

Broadcasting Jul 19

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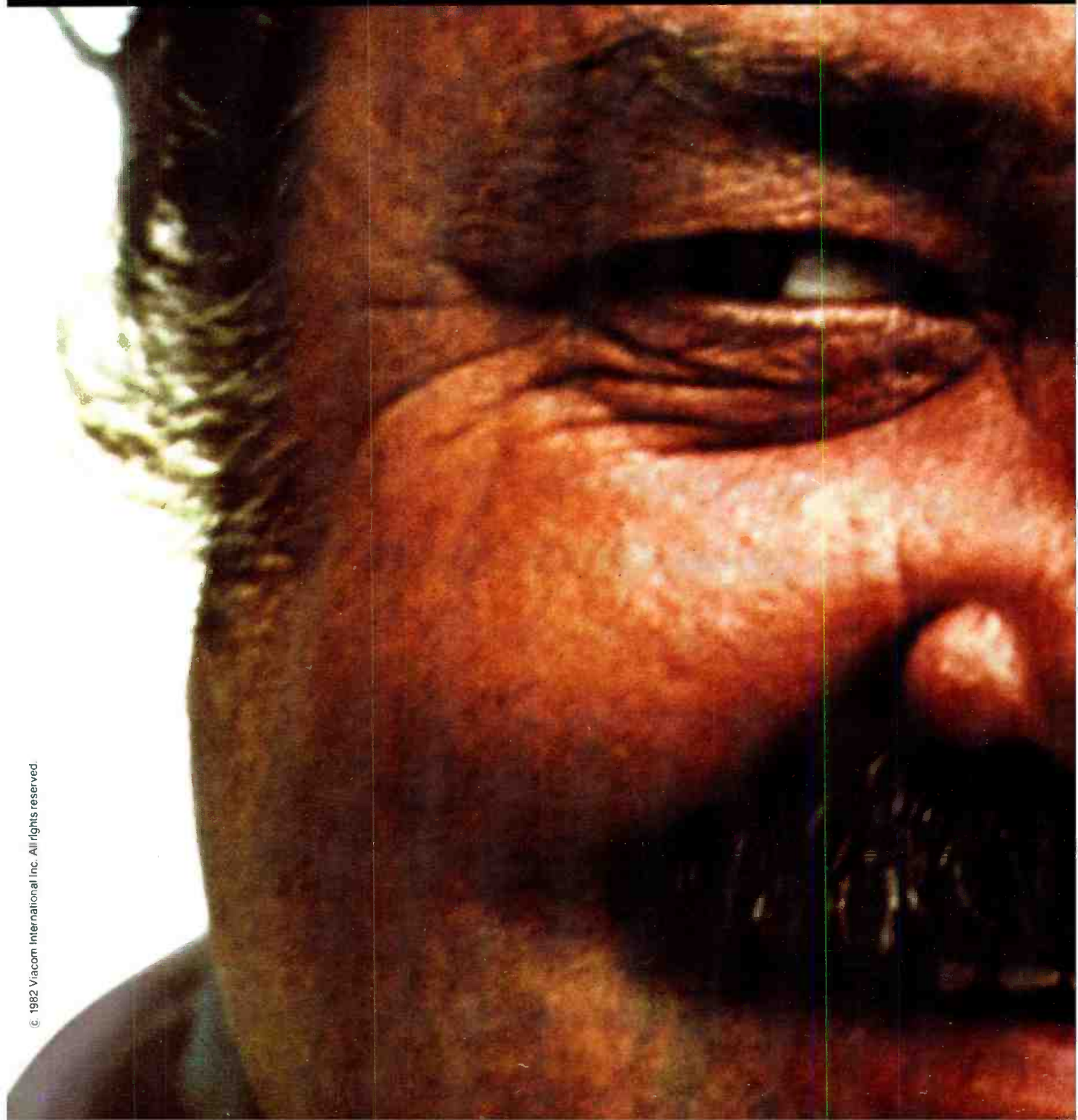
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M U N I C I P A L A L 36112

51st Year 1982

Network-cable reentry closer
Good news on renewals
CTAM in Chicago



THINK

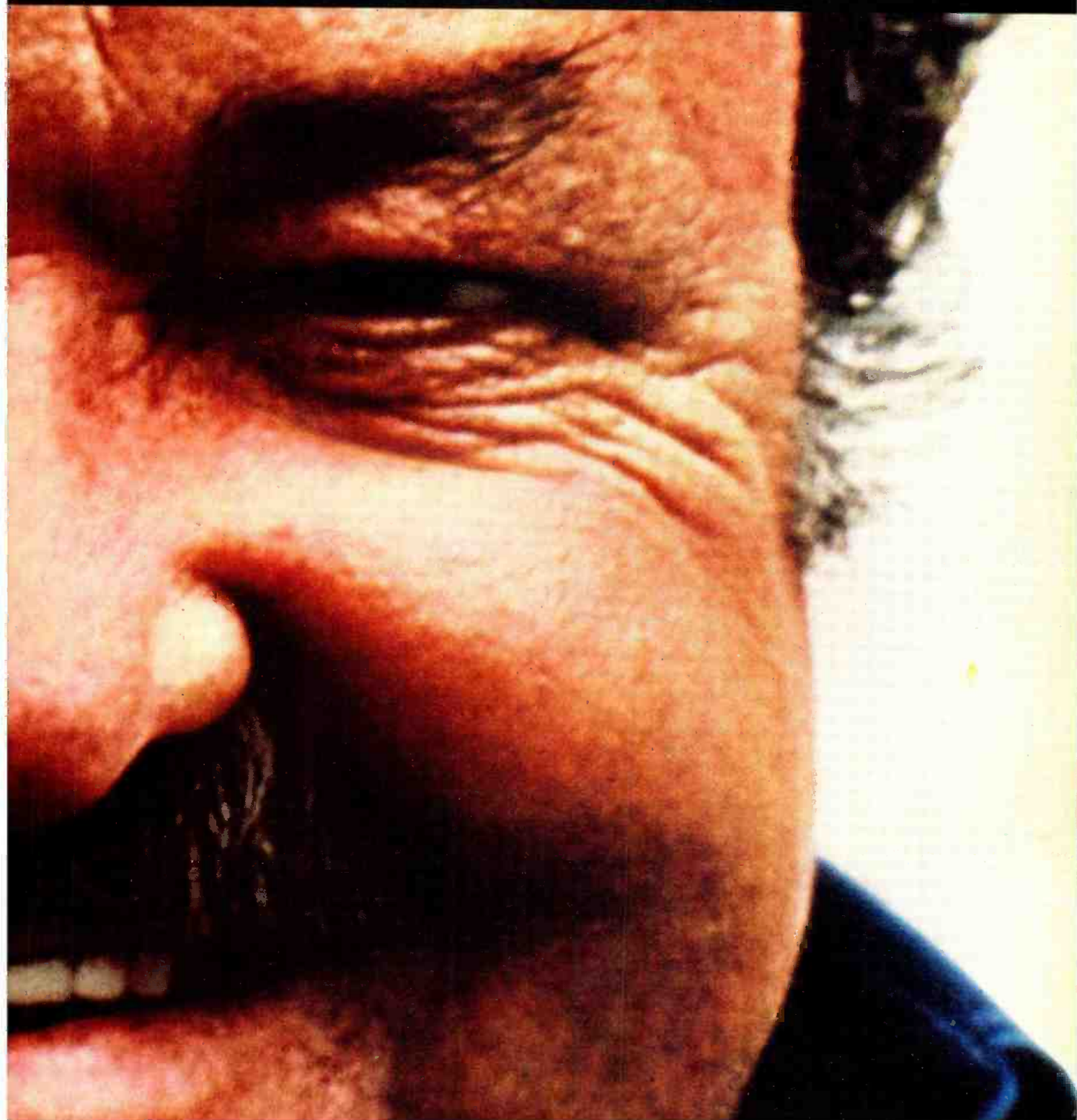


BIG!

CANNON

124 HOURS

Available September 1983



“We expected the Research Group to be helpful, but the results even surprised us.”

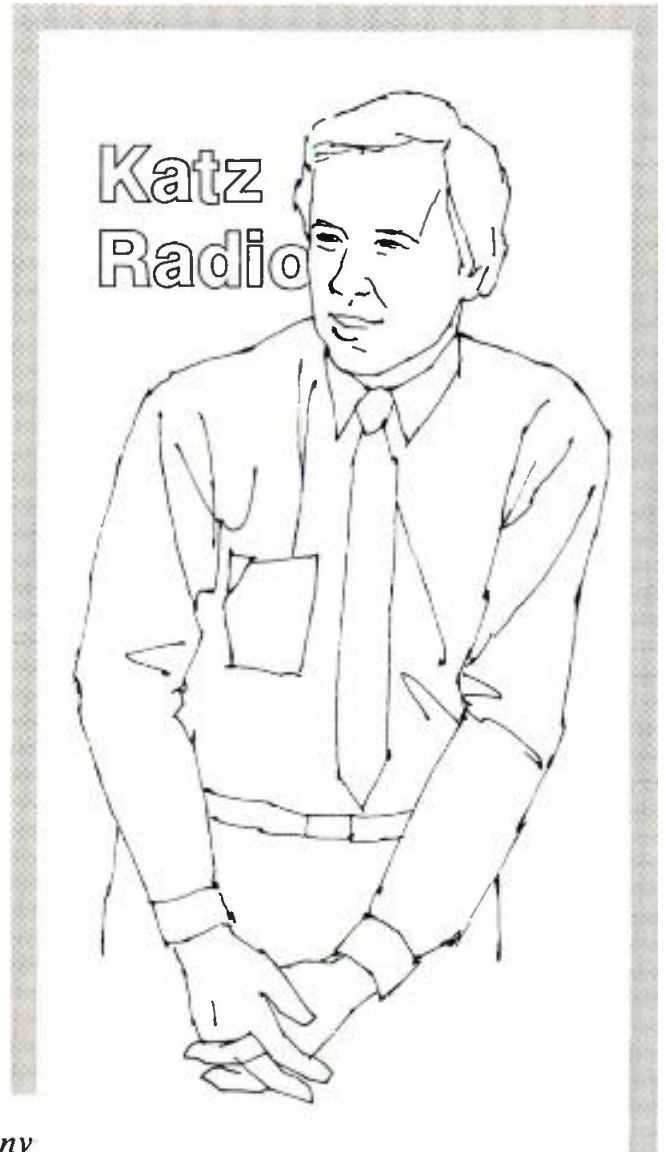
“Before we started working with the Research Group at our station — about 3 or 4 years ago — I honestly thought they just did perceptual research like other research firms. We’ve found since then that what has made their clients — and our Katz stations — successful was not just the research; it goes far beyond that.

The Research Group is the only company that has the grasp of marketing warfare to work with each one of our management team — and all of us at the corporate office — to take the information and develop it into a winning strategic team.

I had heard that the Research Group was excellent and we expected them to be helpful, but the results even surprised us. Not only in Arbitron shares (like our WZZK in Birmingham going from a 5.3 to a 17.7), but in *bottom line dollars* . . . It’s been tremendous.

Now we have the Research Group on an exclusive long term basis in all of our markets — for all our formats. We consider them partners in the management of the Katz radio station. I wouldn’t want them against me at a competing station.”

*DICK FERGUSON, President
The Katz Broadcasting Company*



In almost every field there is a company that has *earned* a reputation as the leader.

