Applicants should be self-motivated, have experience with state-of-the-art electronics and be able to communicate with management and programing. These are career opportunity positions with a growing company. Resume and salary requirements to R. Wholey, Director of Engineering, Sconnix Group Broadcasting, Parade Road, Laconia, N.H. 03246.

HELP WANTED TECHNICAL CONTINUED

Northwest Ohio AM-FM station looking for Chief Engineer to maintain audio and R.F. systems for AM Directional and FM stereo automation. Technical training required, broadcast experience helpful. Present Chief Engineer will offer assistance for a limited time. Health and retirement benefits included. Send resume and salary requirements to WFRO Radio, 905 West State Street, Fremont, OH 43420. Equal Opportunity Employer.

HELP WANTED NEWS

Newsperson needed for Beautiful Music station. Morning news, public affairs programs & editorials included in responsibilities. Must have solid experience, good writing skills & mature voice. Tape & resume to WSRB, Box 961, West Side Station, Worcester, MA 01602.

News and public affairs program producer. Applicants must be prepared to demonstrate a thorough knowledge of newscast preparation and presentation. Well-delivered news sense and solid, assured on-air delivery required. Strong interviewing skills a must. Greatest interest will be shown in applicants currently or very recently working full time in radio journalism with B.A. level degree in journalism, related area, or equivalent experience. Resume must show complete, unfluffed details of all professional and academic experience. Audition tape must demonstrate full range of applicant writing, production, and delivery abilities. Unedited air check preferred. Position pays \$16,900 to start, plus outstanding fringe package. Send application to Donald Forsling, WOI AM-FM, Iowa State University, Ames, Iowa 50011. E.O.E./A.A.E.

Morning Anchor. New York-based radio network seeks experienced broadcaster for morning business/financial news reports. Must write own scripts, have good voice, on-the-air presence. Resume and salary requirements to Box B-159.

Radio journalist with some exp., good voice, and drive. Opportunity to work in an exciting Eastern suburban mkt. Our grads have moved to major mkts. If you want to work, we want to hear from you. Write Box B-162. An affirmative action/EOE.

News Anchor person, must originate, gather, write and communicate news. T&R: Wayne Weinberg, ND, WMPB/WHRK, 112 Union Avenue, Memphis, TN 38103. EOE.

News/Public affairs director. B.A. degree required in broadcast journalism for public radio station. Two years radio news experience. Salary: \$13,920. Teach one news class per year. Send audition tape, grade transcript, resume and three letters of reference to WMRA-FM, James Madison University, Harrisonburg, VA 22807. Closing Date: July 12, 1982. J.M.U. is an equal opportunity/affirmative action employer.

News Director: One to three years' experience, ready to move into N.D. position, with aggressive, information oriented company. This position requires aggressive, positive attitude and management capability. Send tape, resume, and writing samples to Art Brooks, P.O. Box 3939, Kingman, AZ 86401.

News Director. Some experience. Aggressive. Good delivery and writing. Great Plains medium market. EOE. Write Box C-7.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top 100 Southeast coastal market. 100 kw rocker needs hardworker who must win. Send resume and salary requirements. Write Box C-20.

Programing/operations supervisor. Must be detail oriented. Exceptional air personality. KCIN. PO Box 1428, Victorville, CA 92392.

SITUATIONS WANTED MANAGEMENT

Small/Medium. Experienced GM. Good track record. Best references. Successful all phases. Prefer warm climate, consider all. Write Box B-131.

General Manager—Positive cash flow producer. 14 years major and medium market experience. Proven ability in sales (all levels), programing, promotion, technical, acquisitions, and complete station management. Outstanding references. Reply with confidence. Box B-146.

Top Performer. Presently managing medium market. 14 years in radio. Great resume—sales—programing—promotions. Mid 30's. Will consider all offers, ready for change. Write Box B-172.

Broadcaster: 18 yrs., all phases. Management, programing and sales. Will invest. VA—N.C. Good references. Write Box B-186.

Station/Operations Manager. Extensive experience management, program, sales, air. Presently allied field. Write Box C-1.

Sales Manager. 15-year professional. Enthusiastic, motivated, personable, caring, leader. Want final settlement. Write Box B-95.

Successful General Mgr. with proven track record, seeks long term association with growing company that wants to win. Have tripled and quadrupled sales in two major market stations. Specialize in motivation, promotions, programing, research, and the bottom line. Sixteen years' experience. Top references. Write Box C-6, or call 503-635-6029.

General Manager with a strong tradition of success. Committed to professionalism and goal achievement. Interested in long term association with a quality organization. 20 years in management. Skills include heavy sales and sales promotions. Strong leadership and motivator. Write Box C-28.

SITUATIONS WANTED ANNOUNCERS

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.

Top-40/Rock, DJ, PD 20 yrs.' experience, good production, available now, AM/FM. Greater Cincinnati area. 513-528-5793.

Anxious to get my career started. Dependable and good worker. Evenings or overnight. Northern or central Ohio, southern Michigan. Prefer non-automated program shift. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

Black Country music jock. 2½ years' experience with smooth delivery & comedy. I'm presently working. If you want someone to entertain, I'm your man. Write Box B-183.

C/W or Oldies. Six-year professional is seeking good medium market on the East Coast. B/A, 3rd endorsed, have done many remotes, too. Write Box C-17.

Major Market AOR Announcer, very strong production, seeks Rocky Mountain, East-West Coast locale. Seven years' experience. Tim, 216-884-8438.

Excellent knowledge of music. Great at any format. Willing to go anywhere for Entry Level Position. Call Randy, 201-863-0917.

Want to become one of the biggies? What are the facts? - That's what a talk show is for. Who pays your bills? - We do. Who has answers? - We have. Where is the wisdom in our society? - in the audience. Who can sort out fantasy, fanaticism, fiction and fact? - your audience and I. Everyone wants a little common sense in his daily diet. Give your audience a little common sense and watch your audience grow & grow & grow. I'm the most controversial fellow you're ever likely to meet, but I'm a very polite fellow. I'll hit your listeners where they live, nicely and politely. I have the best common sense talk show in the country. Actually, I'm just an ordinary, good-natured kind of a guy with the best equipment in the business. Good common sense. My name is Burke and the name of the show is "Feel Free." My phone number is 703-276-7147. Call me, I'll talk with you about any subject. The least known and by far the most deadly disease of our time is SS. Semmelweis Syndrome. Call me and listen to one of the best voices in the business and exchange some thoughts and ideas with one of the best educated men in the U.S. You have low ratings? You want to become one of the Biggies? What have you got to lose? Your license? That can't happen in an open forum talk show where anyone can speak his piece, provided he does so in a polite and orderly way. Ego I've got. You want someone without ego? What more can I say? The ball's in your court?

Seeking a diamond in the rough? Try me. A good investment. Let my style shine for you. Will relocate. Danny, 213-328-4427.

Determined Neophyte, pleasant sound and personality. Single. Any format. David Lake, 3957 N. 62, Milwaukee, WI 53216. 414-462-6638.

Heavily experienced announcer, programmer for adult MOR or Big Band format. Steve May, 516-286-9491.

One to one communicator, strong in copy write and production, with news skills, seeks station that appreciates quality. All formats and locations considered. Frank, 615-967-3403.

Wit, class and talent. Plus 1st phone, beautiful voice, great writer. Want creative job, any field. Would like to learn talk/interview. Experienced DJ working in medium market. This bright young woman wants to do more. Reply Box C-18. So. Cal, Bay area.

Go for it! (Small markets.) Interviewer, writer, researcher, trained broadcaster. Excellent character and references. "When the chips are down," phone Adrian, 201-773-3492.

CC - and you - the right combo. Florida's hottest DJ in the clubs wants on-air right away. N.Y. commercial experience. Former PD. Call 305-944-9413.

Quality play-by-play, air shift. Sports director. 3 years' experience. You'll never know unless you call. 516-437-2688.

SITUATIONS WANTED TECHNICAL

New Jersey contract Chief Engineer. Write Box C-10.

Chief Engineer, single, looking, seeks relocation. Pioneer audiophile, announcer, big band musician; Handy-man trouble shooter, remoted AM's, FM's, DA's. 305-971-9679.

East Coast, Chief Engineer looking for a new challenge. Write Box C-19.

Chief Engineer, high power FM, AM-DA, automation, 10 years' experience. Write Box C-15.

SITUATIONS WANTED NEWS

Young, experienced Southern Cal. Sportscaster seeking multi-sport PBP and Sports/News position in smaller market. Please call Bob Harden, 714-968-3867.

Sports: Journalist/Talk Host/PBP with four years' experience, small to large markets. Currently PD No. 1 market seeking sports position in radio/TV/allied fields. I have gained expertise in all facets of live sports coverage, including rewriting, editing actualities, interviewing, and announcing. Excellent sports communicator, with ability to inform your audience. Experience includes coverage of major league baseball. For tape, resume, references: Gary Jacques, 123 Walthery Avenue, Ridgewood, NJ 07450. 201-445-0464 after 6.

Sportscaster with major market sound and ability seeks step up from 195th market. Four-sport PBP. 612-255-0386, Gary.

Experienced reporter interested in joining aggressive news department. Award-winning news director with six years in on-the-street, talk, and anchoring offers hard work and dependable reporting. Terry, 215-777-5515.

Top quality broadcaster desires return to air. Major market experience. News, sports, interview shows. Write Box C-4.

Radio sportscaster, 12 yrs.' exp. H.S. football & basketball, Jr. College basketball, H.S., pro baseball. Would like college basketball or pro baseball. Rip Collins, 319-242-9513.

News Announcer/DJ seeks first challenge. BA, broadcast journalism. Valeria Humphrey, 212-629-0428, after six.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

A decade of experience! Major market professional, programmed 100,000 watt regional No. 1 A/C! Mike Benson, 616-347-4376.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHER CONTINUED

For option to buy investors will subsidize my salary as Houston program manager to develop referendum format. American Crusade, P.O. Box 42808, Suite 111, Houston, TX 77042.

Sincere major market air-talent. 13-year veteran desires program directorship in small/medium market. Enjoys working with people and developing talent. KFRC, KGB, KOGO, currently KSON (6 years San Diego). Single, stable, yet willing to relocate! All formats considered. Entry level salary OK. Excellent references. Christopher Lance, 586 Wisteria St., Chula Vista, CA 92011. 714-421-5945.

Contemporary PD available for East Coast programming position. Serious replies only. Write Box C-16.

Program Director - air personality. Major market experience in Denver, Salt Lake, San Francisco. Family man looking for a medium market station. Available in August. Reno Hursh, Box 922, Finley, CA 95435. 707-263-1468.

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.

Executive Producer. To design and implement local program service for Vermont ETV, the public television network for Vermont. Essential experience includes extensive producer credits, supervision of other producers, budget management, and project direction. Salary range \$17,210-\$28,040. Apply by July 19, 1982 to Margery W. Hibberd, Assistant General Manager for Programing, Vermont ETV, Ethan Allen Avenue, Winooski, VT 05404. An Equal Opportunity Employer, M/F.

HELP WANTED SALES

Account Executives. West Virginia's newest TV station and first independent offers unique ground floor opportunity for experienced and knowledgeable self starter in the top 43rd ADI. Write to: WVAH-TV 23, 23 Broadcast Plaza, Hurricane, WV 25526.

Account Executive: WPTF-TV, NBC affiliate, Raleigh-Durham, North Carolina, is seeking a salesperson with one to three years TV sales experience. If you are a highly motivated self-starter looking for an opportunity and a challenge, call Bob Buselli, Local Sales Manager, 919 832-8311, or send resume to WPTF-TV, P.O. Box 1511, Raleigh, NC 27602.

Sales reps wanted to sell new teenage soap (network quality), to television stations and cable systems in U.S. Experienced only. Foreign territories also. Seacliff Productions, 23901 Civic Center Way, Suite 115, Malibu, CA 90265.

WNNE-TV seeks an aggressive salesperson with a proven record of success in broadcast sales. This is an opportunity for the right person to get in on the ground floor with a station that is on the way up. WNNE offers great benefits along with excellent pay and a chance to enjoy the beckoning mountains of Vermont and New Hampshire. If you feel you can handle this challenge with the fastest growing television station in northern New England—send your resume to Paul R. Hatin, Local Sales Manager, WNNE-TV, P.O. Box 906, White River Junction, VT 05001.