The Research Group

Radio's Strategic Research Team

Broadcasting **Jul 19**

NAB and Justice come to terms □ Five commissioners for the FCC? □ CBS finishes its investigation of 'TV Guide' charges □ Appeals court upholds FCC in WESH renewal case

OWNERSHIP LIMITS □ FCC moves toward relaxation of rule but there is no consensus on how much things should be changed or how long it will take. **PAGE 35.**

PARING DOWN FCC □ If Senate Commerce Committee has its way, number of commissioners will be cut to five. **PAGE 36.**

ADAMANCY AND CONCESSION □ CBS News stands by Vietnam documentary, but admits some flaws and says changes will be made to protect credibility in future. **PAGE 37.**

FRITTS AND FLAK □ Board chairman criticized for manner in which he entered candidacy for NAB presidency. It comes as maneuvering injects some characteristics of political contest. **PAGE 38.**

CODE ANTITRUST SETTLEMENT □ NAB files consent decree with Judge Greene proposing elimination of restrictions on nonprogram announcements and commercials. **PAGE 39.**

INCHING ALONG □ Controversial common-carrier bill moves slowly through markup with content essentially intact. **PAGE 39.**

N.Y. CABLE FRANCHISES □ Cablevision insists it is still in running, but is told by city that failure to agree on borough locations could mean franchises will be awarded to others. **PAGE 41.**

CABLE GOES TO CHICAGO □ CTAM's "Winds of Change" conference opens on shores of Lake Michigan with more than 1,000 in attendance for no-nonsense sessions that will be devoid of public sales pitches and sponsored events. **PAGE 49.** Complete agenda is on **PAGE 53.**

CLASH OF COLAS □ Broadcast advertising is big gun in warfare between Coke, Pepsi and 7-Up as

diet and caffeine-free drinks are introduced. **PAGE 54.**

... SO SHALL YOU REAP □ In long-time WESH-TV case, U.S. Court of Appeals confirms FCC policy that holds licensees with good records deserve expectancy of renewal. **PAGE 57.**

DELAY POSSIBLE FOR NEW FM'S □ Advisory committee urges FCC to reopen rulemaking that would permit more commercial frequencies. **PAGE 58.**

NEW SPIN ON RADIO MARTI □ Administration wins House Commerce Committee approval of new version of bill that would let NTIA select appropriate place in spectrum for station beamed at Cuba. **PAGE 59.**

FCC'S CONTINUING PROBLEM □ Commission may have to pay \$198,000 to broker for move to Rosslyn, Va., that didn't materialize. And tug-of-war goes on with GSA over proposal to relocate FCC to another Virginia site. **PAGE 61.**

BIDDING FOR BOSTON HONORS □ New WNEV-TV there strengthens its hand in battle for local news ratings supremacy, with new anchors, sets and improved technology. **PAGE 63.**

THOSE OLD 3-D MOVIES □ Movie industry's film craze of yesteryear becomes latest television fad. **PAGE 64.**

JURY STILL OUT □ After three months of advertising experiment on noncommercial TV, some see it as public system's salvation; others would feel more comfortable with different fund-raising. **PAGE 68.**

UPPING ANCHOR IN NORFOLK □ For nearly three decades, Landmark's corporate ship has stayed trim as it sailed into new media waters. At the helm, its respected chairman and a native Virginian, Frank Batten. **PAGE 95.**

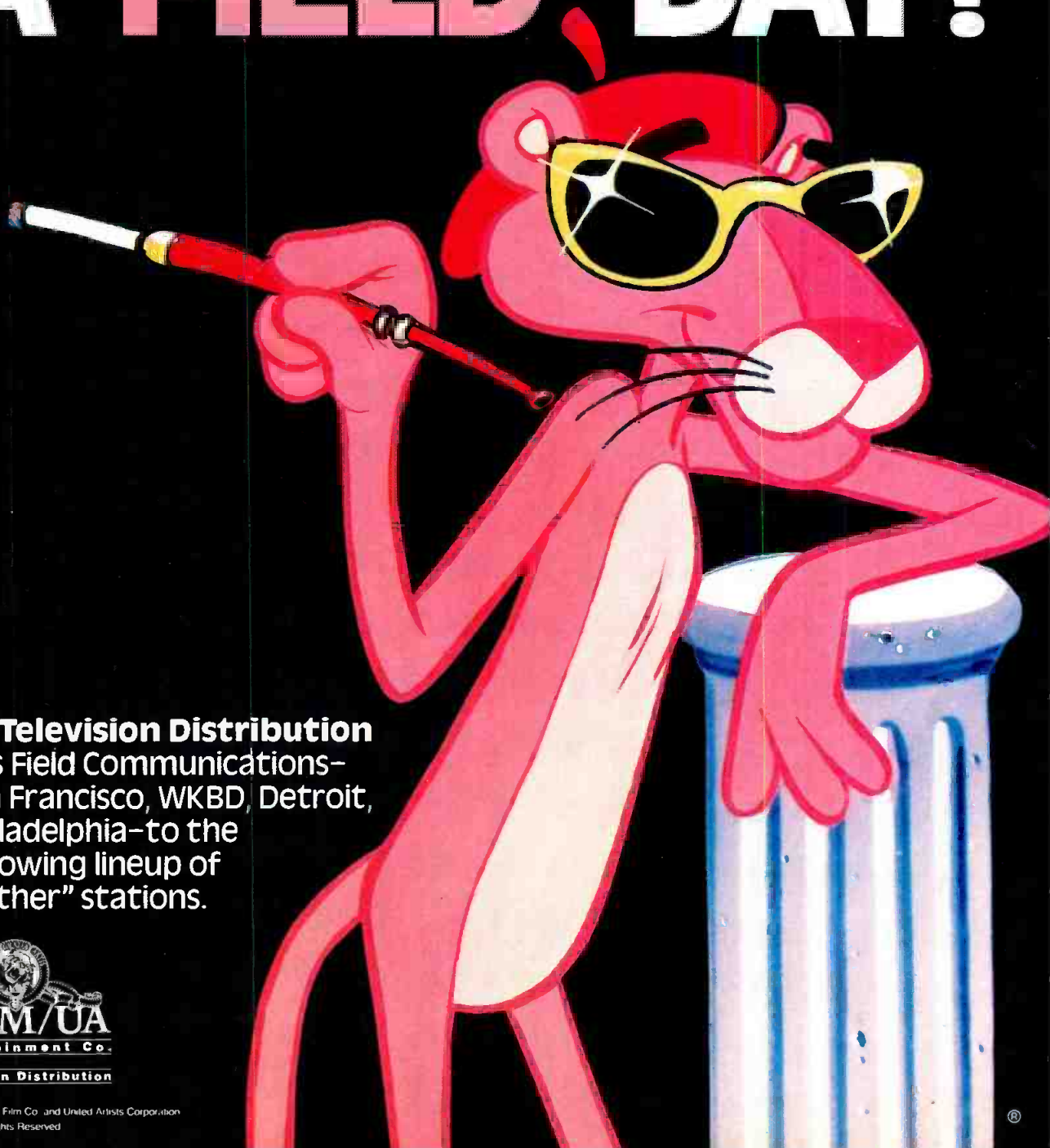
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THE PINK PANTHER IS HAVING A "FIELD" DAY!



MGM/UA Television Distribution
welcomes Field Communications—
KBHK, San Francisco, WKBD, Detroit,
WKBS, Philadelphia—to the
rapidly growing lineup of
“Pink Panther” stations.



AM stereo: up in air

AS BROADCASTING went to press last Friday, Leonard Kahn was anxiously awaiting notification that his AM stereo system had been type accepted by FCC. Having talked to FCC officials that afternoon, he believed FCC action was imminent. Granting of type acceptance would have effect of authorizing 14 stations with Kahn equipment to begin regular stereo broadcasts. Harris filed for type acceptance last month after Kahn, but FCC reportedly has made little progress on application. Magnavox and Motorola have yet to file.

Despite prospect of real live AM stereo broadcasting by end of month, most receiver manufacturers and some broadcasters are looking to Delco's test of vying systems for guidance. Delco, division of General Motors and leading domestic manufacturer of automobile radio sets, had originally planned to use nearby WIOU Kokomo, Ind., for test, but it now appears WIRE Indianapolis will have honors. FCC has granted latter station authority to conduct experimental stereo broadcasts. Delco would like to test all five systems considered by FCC and possibly others, but so far only Magnavox and Motorola have agreed to Delco's conditions. Kahn said he is reluctant to participate for fear of antitrust action.

By itself

CBS News's plan to create vice presidency to "review and evaluate" complaints about its broadcasts (page 37) finds no sympathy in NBC management. "We're certainly not going to set up an ombudsman," spokesman said, noting that NBC and parent RCA have for years resisted, as unnecessary, outside efforts to get one established. ABC News already has one, sort of: Spokesman there noted that George Watson is assigned to see that ABC News standards are observed and that he also oversees *Viewpoints*, quarterly review of ABC News broadcasts, but that those are only some of his duties.

Home sweet home

FCC has stepped up campaign to persuade General Services Administration that commission should remain at current Washington headquarters. Although GSA has maintained that move to Hoffman-Center location in Alexandria, Va., is most cost-efficient alternative, FCC argues that location is too remote (see story page 61). In letter to GSA last week, FCC argued that cost determinations

shouldn't be based on rent payments alone but also on travel costs move would impose on public with which FCC does business.

Taking campaign to top, Chairman Mark Fowler took GSA Administrator Gerald Carmen out to see proposed location for himself. There Fowler might have been able to demonstrate another reason for renegotiating current lease. While current lease expires next October, proposed new headquarters exists only in minds of its potential creators; site is parking lot; construction has not begun.

Clio and cable

Cabletelevision Advertising Bureau is on verge of signing agreement with Clio Awards to participate in Clio competitions next year in new cable television category. CAB says earlier reports that cable awards would become part of ACE competitions proved premature. Both ACE and CAB, after discussions, decided that ACE, geared to programing, was not proper forum for cable television advertising.

No takers

For all their talk about needing access to network TV time, advocacy advertisers seem mystifyingly slow to take advantage of their opportunities. ABC-TV opened late-night nonnews programing to them July 1, 1981, and has similarly opened its new *This Morning* newscast and plans to open late-night news hour that starts next fall. Price in late-night entertainment was set at \$32,000 per minute, about 8.5% more—to cover production and other extra costs—than going rate for advertisers with products rather than points of view to sell. Advocacy pricing for new newscasts hasn't been set, but need for hurry is not apparent: No advocacy advocate has yet bought into any of this.

Ours or theirs?

U.S., which has not been represented in top spot of International Telecommunication Union since Gerald Cross left secretary-general's post in 1965, should back candidate of its own when ITU members meet in plenipotentiary conference to be held in Nairobi, Kenya, Sept. 26-Nov. 5. That is view of John Gayer, retired broadcaster and former member, for 13 years, of ITU's International Frequency Registration Board. And he has candidate in mind, himself. He says he has support of some

100 government telecommunications industry and business leaders, and has contacted State Department on matter.

However, State's enthusiasm for Gayer's project seems restrained. Official notes that number of questions must be resolved before decision on whether to support Gayer is reached. Among other things, State would determine "political environment" surrounding candidates who have already announced and U.S.'s relationship to them. Then U.S. would decide whether to run candidate and decide who it would be. "Gayer is looking at it from other end," official noted. Four candidates are now in race, including incumbent, Mohammed Mili, of Tunisia, and incumbent deputy, Richard E. Butler, of Australia. Others are from India and Sweden.

Female principals

FCC report commissioned in 1980, "Female Ownership of Broadcast Stations," is expected to be made public this week. Principal finding of report, which has been completed for two months, is that women are majority owners (owning 50% or more of stock) of 8.6% of AM stations, 9% of all FM's and 2.8% of TV's.

Post's progress

What's in future for Washington Post Co.? It wouldn't mind taking on more broadcast properties and maybe cable but not at prevailing prices. In presentation to New York security analysts last week, Post president and CEO, Richard Simmons, called television station prices "phony," said they would come down as cable erodes station profit margins. But margins still present opportunities, Simmons said. Post-Newsweek's TV group produced 27% of revenue as profit last year, below average for comparable properties (50% and more), dragged down by WDIV(TV), in hard-pressed Detroit market, which had margin in low teens, Simmons reported.

Post company will "husband resources" as its *Washington Post* throws off big cash flow, and information gathered and amortized in one medium is sold to another (as WDIV's *Sonia* show pulls in \$15,000 a week from sale to cable's USA Network). Bright blip on Post's future scope: cellular radio. Simmons thinks its margins could approach those of TV broadcasting in heyday. Post has applied for three cellular plants, will file for at least three more in Hartford, Conn.; Jacksonville, Fla., and other Florida location.

Cable castings

Ad in

Local cable advertising has certainly been drawing attention at industry conferences lately. Now the number-two MSO, American Television & Communications, has made a "major commitment" to advertising sales—establishing a full-fledged sales division at its Capitol Cablevision system in Albany, N.Y. A four-person sales force will be pitching cable's advertising potential, and has already landed several accounts. The system has also installed a production unit to make commercials for local clients. Capitol will place the spots in local avails on five nationally distributed cable networks (two of them already on the system, USA Network and ESPN, three others that are due to be carried shortly: CNN, MTV and CBS Cable). Rate card prices vary across the networks—MTV the highest at \$35 a spot, CBS Cable at the low end, \$20 a spot. (Volume discounts apply.)

The choice of Albany, says ATC's national manager of advertising sales, Allan Eisenberg, was made because it is a large, mature system that has a high penetration—with subscribers totalling 43,000.

ATC had moved slower into the advertising scene—some said more deliberately—than other MSO's. About four ATC systems have been doing some advertising, but the Capitol launch marks its first major effort.

The move isn't being taken lightly—while ATC won't discuss the cost except to say it's a "major" investment, the commercial insertion equipment alone runs in the neighborhood of \$250,000. And ATC soon plans to mount similar efforts in Birmingham, Ala., and Austin, Tex., and hopes to add another three or four systems next year.

Pay numbers

According to Nielsen's Pay Cable Highlights from the February sweeps, Home Box Office is the favored pay network. In dual-pay as well as triple-pay homes, HBO invariably pulled a higher rating and share than its pay competition. (It even came close to moving into third place behind ABC and CBS among all networks—pay and commercial—in prime time in homes receiving at least one pay cable service. It scored a 12 rating and 20 share, compared to NBC's 13/21.)

HBO's toughest challenger among the pay networks is Showtime. In homes with both services, HBO managed a 9 rating and 14 share to Showtime's 7/11. HBO is sure to make use of the numbers in the marketing of its complementary Cinemax service as a second pay tier. "The HBO/Cinemax combination was watched more during prime time than the triple-pay combination of HBO/Showtime/The Movie Channel," HBO notes, and the duet was the only dual-pay combination "to receive more viewing in prime time than any of the commercial networks." How does pay television fare against "free" television (ABC, NBC, CBS)

in homes with the most attractive triple-pay combo (HBO, Cinemax and Showtime)? The pay networks scored 23/36 to free television's 39/59.



The one and only. Despite the proliferation of cable and broadcast news shows and networks, the only one to carry gavel-to-gavel coverage of Secretary of State George P. Shultz's interrogation last week by the Senate Judiciary Committee was Cable News Network. Even C-SPAN, which provided the pool feed of the hearings, had to air the hearings on a delayed basis because of its commitment to carry live the House proceedings. Leslie Hillery, assistant editor, CNN, said the network also carried live the swearing in of Shultz at the White House last Friday morning.

Fighting back

There's been a late addition to the schedule of events during the Cable Television Administration and Marketing Society meeting that starts today (July 19) in Chicago (see page 49)—an informal session this morning for cable operators in markets with heavy STV concentrations. The effort is spearheaded by Doug Jarvis, of Jack Barry Cable Management, which operates systems in the Los Angeles ADI. That market was the focus of the recent NCTA-commissioned Brown, Bortz & Coddington study on STV (BROADCASTING, April 26). That study said cable operators haven't marketed well against existing STV operations; that, as one operator put it, they've "failed to convey the value of cable" versus STV. CTAM is looking to round up operators from such markets as Los Angeles, Dallas, Detroit, Chicago and New York. Among the topics they're likely to discuss—possible joint marketing efforts aimed at promoting cable's advantages.

Space schedule

NASA estimates that about one-third of the total payload space in shuttles being launched through September of 1987 will be filled by commercial communications satellites with another third taken up by military satellites and other hardware. The remaining space will be used to carry a

hodgepodge of equipment and material such as space laboratories. And a NASA official indicated that most of the commercial space available through that period has been booked.

The types of commercial satellites to be shuttled into space include domestic birds for both voice and data applications as well as video transmissions, and direct broadcast satellites. STC Corp. has reservations for four shuttle flights in 1986 (January, April, August and November) and a fifth in February 1987 to carry its DBS birds into orbit. RCA has booked three flights to carry DBS satellites into space (April and November 1986 and May 1987) and four others to launch domsats (October 1984, May 1985, April 1986 and April 1987). If projected weight and size figures hold up for planned STC and RCA birds, STC will pay about \$20.6 million per DBS shuttle launch. RCA will be charged about \$33.6 million for launches in fiscal 1986-87. Western Union has not booked any flights for its proposed DBS system but will launch Westar VI (May 1984) and Westar VII (July 1984) by way of shuttle. Six Intelsat birds are scheduled to be shuttled into orbit between October 1984 and January 1987. In November of this year, a planned shuttle flight will carry an SBS voice/data satellite and an Anik (Canadian) bird into space at a price of about \$8 million cash.

Competitors

The bell has sounded for another round in the battle between Ted Turner and Group W/ABC over their respective news services. While Turner has been threatening an anti-trust suit against those opponents for their Satellite News Channels marketing strategy, Turner Broadcasting last week ran an ad in the Independence, Mo., *Examiner* taking its case directly to the subscribers. Landmark Cable Vision's Independence system switched from CNN to SNC. Tuesday's ad purports to inform Independence cable subscribers "Why Independence Lost America's Favorite Cable News." "You're having to settle for an abbreviated service," the ad says, charging that the operator "is telling you that they had to take CNN off for technical reasons" and asking: "Doesn't it seem odd that Independence is the only city in the U.S. with this 'technical' problem?"

The copy goes on to suggest the operator "may not have told" subscribers that "your cable operator is saving himself money" because CNN charges 15 cents per sub. "That's right. You've lost CNN because your cable operator wants to save 15 cents per month per subscriber," it adds.

Turner's ad then suggests that subscribers who agree that "news is no place to pinch pennies" should not only let the operator know how they feel but "contact your city council and mayor too. You may still have a chance to regain the in-depth news coverage the rest of the country receives from CNN."

A Landmark spokesman countered the ad

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Dr. Lendon Smith
Dr. Lee Salk
Dr. Richard Ruopp
John & Sandy Gabriel

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Everyday, millions of women can look to us for parenting advice and more. Like providing information on health, cooking, interpersonal relationships, household hints, and timely news.

DAYTIME appeals to the thoughtful, decision making woman—the one who often decides whether cable belongs in the home.

She is a prime prospect for many of your local advertisers, too.

DAYTIME is delivered to your systems, weekdays on Satcom 3R, Transponder 22, without charge. Introduce your women subscribers to experts who speak their language—make the DAYTIME family part of your programming family.

Call (212) 661-4500 and ask for Affiliate Sales.



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A cable presentation of **Hearst/ABC**, which draws on the experience of GOOD HOUSEKEEPING, HARPER'S BAZAAR, HOUSE BEAUTIFUL, TOWN & COUNTRY, and COSMOPOLITAN.

charges, saying the system never blamed "technical problems" for the switch, but "we told subscribers upfront we thought SNC was better, and it's free." Only 10 phone calls and a dozen letters have come in on the subject, he says, some of them before the ad ran.

Regulation ahead

The California state legislator who chairs the Assembly committee overseeing cable television regulation told members of the Southern California Cable Club meeting in Los Angeles last Tuesday (July 13) they "must accept the fact that there is going to be some regulation of the cable industry." With that in mind, Assemblyman Gordon Duffy (R-Hanford) urged industry representatives to "head them off at the pass" by taking an offensive, rather than defensive, posture regarding cable regulation. In the past, according to Duffy, the industry has too often allowed other interest groups to determine its legislative fate.

"My own bias is that I do not believe that we should make any radical changes in the way in which municipalities regulate cable television," declared Duffy. He added that some provisions protecting the public interest are inevitable in current and future regulations, including minimal public access requirements.

During the next few years, Duffy predicted, the California legislature will pass laws addressing cable and STV piracy, privacy issues raised by electronic media, and, if public pressure increases, obscenity standards.

More viewers, more ads

CBS Cable has updated its numbers. The cultural service is now carried on 502 systems, which serve a total subscriber base of some five million households. That's up from the 250 systems, three million subscriber count the service had at its launch last October. CBS Cable also announced an advertiser addition: Warner Communications' Atari unit has bought a schedule of 30-second spots for its video games, to start in August. That's advertiser number 21 for CBS Cable, with the service saying one-third of those have placed renewal orders.

Standards setters

The NAB's encounter with the Justice Department over the enforceability of its television code, and the code's subsequent dismantling, has reinforced the cable industry's long-standing position that programing standards and practices are best administered on a company-by-company basis. In the case of most of the major pay cable services, such as HBO, Showtime and the Movie Channel, decisions concerning standards and practices are handled by the program departments. Advertiser-supported services are more likely to have separate S&P departments, similar to the major

over-the-air broadcast networks. The newest advertiser-supported cable program service, the Cable Health Network, has a nine-member S&P staff—four based in New York who deal primarily with standards related to CHN advertising and five on the West Coast who address primarily program-related standards policy.

Don Bay, vice president of standards and practices for CHN, contends that standards for his network have to be tougher than most due to the health-related nature of programming on CHN. But while overall standards may be tougher, in terms of accuracy of program information disseminated or substantiation of commercial product claims, Bay suggests that the number of restricted products from CHN advertising may not be as great as broadcast networks or the NAB code. Cigarettes are out, but CHN will accept spots promoting contraceptives and might also consider advertising by a liquor distributor, suggests Bay, if the proposed campaign were pertinent to health or safety, such as "don't-drink-and-drive" campaign.

Entertainment update

How fares The Entertainment Channel one month into operation? Seven systems have launched the service to their subscribers, including the New York Times Co.'s Audubon, N.J., operation, and Warner Amex systems in Cincinnati and St. Louis. While TEC won't say how many subs have ordered the service yet, and individual systems remain cagey, it's believed paying customers number around 3,000.



Need to fire up your community about arson?

If so, maybe we can help. We have a package of background information and questions that could help you take an in-depth look at this ever-growing problem and how it's affecting your community. We also can provide material to firefighters and law enforcement people that will help them identify arson and effectively deal with those who commit it. For a closer look at arson and how to combat it in your town, write or call for our Arson Awareness Kit. Call: 309-662-2845 or write:



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ACT TODAY!

Registration is now underway for the Cable Industry's greatest event in the eastern U.S.A.! Don't delay — make your reservations Now!

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SEPTEMBER 9, 10, 11
GEORGIA WORLD CONGRESS CENTER, ATLANTA**

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3355 LENOX RD., SUITE 952, ATLANTA, GEORGIA 30326 / 404-237-8228**

TV ONLY

Luria Catalogue Store □ Multiple cop products. Begins in September for 17 weeks in four markets. All dayparts. Agency: W.B. Doner & Co., Southfield, Mich. Target: adults, 18-49; adults, 25-54.

ITT Continental Baking Co. □ Wonder Bread. Begins July 21 for 10 weeks in about 60 markets. Fringe times only. Agency: Ted Bates Advertising, New York.

L. S. Heath & Sons □ Candy. Begins in mid-September in 16 markets for nine weeks. Agency: Kelly, Scott & Madison, Chicago. Target: women, 18-49.

Hormel Co. □ Frozen Mexican entrees. Begins July 26 for six weeks in seven markets. Agency: BBDO, Minneapolis. Target: adults, 25-54.

Blue Cross of Northern California □ Health care. Begins this week for six weeks in four northern California markets. All dayparts. Agency: Allen & Dorward Advertising, San Francisco. Target: total adults.

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U.S. Postal Service □ Express mail. Begins Aug. 9 for six weeks in 14 markets. Agency: Young & Rubicam, New York. Target: adults, 25-54.

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

Atari □ Home computers. Begins campaign in seven markets, some for five weeks, starting Aug. 16, and some for four weeks, starting Aug. 30. Agency: Young & Rubicam, New York. Target: men, 25-54.

ITT Continental Baking Co. □ Breakfast Bake Shop (doughnuts). Begins Aug. 23 for five weeks in 77 markets. Day and fringe times. Agency: Ted Bates

AdVantage

Ford agreement. ABC, CBS and Ford Motor Co. have settled dispute over commercials about alternative fuel vehicles from Ford. Both ABC and CBS held up airing, demanding proof from Ford of its claim of leadership in developing cars that run on methane, propane and methanol. Ford supplied documentation on its program to develop nongasoline cars, but additionally had to supply both networks with letters from U.S. Energy Department, California Energy Commission, Standard Oil Co. and American Gas Association, among others. Jeff Edelstein, ABC spokesman, said request for information was "routine." Ads for cars finally went on air last month. NBC had been running ads since April.

New product news. Dancer Fitzgerald Sample issued its latest edition of *New Product News*, which lists 684 products introduced during first six months of 1982, including 152 in June. Figure for June was highest monthly total ever recorded in *NPN*. During first six months of year, largest number of new product introductions were for health and beauty aids (188), followed by frozen food (103) and sauces, crackers and nuts (48).

First-time TV user. Spiegel Inc., Oak Brook, Ill., is using television for first time in test in four markets to support extensive print campaign to increase awareness of its merchandise catalogues. If six-week test is successful, Spiegel will use TV in rollout in fall of 1983. Thirty-second commercial features fashion studio photography of model Christina Olsen, with fog background. Agency is Marsteller, Chicago.

Harvester switch. International Harvester has shifted its corporate advertising account to Tatham-Laird & Kudner Advertising, Chicago. D'Arcy, MacManus and Masius was previous agency of record for account. According to Annette De Lorenzo, IH vice president, corporate communications, decision to change agencies "was prompted by stringent budget limitations for IH's corporate advertising." TLK already has begun planning campaign, expected to be released later this summer. Theme will be: "We're not giving in. We're going on."