HELP WANTED TECHNICAL

TV Technicians—Major market UHF group owner looking for transmitter engineers to take charge of transmitting facilities in Milwaukee and Boston markets. Requires FCC General Class license, video and RF experience. SBE certification preferred. Salary and benefits competitive with market. Send resume to Chief Engineer, WQTV-TV 68, 390 Commonwealth Avenue, Boston, MA 02215. E.O.E.

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.

Chief Engineer with proven technical skills and ability to supervise and train staff. South Texas. EOE. Box B-169.

Transmitter Maintenance Technician (responsible for operation and maintenance of RCA TTU-60 television transmitter, microwave STL, two-way radio, and terminal equipment. General Class License desirable. Salary to mid 20's (commensurate with experience): Contact George Hoover, Director of Engineering, New Jersey Network, 1573 Parkside Ave., Trenton, N.J. 08638 (EEO) Deadline July 9.

Chief Engineer. Southern California sunbelt. Contact Bob Martins, 714-328-8881. EOE.

Technician for PM Magazine. Must be experienced in ENG/EFP photography, audio, lighting and 3/4" tape editing. Must be creative & a self-starter. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An EOE.

Engineer: Experience in TV control room operations required. Must have general or 1st class FCC License. Salary commensurate with experience. Write to Box C-25. EEO/M/F.

Television Technician—Master Control Technician operates and sets up a variety of video equipment, audio equipment, and transmitters for public television station in California. Requires: Valid FCC First Class or equivalent license; 2-years' full-time experience in the on-air master control operation of a broadcast facility. Salary: \$14,556 to \$17,688, plus full benefits. Application must be postmarked by July 17, 1982. Apply to Winston W. Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. EOE/M/F.

Chief Engineer - Sunbelt ABC-TV affiliate. Five years of proven management and motivational skills required. Must have a general radiotelephone license and experience in all phases of a local television technical operation, capital expenditure and operating budget. Salary commensurate with experience level, plus generous benefit package. Send resume and references to Jack Parris, Vice President and Station Manager, KGUN-TV, Box 5707, Tucson, AZ 85703. An Equal Opportunity Employer.

NST Systems Engineer. Engineer wanted for a Fortune 500 company. Position requires familiarity with NTC-7 video standards and FCC broadcasting requirements, digital techniques, computer operation, analog signal processing, UHF transmitter equipment, cable distribution techniques, and television transmission characteristics. EE Degree and FCC License preferred. Send resume and salary history to: ON-TV, 1722 E. Randol Mill Road, Arlington, TX 76011.

Engineering Manager for Public TV station. Director of Telecommunication Services to administer engineering staff and broadcast facilities; develop non-broadcast activities. Requires ability to maintain high technical standards, broad knowledge of state-of-art equipment and ability to explore use of new technologies. Send resume, salary requirements to Personnel, KCPT/Channel 19, 125 E. 31st Street, Kansas City, MO 64108. EOE.

Engineering person for maintenance of broadcast videotape equipment, digital equipment systems, transmitter cameras, and other associated equipment. Should have valid FCC General Radio/Telephone License. Reply in confidence to Chief Engineer, P.O. Box 715, Toledo, OH 43695. EOE. M/F.

HELP WANTED NEWS

News Director needed by medium market TV to take charge of news, weather, sports departments. Administrator that knows news—journalism and techniques. E.O.E. Resume and salary to Box B-112.

Sports Reporter-Anchor: Medium market Pacific Northwest station is looking for sports reporter-anchor with strong knowledge of sports and an eye for features. Not an entry level position. Send resume to Box B-106.

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.

Weekend weather/report: We are looking for an experienced weathercaster who can round out our top-rated weekend news team and also report three days a week. We're the number one news operation in a beautiful Sunbelt city. Our weather department is loaded with the latest technology. If you think you have a future in weather and need a good place to develop it, send a resume and tape to Michael Sullivan, News Director, WAAY-TV, P.O. Box 2555 Huntsville, AL 35801. EOE.

Reporter—Cover county beat, general assignment. Experienced only. Resumes and tapes, no phone calls, to Jay Moore, N.D., WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

News Producer. Total responsibility for the look and flow of daily 6:00 p.m. and 11:00 p.m. newscasts. Medium market with serious commitment to news excellence. Position requires outstanding journalistic and organizational skills, ability to work cooperatively, professional writing ability and VTR editing. One to two years' experience as a news producer necessary. Send resume, references, and salary requirements to Box B-138. Equal Opportunity Employer.

Producer—Need first-rate creative producer who can write well and use state-of-the-art graphics to build exciting newscasts. The person will be the key to the continuing success of our No. 1 6 p.m. and 11 p.m. newscasts. Prior producing experience required. Write, in confidence, to Box B-139. EOE, M/F.

TV News Producer. Top station, big Eastern market. We want a solid journalist with flair and imagination. No beginners, no lifers please. Write Box B-140.

Anchor/News Director. Aggressive, experienced for NBC affiliate in Ft. Smith, Ark. Tape and resume to Gordon Brown, Box 1867, Ft. Smith, AR 72902. 501-785-4334. EOE.

Take-charge experienced News Director who knows news and has people skills. All ENG, medium Southwestern market. Net affiliate. EOE. Write Box B-167. Include salary history.

Director of News—Southern California—small market TV station. Experienced news executive with leadership skills and a desire to bring out the best in others to direct the activities of the number one news team in this area. Degree in journalism, telecommunications or equivalent combination of education and professional experience. Top remuneration for the top person. Send resume to Box B-142. We are an equal opportunity employer.

Executive producer—to help lead expanding Pacific Northwest major market news department. You'll help us put together a new early evening newscast and you'll prepare yourself to take over the News Director's job. Heavy producing and news leadership experience needed. Your education, professional achievement, and writing and editing skills are of critical importance. Send resume and statement of your news philosophy to: Box B-155. E.O.E.

News Director for top 100 market in the Midwest. EOE. Send resume with salary requirements to Box B-157.

Video cameraman/editor: join a new and growing electronic news service company and have the opportunity to utilize your talents on general news and economic coverage, public relations productions, and feature packages using first class equipment. Individual must consistently exhibit creativity, proficiency in lighting and have ability to work without direction with a variety of producers. Our clients include domestic and foreign TV networks, local affiliates/independents and major corporations who demand quality work. Send resume and sample tape to: Docuvid, 220 East 23rd Street, New York, NY 10010.

HELP WANTED NEWS CONTINUED

News Director—Atlantic Coast network affiliate has immediate opening for News Director. We seek an aggressive journalist who can manage people and produce results. Base plus incentive yields \$35,000-\$45,000 first year potential. Resume to Box B-181.

Energetic, experienced news producer wanted. If you can work well in a large news department, and are better than average, rush resume to Box B-188. EOE.

Assistant News Producer for NBC affiliate who can produce fast paced 6 & 10 p.m. news. KLMM-TV, P.O. Box 1867, Ft. Smith, AR 72902. 501-785-4334. EOE.

Need reporter/anchor for number 1 medium market station in Midwest. No beginners please. Write Box C-22.

Producer for 6 and 11 p.m. newscast. Supervise 25 person department, edit copy, organize daily newscast. Prefer strong TV journalism background. Send resume to: Tony Marino, News Director, KVBC-TV, Channel 3, 1500 Foremaster Lane, Las Vegas, NV 89101. No calls, please.

Seattle's news leader is expanding. We're looking for an executive producer, a producer, reporters, photographers, and editors for a new half-hour newscast. Resume/tape to: News Director, KIRO-TV, Third & Broad Streets, Seattle, WA 98121. E.O.E.

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 C-3. No beginners, please. EOE.

Meteorologist—someone needed to carry on our reputation as weather leader in 100 plus market. Television experience needed. EOE. Write Box C-27.

Weekend Director: Will direct weekend news/T.D. 3 days a week. 1-2 years' experience required in directing news, public affairs, commercial production, and 3/4" editing. Young, aggressive staff in state of the art facility. Send resume to: Production Manager, WQAD-TV, 3003 Park 16th St., Moline, IL 61265. 309-764-9694. EEO.

Photographer - 3 years' experience minimum. Degree and knowledge of JVC cameras preferred. Must be able to shoot and edit videotape. Mid-size South-eastern market. Send resume to Box C-13.

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 C-2. No beginners, please. EOE.

Are you a good reporter who can also do 2 days of weather at a good medium market station? If so, write Box C-21.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Production Manager for 22nd market with 3-5 years production/supervisory experience and an interest in programming as career opportunity. Send resume to Karen Miller, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207.

Host—Dominant station in top 25 market is starting issue-oriented morning talk show involving guests, studio audience and viewer calls. Must be good communicator and able to handle a complex, fast-paced ad lib format. Minimum three years interview experience. No beginners please. EOE, M/F. Resume to: Box B-175.

Morning show co-host—Number 1 in the market; present co-host is retiring; must have outgoing personality; prefer 2-3 years talk show experience; must be strong on guest interviewing; hours: M-F 6:00 AM-11:00 AM; excellent salary and fringes; E.O.E. M/F. Send tape and resume to: Doris Adkins, Program Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408.

Traffic: Boston station, affiliated with the Christian Broadcasting Network, seeks an experienced traffic manager. Computer knowledge and three years' experience required. Resume to: L. Bramlett, 100 Second Avenue, Needham Hts., MA 02194. EOE.

Promotion Manager. WBAL-TV, Baltimore, Maryland, has an opening for a promotion manager. Experience in all phases of television station promotion: on-air, print, outdoor, radio, press relations and community image. Previous promotion management experience and college degree preferred. An E.E.O. employer. Send resume, video tape, and samples of promotion materials to: Director of Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

TV Producer/Director. WOUB-TV, Athens, Ohio. Minimum \$15,907. Call Richard Madden, 614-594-6107.

Senior producer-public affairs or ITV. Degree in communications or related field with four years' experience. Experience equivalent substitute for degree on a year-for-year basis. Must be strong in fiscal management and creativity. Send resume including salary requirements to: Al Korn, Director of Operations, KET, 600 Cooper Drive, Lexington, KY 40502.

Prominent middle market community public television station in western Massachusetts is seeking applications for a full time Executive Producer. Applicant must have experience in all phases of television production including on-air talent experience; at least five years' experience in studio, remote and ENG/film production; directing experience; budgetary reporting experience and good writing skills for proposals, independent contracts and scripts. Send salary requirements and resumes only to: Denise Smith, WGBY, 44 Hampden Street, Springfield, MA 01103. EO/AEE.

Public TV station seeks person to design and produce complete annual on-air marketing campaign, including pledge drives and year round subscription spots. Requires a self-starter with marketing experience, good writing skills, and background in television production. Resume and salary requirements to Ken Barthelman, KPTS, Box 288, Wichita, KS 67201. EOE/AA.

Public Television Program Director. WOUB-TV, Athens, Ohio. Minimum \$20,272, to program two PTV stations and serve as executive producer of locally produced programing for local and national audiences. Call Joseph Welling, 614-594-5134.

SITUATIONS WANTED MANAGEMENT

Traffic Manager. Over 15 years' experience on Bias and Cox Computer Systems. Willing to relocate. Reply Box B-61.

SITUATIONS WANTED SALES

Video Production Sales. Having trouble marketing your creativity? Experienced salesman, producer, director, and writer seeking production services sales rep or rep/producer position. Major market television sales experience, variety of production credits, MBA. Box B-178.

SITUATIONS WANTED TECHNICAL

Experienced Operating Engineer with 1st phone. Complete master control ability. Also transmitter operation, production, and camera work. Pat Costello, 814-362-2371.

ENG maintenance engineer available. BVU, TK, live van. ACR, VPR, experience also. 702-826-1980.

SITUATIONS WANTED NEWS

Meteorologist—8 years TV experience. M.S. Degree/AMS sealholder. Currently weekday meteorologist in top 20 market. Contract expires August 1982. Write Box B-119.

Solid, experienced and black. Reporter seeks top 20 position. Strong writer, anchor background. Award winner. Box B-149.

British writer, 3 years U.S. film/video production experience, seeks writer/production position in news/current affairs. Phone 213-989-5123.

Experience Speaks. Sports Director/Anchor/Reporter/play-by-play wants to advance into medium or major market as Sports Director or assistant. Write Box B-151.

I produce, write, report and edit film and tape. Hard working broadcast-journalism grad ready to begin career. Jeff Cloninger, 408-739-2372.

Major market radio anchor seeks T.V. anchor/reporting slot. B.S., M.S., Communications, seven years on-air, significant T.V. on-camera and production experience. Lloyd, 714-984-0054.