SyndiRep marriage. SyndiRep Inc., Chicago, and Production House of Ohio, Chicago, have joined forces, allowing SyndiRep full-line radio syndication ability from sales to production. SyndiRep currently sells program features to national advertisers, custom creating unwired network in accordance with advertisers' marketing needs. Production House is supplier of short-form programming.

Pa. rep established. Roger Rafson has announced establishment of Commercial Media Sales, western Pennsylvania sales representative service for outlying radio stations needing full-time representation in Pittsburgh. Founded this year, CMS already represents several radio stations in Pennsylvania and Ohio, including WBVP(AM)-WKKS(FM) Beaver Falls, WJAC-AM-FM Johnstown, WOTW(AM) Latrobe, WMAJ(AM)-WXLRFM) State College, WFRA(AM)-WVEN(FM) Franklin, WTIV(AM) Titusville, all Pennsylvania, and WOXY(FM) Oxford, Ohio. Rafson is CMS president.

Testing, testing. Pabst Brewing Co., Milwaukee, is introducing new Jacob Best Premium light beer via test marketing spot TV campaign in 15 markets across country. Thirty-second spots are being used to position Jacob Best as lighter "premium" beer with flights that began last week and continue this week. Advertising agency for Jacob Best is McCann-Erickson, New York.

The Rising Value of Spot TV!



Spot Television is winning the media value race, and is the most effective way to reach your target audiences wherever they are.

And that is good news for advertisers.

Now, more than ever, Spot Television is the hands-down winner for value.

Let us tell you the facts about Spot Television.

PETRY

The Original Station
Representative

Advertising, New York.

Schering-Plough □ Correctol tablets. Begins Aug. 16 for two weeks in 50 states. Prime time only. Agency: Lake-Spiro-Shurman, Memphis. Target: women, 35 and over.

Alberto Culver □ Sugar Twin. Begins Aug. 9 for one week in various markets. All dayparts. Agency: Draper Daniels Media Services, Chicago. Target: women, 18-49.

RADIO ONLY

Automatic Data Processing Service

□ Computing services. Begins in early September in more than 60 markets for varying numbers of weeks up to 13. Agency: Schaefer Advertising, Valley Forge, Pa. Target: men, 25-54.

Cottman □ Transmissions. Begins in late September for regular quarterly campaign in about 25 markets for 10 weeks out of 13 weeks per quarter. Agency: Ross Advertising, Washington, Pa. Target: men, 25-49.

RADIO AND TV

American Hardware □ ServiStar stores. Begins in mid-September in about 55 TV markets and selected radio markets for three weeks. Agency: W. B. Doner, Southfield, Mich. Target: men, 25-54.

Rep Report

KUSI-TV San Diego: To Katz Independent TV Sales (no previous rep).

WDZL-TV Miami: To Katz Independent TV Sales (no previous rep).

KAFY(AM) Bakersfield, Calif.: To Blair Radio from McGavren Guild.

KTHO(AM)-KZFM(FM) South Lake Tahoe, Calif.: To Bernard Howard (no previous rep).

WMAK-FM Nashville: To Bernard Howard from McGavren Guild.

KNTB(AM)-KMGN(FM) Bakersfield, Calif.: To McGavren Guild from CBS Radio Spot Sales (AM) and Major Market Radio (FM).

KZAP(FM) Sacramento, Calif.: To McGavren Guild from Selcom.

WPAP-FM Panama City, Fla.: To McGavren Guild from Carpenter Co.

WSYR-AM-FM Syracuse, N.Y.: To Katz Radio from Major Market Radio.

KXFX(AM) Seattle: To Lotus Reps from P/W Radio Representatives.

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Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Irving C. Miller, *vice president-treasurer*.
Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.

Broadcasting

The Newsweekly of the Fifth Estate

INCORPORATING

TELEVISION

AND

Cablecasting

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

Sol Taishoff, *editor*.

Lawrence B. Taishoff, *publisher*.

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Frederick M. Fitzgerald, *senior editor*.
Harry A. Jessell, *associate editor*.
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Nancy Iyobb, Michael McCaleb, *editorial assistants*.
Pat Vance, *secretary to the editor*.

Senior Editorial Consultants
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Rufus Crater (New York)

BROADCASTING & CABLECASTING YEARBOOK

John Mercurio, *manager*.
Joseph A. Esser, *assistant editor*.
Alfred T. Barnes, Mark W. Jeschke, *editorial assistants*.

ADVERTISING

David Whitcombe, *director of sales and marketing*.
Winfield R. Levi, *general sales manager* (New York).
John Andre, *sales manager—equipment and engineering* (Washington).
Gene Edwards, *Southern sales manager* (Washington).
David Berlyn, *Eastern sales manager* (New York).
Tim Thometz, *Western sales manager* (Hollywood).
Charles Mohr, *account manager* (New York).
Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

CIRCULATION

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, Sandra Jenkins, Vanida Subpamong, Debra De Zarn.

PRODUCTION

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

ADMINISTRATION

Irving C. Miller, *business manager*.
Philippe E. Boucher.
Doris E. Lord
Debra Shapiro, *secretary to the publisher*.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Jay Rubin, *senior correspondent—bureau chief*.
Rocco Famighetti, *senior editor*.
Anthony Herrling, 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-Televesting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office. □ Copyright 1982 by Broadcasting Publications Inc.

SALES PRODUCTION PROGRAMMING

We have a library to fit your needs and format...check us out...eight different services available on an exclusive basis in your market. Call David Tyler or Carl Reynolds collect (901) 320-4340 for a free demo.

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BEST SELLER.

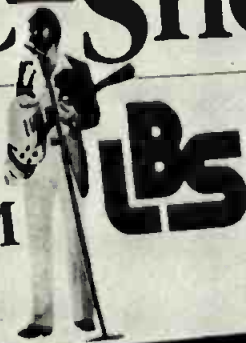
Put Glen Campbell's proven

**Star
Power**

to work for you this Fall.

The Glen Campbell MUSIC SHOW

NEW
FROM



Read why so many blue-chip advertisers are going with Glen to sell their products. You'll see why this important new series is right for your station in '82/'83.

We wrote this presentation for national advertisers.

But if you're looking for an exciting new entertainment series for your station in '82/'83, you should read it, too.

It's packed with information about THE GLEN CAMPBELL MUSIC SHOW. And it shows exactly why this weekly half hour is the hottest new prime access series in syndication.

Smart advertisers like General Foods, Nestle, and Star Kist think so. They've already snapped up nearly every national advertising availability we have to sell,

right through '82/'83.

But there are also some very desirable local avails in THE GLEN CAMPBELL MUSIC SHOW every week. And they're yours to sell, if your station has the series in your market.

There are over 100 markets taken right now, with more stations joining the GLEN CAMPBELL lineup every week.

So if you want to review this major advertiser-sponsored opportunity for your station, call or write for your copy of our presentation now.

We'll rush it to you by return mail.



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ATL

**103
MARKETS
SOLD!**

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WSB-TV, Atlanta
WAGT, Augusta
KTBC-TV, Austin, Tx.
KERO-TV, Bakersfield
WMAR-TV, Baltimore
WAFB-TV, Baton Rouge
KJAC-TV, Beaumont-Port Arthur
WBNG-TV, Binghamton
WVTM-TV, Birmingham
KFYR-TV, Bismarck-Minot
WOAY-TV, Bluefield-Oak Hill
KTVB, Boise
WSBK-TV, Boston
WKPT-TV, Bristol-Kingsport
KGBT-TV, Brownsville-Harlingen-
Weslaco
WIVB-TV, Buffalo
WCAX, Burlington-Plattsburgh
KGAN-TV, Cedar Rapids
WOWK-TV, Charleston-
Huntington
WCSC-TV, Charleston, S.C.
WSOC-TV, Charlotte
WDEF-TV, Chattanooga
WGN-TV, Chicago
WXIX-TV, Cincinnati
WUAB-TV, Cleveland
WLTX-TV, Columbia, S.C.
WTVM, Columbus, Ga.
WBNS-TV, Columbus, Oh.
KIII, Corpus Christi
KDFW-TV, Dallas-Ft. Worth
WDTN, Dayton
KWGN, Denver

WETM-TV, Elmira
WJET-TV, Erie
KMTR-TV, Eugene
KIEM-TV, Eureka
KTHI-TV, Fargo
WEVU-TV, Ft. Myers
WZZM-TV, Grand Rapids-
Kalamazoo
WGHP-TV, Greensboro—
Winston-Salem—High Point
WLOS-TV, Greenville-Ashevil
WXVT, Greenville, Ms.
WCTI-TV, Greenville-New Be
WHTM-TV, Harrisburg-Lanca
WXXX-TV, Hartford-New Hav
Waterbury
KIKU-TV, Honolulu
KHTV, Houston
WTHR, Indianapolis
WAPT-TV, Jackson, Ms.
WTLV, Jacksonville
WTAJ-TV, Johnstown-Altoon
KCMO-TV, Kansas City
KVVU-TV, Las Vegas
WKYT-TV, Lexington
KARK, Little Rock
KTTV, Los Angeles
WAVE-TV, Louisville
WMTV, Madison
WHBQ-TV, Memphis
WTMJ-TV, Milwaukee
WTCN-TV, Minneapolis-St. P
WALA-TV, Mobile-Pensacola
WZTV, Nashville
WGNO-TV, New Orleans
WPIX, New York

AVAILABLE 1982

101

WY-TV, Norfolk-Portsmouth
OSA-TV, Odessa-Midland
KMC, Oklahoma City
WDFL, Orlando-Daytona Beach
WRAU-TV, Peoria
WPHL-TV, Philadelphia
WPHO-TV, Phoenix
WPGH-TV, Pittsburgh
WGAN-TV, Portland, Me.
WJIN-TV, Portland, Or.
WTVB, Raleigh-Durham
WTVR-TV, Richmond
WDBJ, Roanoke-Lynchburg
WHEC-TV, Rochester, N.Y.
WTVR, Sacramento-Stockton
WTV, Salinas-San Jose
WTV, Salt Lake City
WNS-TV, San Antonio
WMB-TV, San Diego
WJOY-TV, Santa Maria
WTOC-TV, Savannah
WCAU-TV, Sioux City
WEM-TV, Spokane
WGB-TV, Springfield, Ma.
WTV, Springfield, Mo.
WVI, St. Louis
WSTM-TV, Syracuse
WFLA-TV, Tampa-St. Petersburg
WCHI-TV, Terre Haute
WKTU-TV, Utica
WVGA-TV, Valdosta, Ga.
WTTG, Washington, D.C.
WAW-TV, Wausau
WTRF-TV, Wheeling
WDX-TV, Wichita Falls
WECT, Wilmington

Warner Bros. Television Distribution
Warner Communications Company



This week

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 19-20—*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 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 Cine Festival*, held to "foster excellence and to promote Hispanic cinema ideals." Information: CineFestival, P.O. Box 96, San Antonio, Tex., 78291.

Also in July

July 28—*National Academy of Television Arts and Sciences* drop-in luncheon. Speakers: Alvin Cooperman, television producer, and Arol Buntzman, builder/owner, Manhattan Studio Center, New York, on "Expanding Film and Video Production in New York." Copacabana, New York.

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

July 28-29—*Wisconsin Broadcasters Association* annual summer meeting. Radisson hotel, La Crosse, Wis.

July 29-30—*Arkansas Broadcasters Association* summer convention. Fairfield Bay Resort, Fairfield Bay, Ark.

July 31-Aug. 3—*National Gospel Radio* seminar. Holiday Inn, Estes Park, Colo. Information: Jim Black, (615) 244-1992.

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 Association* 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. 4-7—*Society for Private and Commercial Earth Stations* first convention and exhibition. Speakers: 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. 6—Deadline for entries in Maggie Awards, sponsored by *Planned Parenthood Federation of America* for outstanding media efforts dealing with contraception, sexuality education, abortion, teen-age pregnancy and other family planning concerns. Information: Mimi Barker, (212) 541-7800.

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. 23-25—*Michigan Cable Television Association* annual convention. Grand Traverse Hilton, Traverse City, Mich. Information: John Liskey, (517) 372-4811.

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, NW, 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. MGM Grand hotel, Reno.

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

Sept. 14—*Southern California Cable Club* dinner meeting. Speaker: Ted Turner, president, Turner Broadcasting System. Beverly Wilshire hotel, Los Angeles.

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. 16-18—*American Women in Radio and Television* south central area conference. Driscoll hotel, Austin, Tex.

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 Advisers* 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. Dunfee 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. 23-26—*American Women in Radio and Television* Western area conference. Hyatt Regency Phoenix at Civic Plaza, Phoenix.



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THE FIRST HALF-HOUR COMEDY SERIES WITH A FULL HOUR OF LAUGHS!

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.

THE BJ/LOBO SHOW is flexible. You can play the half hours. Or you can play the original hours.

THE BJ/LOBO SHOW
86 half hours or 86 hours
MCA TV

There are madcap adventures, a mischievous chimp, bumbling deputies, car chases, long-haul fun and fabulous guest stars.

You can program the comedy adventure of the year real soon. The hours this Fall. The half hours starting January '83.

Screening is believing. Call today.

MAY UPDATE:

Playing better and younger than ever!

Baton Rouge, WAFB, 4-5 PM, M-F

NUMBER ONE in: Total Women, Women 18-34, and Women 18-49. 11% Rating Improvement over lead-in.

Beaumont-Pt. Arthur, KJAC, 3:30-4:30 PM, M-F

NUMBER ONE in: Total Women, Women 18-34, and Women 18-49.* 17% Rating Improvement over lead-in.

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

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, and Teens. 133% Rating Increase over May 1981.

Burlington-Plattsburgh, WCAX, 5-6 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, Teens, and Children. 120% Rating Improvement over lead-in. 22% Rating Increase over May 1981.

Charleston-Huntington, WOWK, 10-11 AM, M-F

NUMBER ONE in: Women 18-34* and Women 18-49. 100% Rating Increase over May 1981.

Charlotte, WBTV, 4-5 PM, M-F

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

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

NUMBER ONE in: Total Women, Women 18-34, and Women 18-49. 125% Rating Improvement over lead-in.

Cincinnati, WLWT, 5-6 PM, M-F

NUMBER ONE in: Rating.* 100% Rating Improvement over lead-in.

Colorado Springs, KRDO, 9-10 AM, M-F

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

Columbia-Jefferson City, KRCG, 4-5 PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34,* and Men 18-49.* 75% Rating Improvement over lead-in.

Columbus, Ga., WTVM, 4:30-5:30 PM, M-F

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

Eureka, KVIQ, 4-5 PM, M-F

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

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

NUMBER ONE in: Women 18-34, Women 18-49, Men 18-34, Men 18-49, and Children.* 300% Rating Increase over May 1981.

Ft. Wayne, WKJG, 4:30-5:30 PM, M-F

NUMBER ONE in: Rating* and Women 18-34.* 25% Rating Increase over May 1981.

Greenville-New Bern, WNCT, 4-5 PM, M-F

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

Harrisburg-Lancaster, WHTM, 9:30-10:30 AM, M-F

NUMBER ONE in: Women 18-34 and Women 18-49. 50% Rating Increase over May 1981.

Johnson City, Tn., WJHL, 5-6 PM, M-F

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



Lexington, WKYT, 4-5 PM, M-F

NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34,* and Men 18-49. 33% Rating Increase over May 1981.

Los Angeles, KTTV, 3-4 PM, M-F

NUMBER ONE in: Total Women,* Women 18-34, and Women 18-49 among Independent stations. 200% Rating Improvement over lead-in. 200% Rating Increase over May 1981.

Louisville, WLKY, 4:30-5:30 PM, M-F

NUMBER ONE in: Women 18-34,* Women 18-49, and Teens. 50% Rating Improvement over lead-in. 20% Rating Increase over May 1981.

Nashville, WTVF, 3-4 PM, M-F

NUMBER ONE in: Men 18-34,* Men 18-49, and Children. 50% Rating Increase over May 1981.

New York, WNEW, 10-11 AM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Men 18-49, and Teens among Independent stations.

Odessa-Midland, KMID, 3-4 PM, M-F

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

Oklahoma City, KWTU, 3-4 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, and Total Men. 100% Rating Increase over May 1981.

Paducah, WPSD, 4-5 PM, M-F

NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, Teens, and Children. 120% Rating Improvement over lead-in.

Richmond, Va., WTVR, 4-5 PM, M-F
NUMBER ONE in: Rating,* Total Women, Women 18-34, and Women 18-49.

Sacramento, KTXL, 10-11 AM, M-F
NUMBER ONE in: Women 18-34, Women 18-49, and Children. 100% Rating Improvement over lead-in.

Salt Lake City, KTVX, 4-5 PM, M-F
NUMBER ONE in: Rating, Total Women, Women 18-34, and Women 18-49. 60% Rating Improvement over lead-in. 60% Rating Increase over May 1981.

Springfield, Ma., WGGB, 4-5 PM, M-F
NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men,* Men 18-49,* and Teens.* 17% Rating Increase over May 1981.

Springfield, Mo., KYTV, 3:30-4:30 PM, M-F
NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34,* and Men 18-49.* 43% Rating Improvement over lead-in.

St. Louis, KTVI, 3-4 PM, M-F
NUMBER ONE in: Rating,* Women 18-34, Men 18-34, Men 18-49, and Teens.*

St. Petersburg, WTOG, 10-11 AM, M-F
NUMBER ONE in: Women 18-34, Women 18-49, and Children. 100% Rating Improvement over lead-in. 100% Rating Increase over May 1981.

Tallahassee, WCTV, 5-6 PM, M-F
NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49, Total Men, Men 18-34, Men 18-49, Teens, and Children. 80% Rating Improvement over lead-in. 29% Rating Increase over May 1981.

Toledo, WTVG, 4-5 PM, M-F
NUMBER ONE in: Rating, Total Women, Women 18-34, and Women 18-49. 250% Rating Improvement over lead-in.

Tulsa, KJRH, 4-5 PM, M-F
NUMBER ONE in: Total Women,* Women 18-34, and Women 18-49. 67% Rating Improvement over lead-in. 25% Rating Increase over May 1981.

Utica, WUTR, 4:30-5:30 PM, M-F
NUMBER ONE in: Rating, Total Women, Women 18-34, Women 18-49,* Total Men,* Men 18-34,* Men 18-49,* Teens, and Children.* 25% Rating Improvement over lead-in.

Wilkes Barre, WBRE, 4-5 PM, M-F
NUMBER ONE in: Rating,* Total Women, Women 18-34, Women 18-49, Teens, and Children. 167% Rating Improvement over lead-in. 60% Rating Increase over May 1981.

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

★ 221 HOURS ★

The Waltons

Warner Bros. Television Distribution
A Warner Communications Company



Sept. 24—*Society of Broadcast Engineers'* central New York regional convention/equipment show. Sheraton Syracuse, Syracuse, N.Y. Information: Gary Hartman, WSTM-TV Syracuse, N.Y., (315) 474-5182.

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

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

Sept. 26-28—*Utah Broadcasters Association* fall convention. Ogden Hilton, Ogden, Utah.

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

Sept. 29-Oct. 1—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 KOPN(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 Riqueys 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 *Conference 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 Waslewski 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 CeSar hotel, St. Petersburg Beach, 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.

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. 11-13**—*National Cable Television Association* business development symposium, "Minorities and Cable: The Interconnect of the 80's." Washington Marriott, Washington.

Oct. 13-14—*Kentucky Broadcasters Association* annual fall convention. Hyatt Regency hotel, Lexington, Ky.

Oct. 13-14—*Arbitron Radio* workshop. Colony Square, 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* Southeast area conference. Peabody hotel, Memphis.

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

Oct. 18-20—*Rocky Mountain Cable Television Association* convention. Hilton Inn, Albuquerque, N.M.

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. 19-21**—*Alabama Cable Television Association* fall meeting. Ramada Inn, Fort Walton Beach, Fla.

Oct. 19-21—*Washington Journalism Center's* Conference for Journalists, "Nuclear Freeze: World Arms Issues." Watergate hotel, Washington.

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

Oct. 21-22—*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.

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, all at Georgia World Congress Center.

Sept. 12-15—*National Radio Broadcasters Association* annual convention. MGM Grand hotel, 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's* 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—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

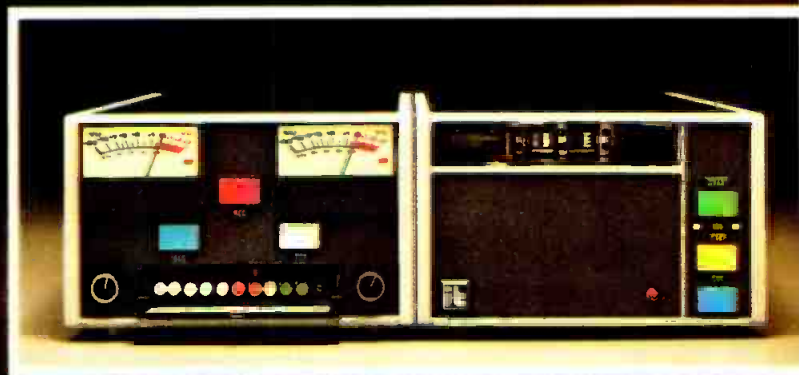
May 3-7, 1983—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: 1984 convention, to be announced; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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.

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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- **WGN** Chicago
- **WKBS** Philadelphia
- **KRON** San Francisco
- **WLVI** Boston
- **WKBD** Detroit
- **WCLQ** Cleveland, Akron
- **WFAA** Dallas-Ft. Worth
- **WPXI** Pittsburgh
- **KING** Seattle-Tacoma
- **KMSP** Minneapolis
- **WSB** Atlanta
- **WFLA** Tampa-St. Pete
- **KBTB** Denver
- **WMAR** Baltimore
- **KCRA** Sacramento
- **KPNX** Phoenix
- **WTXX** Hartford
- **WTMJ** Milwaukee
- **WSMV** Nashville
- **WSOC** Charlotte
- **WIVB** Buffalo
- **WCPX** Orlando
- **WBNS** Columbus
- **WUHQ** Grand Rapids
- **WRAL** Raleigh-Durham
- **KOCO** Oklahoma City
- **KSL** Salt Lake City
- **KMOL** San Antonio
- **WRGB** Albany
- **WIXT** Syracuse
- **WJRT** Flint
- **KAKE** Wichita
- **WKRG** Mobile-Pensacola
- **KOAT** Albuquerque
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Because television stations all over America are serious about being **NUMBER ONE**. And they know that nobody can match CNN when it comes to **IMMEDIACY** of coverage and programming **FLEXIBILITY**.

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- **KWTX** Waco-Temple
- **KVIA** El Paso
- **KLFY** Lafayette
- **KVBC** Las Vegas
- **WJCL** Savannah
- **KSBW** Monterey
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- **KSBY** Santa Barbara
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- **KTEN** Ada-Ardmore
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Don't let another station gain the CNN advantage in your market. Call your Turner Account Executive now and discover why the list of signatures above is growing every day.



For Broadcast Television

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. MacLauchlin, 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. 22-24**—*American Women in Radio and Television* north Central area conference. Amway Grand Plaza, Grand Rapids, Mich.

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

Errata

Company commenting at FCC on Microband Corp.'s "wireless cable" proposal in BROADCASTING's July 12 story (page 50) was **Taft Broadcasting Corp.**, not Taft Broadcasting Co. Former is Houston-based owner of WNNE-TV Hanover, Vt., and licensee of multipoint distribution systems in Dallas, Ft. Worth and Houston. Latter is Cincinnati-based owner of 12 radio and seven TV stations.

Place, Dei 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. 29-31**—*American Women in Radio and Television* Northeast area conference. Tarrytown Hilton, Tarrytown, N.Y.

Nov. 1-3—*National Translator Association, Low-Power Television/Translator Group*, 20th annual NTA convention and exposition. Aladdin hotel, Las Vegas.

November

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

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.

Open Mike

All for a V

EDITOR: In a May 24 editorial under the headline, "Whom do you trust?," BROADCASTING suggested that my effort to bring a commercial VHF television station to New Jersey is somehow at odds with the New Jersey Office of Cable Television. That is incorrect.

It is true that there are a number of VHF signals from New York or Philadelphia which are picked up by most New Jersey residents. (At the same time, portions of the state can get television only through cable service.)

My concern has always been that residents of New Jersey lack adequate coverage of issues and events in their state because New Jersey does not have its own VHF commercial television station. As things stand now, the citizens in the northern half of New Jersey see their state through the eyes of New York, and those who live in southern New Jersey get Philadelphia's view of our state. Other than disasters and scandals, people in New Jersey rarely hear about events in their state on the commercial VHF stations.

The lack of effective intrastate communication seriously limits our ability to debate major public policy issues and even makes it difficult for the state to respond to emergencies. That was evident during a water emergency last year, when the government needed rapid and effective ways to inform people of conservation techniques and water use restrictions.

A network of cable systems is beginning to help, but VHF television service in New York and Philadelphia will improve

only when New Jersey has its own commercial VHF TV station. On that issue there is unanimity—within our congressional delegation, with Governor Kean, all former governors and most people in New Jersey.—*Bill Bradley, United States Senator (D-N.J.)*.