Reporter/Videographer looking for job with top-notch news dept. in small or medium market. Write Box B-180.

Young black female with B.A. in communications and internships seeks entry level reporting position. Call or write Dwana Christy, 504-673-6627; Rt. 7, Box 812, Prairieville, LA 70769.

Attorney, 2 years' experience as anchor/reporter and producer, seeks return to broadcast journalism. Write Box B-171.

Experienced reporter-anchor with excellent production skills seeks new challenge in progressive department. Available immediately. Call Dave, 617-944-7223.

Reporter/Anchor at No. 1 radio news department in top 50's market anxious to move into TV news. Experienced, innovative, solid journalist. Call Jim at 419-474-9263.

Hardworking, mature male (33) with TV reporting experience looking for re-entry into the field. Reply Box C-29.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Cameraman/Editor - experience in N.Y. market. Also switching, lighting etc. Due to budget layoff, looking for work in NYC/tri-state area. 516-293-4519, Jeff.

ALLIED FIELDS

HELP WANTED TECHNICAL

Cetec Antennas - leader in TV and FM broadcast antennas. Immediate openings, production management, FM & TV antenna Mfg, technicians, and antenna test coordinators. Career position with growing mfg. firm offering excellent fringe benefits. Located in central Sacramento Valley. Year round recreational area, excellent schools, affordable housing. Salary commensurate with experience. Please forward resume in confidence to Jim Oliver, General Manager, Cetec Antennas, P.O. Box 28425, Sacramento, CA 95828. Equal opportunity employer.

HELP WANTED INSTRUCTION

Teaching Position. Tenure-track position for Assistant/Associate Professor of Mass Communications in growing program. MA required. PhD preferred. Must have solid industry experience in two of the following areas: radio, television, advertising, photography, corporate communications/PR, print. Publications, facilities management and teaching experience are desirable. Send resume and credentials to: Fred D. Brown, Dean of Faculty, Buena Vista College, Storm Lake, IA 50588.

Media Instruction & Production Coordinator. Assistant or associate professor rank, tenured position. Teach two advanced tele-communication design and production courses each semester. Half release time to supervise and coordinate activities of television and radio studios. Considerable full-time work in television studio and some teaching experience required; Ph.D. preferred. Salary: \$18,200 to \$29,500. Position open until filled. Send resume to Search Committee, Journalism Department, Lock Haven State College, Lock Haven, PA 17745.

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.

Wanted: RCA BTF-20E-1 20 KW FM transmitter in good condition, as soon as possible. Do not need exciter. Tom BonDurant, 919-869-0101.

WANTED TO BUY EQUIPMENT CONTINUED

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: Ampex MM1100/MM1200 16 track audio recorder. Cash or trade for new Ampex equipment. Bob Lindahl, 503-226-0170.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

RCA-TTU12 12kw UHF transmitter operating on ch. 15. Spare parts and tubes. \$30,000 or best offer. Call Charles Chatelain, 318-237-1500.

10KW FM Transmitters, Harris 10H1 (1969), on air CCA 12000E (1978), direct FM exciter, CCA 10000D, on air. Call M. Cooper, 215-379-6585.

1 KW AM transmitters: Collins 20V3, exc. cond.; also, RCA BTA-1R on air w/proof. Call M. Cooper, 215-379-6585.

RCA TT50AH/LA and **RCA TT25BH/LA**. On the air as main and auxiliary, excellent condition, with a considerable supply of spare parts. Make an offer to Bill Orr, WBNS-TV, 614-460-3700.

Complete station production/master control video switching system: Sarkes Selectec III; Production console has 16x6 switching with Dual Mix/Effects, 24 patterns, split fade to black, preset wipe and key system with H&V preset limit control, variable wipe units, wipe and mask key, spotlight, positioners/modulators, color matt, chroma key with 4x1 RGE switcher, quad split with variable border, re-entry. Master control console has 16x2 video and 16x3 Audio Switching plus 10x2 aux. audio switching, automatic mix/key, VTR and film pre-roll timers and control, audio monitoring and cart control plus video re-entry system, includes almost 100% spares. A complete switching system for a fraction of new price! Call Ray LaRue, Quality Media Corporation, 800-241-7878. In GA, 404-324-1271.

Two Sony VO-2850 editor/VTR's. New heads added last year. Units purchased new in 1977. Have had regular maintenance since. One RM-440 remote editing controller with remote cables. Also new in 1977. Features include LED timer readout to 1/10 second, pre-roll, assemble and insert edit. All three: \$3,500.00. Contact: Bob O'Neil, Kankakee TV Cable Company, Six Dearborn Square, Kankakee, IL 60901. 815-937-2700.

Stereo Automation Equipment Cetec 700 series, complete logging print out, four ITC model 750 reel-to-reel stereo decks (two have record electronics). Two audio-tape multi-cart playbacks stereo capable. Total capacity 96 cartridges, deluxe racks and much more. All in perfect condition. Only two years old. Retail for well over \$50,000.00 Make offer to: J. Marver, WTKL, 7249 Florida Blvd., Baton Rouge, LA 70806, or call 504-927-3314.

FM Tower—new - 120' Swager with hardware, paint, guys, and insulators. Best offer. Call 704-542-6543.

Harris System 90 Automation system 5 years old. Caringly maintained by owner/engineer. System includes clear text English logging, time announce, network record/delay playback, 3 consoles, 5 reel-to-reel ITC 750 machines, one 48 source instacart, and three 42 Iray IGM go-carts, 13.5% on fully amortized 5 year payoff \$1,350.00 per month for 60 months with \$1 buy out. Call KMFO Radio, 408-475-5527.

Equipment for sale: Digital Video Systems DPS-1 TBC; Hitachi FP-40SS ENG/EFP/studio camera; Hitachi HR-200/HST 1" Type C w/Slo-mo; Hitachi SK-91 ENG camera; Panasonic AU-700 edit system; Conrac 7641 Hi-Rez monitor; Ikegami TM-142RHA Hi-Rez monitor; Ikegami ITC-350 ENG camera; 3M Chroma Keyer for No. 6114 SEG; 3M No. 5130 Matrix Wipe Generator; Jatex USEC-42T editor; Sony VP-3000 3/4" portable player; Cinema Products 5P001 cameraprompter; Ampex ATR700-2; 3M No. 210 color bar/sync generator; Quantia Q-VII character generator. Call Ted or Terry at 518-449-7213.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

For Sale: AM modulation monitor, sta level, Harris-Gates in service. Brand new tape recorder GX 4000 D, stereo mono. \$800 takes all, shipped to you. 314-586-8577, Mgr.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE TT-530 VHF, hi band 25kw good working condition; GE UHF transmitter 30kw (low band), operating with good useable klystrons; RCA TTU-50C, 50kw UHF, low band; RCA 10kw Ch. 42, excellent condition; RCA 30kw, UHF, hi band, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Most of the above can be returned! (4) Varian 30kw Klystrons 4KM100LF good life remaining (Ch. 34-52). 5 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.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letterhead). O'Liners, 1448 C West San Bruno, Fresno, CA 93711.

Hundreds renewed again! Free sample. Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

Comic Relief. Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225

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.

RADIO PROGRAMING

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

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RADIO Help Wanted Programing, Production, Others

Production Director/ Air Personality

WZZK, Birmingham, Al.

WZZK, a Katz Broadcasting Company station, seeks "The best" production director/air personality for the South's top Modern Country Music facility.

If you have excellent administrative skills...at least five years of full time on-air experience...superior production ability...have worked in a medium to major market...and you now want to grow with a successful, aggressive, employee owned company apply in confidence to Rusty Walker, Program Director, WZZK-FM, 530 Beacon Parkway West, Birmingham, Al. 35209. EOE/MF

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Katz. The best.

EXECUTIVE PRODUCER OF VOICE OF AMERICA

America's largest international broadcasting organization with weekly audience of more than 100 million requires top management team member to direct production and set production standards for broadcasts in 41 languages. Demonstrated track record and skills in the latest radio programing and production techniques, with an emphasis on development of staff production skills and creative use of sound effects, music and radio drama are required. Stable Washington D.C.-based opportunity with competitive salary and excellent benefits. Send resume or application (SF-171) to Mr. Frank Scott, Director of Programs, Voice of America, (B/P 82-137), Room 1341, 330 Independence Av., S.W., Washington, D.C. 20547. VOA and its parent organization, the International Communication Agency, are equal opportunity employers.

Help Wanted News

RADIO NEWS - TUCSON

KCUB, top rated flagship of four-station Sunbelt chain, seeks authoritative voice, strong writing skills and ability to meld with sound and personalities, mornings, Monday thru Saturday. Your aircheck may help us find what we want. Phil Richardson will answer your inquiries at 602-887-1000. Rex Broadcasting Company, Inc. P.O. Box 50006, Tucson, AZ 85703

MANAGER, ENGINEERING

National Broadcasting company owned and operated directional AM radio station in Washington, D.C. is seeking an engineering manager. All phases of construction and 3 years management experience essential. Salary commensurate with experience. Excellent benefits.

Please forward resume in confidence to:



NBC

Alan Baumgardner
Manager Employment and Labor Relations
National Broadcasting Company
4001 Nebraska Ave., N.W.
Washington, D.C. 20016
We are an equal opportunity employer, F/M

Help Wanted Management

LOCAL SALES MANAGER

For Florida coastal 100,000 watt contemporary power house. Good economy here. We're making money. Successful candidate must be experienced in leading and motivating team and be great on the street. No beginners, please. Big bucks involved. Send resume, billing history, references and letter selling yourself to Box C-5.

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TELEVISION

Help Wanted Sales

NEW STATION

In fast growing Southwest market needs experienced manager. Strong sales required. Opportunity to earn equity. Reply to Box C-26.

ACCOUNT EXECUTIVES

West Virginia's newest TV station and first independent offers unique ground floor opportunity for experienced and knowledgeable self starter in the top 43rd ADI. Write to: WVAH-TV 23,23 Broadcast Plaza, Hurricane, WV 25526.

Situations Wanted Management

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.

LOCAL SALES MANAGER

Network affiliated station within the top 40 markets. Sunbelt area, looking for persons with previous sales management experience. Person should be heavy on creative and promotional sales. Send resume to Box C-23. An equal opportunity employer, M/F.

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.)

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Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLICITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ills. **\$12.95**

S6001 THE POLITICS OF BROADCAST REGULATION, Third Edition, by Erwin G. Krasnow, Lawrence D. Longley, Herbert A. Terry. Completely revised to take into account dramatic changes in the field, such as increased competition from cable television and innovations involving satellite transmission and the regulatory climate. Political, economic, and technological changes are described and analyzed. Looking at broadcast regulation from a public policy perspective, the book is organized in two parts. Part One traces the evolution of broadcast regulation and shows how regulations and broadcasting policy are determined by the FCC, the broadcast industry, citizens groups, the courts, the executive branch, and Congress. Part Two provides five case studies of broadcast regulatory policies. A closing section gives a broad overview of broadcast regulation, relating the analytical and theoretical material in Part One to the specific facts brought to light in the case studies of Part Two. 304 pages, annotated bibliography, index. **\$8.95(paper)**

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Help Wanted Technical

CHIEF ENGINEER - ALL AMERICAN 40

Can you lead a dedicated team of young engineers and master control switchers to new heights of technical excellence? Do you want to play a pivotal part in helping an eager, aggressive sales and production staff produce award winning commercials and promotional spots? Are you desirous of being a fully participating member of the management group of one of the most exciting, fastest growing stations in a brand new, rapid growth market? If you're a hands-on chief, can train and lead by example, are quality as well as profit oriented, and have demonstrable experience and a good track record with RCA TTU-60C, Ampex 1200 and 2000 tape, Microwave Associates STL and ENG, 3/4" equipment, Sony ENG and associated test and measurement equipment, believe in hard work and want the challenge of living in a great community and working as part of a new station where the ceiling's the limit and want to take responsibility, then write Tom Scanlan, VP/GM, WKFT All American 40, 230 Donaldson Street, Fayetteville, NC 28301 EOE/MF

CHIEF TV ENGINEER

Large closed-circuit television system seeks Chief Engineer with 3 or more years experience in operation and repair of color television production equipment. Operates T.V. Master Control in daily contact with faculty, producer/director, and other engineer. Works in production situations. Supervises aides and interns. KY-2,000's, BVU's, IVC 1-inch, switches, TBC, audio mixers and signal routing devices. Salary \$18,000 minimum. For further information please call ext. 251

COUNTY COLLEGE OF MORRIS

201-361-5000
Randolph, N.J.