Another believer

EDITOR: Three cheers for Jim Wychor, "daytime believer," and chairman of the More Time For Daytimers Task Force ("Open Mike," July 12).

Why is the FCC making room for some new daytimers, when there are some old daytimers anxious to extend their broadcast day? Why not allow present daytimers with outstanding contributions to their listeners additional hours before sunrise and after sunset? There are too many "juke-box" stations on the air already, so why encourage more?

WVCU is a 59-year-old daytimer, getting older, but wanting to get better! We take pride in the fact that our public affairs programming is almost three times the minimum percentage required by the FCC.

Over the years, we have been awarded many local citations, plus the Peabody, duPont, Freedom Foundation, Sigma Delta Chi, New York State Broadcasters, UPI and Elliott Steward awards, for outstanding and meritorious service to our community, central New York and the nation.

I don't think listeners in this area are interested in local news and weather from a community station we are protecting 1,500

miles away. All we are asking for is a few extra hours before sunrise and after sunset to better serve our audience. Is this unreasonable?—*Rudy Paolangeli, general manager, WVCU-AM-FM Ithaca, N.Y.*

Dereg strategy

EDITOR: Your July 12 editorial, "A harmful division," contains many statements with which we agree and the industry is in your debt for spotlighting the current sorry state of broadcast deregulation legislation.

We agree that the chances of moving a companion bill to S. 1629 through the House range from slim to none but not because NAB and NRBA are at "odds." The leadership of the House Commerce Committee and the Telecommunications Subcommittee have consistently let it be known that they have no intention of considering a House version of S. 1629. NRBA's proposal, rather than being "intended to satisfy the prejudices of Tim Wirth . . ." is intended to cater to the political practicalities and to satisfy NRBA's responsibility to its one and only constituency, America's radio broadcasters.

We have loudly and publicly reiterated our support for S. 1629 and we will continue to support that measure. But since it is all but certain that the House, in the current Congress, will not move on S. 1629, we urge NAB and all radio broadcasters to "get together" to support NRBA's 50-year contract proposal.—*Abe J. Voron, executive vice president, National Radio Broadcasters Association, Washington*.

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Mutual is the only commercial radio network in the nation's capital, with more reporters than any other radio network.

Mutual brings you the best in music entertainment, from the Beach Boys and Elton John concerts, to award-winning music specials like our "Johnny Cash Silver Anniversary Special" and "Country Music Countdown."

Mutual presents the biggest play-by-play sports line-up in the business. N.F.L., Notre Dame, and other major college contests, N.B.A. Championships, major P.G.A. Tourneys, and the Wimbledon and U.S. Open Tennis Championships.

At Mutual, we're the radio experts, committed to bringing you the best news, sports, and entertainment. That's why the system works.

Mutual's radio satellite offers new dimensions in sound quality and enhanced programming capabilities.

Mutual has resident correspondents in every major world capital. Mutual affiliates receive 66 newscasts every broadcast day.

Mutual delivers all radio pros. Jack Anderson's "Inside Washington"; Larry King's all-night talk show; and Dick Clark's weekly "National Music Survey" and holiday specials.

 **MUTUAL BROADCASTING SYSTEM**
Radio is our only business.

HOW YOU CAN ON A CHANNEL DON'T PAY

Parents feel their kids watch too much TV, and don't get anything out of it.

But that's the very reason you can get parents to subscribe to cable. And get them to keep it, too. Because you can offer Nickelodeon.

NICKELODEON IS THE FIRST CHANNEL FOR KIDS.

Nickelodeon is the only channel on either free or cable TV that offers quality entertainment for kids. All day. Everyday.

We have puppets, music and mime for pre-schoolers. Comedy that's purely kid stuff. Sport shows. Science shows. There's even a talk show for teenagers and their special concerns. Nickelodeon is the only cable channel endorsed by the National Education Association. And year after year, shows like "Pinwheel" and "Livewire" receive overwhelming critical acclaim.



"Pinwheel." Fun learning for pre-schoolers.

YOU'LL PROFIT MORE WAYS THAN ONE.

Nickelodeon helps you attract new customers, and keep

NEW YORK
Gil Faccio
212/944-4020

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John Reardon
312/565-2300

ATLANTA
Richard Clark
404/320-6808

DENVER
Carolyn McCrory
303/741-3600

DALLAS
E. A. "Buzz" Hassett
214/241-1421

LOS ANGELES
Bruce Braun
213/506-8316

MAKE MONEY FOR OUR CUSTOMERS EXTRA FOR.

present customers happy. But Nickelodeon helps you profit in other ways, too.

● Our 8,000,000 subscribers have made Nickelodeon so popular, it's helped cable operators across the country achieve overwhelming promotional success. We've worked with affiliates on everything from carnivals and fairs to telethons and mall openings.

Plus, we've developed national and local underwriting programs that help you generate additional revenue.

Call one of our regional representatives today and start offering Nickelodeon as part of your cable package.

Parents will profit. Kids will profit. But most of all, you'll profit.

NICKELODEONTM
THE FIRST CHANNEL
FOR KIDS.



"Reggie Jackson's World of Sports" looks at kids in action.



"You Can't Do That On Television."
Comedy kids love.

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WARNER AMEX SATELLITE ENTERTAINMENT COMPANY

A radio co-op advertising commentary from Robert Wilcox, Armstrong World Industries, Lancaster, Pa.

A co-op challenge for radio stations

No one knows for sure how many billions of dollars in potential revenue are available in co-op. But we know the billions are there.

And radio has been going after them. More and more stations are giving one person the responsibility for co-op and are staffing up to sell it aggressively. I can see that graphically in the increasing number of calls I get every day for information that will help get Armstrong retailers on the air. So radio is making good progress.

Now, how can you in radio get that ball rolling even faster? Lots of ways. But since I view this matter from the standpoint of a supplier who offers co-op for use on radio, let me help identify some of the roadblocks standing in your way. I'm not suggesting that many—or any—of these roadblocks necessarily apply to any particular station. But *all* of them have cropped up at stations used by retailers for their radio advertising. I think you may find some of them familiar. And the more of them we can remove, the faster we can channel more co-op dollars to radio.

■ *Stations frequently don't think of us as their customer.* Even though we may be paying 50%, 100% ... even 150% of the cost, we're not seen as the customer. So, when we ask the station what advertising ran, the station is apt to say, "Ask the retailer." The retailer knows what he *ordered*, but the station is the only party who can know what was actually *delivered*. And, as the station's customer, we think we're entitled to be told that by the station. In fact, if we aren't, there's just no way we can continue the advertising.

■ *Stations throw the rate card out the window.* That would be fine ... if the rate card hadn't been designed to be thrown out the window. At many stations, it's doubtful that any time was ever sold at the rates shown on the card. The card appears to be created to show the retailer what a deal he's getting at the rates he's being quoted.

So the supplier would like to have some assurance that the rates shown on the invoice are at least the retailer's real cost for the time after any rebates or discounts, given or to be given. Some stations I know state that right on the invoice. I can't help thinking how clear it would make things if *all* stations did.

■ *Stations offer "no-charge" spots.* A retailer may run 100 spots a month, 10 of which are mine, 80 of which belong to other suppliers, and 10 of which are "no-charge" spots. The "no-charge" spots have value. If they weren't being supplied at "no charge," some salesmen would be



Robert D. Wilcox is manager of retail advertising services for Armstrong World Industries, Lancaster, Pa. A retired colonel in the Air Force Reserve, he was chairman of the cooperative advertising committee of the Association of National Advertisers for three years. He has been an adjunct professor of advertising at Franklin & Marshall College since 1971.

out selling them. They're clearly part of what the retailer got for his money. If I help pay for them, I should get some of the value from them. If I don't, then I shouldn't be charged so much for what I did get.

For example, let's say the spots cost \$100 apiece. My spots represent 10% of the 100 spots received, so I should pay 10% of the station invoice. Since 90 spots are being charged for at \$100 apiece, the invoice is for \$9,000. My 10% of that cost should be \$900 ... not the \$1,000 shown on the invoice as the cost of my 10 spots. But if the cost of spots varies by time period, and I don't know the cost or content of the "no-charge" spots, how can I know what I owe?

■ *Stations barter time.* That sounds innocent enough. If an Armstrong retailer can supply the station with a resilient floor at the retail price of the floor and get a dollar-for-dollar exchange of time, surely that makes it a lot easier for him to buy the time. After all, he bought the flooring at wholesale, so his cost is a lot less than the value of the floor to the station.

To show you how that lovely arrangement can go awry, let me tell you of an experience we went through recently. A retailer called me to ask if he could trade flooring for time. I said, "Sure. If you buy the flooring at a cost of \$1,000 and trade it to the station for \$1,000 or more of time,

that's fine with us. We'll consider your cost for the time to be the \$1,000 you paid for the flooring."

The retailer had a fund of \$963 ... and ours was a 50% co-op plan. When the claim arrived, the station invoice for the Armstrong spots was for \$1,926. So, if we paid 50% of that invoice it would have used up the retailer's fund ... to the penny. It seemed a remarkable coincidence that the station could price its spots in a way that would permit half the cost to exactly equal the retailer's fund. But, in any case, we now had to determine what flooring the retailer had supplied to the station ... and what he had paid for it.

We asked our marketing representative to check that and let us know. It turned out that the retailer's cost of the flooring was less than \$300. Yet the station had supposedly given him more than \$1,926 worth of time. At least, that's what the station invoice said. But nobody's co-op plan pays on the value of the time. Value, like beauty, is in the eye of the beholder. Which is why every co-op plan pays on what the retailer paid for the time. But can you imagine our trying to show our retailer why he has only \$150 coming when he's asking for \$963?

■ *Stations sell time to ethnic or sports networks which resell the time to retailers.* The proprietors of the network are not employees of the station. Yet they do the invoicing and supply the documentation as to what went out over the air. I visited recently with a large manufacturer who had been burned badly in dealing with a sports network. The network bought spots, at, let's say, \$10 apiece. It then sold them to retailers for, let's say, \$100 apiece. When the retailer balked at paying \$100 for something worth only \$10, the network said, "Wait, you don't understand. It doesn't cost you anything. All you have to do is agree to let us file your co-op claims for you. And when the \$50-per-spot reimbursement comes in, you turn it over to us. You're home free. Your cost is zero."

So, the manufacturer wound up paying \$50-per-spot reimbursement when he should have paid only \$5. He had an unlimited co-op plan, where retailers were not restricted to the amount they accrued on their purchases. So he had the bewildering situation of retailers submitting claims for \$10,000 worth of time, when they had only \$50 worth of his product in their stores.

■ *Stations don't know how to document the content of the advertising that ran.* Since Marconi invented the medium, stations have realized that they don't have the tearsheet a newspaper does. So, instead, they have provided an affidavit of performance. And to that they have at-

BREAKTHROUGHS IN MEDICINE.

THE HEALTH FIELD viewers know about them long before they make the headlines.

Because *THE HEALTH FIELD* goes where the big news is revealed first.

Dr. Frank Field, NBC's popular science reporter, and his daughter Pamela Field, visit and report from the most important medical conferences and seminars. Where internationally renowned experts meet with news of new drugs, new procedures, and the results of major research studies.

THE HEALTH FIELD viewers learn first-hand from the newsmakers themselves about the breakthroughs. In the treatment of heart disease, mental

and emotional problems, diabetes, infertility, arthritis, alcoholism, cancer, learning disabilities. And even the common headache.

It's a unique and fascinating half-hour series that puts viewers ahead of the headlines.

And it's a proven way to attract an eager, highly-involved audience to your station Monday through Friday.

For all the facts about this important advertiser-sponsored opportunity, contact LBS today.



**LEXINGTON BROADCAST
SERVICES COMPANY, INC.**

777 Third Avenue, New York, NY 10017
(212) 838-1185 Telex 640818



THE HEALTH FIELD

The daily series
that goes right to the sources
for important health news.

tached the script the affidavit referred to. This would be equivalent to writing a personal check that said, "Pay to the order of Rosetta Stone the amount shown on the attached piece of paper." Can you imagine Rosetta trying to cash such a check at any bank? How could the bank know who attached the piece of paper? Banks have an old-fashioned idea that all the information ought to be contained on a single piece of paper.

The co-op committee of the Association of National Advertisers had the same feeling about radio documentation. So it sat down with the Radio Advertising Bureau and jointly worked out a simple set of words that stations could place upon the script itself to show how many times that

particular script ran at what cost. The ANA then worked hard to acquaint manufacturers with the new documentation. And I'm pleased to say that many of them who had deleted radio from their co-op plans altogether then restored radio to those plans.