Equal Opportunity Employer. M/F

Help Wanted Programing, Production, Others Continued



COORDINATING PRODUCER

America's exciting new live phone-in talk show on the PBS Network is looking for a Coordinating Producer to originate and develop program bookings. A strong creative background in news or talk shows and the ability to supervise staff is a must. Send tape & resume to:

BILL PACE
PRODUCER/PBS LATE NIGHT
WTVS-TV
7441 SECOND BLVD.
DETROIT, MI 48202

An Equal Opportunity Employer

PRODUCTION MANAGER

Experience required. Expanding major public telecommunications facility producing 400-hours of finished broadcast and non-broadcast material annually for local and national distribution is seeking individual to head production facility and staff. Responsibilities include budget and personnel administration, quality control, inter-department and inter-agency liaison, direction and goal setting, and staff training in all areas. Experience in national distribution, personal contract negotiation and administration including AFTRA, SAG and AF of M, records-keeping including cue sheets, and administration of revenue producing facility desired. Excellent growth potential. Salary negotiable. Equal opportunity employer. Mail only: resume and references to Richard Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue, SW, Atlanta, GA 30310, by July 15, 1982.

ENGINEERING MANAGER STUDIO MAINTENANCE SUPERVISOR TRANSMITTER SUPERVISOR

Major market independent TV station in the South requires immediately an experienced Engineering Manager with both "hands on" and Engineering Management experience. The station is in the process of revitalization, adding new equipment. Previous UHF transmitter experience an asset. Studio Maintenance Supervisor position requires full knowledge of RCA live, tape, telecine, GV switching/terminal, Chyron Transmitter supervisor requires familiarity with RCA 110KW UHF transmitter with solid state exciter. We offer excellent salary and opportunity to work in a "team" relationship. Reply in confidence to Box C-12

PRODUCER/REPORTERS

We are looking for experienced, hard-working television magazine reporters and producers for a new weekly syndicated program about the amazing world of computers. Two or more years proven broadcast background desired, with demonstrated ability to communicate complex subjects in a clear and entertaining manner. You'll be working with one of the most experienced and highly-regarded TV science programming teams in the US. Call David Kuhn or Jean Carroll, 617-926-8300, in Boston immediately.

Help Wanted Programing, Production, Others



Top-rated medium market PM Magazine seeks co-host with television on-air and story producing experience to work with female co-host already on staff. Please send tape and resume to Kathy Connelly, KFDM-TV, P.O. Box 7128, Beaumont, TX 77706. An equal opportunity employer.

CINEMATOGRAPHER

Editor, associate producer for Real to Reel Cinematographer must have extensive EFP experience. Required to care for equipment, do lighting. Associate producer must be adept at writing, preparing edit plans, "digging" for stories. Editor needs experience in editing features. Responsible for assembling and duplicating of national reels. Needs 2-3 years' experience. Washington based, includes traveling. Send resumes and tapes to UNDA-USA, P.O. Box 22627, Baltimore, MD 21203, by July 30

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

EXECUTIVE PRODUCER

Real to Reel, successful Catholic magazine program. Position available immediately. Three (3) years' experience as line producer. Oversees personnel scheduling, equipment use, and distribution of product. Must be familiar with budgeting procedures and have thorough knowledge of EFP. Central offices in Washington, D.C. Send resumes and tapes to UNDA-USA, P.O. Box 22627, Baltimore, MD 21203, by July 30

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WJZ-TV AUDIENCE PROMOTION MANAGER

This is an opportunity for a top-notch writer/producer with strong creative skills and expertise in the most sophisticated production techniques to become involved in the most ambitious and productive CREATIVE SERVICES DEPARTMENT in the country.

Send Resume and Tape to: Dick Goggin
WJZ-TV
Television Hill
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Help Wanted Management

Maintenance 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 the installation and maintenance of television and studio facilities to join our newly constructed network operations center. A broad knowledge of television studio technology along with an understanding of computer technology are highly desirable qualifications.

Located in 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. BCT

Manager, Technical Operations



Satellite Communications

41 Harbor Plaza Drive
P.O. Box 10210
Stamford, Connecticut 06904

An Equal Opportunity Employer, M/F

PUBLIC INFORMATION DIRECTOR

Experience required. Expanding major public telecommunications facility is seeking individual to be part of management team to head public information unit and staff. Responsibilities include determining and co-ordinating all promotion, public relations and advertising activities of a state agency, a nine-station television network and other services. Individual will direct in-house agency in development and placement of print and broadcast campaigns, will initiate and maintain contacts with press, community business and service organizations, educational institutions, government officials and other state departments and agencies as well as represent organization nationally. Fund raising experience desired. Excellent growth potential. Salary negotiable. Equal opportunity employer. Mail only: resume and references to Richard Cramer, Director of Administrative Services, Georgia Public Telecommunications Commission, 1540 Stewart Avenue, SW, Atlanta, GA 30310 by July 15, 1982.

EXECUTIVE PRODUCER

To design and implement local program service for Vermont ETV, the public television network for Vermont. Essential experience includes extensive producer credits, supervision of other producers, budget management, and project direction. Salary range \$17,210-\$28,040. Apply by July 19, 1982, to Margery W. Hibberd, Assistant General Manager for Programming, Vermont ETV, Ethan Allen Avenue, Winooski, VT 05404. An Equal Opportunity Employer, M/F.

Help Wanted News

DIRECTOR OF NEWS CALIFORNIA

Top-rated small market TV station seeks experienced senior pro who is ready to utilize his experience to develop the skills of a team of young tigers. Degree in journalism, telecommunications or equivalent combination of education and professional experience. Top remuneration for the top person. Send resume to Box B-143. We are an equal opportunity employer.

NEWS DIRECTOR

WCTI-TV, ABC for eastern North Carolina, has immediate opening for News Director. Experience as News Director preferred, but will consider news producer type ready for news director responsibilities. Send resumes and salary history to: Bill Jenkins, VP & General Manager, WCTI-TV, P.O. Box 2325, New Bern, NC 28560. WCTI-TV is a Malrite Communications Group station and an Equal Opportunity Employer.



Michigan's highest rated TV news dept is accepting applications for reporters. At least three years' prior television news experience strongly preferred. Applicants must be able to shoot and edit video and have strong reporting and production skills. If you can't think on your feet in front of a live camera, don't apply. But if you have a proven track record in broadcast news and references to back it up, send resume and videotape to Bill Avery, News Director, Wnem-TV, Box 531, Saginaw, MI 48606. Equal opportunity employer.

WTVF NASHVILLE

Aggressive, award-winning television news operation expanding staff. Looking for reporters & photographers. Send resume to Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer. M/F

Situations Wanted Management

GENERAL MANAGER

Bottom line oriented General Manager with outstanding industry references seeks new position. Present position in major Northeast market. My unique ability to motivate people has earned me the respect of my network, sales representatives and, more importantly, the competition. Reply Box B-153.

Situations Wanted News

RARE BIRD

Considering new talent for that on-camera opening? 18 year radio veteran, executive and talent ready to play in the bigger ballgame: television. Now working at the top of my industry in corporate position and committed to new direction. Single Flexible. Could relocate to smaller market. Credentials extensive and impeccable. (at times even modest!) Desire new challenge that leads to anchor position. On-camera experience includes commercials over the years. Going after new dream. I can help your company on several fronts. VTR ready. Write Box C-9

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University Microfilms International

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ALLIED FIELDS

Help Wanted Management

KAMAN Broadcasting Systems

KBS, at the forefront in broadcast computer systems for 15 years, now has excellent career opportunities available in the following areas:

- Sales/Marketing
- Software Development
- Documentation/Training
- Customer Service

Send resumé to:

Diana Shuck, Kaman Sciences
P.O. Box 7463
Colorado Springs, CO 80933



1500 Garden of The Gods Rd., Colorado Springs, CO 80933

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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.

Employment Service

"JOB HUNTING"

NATIONAL BROADCAST TALENT COORDINATORS can help NBTC specializes in placing qualified D.J.s, news people, P.D.s, sports, sales & management. Our client stations need experienced radio people. For confidential details, including registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144

Help Wanted Sales

BROADCASTING AM/FM SALES ENGINEER

AM/FM transmitter manufacturer needs Sales Engineer. Ability to help guide development of expanded product line and knowledge of industry helpful. Send resume, or call: Mr. Halle, Television Technology/Wilkinson, 5790 W. 60th Ave., Arvada, Co 80003 303-423-1652

RADIO JOBS

10,000 radio jobs a year for men and women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6.00. Special bonus: six consecutive weeks, only \$14.95—you save \$21.00! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.

Miscellaneous

IMPROVE YOUR CASH FLOW

Immediate cash for broad-receivables. A new and unique service especially for radio & television. For details, contact: Central Texas Factors Inc., P.O. Box 903, Palestine, Texas 75801. 214-561-9688. Mr. Shaid.

For Sale Equipment

FOR SALE

14-acre radio/television transmitter site, 1,121 ft. guyed tower, 2,800 sq. ft. transmitter building. Approximately 20 miles south of Houston near Friendswood, Texas. Contact: University of Houston System, Assoc. Vice President - Telecommunications, 4600 Gulf Freeway, Suite 500, Houston, TX 77023. 713-749-4147.

Public Notice

PUBLIC NOTICE

The Technology/Distribution Committee of National Public Radio will meet on July 7, 1982, at the O'Hare Hilton Hotel Chicago O'Hare International Airport, Chicago, Illinois. The meeting will be held in room 2083 from 12 noon to 6 p.m. The primary item of business will be extended use channels. For further information concerning this meeting, contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

Wanted To Buy Stations

SELL IT NOW.

Because we're the qualified buyer you've been looking for. If your station meets the following criteria, and you are seriously for sale, write immediately. You will be dealing directly with the principals in this transaction and absolute confidentiality is guaranteed. The market: Top 50 or exceptional growth situation. The facility: Full time AM/FM or FM stand alone. The bottom line: Solid billing or demonstratable growth. Principals only write:

Radio
P.O. Box 24110
San Francisco,
CA 94124

For Sale Stations

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 Kime's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants



For Sale Stations Continued



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nationwide mergers & acquisitions

STATION

S	Metro	AM/FM	\$2,500K	Cash
W	3500 subs.	CATV	2,500K	Cash
E	Sub/Met	FM	1,2500K	\$600K
SE	Medium	AM/FM	950K	250K
MW	Small	AM/FM	850K	29%
W	Medium	AM	750K	100K
MW	Small	AM/FM	550K	150K
SE	Small	AM/FM	525K	Terms
S	Small	AM/FM	450K	Cash
S	Small	AM	208K	Terms

CONTACT

Bill Cate	(904) 893-6471
Bill Hammond	(214) 387-2303
Jim Mackin	(207) 623-1874
Bill Chapman	(404) 458-9226
Peter Stromquist	(612) 831-3672
Elliott Evers	(213) 366-2554
Bill Lochman	(816) 254-6899
Bob Thorburn	(404) 458-9226
Bill Whitley	(214) 387-2303
Ernie Pearce	(615) 373-8315

To receive offerings within your area of interest, or to sell, contact John Emery, General Manager, Chapman Co., 1835 Savoy Dr. Atlanta, GA 30341 (404) 458-9226

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Colorado Springs, CO 80909

H.B. La Rue, Media Broker

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West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

\$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.

NETWORK TELEVISION-SUNBELT

Exciting opportunity for equity investment in profitable, network affiliated TV station in dynamic growth market in Sunbelt. Full details will be provided on request. Reply Box B-91.

AM RADIO STATION

Large Southern Market. Religious format - good billing. 25% down. Good terms. Reply with qualifications. Box B-125.

BROKERAGE

FM STATION BUYERS

We are currently offering FM stations in the Sunbelt, the Mid-Atlantic states, and in the West. Class "C", Class "B" and Class "A" stations...some with AM facilities. Our offerings include both developed and undeveloped stations, and in a very wide range of markets and prices. Contact Arthur Holt or Bernhard Fuhrmann for details...and choose the FM that fits your plans!

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FOR SALE

AM-FM radio station. Major market in Southwest Sunbelt. Write Box B-141.

NORTH AMERICAN MEDIA BROKERS

FL: West Coast AM-FM, 1.65M; major market AM, 400k; small market AM, excellent turnaround, 350k; small market AM, 285k; CA: fulltime Pacific Coast AM, 1.5M; coastal AM-FM, 1.2M; Sunbelt: major market AM-FM, 7M. Also, stations in Wyoming, Georgia, Missouri, Iowa, Illinois, Tennessee & more.

WEST: 29147 FERN CANYON RD., CARMEL, CA 93923.
(408) 624-7282
EAST: BOX 1415, BOCA RATON, FL 33432. (305) 391-2280.

Dan Hayslett
A ASSOCIATES, INC.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway - Dallas, Texas

AM CP FOR SALE

Fulltime AM construction permit located in east central Wisconsin for sale by owner. 5kw day, 2.5kw night. Includes land, building, towers, transmitter, phasor and all associated materials for transmitter sight. Cash only. No brokers. Write Box B-158.

HIGH POWER UHF TELEVISION STATION

Located midway between Atlantic City, NJ and Phila, Pa. In operation less than one year. New equipment and bldgs. Currently commercial programming daytime and STV evening. Qualified principals only. Act quickly to exchange preliminary information. Call Richard M. Milstead, 609-691-4050.

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JOHN MITCHELL

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WALKER MEDIA & MANAGEMENT, INC.

Carolina Piedmont AM-FM combination. \$650,000, terms. Beautiful plant - profitable.

813-778-3617

John F. Hurlbut

P.O. Box 1845

Holmes Beach, Florida 33509



Wilkins and Associates Media Brokers

MT	AM	160K	30K	Small
CO	FM	275K	30K	Small
IL	FM	400K	20%	Small
NE	AM/FM	1,100K	30%	Small
AZ	AM	350K	50K	Small
MN	AM	220K	30%	Small
WI	AM	495K	75K	Small
MO	AM/FM	275K	50K	Small
KS	AM	410K	75K	Small
SD	AM	260K	22%	Small
GA	FM	170K	15K	Small
NC	AM	235K	35K	Small

109 North Main, 2nd Floor
Sioux Falls, SD 57102 605/338-1180

SOUTHEASTERN MARKET

Fulltime AM priced for quick sale. Located in rapidly growing SE suburban market with top ten annual income in the United States. \$625,000. Qualified applicants only. Call Mr. Saginar, 404-493-0027.

NORTHEAST

1-KW fulltimer in Metro suburb. 3 year old studio on five acres of land. Asking \$375,000, or will consider merger with existing group. Principals only. Write Box C-24.

78 LISTINGS NATIONWIDE

- Priced from \$130,000 to \$10,500,000
- Tell us what you want. We may have it.
- Call to get on our mailing list.

BUSINESS BROKER ASSOCIATES
615-756-7635 (24 HOURS)

SATELLITE AUDIO CHANNELS Invitation to Bid

Sealed bids will be received from those who are interested in leasing one or two 20 khz 19dbw SCPC audio channels for stereo or monaural service on Westar 4 Transponder 1. Bid opening date July 22, 1982. Bid specifications may be obtained from Charles Helein with Dow, Lohnes & Albertson, 1225 Connecticut Ave., Washington, D.C., 20036, phone 202-862-8054. Minimum bid: \$11,500 per month (based on underlying tariff, June 1, 1982) per 20 khz 19dbw channel. Two channels are available. All multiplex configurations within the operational bandwidth are possible if they conform to the technical operating parameters of the satellite channels. Uplink facility is presently available at nominal cost in many cities. Downlink facilities are presently available at nominal cost in hundreds of U.S. cities — **THUS MAKING POSSIBLE THE IMMEDIATE CREATION OF A NATIONWIDE RADIO NETWORK.**

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OUTSTANDING BUY

No. Car. 1 kw non. dir. daytimer. PSA Excellent frequency. Growing market city 50,000, county 165,000. Attractive brick bldg 7 acres. Exc. equipment. '81 gross \$166K; '82 est. \$180K Has fulltime CP. \$395,000. \$50,000 down. Favorable terms. Reggie Martin, 919-363-2813; Ron Jones, 804-758-4214. Reggie Marin & Associates.

901/767-7980

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BLUE CHIP PROPERTY

AM/FM. Midwest. 1981 revenue \$520,000, earnings from operations \$171,805. City of 23,000 people with only one AM competitor. Asking price \$1.1 million. 30% downpayment, balance financed 10 years at 12.5%, balloon payment to be negotiated, or cash \$850,000. 605-338-1180.

Books For Broadcasters

T5793 TV LIGHTING HANDBOOK, by Dr James A. Carroll & Dr Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pps., 230 illus., including 4-color section. **\$12.95**

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a film shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus. **\$14.95**

T5213 HANDBOOK OF RADIO PUBLI-CITY & PROMOTION, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—in-cludes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5518 THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING, by Neil Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. Teaches how to write broadcast copy that gets results, copy that will sell products and services. Presents actual samples from the files of leading pros. Analyzes advertising copy that will motivate people to buy. 224 pps. **\$9.95**

See Order Form on Page 84

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: 85¢ per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50¢ per word. \$7.50 weekly minimum. All other classifications; 95¢ per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment, Wanted To Buy Equipment and Situations Wanted advertising require payment in advance.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Carl Venters, who recently resigned as president. Durham Life Broadcasting, Raleigh, N.C.



Venters



McCarthy

(BROADCASTING, March 1) and **Jack McCarthy**, VP and general manager, WPXI(TV) Pittsburgh, have formed own broadcast company, Communications Enterprises, Raleigh, N.C., to acquire and operate communication properties.

Robert Neff, director of broadcasting, Moody Bible Institute, Chicago, named manager, broadcasting division, comprising four AM and seven FM stations.

Burton Cutcliffe Jr., general manager, WSOJ-FM Jessup, Ga., named president and chairman of board of parent, Wings Broadcasting Co., Inc.

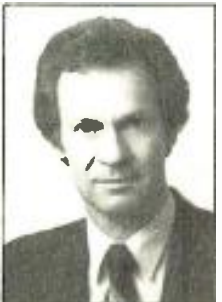
Pat LeMay Burr, associate professor of business, University of Texas, San Antonio, joins Harte-Hanks Communications there as senior corporate director, marketing.

Glenn Britt, VP, finance, American Television & Communications Corp., Denver, named senior VP. **Dennis Jadlot**, community relations director, Columbus (Neb.) Cable TV, subsidiary of American Television and Communications Corp., named general manager, Columbus Cable TV.

Edward Herbert, program-operations manager, WKRC-TV Cincinnati, and VP, operations for parent Taft Broadcasting, named VP and general manager, WKRC-TV.

William O'Donnell, VP, CBS Radio Division, joins WCFB(AM) Chicago as VP general manager.

Dennis Ellis, director of taxes, Viacom International, New York, named VP, taxes.



LaFourcade
in Alhambra, Calif.

Tom LaFourcade, president, Community Cablevision, serving Irvine and parts of Newport Beach and Tustin, all California, joins Falcon Communications as senior VP, responsible for day-to-day operations of Southern California systems. He will be based in Falcon's regional headquarters

Willard Hodgkins, VP and general manager, WBEC-AM-FM Pittsfield, Mass., named VP of parent Citicomm Radio Corp.

William Cranney, general manager WOKO(AM) Albany, N.Y., named VP.

Pete Vincelette, general manager, WYOR(FM) Coral Gables, Fla., named VP, general manager, WVCG(AM)-WYOR(FM) there, succeeding **Frank Moore**, resigned.

Clay Steely, program director, KRZH(AM) Waco, Tex., joins KMMM(FM) Muskogee, Okla., as operations manager.

Patricia Wallace, traffic manager, KOMO-TV Seattle, named information systems manager for parent Fisher Broadcasting, there. **Mary Patricia Hoover**, assistant traffic manager, succeeds Wallace.

Tom Pickell, controller, KRON-TV San Francisco, named VP, finance and administration for parent Chronicle Broadcasting there. **Wally Woo**, chief accountant, KRON-TV, named corporate financial planner for Chronicle. **Craig Vance**, VP, treasurer, Bonanza Building Centers and Burns Philp U.S., joins KRON-TV, succeeding Pickell. **Paul Elmquist**, from Pacific Gas & Electric, joins KRON-TV as director of management information systems.

Dolores Early, executive director, Prince George's county cable television commission, Upper Marlboro, Md., joins Cox Communications, Philadelphia, as director of franchising effort in that city.

Dean Ericson, director of subscription television operations, American Television & Communications Corp., Denver, named to newly created position of director of new business development.

Advertising



Reed

ective VP.

John Stranger, account supervisor, Calet, Hirsch, Kurnit & Spector, New York, elected VP.

Joseph Payne, from Grey Advertising, New York, joins McCaffery & Ratner there as director of production, traffic and operations.

R. Patrick Hill, senior VP, director of marketing, Ensslin & Hall advertising, Tampa, Fla., named executive VP and chief operating officer.

H. Nelson vanSant, senior VP and management supervisor, N W Ayer, New York, named management supervisor. Named creative supervisors at Ayer: **Peggy Tomarkin** from Wunderman, Ricotta & Kline and **William Kurth** from Grey Advertising, both New York.

Kevin Cattoor, audit senior, Arthur Andersen & Co., joins Midwest Radio and Television, Minneapolis, as manager of financial planning and analysis.

Gail Hajny, broadcast director, Eisaman, Johns & Laws, Los Angeles, joins Ogilvy & Mather there as senior buyer.

Marc Guild, director, network research and operations, McGavren Guild, New York, named manager, network marketing.

Melinda Farrell, studio manager, Realife Productions, Thousand Oaks, Calif., joins Ogilvy & Mather, Los Angeles, as staff assistant.

Daniel Harrison, assistant manager of accounting controls/systems design, Young & Rubicam, New York, joins Greer, DuBois, there as controller. **Harriette Shiland**, account executive of Scali, McCabe & Sloves, New York, joins Geer, DuBois in same capacity.

John Purdie, VP, planning and development,

SHERLEE SENDS HER BEST.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

BROADCAST PERSONNEL, INC.

Experts in Executive Placement

**527 MADISON AVENUE
NEW YORK CITY
(212) 355-2672**



Fine filmmaking. Paul and Holly Fine, husband and wife documentary filmmaking team for ABC affiliate WJLA-TV Washington, are joining CBS News as contributors to *60 Minutes* and *CBS Reports*. The Fineses' recently produced *The Saving of the President*, re-enactment of the life-saving procedure following the 1981 assassination attempt (BROADCASTING, March 29), was picked up by ABC network and aired on its *20/20* news program. They have garnered 70 local Emmys in their 12-year association with WJLA-TV, including 12 at the most recent (June 26) awards ceremony.

Western division, Times Mirror Cable Television, Irvine, Calif., named VP, sales.

Linda Packer-Spitz, manager, Chicago Office, RKO Radio Sales, named VP. **Jim Bell**, account executive, RKO-owned KRTH(FM) Los Angeles, joins RKO Radio Sales as manager, Los Angeles office.

Robert Bee, account executive, Metro TV Sales, New York, named head of newly opened Miami office. Joining Metro TV Sales, New York, as account executives: **John Doscher**, from Avery Knodel; **Marietta Pucillo**, from Adam Young; **Alan Kass**, from CBS Records; **Tom Romano**, from WOR-TV New York, and **Joe Hoffman**, from Christian Broadcasting Network.

Les Einhorn, VP and manager, independent Blue and Red teams, Blair Television, New York, named VP, manager, independent Blue team. **Murray Berkowitz**, VP, manager, ABC/Green team, named VP, manager, independent Red team.

Rickle Ellis, from client services unit, sales strategy division, Blair Television, New York, named national sales manager, Blair Broadcasting of California, licensee of KSBW-TV Salinas, Calif., and KSBY-TV San Luis Obispo, Calif.

Cos Cappellino, account executive, KPAC-AM-FM Los Angeles, named general sales manager, KPRZ(AM)-KUIS(FM) there. **Bob Werner**, national sales manager, WYNY(FM) New York, named to same position at Los Angeles Stations; **Gary Chamberlain**, account executive, named retail sales manager; **Dick Call**, account executive and VP named sales coordinator.

Susan Knaack, account executive, WHBY(AM) Appleton, Wis., named general sales manager.

Rene Campos, account executive, KEYI(FM) Austin, Tex., named sales manager.

Jeff Monda, account executive, WHYI(FM) Fort Lauderdale, Fla., named local sales manager.

Programing



Reisberg

Richard Reisberg, president, United Artists Television, Culver City, Calif., named president of newly formed MGM/United Artists Television division.