In the meantime, RAB was working hard to explain to stations how strongly the new documentation could work in their self-interest. And they did that so effectively that thousands of stations have now printed their copy paper with the documentation. When the schedule has run, they simply fill in the blanks in the documentation on the script and sign it. They're so delighted with the way it's working for them that they've dubbed it

their "electronic tearsheet." And that's exactly what it is.

■ *Stations provide the "electronic tearsheet" manually.* While so many other time-consuming tasks at stations are now done by computer, most stations still laboriously provide the "electronic tearsheet" by hand. Which may be why they consider it such a burden. But there's no need to do that by hand. Some computer software now produces a memo bill that totals the number of times a given script ran at what cost. The only hand transaction then is to transfer the information from the memo bill to the "electronic tearsheet." One software company provides the ultimate. It keys each script into the computer and assigns it a code. The code appears on the program log. When the log has been corrected to show actual on-air performance, the computer at the end of the month is asked to seek out each code for a given retailer and print out the script that corresponds to that code along with the "electronic tearsheet." The station official simply signs the documentation.

So much for what stations are doing that makes it harder for the co-op supplier to do business with them. I'd like to speak of one more area—one which broadcast deregulation has permitted. Stations are no longer required to keep logs. Most stations have said they intend to continue keeping them, at least in a simplified form. I think it's most important that they do so . . . and in a way that would permit a co-op supplier to check station records to insure that the schedule actually did run exactly as shown on the ANA/RAB "electronic tearsheet" provided by the station.

Almost never will a supplier want to actually do that. But the fact that you keep such records is his assurance that the ANA/RAB "electronic tearsheet" information you supply is accurate. If there are no records to be checked, of how much value is the documentation you supply? On the other hand, if the documentation is known to be kept by the station, it could be checked at any time. And that will usually be enough to convince the supplier that the documentation is accurate. Frankly, if I were the station, I believe I would place a statement at the bottom of the "electronic tearsheet" which says, "Documentation to support the above statement is maintained at the station for a period of one year." That would nail it down. I would then maintain a file for each retailer, containing a duplicate of each documented script I had provided to him.

It would be easy to feel that I've taken undue advantage of an opportunity to tee off on radio. I hope you don't think of these comments that way. I like radio. Our retailers use it a great deal, and we value the way it sells Armstrong products. But the more attractive a medium can make itself, the more co-op dollars it will attract. And the first step in doing that is knowing what needs to be improved. I hope you'll feel that many of the areas I've discussed *can* be improved and in that way channel a lot more co-op dollars to radio . . . where they belonged all the time.

Now Grand Hyatt New York has special summer rates.

- Rates from \$85.00 single, \$105.00 double, effective July 1st through September 9th.
- The center of Manhattan's midtown business district on Park Avenue at Grand Central.
- Steps from Fifth Avenue shopping, Broadway theatres.
- Enjoy cocktails in SunGarden, cantilevered over 42nd Street.
- Experience imaginative dining at Trumpets®.
- Call for information on special weekend rates.*



dazzling

GRAND HYATT  NEW YORK

* Weekend rates apply Friday and Saturday night and are not available to groups or attendees of conventions and trade shows.

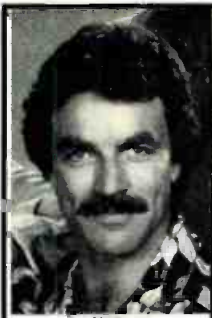
For reservations at 109 hotels worldwide, call your travel planner, 800 228 9000 or 212 883 1234.



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



KATZ INDEPENDENT TV SALES / A DIVISION OF KATZ COMMUNICATIONS INC



MAGNUM, P.I.
Thurs. 8:00 p.m.



DALLAS
Thurs. 9:00 p.m.



MAKING THE GRADE
Thurs. 7:30 p.m.



ONE DAY AT A TIME
Sat. 8:00 p.m.



M*A*S*H
Mon. 8:00 p.m.



ALICE
Thurs. 1:00 p.m.

AGAIN THIS YEAR...

19 ^{OF THE} TOP 20 SHOWS



THE JEFFERSONS
Sat. 8:00 p.m.



KNOTS LANDING
Thurs. 10:00 p.m.



60 MINUTES
Sun. 7:00 p.m.

Here's the line up according to the May A.R.B. Survey* reflecting the overwhelming dominant preference of Mid-Michigan's television viewers for WJIM-TV programs!

Rank	Program	Station	TV Homes	Rank	Program	Station	TV Homes
1	Magnum, P.I.	WJIM-TV	83,000	11	Lou Grant	WJIM-TV	50,000
2	60 Minutes	WJIM-TV	79,000	12	Nurse	WJIM-TV	50,000
3	Dukes of Hazard	WJIM-TV	78,000	13	NBC Sunday Movie	WILX-TV	50,000
4	M*A*S*H (8:00-7:30 P)	WJIM-TV	74,000	14	CBS Tue-Night Movie	WJIM-TV	47,000
5	M*A*S*H (9:00-8:00 P)	WJIM-TV	67,000	15	Alice	WJIM-TV	47,000
6	Simon & Simon	WJIM-TV	67,000	16	The Jeffersons	WJIM-TV	46,000
7	Making the Grade	WJIM-TV	65,000	17	Trapper John, M.O.	WJIM-TV	45,000
8	Dallas	WJIM-TV	61,000	18	Archie Bunker's Place	WJIM-TV	43,000
9	Knots Landing	WJIM-TV	53,000	19	One Day at a Time	WJIM-TV	43,000
10	Barney Miller	WJIM-TV	51,000	20	CBS Sat-Night Movie	WJIM-TV	43,000



ARCHIE BUNKER'S PLACE
Sat. 8:00 p.m.



SIMON & SIMON
Thurs. 9:00 p.m.



LOU GRANT
Mon. 10:00 p.m.

WJIM-TV

Gross Telecasting Lansing, Michigan

SERVING MID-MICHIGAN FOR 48 YEARS



TRAPPER JOHN, M.D.
Sat. 10:00 p.m.



NURSE
Sat. 10:00 p.m.



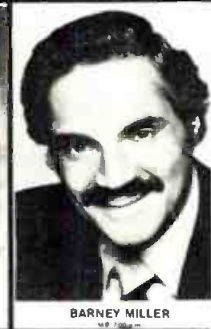
CITY ON FIRE
CBS TUES. & SAT. MOVIE
Tues. & Sat. 9:00 p.m.



DUKES OF HAZARD
Fri. 8:00 p.m.



M*A*S*H
Wed. 7:00 p.m.



BARNEY MILLER
Wed. 10:00 p.m.

*Source: ARBITRON, May 1982/Lansing-Jackson Total Survey Area Program Audiences Estimates.

Broadcasting Jul 19

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TOP OF THE WEEK

An index in the act on multiple ownership

FCC adopts rulemaking on allowing networks back into cable, but only after incorporating Dawson plan to establish means to measure 'national video marketplace'; no limits in sight on MSO's; public broadcasting may get authority for pay TV operation

Just how, and how much, the FCC will move toward relaxing its multiple ownership rules opened wider to question last week. Although the commission discarded a proposal that would have established limits on the number of cable systems any

That proposal, which she said could serve as the "underpinning" for determining whether to permit the networks into cable—and for re-examinations of its other ownership rules—was that the commission seek comment on establishing an index, much like the one the Department of Justice uses to determine whether it should approve a particular merger—that would give the commission a tool for determining when concentration in the "national video distribution market" was a problem and when it was not.

According to Dawson, while questions of economic efficiency should be of concern, under its public interest mandate the

the rulemaking was issued in 1970, evidence demonstrated that concentration wasn't a problem, the bureau said. While the Department of Justice had originally advocated such restrictions, it had changed its tune in comments on an Office of Plans and Policy report recommending that no such limitations be adopted (BROADCASTING, Jan. 25), the bureau noted. Other studies, including those by the network inquiry staff, concluded that cable concentration wasn't a problem, the bureau said. "All of these studies . . . demonstrate the industry is simply not concentrated at this time . . . and no limitations should be placed on multiple ownership at this



Dawson



Fowler



Rivera

one entity could own—and adopted a notice of proposed rulemaking aimed at permitting the major television networks to buy cable systems—it did so somewhat gingerly. Chairman Mark Fowler, as expected, strongly endorsed both actions, but his fellow commissioners didn't seem to share his enthusiasm, questioning whether the commission was addressing the rules in the best way possible—and wondering whether the commission needed a way to measure concentration.

While a majority went along on both actions, it was only after a proposal by Commissioner Mimi Weyforth Dawson was included in the network-cable rulemaking.

FCC needs to be concerned about competition and diversity in the video marketplace as well. By first adopting an index that would enable the commission to determine when patterns of ownership were creating (or had created) too much concentration (although no attempt was made to describe what too much concentration would be) the commission would insure that there was a "safety net" as it moved to relax those rules, she said.

As did Fowler, the Cable Bureau urged that the rulemaking proposal to put limits on the number of cable systems one entity could own, or on the number of subscribers it could serve, be terminated. Since

time," said Robert Ratcliffe, who presented the item for the bureau.

Commissioner Henry Rivera said he would have preferred to postpone action on that item—and the network-cable proposal—until the commission could address all of its multiple ownership rules in one rulemaking. By looking at the rules one by one, Rivera said, the commission's review would be "disjointed"; the commission should address the video marketplace "holistically."

Fowler disagreed. "This particular time . . . [is] ripe for commission decision making," he said. "I think it would be a mistake to wait. If any problems arise, we

can always look at it again," he said.

Dawson, however, concurred with Rivera, noting that she shared his belief that all of the ownership rules should be addressed at the same time. And although she said she supported the decision not to impose ownership limits on cable for the time being, she was concerned that the FCC's analysis of concentration in cable hadn't been directed properly. "It seems to me the relevant market in this context is the nationwide video distribution market," she said. "This being the case, the concentration ratios reported in the item, although small to begin with, are nonetheless inappropriately inflated," she said.

Commissioner Abbott Washburn dissented, contending that the majority's action would make it possible for one multiple system operator to own and control several thousand systems. "The small, locally owned systems one by one are already disappearing, and this will accelerate that process," he said. "This concentration of media outlets, in my opinion, is not in the public interest."

Although similar concerns were raised over the proposal to permit the networks to own cable systems (except in those markets where they own broadcast stations), the commission voted unanimously (with Commissioner Joseph Fogarty absent, and Rivera and Washburn concurring) to adopt the rulemaking proposal.

Rivera and Dawson again said they would prefer to take a look at the total video marketplace to determine when con-

centration was or wasn't in the public interest.

Fowler said he thought the FCC was forgetting that the rules, in preventing another competitor from entering the market, might have caused "a great deal of harm" to the country and consumers. Instead of assuming that "bad things may occur" if the commission permitted the networks into cable, he prefers to think that "a lot of good may come about if you let these rules fall." Besides, he said, the Department of Justice's antitrust division could always "step in when and if concentration became a problem."

Quello said that although he would have been against the rulemaking five years ago, he supported it now. "The networks can't dominate cable now," he said. "We have to look at it in 1982."

Washburn said he would go along with a concurrence. "I'm not in love with it, but it's only a notice of proposed rulemaking," he said.

■ In another action, the FCC voted unanimously (with Fogarty absent) to launch a rulemaking aimed at permitting public television licensees to offer subscription television service.

Although the commission noted that public broadcasters had traditionally been prohibited from such commercial operations, it noted that with the service's federal funding being slashed—and with its state and local support in danger of erosion—public broadcasting needed things like STV to help it make up the slack.

Nonetheless, the commission said, an important issue that needed to be ad-

ressed is whether the Public Broadcasting Act of 1981 prohibits such activity. While the act authorizes public stations to engage in "services, facilities or products in exchange for remunerations," it also says that no such offering should interfere with the provision of public telecommunications services.

The commission also said it wanted comment on whether for-pay operations could be consistent with the noncommercial nature of the public broadcasting service—and whether public licensees could meet their obligations to their audiences and engage in STV operations at the same time.

The commission also requested comment on whether it should permit public broadcasters to offer STV without restrictions on the kind or amount of subscription programming they could offer, or whether it should restrict the kinds of services (for example, instructional programming only) and restrict those STV offerings to certain times of the day or week and require public broadcasters to offer conventional programming the rest of the time.

■ In still other action, the commission voted unanimously (with Fogarty absent) to permit public broadcasters to air paid promotional announcements for nonprofit groups—as long as those announcements don't interrupt regular programming. Under the ruling, which the FCC said brought its policies into conformance with the Public Broadcasting Amendments Act of 1981, public broadcasters will still be prohibited from running paid announcements for profit-making entities. □

Seven to five

That could be the change in composition of the FCC if Senate bill becomes law

If the Senate Commerce Committee has its way, the FCC will lose two commissioners next June. Legislation the committee approved last week would cut the FCC from seven to five commissioners, and the slots targeted to go are those of Commissioner Joseph Fogarty, a Democrat whose term will expire then anyway, and the Republican seat for which President Reagan has nominated FCC General Counsel Stephen Sharp (now a full seven-year term). If the legislation is signed into law, and if Sharp receives a confirmation hearing, he would serve as a commissioner for less than a year.