Allan B. (Scotty) Connal, executive VP, production, Entertainment and Sports Programming Network, Bristol, Conn., named

executive VP and chief operating officer. **Roger Werner** and **Michael Presbrey**, VP's, named senior VP's.

Jeff Grant, executive VP, Telecom Entertainment, subsidiary of Benton & Bowles, joins Disney Channel, Stamford, Conn.-based joint venture of Group W and Walt Disney Productions, as executive VP.

Stuart Bloomberg, VP, variety series, specials and late-night program development, ABC Entertainment, Los Angeles, named VP, comedy and variety series development. **Sharon Sawyer**, freelance unit production manager, ABC, Hollywood, named production executive, ABC Television. **John Hamlin**, director of special programs, West Coast, ABC Entertainment, named VP, special programs.

Kenneth Aagaard, operations producer, NBC Sports, New York, named VP, operations.

Douglas Holladay, director of cable marketing, The Weather Channel, Atlanta, named VP.

John Hagerty, manager of affiliate support services, Home Box Office, New York, named director, affiliate support services. **John Newton**, manager of film acquisition, HBO, named director, film programing.

John Silvestri, regional sales director, ABC/Hearst Video Services, Chicago, named VP, national sales director. **John Cronopulos**, director of Arts cable sales, ABC Video Enterprises, New York, named VP, Eastern sales, ABC/Hearst there.

John Barber, director, current programs, Paramount Television Productions, named VP.

John Sykes, director of promotion and artist relations, MTV: Music Television, named director, programing.

Hope Faust, interior designer, Warner Communications, named manager, office planning and design, Warner Amex Satellite Entertainment Co., New York.

Irving Ross, VP and general manager, syndication division, Don Fedderson Productions, named general manager, SYNSAT, Los Angeles-based satellite delivery service.

Thomas Tannenbaum, president of MGM Television, Los Angeles, joins Centerpoint Productions Inc., Los Angeles as president-television. Centerpoint has multi-million dollar commitment for Sentry Insurance, Stevens Point, Wis.

Elise Stewart, executive and part owner, Show Biz, Inc., Nashville broadcasting production and syndication firm recently acquired by Multimedia, named director of personnel and administration. Multimedia Program Productions, Inc., Nashville. **Keith Ebinger**, controller, Corwin & Black, Nashville, joins Multimedia there in same capacity.

Jo Anne Adams, VP/national sales manager-west, The Creative Factor, named VP/general sales manager of Hollywood-based radio production company.

James McCann, president McCann Associates, Chicago, joins Group W Productions there as Midwestern division manager.

Connie Calderon, manager of contract accounting and auditing, Paramount Pictures Corp., New York, joins Group W Cable as director of business affairs. **Richard Wood**, area director, new markets development, Denver, named director of special services.

Bill Fogarty, VP, marketing, Daniels & Associates, Denver, joins Cablevision Network, Inc., Carlsbad, Calif., as VP, marketing.

Jonathan Sehring, director of programing, Janus Films, joins Rainbow Programing Services, Woodbury, N.Y., as manager of Bravo film acquisitions. **Tim Kelly**, manager, sales reporting and analysis, named director, sales planning and administration.

Thomas Zarecki, director of co-op sales, WELI(AM) New Haven, Conn., joins Klemm Media, Washington, Conn., as marketing-programing strategist.

Don Thomson, program director and air personality, WBAP(AM) Fort Worth, joins KIXK(FM) Denton, Tex., in same capacity.

New hosts for *PM Magazine* at KOA-TV Denver are **Tricia Springer**, *PM Magazine* co-host at KAKE-TV Wichita, Kan., and **Ed Greene**, weather and gardening reporter, KOA-TV.

John Danahy, weekend sports editor-anchor, WJTV(TV) Jackson, Miss., named sports director. **Rich Roberts**, from WAQY(TV) Oak Hill, W. Va., joins WJTV, succeeding Danahy.

Dropped. Howard Stern, irreverent air personality for WDCB-AM-FM Washington who was scheduled to leave the station July 31 to join WNBC(AM) New York in the afternoon drive slot (BROADCASTING, March 22), was suspended from WDCB Friday, June 25, and fired the following Tuesday. Station president and general manager, Goff Lebar, said Stern violated an agreement with the station that prohibited Stern from discussing other radio stations or personalities on the air. Stern's replacement in the morning drive slot will be an air personality from WJPM(AM) Jacksonville, Fla., known as "The Grease Man," who will go on the air Aug. 2. Meanwhile, Asher Benrubi, from WJMS(FM) Greenfield, Ind., will take over Stern's slot, starting today (July 5).

Dennis Dumler, sports reporter-anchor, WAGA-TV Atlanta, joins CNN2 there as sports anchor-producer.

Ted Patterson, sports anchor, WPOC(FM) Baltimore, named sports director.

Karen Kolvek, from Audience Analysts, Inc., Dallas, joins WFAA(AM)-KZEW(FM) there as research director.

Kathy Ewing, from KKQY(AM)-KQSM(FM) Chanute, Kan., and **D. Greg Gack**, from KWTC(AM) Barstow, Calif., join KTTR-AM-FM Rolla, Mo., as air personalities.

Leslie Tolchin, director of sales and marketing, Modern Satellite Network, joins Shopping by Satellite, Stamford, Conn.-based shop-by-satellite service of Comp-U-Card of America and Metromedia Inc., as VP sales and marketing.

John Angler, VP, television business affairs, Marble Arch Productions, joins Viacom Productions, Los Angeles, as VP, business affairs.

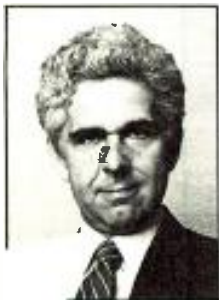
John (Jack) Swanson, news director, KGO(AM) San Francisco, named director of programming operations.

Jeanette Boudreau, attorney and talk show host, KGO(AM) San Francisco, named program director, KGO-AM-FM.

Bill Macatee, from WFAA-TV Dallas, joins NBC Sports, New York, as sports anchor-reporter.

Don Ellis, sports producer, NBC-TV, joins WTBS(TV) Atlanta as producer, NCAA football.

News and Public Affairs



Applegate

Bill Applegate, head of news department, KPIX(TV) San Francisco, joins WNEV-TV Boston, as VP, news.

Betsy West, field producer, ABC News, Chicago, named producer, ABC's *Nightline*. **John Quinones**, from WBBM-TV Chicago, joins ABC News, Miami, as correspondent. **Judd Rose**, from

KABC-TV Los Angeles, joins ABC News, there, as correspondent. **Jay Schadler**, from KSTP-TV Minneapolis, joins ABC News, Atlanta, as correspondent.

pendent.

Bob Richardson, news anchor, KVOA-TV Tucson, Ariz., named news director.

Peter Ross, assignment editor, WNEE-TV Hanover, N.H., named news director.

Tom Loebig, managing editor, WTAJ-TV Altoona, Pa., named news director.

Dave Halyaman, news director, KERO-TV Bakersfield, Calif., joins WRAU-TV Peoria, Ill. in same capacity. **Debra Darnell**, weekend co-anchor, WRAU-TV, named 6 p.m. anchor. **Teri Scott**, weekend anchor-producer, KSFY-TV Sioux Falls, S.D., joins WRAU-TV, succeeding Darnell.

Dan Weiser, from KYW-TV Philadelphia, joins WJKS-TV Jacksonville, Fla., as news producer. **Steve Patrick**, producer and production manager, Area Cablevision, Jacksonville, joins WJKS-TV as photographer, videotape editor. **Andrea Keyser**, from WIOD(AM) Miami, joins WJKS-TV as reporter.

Mike Moss, anchor-reporter, WEEH(AM) Boston, named assistant news director.

Appointments, news department, WCBM(AM) Baltimore: **Theresa Blythe**, from WILM(AM) Wilmington, Del., to editor, *P.M. Baltimore*. **Bob Anblinder**, from Associated Press Radio, to editor, *A.M. Baltimore*. **Cathy Brice**, from Cable News Network, to news writer. **Tom Clendening**, from WBAL(AM) Baltimore, to news anchor.

Paul Friedman, photographer, WOKR(TV) Rochester, N.Y., named weekend producer, *Eyewitness News*.

Joseph Garbarino, special projects director.

WCPO-TV Cincinnati, named executive news producer.

Bob Uhlar, reporter, WMBD-TV Peoria, Ill., joins KARD-TV Wichita, Kan., as producer, regional bureau, Satellite News Channel.

Don Cahala, from WITI-TV Milwaukee, joins WKBT(TV) LaCrosse, Wis., as producer-reporter.

Larry Lewis, reporter-anchor, KOBI(TV) Medford, Ore., joins KSL-TV Salt Lake City as reporter.

Tony Cox, from KFWB(AM) Los Angeles, joins KNXT(TV) there as reporter.

Carol Williams, reporter, WMC-AM-FM Memphis, joins WHNT-TV Huntsville, Ala., as reporter and weekend weather anchor.

Dan Meador, from KHTV(TV) Houston, joins KHOU-TV there as nightbeat editor. **Nathan Kvinge**, from KSLA-TV Shreveport, La., joins KHOU-TV as news photographer.

Kevin O'Connell, weather reporter, KNBC(TV) Los Angeles, takes on additional duties as host of *Sunday*, weekend public affairs program.

Technology

Charles Radloff, executive VP, Oak Technology Inc., Crystal Lake, Ill., named executive VP, Oak Communications Systems division, San Diego, Calif.

Lynn Ashley, independent communications consultant, Washington, joins Mutual Broadcasting System there as systems engineer, network engineering department.

Paul Higginbotham, teleproduction equip-



Rock & Roll Roots

A Three Hour Weekly Event

Rock and Roll Roots traces the progression of super hit music from the late 50's and 60's to the 80's. Using themed, chronological segments, from "Great American Groups" to "Great Female Stars" from "The One Shot Artists" to "Do Songs" "Don't Songs," "Love Titled Hits," "Baby Songs," over 150 different themes. Twenty-six weeks of programming that will draw more audience than any other weekly syndication.

Rock and Roll Roots produced by Jack Alex
Syndicated by the William B. Tanner Company



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ment sales representative. RCA, commercial communications systems division, named area manager. Southeast teleproduction sales.

Harvey Mantz, account executive, Jerrold division. General Instrument, joins RCA Cablevision Systems, Van Nuys, Calif., as sales representative.

Walter Hariu, chief engineer, WISC-TV Madison, Wis., named director of engineering for parent, Morgan Murphy stations.

Hank Maynard, VP, engineering, Dynair electronics, San Diego-based manufacturer of communications equipment, named VP, operations. **Jack Niebell**, from 3M, joins Dynair, succeeding Maynard.

Daniel Roberts, national sales manager, professional video division, US JVC Corp., Elmwood Park, N.J., manufacturer of communications equipment, named VP.

David Bell, chief engineer, WKW-TV Cleveland, and technical coordinator for parent Storer Broadcasting Co., named director of technical services for Storer.

Peter Harris, library supervisor, VCA/Teletronics, New York, named to newly created position of assistant manager, satellite network operations.

Appointments, Entertainment and Sports Programming Network, Bristol, Conn.: **Steve Myers**, manager, technical and plant operations, named supervisor, electronic maintenance; **Bill Lamb**, technical director, succeeds Myers; **Michael Moon** and **Ed Sopolak**, from studio technician I to studio technician II; **Peter Sumpf**, from studio technician II to studio technician III.

Dennis McNamara, operations manager, Television Syndication Center, Group W Productions, promoted to assistant general manager.

Frederic Wilkenloh, director of market development, coaxial cable operations, Scientific-Atlanta, Atlanta, named general manager of Phoenix coax division.

Ron Suttle, national product manager, professional video division, JVC Co. of America, joins John Chiles, Inc., Jacksonville, Fla.-based manufacturer of television production equipment, as national marketing manager.

Herb Van Driel, from Roscor, Chicago, joins electronics division, Lenco, Inc., Jackson, Mo.-based manufacturer of communications equipment, as Midwest regional manager, based in Mt. Prospect, Ill.

Promotion & PR



O'Donnell

Barry O'Donnell, director of business development, Murtha, De Sola, Finsilver, Fiore, Inc., joins Showtime, New York, as senior publicist, business and trade public relations.

Gary Gerard, manager, audience information, ABC Public Relations, named to new post of manager, public relations, ABC Video Enterprises.



Steve Douglas, 41, host of WDMV-TV Washington's *Staurday Magazine*, was killed in a glider accident Sunday, June 27, in Prince George's county, Md., while filming a segment for the program. Douglas, who only the night before had won a local Emmy for his work on the program, was piloting an ultra-light glider during filming of a piece on recreational use of the craft when one of its wings buckled and he fell 1,000 feet. Douglas had experience with gliders, and the cause of the accident was not immediately apparent. A veteran of 17 years in broadcasting, Douglas went to WDMV-TV in 1981 from WSAI-FM Cincinnati, where he was news director, and before that served in various news capacities for a number of Cincinnati radio and television stations.

Cher Oldham, promotion assistant, 20th Century-Fox Television, named promotion coordinator, international syndication.

Judy Ranzer, group director, Avon Products, joins Warner Amex Cable Communications, New York, as VP sales promotion.

Bisbee Franklyn, account executive, WSUB(AM)-WQGN-FM Groton, Conn., assumes additional duties as promotion director.

Tim Rocha, advertising and creative services manager, WJBK-TV Detroit, resigns. **Cathy Czerwinski**, one time promotion manager, WJBK-TV Detroit, rejoins station as director of creative services.

Allied Fields

David Richards, chief, domestic services branch, domestic facilities division, Common Carrier Bureau, FCC, Washington, named chief, international facilities planning division.

Ed Desser, director of broadcasting, Los Angeles Lakers professional basketball team, Los Angeles Kings professional hockey team and Forum sports facility, in Inglewood, Calif., joins National Basketball Association, New York, as director of broadcasting and executive producer.

Terry McNiff, from KYAI(AM) San Francisco, joins Information & Analysis, Hicksville, N.Y. broadcast and electronic media research firm, as manager of marketing and client services.

Walter Schwartz, president of Blair Television, New York, re-elected to new one-year term as chairman of TVB's National Sales Advisory Committee. **Walter Flynn**, VP and general manager of ABC Television Spot Sales, elected vice chairman. **John Walters**, president of Harrington, Righter & Parsons, New York, re-elected to TVB's board of directors. **Arthur Stringer**, president and chief executive

officer of Seltel Inc., New York, elected to board of directors, starting in November, succeeding **Robert Kizer**, president of Avery-Knodel, New York, whose term expires.

Elected Officers, Maryland, District of Columbia, Delaware Broadcasters Association: **Frank Scott**, director of programs, Voice of America, Washington, president; **Joseph Cahill**, WCAO(AM) Baltimore, vice president; **William LeFevre**, WBBF(TV) Baltimore, secretary; **Tom Miles**, WDOV(AM) Dover, Del., treasurer.

Elected officers, Philadelphia chapter, American Women in Radio and Television: **Catherine Shaffer**, KYW-TV, president; **Marianne Ham**, Campbell Soup Co., Camden, N.J., president-elect; **Sheila Nachemson**, Broadcast Enterprises National Inc., treasurer; **Kathleen Schaub**, WTAJ-TV, recording secretary, and **Eleanor Cunningham**, Charles Morris Price School, corresponding secretary.

Kathy Stroh Mendoza, president, Vis-A-Vis Information Design, New York-based consulting firm specializing in media production, named to 1982-83 class of White House Fellows.

David Keith, senior VP, corporate communications, Houston Natural Gas, elected chairman, American Advertising Federation.

Deaths

J. Donald Weakley, 47, senior VP, director of account service, Gardner Advertising, St. Louis, and one-time senior VP, Foote, Cone & Belding, New York, died of cancer June 16 at Barnes hospital, St. Louis. He is survived by his wife, Barbara, son and daughter.

Jan Lorenc, 61, staff member, Voice of America's Czechoslovak Service, Washington, died of heart attack June 21 at his home in Washington. He is survived by son and daughter.

Group W's Hayes: exploring cable's satellite potential

Managing a television station in a top-15 market for Group W and wearing vice presidential stripes would have contented many in the communications industry. But not Jonathan Hayes. It wasn't, Hayes says, a matter of purely personal ambition. His discontent, he says, sprang from what broadcast television has been doing, or more specifically, failing to do.

"The tradition of serving all the publics, not just the largest, has been eroded," complains the former general manager of KDKA-TV Pittsburgh who found himself disappointed that "there's no way of serving less than the 30 or at least 28 share," as broadcasting is now constituted.

That's one reason Hayes, now president of Group W Satellite Communications, is so enthusiastic about cable television's potential. "In cable you have an opportunity to have a very fine business while serving smaller numbers of people . . . It's a way to do something smaller and still have it be something of significance."

Hayes's reflections came at the end of a busy week, during which he presided over the launch of the new cable service Group W is betting will have "great significance to journalism"—Satellite News Channel 1.

In his present post, Hayes rides herd over the package of program services Group W and its partners are planning for the cable industry—Satellite News Channels 1 and 2, The Disney Channel and The Nashville Network, with the promise of more to come.

Hayes's route to that post: via a study group set up by corporate parent Westinghouse Electric Corp. He was selected to head it, according to his current boss, Dr. William Baker, president of Group W Television, not just because he was "a very good general manager" but also because of his "analytic and deductive skills, his logical reasoning," and his "meticulous work habits." Westinghouse, Baker says, wanted someone to look at the concepts it had "to see if they made sense," and Hayes "got so enthusiastic, did such a good job . . . he was the logical one to put in charge" when it came to building those businesses.

It's been little more than a year since a cryptic press release revealed Hayes's appointment "to head a new company business unit which will be announced shortly."

"It's hard to imagine another year like this one" says Hayes, recalling the excitement and workload involved in building a company that as late as last August, had nine employees and now has 475, with plenty of room for expansion.



Jonathan Samuel Hayes—president, Group W Satellite Communications; b. Nov. 16, 1939, Washington; B.A., Johns Hopkins University in Baltimore, 1962; U.S. Army, 1962-64; trainee, Westinghouse Broadcasting, (Group W), 1964-66; account executive, Group W's WBZ-TV Boston, 1966-68; account executive Group W Television Sales, New York, 1968-71; sales manager, Group W's KDKA-TV Pittsburgh, 1971-72; general manager, Group W's WJZ-TV Baltimore, 1972-73; general sales manager Group W's KYW-TV Philadelphia, 1973-75; vice president, general manager, KDKA-TV 1975-1980; assigned to Westinghouse Electric corporate planning project, 1980-81; present position since March 1981; m. Beth Long, July 3, 1965; children—Christopher, 13, Tory, 8.

"Creating something is the greatest kick . . . being part of this creative process has got to be one of the greatest opportunities in business," he says.

Still and all, Hayes allows as how "my constant fear is that the last year will be hard to duplicate," that "the thought that I may have lived the most exciting year of my life is not necessarily a happy prospect." Not that Hayes's life was previously bucolic: in the prior fifteen years he'd held six different sales and management positions at Group W television stations in four cities, plus Group W's New York sales unit. And Hayes's broadcast ties go even deeper. His father, John S. Hayes was president of Post Newsweek stations and later chairman of Radio Liberty.

Yet given Hayes's self-proclaimed "restiveness" with broadcasting, and his enthusiasm for cable, it is perhaps ironic that over the last year he has seen his company pictured, quite vituperatively by some as a "new kid" on the cable block, and one that's trying to use its deep pockets to buy itself a spot in the industry, and perhaps, some even hint, sabotage cable to serve nefarious broadcast ends.

Hayes's response: "Ever since last

August, I've felt that what we would do would be good for the industry and for ourselves. Some people have made it more competitive . . . the competition has taken an unusual turn, because of Ted [Turner], but that doesn't change anything. We've just been about our business."

That business, the GWSC charter, as Hayes calls it, is to "provide services to the cable industry." And while "compelling programming marketed well" is one type of service GWSC will look to provide; Hayes doesn't see the company's efforts stopping there. "This is a marvelously flexible and efficient facility" Hayes says of the Stamford, Conn., GWSC headquarters, one that can "provide all manner of technical services to the cable industry."

At the heart of GWSC's operations, at the heart of its name, are satellites—the transponders Group W owns or leases on Westar and Hughes birds. Satellites, Hayes notes, "unblocked cable, changed it from a technical enhancement to a provider of programming." Those ideas "are not unique to or discovered by Jonathan Hayes." That credit goes, he says, to "guys like Gerry Levin [of Time Inc.] . . . We're trying to exploit what he developed." But the potential for "a more efficient and less expensive electronic distribution system" was something that excited Hayes back in Westinghouse's study group, by making it possible "to serve fewer people in a profitable way."

The idea of providing service to the community underlies Hayes's view of what he, personally, is involved in at GWSC, and had been for years with Group W. Those looking for a root can hunt back to his days as a political science major at Johns Hopkins University in Baltimore, an undergraduate with ambitions for public office. Westinghouse, Hayes says, has always viewed such service as good business and now "a lot of people around GWSC can accomplish their goals and be proud of what they're doing."

For his part, Hayes is quick to point out that "this isn't a one-man band" rattling off names of staffers who logged more hours than he in the two weeks before the SNC 1 launch. But consider what they were up against—in the 11 days before the launch, Hayes put in 176 hours on the job.

That schedule, though, didn't leave much time for family leisure. "Like every other family, they'd like to see more of me," he concedes, something that should be possible now, at least until the other services launch next year. And Hayes may even get to some bicycling in the meantime. (His official biography notes he substituted that recreation for motorcycling on the advice of doctors and a certain tree.)

In Brief

Two congressmen who have been at odds over legislation to implement administration's plan to establish radio station to **broadcast to Cuba** are reported to have reached **tentative compromise** that puts burden of resolving matter on FCC. Representative Dante Fascell (D-Fla.) has been backing provision in bill approved by his subcommittee and parent Foreign Affairs Committee—that authorizes broadcast on 1040 khz, as urged by administration. Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, has been defending proposal, designed to protect U.S. AM broadcasters against retaliation by Cuba, to prohibit use of AM band Radio Marti. Under tentative agreement said to have been worked out, FCC would be directed "to determine by rule an appropriate frequency for radio broadcasting to Cuba." By "appropriate," congressmen make clear they mean frequency whose use would not lead to interference problem for U.S. broadcasters, one caused either by Radio Marti or by Cuban stations in retaliation for its broadcasts. It wasn't clear whether this would enable FCC to select frequencies in shortwave band. If so, State Department, which contends Cubans have only AM receivers with which to hear broadcasts from U.S., would be sure to oppose reported compromise. State Department official following Radio Marti developments said he was not aware of reported compromise and believes report is "premature."

U.S. District court judge in Phoenix last week **turned down requests for preliminary injunctions** that would have forced **Showtime to sell service to Arizona SMATV operators**, according to Showtime spokesman. Requests were part of anti-trust lawsuits filed by Mehl Cable Systems, Tucson-based SMATV operator, and state attorney general alleging that various programmers and cable operators in state conspired to deprive SMATV operators of cable programming (BROADCASTING, June 7).

Broadcast Industry Revenue Committee, looking to provide TV and radio financial figures now that FCC has stopped annual compilation, **has pushed back date when it will send out first questionnaires**, from Aug. 2 to Sept. 1. Responses will be requested by Sept. 24, with committee now hoping to issue first report (for 1980 and 1981) by late November or early December. Committee members—National Association of Broadcasters, National Radio Broadcasters Association, Radio Advertising Bureau and Broadcast Financial Management Association—each have put in \$5,000 so far. First survey is expected to cost \$49,000-\$58,000 ("In Brief," June 28).

Washington Post Co. has consolidated Newsweek Video and Post-Newsweek Productions into new division, **Post-Newsweek Video**, that will handle all company's program production and syndication. **Alan Perris**, president, Post-Newsweek Production, was named president of new division. He'll report to board of directors, chaired by Joel Chaseman, president, Post-Newsweek Stations. Under new order, Perris said in prepared statement, "we hope to accelerate our development of programs for cable and over-the-air television. We also will intensify our search for programming that we can purchase for syndication."

Representative Claude Pepper (D-Fla.) has asked three major television networks not to carry Republican commercial crediting President Reagan and administration with 7.4% boost in Social Security payments. Pepper, 81, who is chairman of House Aging Committee, said in letters to three networks that increase is automatic by law. Furthermore, he said, it is "hypocritical" for administration that sought 23% cut in Social Security benefits and attempted to postpone cost of living increase beyond July 1, to create impression it is responsible for boost. Spokesman for networks on Friday said they had not yet received Pepper's letter. CBS official also said that network is refusing all political ads until FCC clarifies its ruling in case involving National Conservative Political Action Committee. That

ruling indicates broadcasters carrying paid political ads outside of campaigns could, under fairness doctrine, be obligated to offer response time at no charge.



Jack Klugman, star of NBC series, *Quincy, M.E.* (r) made stop on Capitol Hill last Thursday (July 1) to leave videotape segment of his series with Senate Judiciary Chairman **Strom Thurmond** (R-S.C.). Show dramatized efforts to change criminal insanity plea, issue widely publicized since recent acquittal of presidential assailant John Hinkley Jr. Four bills now pending in Thurmond's committee would change sanity plea in variety of ways, while criminal code reform bill now pending on Senate calendar and authored by Thurmond (S. 2573), would prohibit acquittal for insanity unless defendant could prove no intent to commit act.

Amendment restoring \$24.4 million to **Corporation for Public Broadcasting's 1984 appropriation** is in Senate urgent supplemental bill now awaiting House approval. Earlier bills adopted by both House and Senate contained amendment but were vetoed. However, White House says new Senate bill won't be rejected. House, which is recessed until July 12, must approve bill which leaves fate of CPB amendment still uncertain.

FCC Chairman **Mark Fowler** and five others are representing FCC at senior level meeting of **North Atlantic Consultative Process** this week in Rome. Meetings, held periodically with representatives of 26 countries belonging to Conference of European Post and Telecommunications Administrations (CEPT), are for planning future needs for telecommunications facilities across Atlantic. Backing Fowler are Commissioner Joseph Fogarty; Randy Nichols, Fowler's administrative assistant; Kalmann Schaefer, Fowler's special assistant for international affairs; Gary Epstein, Common Carrier Bureau chief, and Willard Demory, assistant Common Carrier Bureau chief (international).

Merger of Compton Communications, New York, into Saatchi & Saatchi, PLC, London, was completed last Thursday (July 1) with signing of final agreement in what principals called "largest agency merger" in history. Combined 1982 billings are estimated at \$1.4 billion, with Compton contributing \$1 billion and Saatchi \$100 million. In announcing agreement last March, officials said Saatchi, public company, was acquiring 100% of Compton, privately held firm, for \$29.2 million in cash plus possible additional payments to key Compton executives amounting to as much as \$27.6 million if certain profit goals are attained through 1991 (BROADCASTING, March 22).

ABC is disputing FCC general counsel's contention that ABC representatives engaged in **ex parte contacts** when they discussed WABC-TV New York license-renewal case with Commissioners Anne P. Jones and Henry Rivera on June 21. Jones, in statement filed with FCC Managing Director Edward J. Minkel, said ABC Washington vice president Eugene Cowen and ABC lawyer Robert W. Coll had said that contact—dealing with allegations that station had engaged in false, misleading or deceptive programming—was not “restricted” and that her legal assistant had confirmed that view in call to “senior attorney” in Broadcast Bureau. However, commission two weeks ago removed WABC-TV item from agenda because of General Counsel Stephen A. Sharp's subsequent ruling that proceeding was indeed “restricted.” Coll last week, in letter to commission, said that ruling was incorrect and asked commission to reverse it. He said renewal matter had been restricted because of petition to deny, filed in May 1978, by New Jersey group complaining of lack of New Jersey service by WABC-TV. State officials on same day filed complaint incorporating petition to deny. However after WABC-TV amended its renewal application, New Jersey group withdrew its petition and urged renewal of WABC-TV's license. Consequently, Coll said, renewal proceeding was not restricted since 1978 petition had been withdrawn and, “at most, informal objections remained.” Furthermore, discussions with commissioners did not involve New Jersey service question. According to statements filed by Jones and Rivera, Cowen and Coll had argued that since ABC had identified and punished WABC-TV employees responsible for alleged wrongdoing, most severe sanction commission should impose was admonition—not short-term license renewal they understood staff had recommended.

Senate Commerce Committee has asked to review bill to impose **reciprocity on Canadian denial of tax deduction** for commercial time purchased on U.S. border stations (S. 2051). Before leaving Finance Committee where it is now pending, bill is expected to pick up amendment to prohibit U.S. companies from taking tax deduction for cost of Canadian-made Telidon teletext and videotext systems. Attacking amendment last week, Videotext Industry Association Chairman Larry Pfister said it would “severely narrow the technological options available to U.S. companies” and “inhibit a brand new business which has great potential to inform people and make their lives more convenient.”

In expansion move, **ITC Entertainment in U.S. is reorganizing** to produce television programming and theatrical motion pictures in Hollywood. Marble Arch Productions, Hollywood, subsidiary of parent company, Associated Communications Corp., London, will be phased out and broadened ITC will take its place. Abe Mandell, president of ITC, said Marble Arch's activities were mainly in prime-time network production while ITC will be in all phases, including network, first-run syndication, pay television and cable TV.

Revised version of controversial bill to set **national policy for regulating cable TV industry** (S. 2172) has been finalized by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) and is likely to be brought to markup shortly after this week's July 4 recess. Offering to brief local officials in his state about bill, Goldwater criticized National League of Cities' Washington representative for failing to cooperate with subcommittee staff in revising bill and for creating “climate of misinformation” about its provisions. “The current campaign against my bill is the worst case of lying by a Washington representative that I have encountered,” said Goldwater, referring, according to his staff, to activities of NLC lobbyist Cynthia Pols. Key changes in revised bill would require cities and states to renew franchises if they find cable operator has met terms of present agreement, has not had major change in legal, technical or financial qualifications that would impair continued service

and if future service to be provided is reasonable in light of size, nature, needs and interests of community to be served, age and status of existing system, current availability of facilities and services in communities of comparable size and costs of construction and operation of cable facilities. Requirement that 20% of channel capacity be set aside for public and leased access would apply only to systems with 20 “available channels” not subject to “other use requirements imposed by FCC.” Mandated carriage of local broadcast signals, sports blackout requirements and telco-cable crossownership are not addressed in revised bill. Neither FCC nor states or cities could restrict “nature of cable or telecommunications” services to be offered or prohibit ownership of cable systems by entities with other media interests, including broadcast, cable, newspaper, programming service or other printed or electronic information service. Franchise fee ceiling to be set by FCC under revised bill must be based on cost of regulation and is subject to waiver in cases where costs exceed ceiling. National Cable Television Association Executive Vice President James Mooney called revised Goldwater bill “overall a good bill” and one NCTA “will strongly support.”

Top-level changes in works at Radio Advertising Bureau. Miles David, president since 1965, is due to become vice chairman, but continue as chief executive officer. David confirmed that plan Friday after meeting with George Duncan of Metromedia, RAB chairman. He denied as “completely false” reports that he was being demoted or “pushed around.” He said he and Duncan had been holding meetings “for some time” on how RAB might better meet radio's future needs in time of growing media competition. Duncan could not be reached for comment. One long-range possibility—for 1983 or later—reportedly is creation, under David, of separate RAB divisions for large and small markets, each with own president. If that isn't decided upon, new president presumably would be brought in. David, 56, has contract with about five years to run.



David



Lightstone

Ronald Lightstone named VP, corporate affairs for **Viacom International**, responsible for development of governmental relations and corporate communications activities, as well as for supervision of law and business affairs departments. He will move to New York from Los Angeles, where he has been business affairs VP of Viacom's entertainment group since 1980. Lightstone joined company as general counsel in 1976 after service on legal staffs of both CBS and NBC.

James Loper, president and chief executive officer, noncommercial KCET(TV) Los Angeles, resigned. Loper leaves financially plagued station after 18 years. He was one of founders in 1964. Loper's decision follows resignation of Hartford Gunn, former senior VP there (BROADCASTING, June 7). In addition, station has suffered serious retrenchment.

President Reagan has appointed **Justin Dart**, chairman of executive board, Dart & Kraft Inc., to three-year term on board of Communications Satellite Corp. Dart, 74, will succeed Carter-appointed Jesse Hill.

One to hang on the wall

A California court decision that accorded First Amendment protection to broadcast entertainment programming survived the ultimate appeal last week. If the case had turned out otherwise, and for a while there was a real danger that it would, broadcasters would have faced litigious chaos and perhaps a fatal rebuff to their claims to First Amendment rights. Turning out as it did, the case enhances their claims immensely.

The importance of the case as precedent is that it has twice been through appellate journeys all the way to the U.S. Supreme Court. No one can claim that the outcome last week was the result of judicial accident or oversight.

Back in 1974, NBC-TV and its San Francisco affiliate, KRON-TV, were sued for \$11 million by the mother of a 9-year-old girl who was assaulted by four teen-agers allegedly imitating a rape scene they had watched in a made-for-television movie, *Born Innocent*. A state superior court judge threw the case out of court on the grounds that the film had not advocated violence and was entitled to First Amendment immunity.

The California Court of Appeal overruled the judge, directing that the case go to trial. "Despite First Amendment protections," the appellate court said, the plaintiff was entitled to a hearing on the charge that the broadcast "resulted in actionable injuries." That ruling was upheld by the California Supreme Court and was let stand by the U.S. Supreme Court.

Back in the San Francisco superior court, the case never went to trial. After extensive argument on the constitutional issue, Judge Robert Dossee issued a "nonsuit" judgment. In essence, the judge held that the broadcasters were constitutionally protected against the damage suit unless it could be proved that they intended the real-life assault to happen. A showing of negligence, alone, the court ruled, was insufficient to remove the constitutional protection.

Judge Dossee was upheld in a ringing affirmation by the California Court of Appeal. "The electronic media," the court held, "are also entitled" to the "overriding constitutional principle" of freedom of the press. Nor, the court said, could a distinction be drawn between fiction on the air and news. "One man's amusement teaches another's doctrine," said the court.

The California appellate opinion was let stand by the California Supreme Court and was left untouched last week by the U.S. Supreme Court.

It is close to an emancipation proclamation for radio and television broadcasting.

Go signal

The appellate court's affirmation last week of the FCC's abandonment in 1979 of its so-called top-50 policy on television station acquisitions should stiffen the spine of an incumbent FCC that is thinking of eliminating other and equally archaic rules restricting media ownership. The court could find no language in the Communications Act prescribing how many units of what a given licensee may own. The FCC, said the court, is given "much discretion and flexibility" to devise regulations that "meet changing circumstances."

Circumstances have changed radically since the ownership rules now on the FCC's books were adopted. It is time that the rules were changed too.

The FCC is in a position to make a start on the changes at its July 15 meeting when it is to consider elimination of the rule against the ownership of cable systems by the companies that

own the three television broadcasting networks. Perhaps there was an excuse for the rule when those three companies dominated the television business. But if a Westinghouse may buy—quite properly—a Teleprompter and go into the cable networking business as well, is it still rational to keep RCA from acquiring cable systems?

At the same July 15 meeting, the commission is expected to decide against the adoption of a new rule establishing a limit on the size to which multiple system cable operators can grow. Rejection will prevent the agency from establishing a cable counterpart to the irrational limits it has sucked out of its thumb to impose on broadcasting portfolios over the years. The rules limiting station groups to seven AM, seven FM and seven TV (no more than five of the last VHF)—of whatever power and market size—have always been out of Alice in Wonderland. Now they are clearly obsolete.

The FCC's abandoned top-50 policy, said the appellate court last week, "is not demanded by the authorizing legislation. The statute requires only that the FCC promote for 'all the people of the United States a rapid, efficient, nationwide and worldwide wire and radio communication service' and that such service shall be regulated as 'public interest, convenience and necessity' requires." The same can be said of the FCC's other ownership rules.

Senatorial discourtesy

Like his colleagues, Senator Ted Stevens (R-Alaska) is on a Fourth of July holiday lasting until July 12. Back in Washington, Stephen Sharp, President Reagan's nominee to the FCC, awaits a confirmation hearing that Stevens is apparently determined to stall or sabotage. The man in charge of setting a hearing date, Chairman Bob Packwood (R-Ore.) of the Senate Commerce Committee, has promised Stevens that nothing will happen unless Stevens gives the liberating word. It is a shameful abuse of senatorial courtesy.

Stevens is sulking because Ronald Reagan chose Sharp over a Stevens protege. Packwood is hostage to the Stevens mood as a consequence of a deal he struck to support a Stevens candidate in exchange for Stevens's support of Packwood's aide, Mimi Weyforth Dawson, for an earlier Republican appointment to the FCC. Nobody is seriously questioning Sharp's qualifications. The nominee is a victim of shabby politics.

Wonder if Stevens fitted that story into a speech about American statesmanship on the Fourth of July.



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