The prospects of the bill becoming law appear bright. The bill, of course, has the support of the Republican-controlled Senate Commerce Committee. But it also appears to have the support of the Democrat-controlled House Telecommunications Subcommittee. "We're very interested in the idea," an official for the subcommittee said. "It's a good way to save money."

Although the Commerce Committee

approved the legislation as a cost-cutting mechanism, sources say the proposal also gives the committee a way to resolve its problems with the White House over Sharp's nomination. If Sharp were confirmed by the Senate, he would only be on the commission for a short while, assuming the bill became law. If the committee continued to ignore the nomination, the whole problem would disappear next June when that seat would cease to exist.

Sharp was nominated two months ago (BROADCASTING, May 24), and there's still no indication that he will receive a hearing, reportedly because of a deal struck between Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and Senator Ted Stevens (R-Alaska), who serves on the committee. Packwood agreed to support a Stevens candidate in exchange for Stevens's support of Packwood's former aide, Mimi Weyforth Dawson, for an earlier Republican appointment. After Stevens's candidate, Marvin Weatherly, of the Alaska Public Utility Commission, was passed over by the White House, Packwood left the matter of what to do next in Stevens's court.

The legislation, which was attached to the Commerce Committee's budget reconciliation package for fiscal 1983, was proposed by Senator Harrison Schmitt (R-N.M.). According to Schmitt, the legis-

lation, which would also cut the Interstate Commerce Commission down to five commissioners, was needed to cut costs. Schmitt reasoned that fewer commissioners would be needed in the future as industries are deregulated. "This committee's efforts to deregulate . . . are not complete until we cut the bureaucracy," he said.

Schmitt estimated that cutting two commissioners would save the commission \$1.1 million over the next three fiscal years.

The reconciliation package must pass through the Senate Budget Committee, but Commerce Committee sources say the legislation won't be stripped from the package there. They also predicted that any attempts to strip the legislation from the package on the Senate floor would be unsuccessful.

Attempts to include "nongermane" proposals—those that aren't related to the budget—in the massive budget reconciliation bills have been roundly criticized in the past. Senate sources say the Schmitt proposal is germane.

The Senate Commerce Committee successfully used last year's reconciliation bill as the vehicle for legislation lengthening broadcast license terms and for new authorizing legislation for public broadcasting. □

A responsive response to 'TV Guide'

CBS stands by its Vietnam broadcast but concedes it should have done better; news ombudsman to be named and more strict procedures followed; subject itself to be revisited on the air

The top men of CBS News reported last week, after a six-week investigation of *TV Guide's* charges against its *Vietnam Deception* documentary, that "CBS News stands by this broadcast"—but.

Reservations in hindsight, they said, did not diminish their support for "the substance of the broadcast," a 90-minute program, *The Uncounted Enemy: A Vietnam Deception*, broadcast Jan. 23. "But we now feel," they continued, "it would have been a better broadcast if:

"... it had not used the word conspiracy;

"... it had sought out and interviewed more persons who disagreed with the broadcast premise, and

"... there had been strict compliance with CBS News standards."

The report on the investigation, made public last Thursday, was in the form of an eight-page (double-spaced) memo from CBS News President Van Gordon Sauter to the CBS News Department. Its conclusions, Sauter said, were his and those of Burton Benjamin, CBS News senior executive producer who conducted a study of the broadcast in the wake of the *TV Guide* charges (BROADCASTING, May 31), and Edward M. Joyce, CBS News executive vice president.

Sauter said the *TV Guide* article contained some charges that were "unwarranted," some that were consequential but nevertheless involved "judgment calls" that could defensibly have gone either way, and some that were "either inconsequential or too subjective to judge with certainty." He left no doubt about one broad, overall charge:

"CBS News rejects the charge by *TV Guide* that this broadcast was a 'smear,'" he declared, adding a few lines later that "The *TV Guide* characterization was an exploitive attack on a serious, substantive journalistic effort."

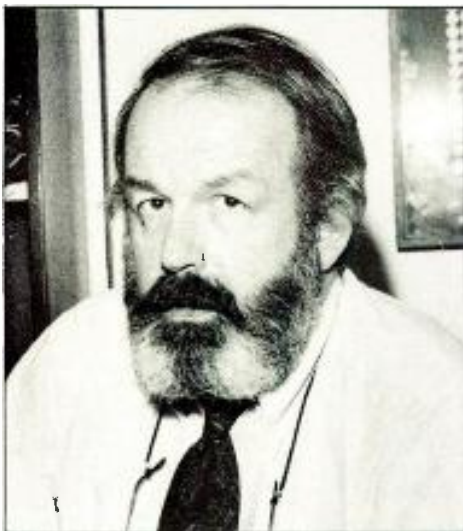
Sauter also said CBS News management had learned some things. He said that "the greatest asset of CBS News is its credibility" and protecting its credibility "is the most important aspect of our service to the public." In keeping with this commitment, he said, "we are taking further steps to insure that our organization is fully conversant with the CBS News standards and their importance to the credibility of our journalism.

"We will also be creating a new position, that of vice president, news practices. That person, reporting directly to me, will review and evaluate complaints, both internal and external, about our broadcasts to further insure that our journalistic efforts are sound.

"We are also planning a future broadcast on the issues treated in the original broadcast.

"Finally, on projects of a complex and controversial nature, the full involvement and collaboration of the principal correspondent is vital. Future assignments will take this essential need into consideration." (This was an allusion to assertions that Mike Wallace, principal correspondent on the Vietnam documentary, spent relatively little time on it during the 15 months it was in preparation.)

Sauter said in a telephone interview Friday that the projected follow-up to the original broadcast would not be "corrective," and that interest generated by the first program, and by the controversy resulting from the *TV Guide* article, justified "going back and looking at the same issues." He said no decisions had been reached about who would produce it, what format it would take or when it would appear. "We'll probably start talking about that next week," he said. (Another CBS source said one possibility that had been



Sauter

mentioned in general discussions was a panel show, with participants from both sides of the deception issue, to "carry the story forward" from where the first broadcast left it.)

Sauter implied that no disciplinary action had been taken or is planned against anyone sharing responsibility for the broadcast. "If anything was going to be done, we wouldn't make it public, but all the people involved are still here and are still working," he said, "and you can judge from that."

Sauter's memo did not identify anyone involved in the production. The producer was George Crile. The executive producer initially and for most of the 15 months was Howard Stringer. He left the assignment late last fall to become executive producer of *CBS Evening News With Dan Rather* and was succeeded for the last few months

of production by Andrew Lack. Lack is now executive producer of *CBS Reports*. Crile is now a producer for *CBS Reports*.

Of the decision that the word conspiracy should not have been used, Sauter's memo said it was used only once in the broadcast (but also in some promotion), and that "the broadcast presented ample evidence of deception," but that "we now believe that a judgmental conclusion of conspiracy was inappropriate."

He said it could be argued that the information presented on the broadcast was "balanced," but that "we feel there was insufficient effort to seek out and interview more of those who contend there was no deception, particularly given the complexity of the subject matter."

Sauter cited five "violations of the letter or the spirit of CBS News standards in the preparation of this broadcast":

"1. One person was interviewed twice, not because new information had become available that needed further exploration, but because there was a desire to elicit a stronger interview.

"2. This same person was allowed to view tapes of interviews with other people so he would be more forthcoming.

"3. Although the CBS consultant was identified on the air [Sam Adams, former CIA analyst], he should have been identified as a paid consultant.

"4. In two cases, journalistic oversight resulted in matters relating to one set of events being connected to another set of events.

"5. There were four instances of editing which, while not resulting in a distortion of content, were contrary to guidelines. They involved combining answers from several questions on the same subject into one answer."

"None of these violations changed the substance of the broadcast," Sauter said, "but we take them no less seriously."

On some questions, Sauter indicated, there are differences within CBS News, such as whether a three-hour interview with Walt W. Rostow, former special assistant to President Johnson, should have been totally omitted from the broadcast. "Those responsible for the broadcast," he said, "say the interview cast no light on its premise. It also was a judgment call."

He also said "there is honest disagreement among the three of us [Sauter, Benjamin, Joyce] as to whether [it] is correct," as alleged, "that so-called sympathetic witnesses were given more gentle treatment in their interviews than those who had a contrary position."

In another instance, he said, "greater diligence would have shown" that one person not interviewed because he was reported to be ill, was in fact, "not ill and might have been available."

He dismissed as "unwarranted" accusations that CBS News's paid consultant was rehearsed for his interview, that the paid consultant has since "backed away from the premise of the broadcast" and that "a

Plot keeps thickening in NAB race

Wiley's name surfaces again; interim president suggested; criticism of Fritts candidacy continues, with some calling for his resignation as joint board chairman; consensus seems more remote than ever

deal" had been struck whereby an interviewee would be asked "a specific question" and his answer used on the broadcast.

Sauter described the premise and preparation of the broadcast:

"The editorial process . . . was initiated with the premise that there had been a deliberate distortion by the American military of enemy-strength figures in Vietnam.

"The ultimate purpose of this distortion was to under-report enemy combat capabilities in order to present a more optimistic picture of the conflict to the American people. Seven retired military officers and a former CIA agent came forward on the broadcast to support the premise that these figures were intentionally manipulated. They presented compelling evidence that the enemy-strength figures had been distorted under pressure from more senior officers.

"Because of this documentation," he said, "we support the substances of the broadcast."

Sauter also made plain that Benjamin, in his investigation, had covered a lot of

The process of finding a successor to Vincent T. Wasilewski as president of the National Association of Broadcasters was threatening to disintegrate last week. The search committee—now headed by radio board chairman William Stakelin and TV board chairman Gert Schmidt—met by conference call Friday afternoon to see where things stood. These key points emerged:

- The committee will meet again on Aug. 3 in Washington to interview any other candidates who may have surfaced by that time, and to consider what to do next.

- The name of Richard E. Wiley, the former FCC chairman who has so far resisted efforts to make him a candidate, has come up again, advanced by "rumors" that he might not in the long run be beyond reach.

- The possibility of an interim president has been advanced as a means of giving the search process a longer time to run while keeping the association functioning. A leading contender for such a position would be John Summers, the NAB's executive vice president and general manager, who is among the front-running candidates for the presidency itself.

- And, perhaps most important, such confusion now attends the search process that some members of the committee no longer have confidence that it will be able to have recommendations ready in time to put before the full NAB board at a scheduled meeting in Chicago on Aug. 9.

Earlier in the week, the process had begun to look more and more like a political campaign. Some NAB board members—who will make the final selection—were receiving calls from presidential hopefuls. And the last-minute candidacy of Joint Board Chairman Eddie O. Fritts has exposed him to the kind of criticism that is the stuff of politics.

Politics is not new to the contest. Thomas C. Sawyer, executive vice president of the Ohio Association of Broadcasters and one of the principal candidates for the job, has been the beneficiary of a vigorous letter-writing campaign directed at board members. But Fritts's entry into contention has intensified the process.

Fritts last week began an effort to call each of the 48 radio and television board members as a follow-up to the mailgram he sent them explaining his action in resigning as chairman of the search committee and declaring himself a candidate for the presidency, on July 8, just in time to make himself sixth on the list of candidates the search committee was to interview that day (BROADCASTING, July 12).

Board members vividly recall his repeated assertions, at the June joint board meeting, that he was not a candidate.

As in his mailgram, he said last week, he is telling board members he had delayed announcing his candidacy as long as he did because he was waiting for the agreement of his wife to uproot their family from Indianola, Miss., and move north to Washington. That came only shortly before his announcement, he said. He also said his entry had been prompted by what he considered the "limited field" of candidates that had come to the committee.

Some board members last week were also taking calls from Donald Thurston, himself a former joint board chairman, who was one of the six candidates interviewed by the search committee. He said he is gauging "impressions" and declaring that he is "staying in" the contest.

Thurston said he is not asking for commitments, but he said his decision to make the calls was spurred by reports he received that individuals—in at least one case the manager of a Fritts radio station, he was told—had called board members seeking vote commitments for Fritts. Fritts denied knowledge of such a campaign, and a spot check of board members failed to confirm the existence of one.

In any event, Thurston sees what he thinks should be a selection by the search committee of a single recommendation that the board could endorse or reject turning into an "election," in which the board will choose among several candidates presented by the committee. If there is "a board election," he said, "I won't let it go by default." And the likelihood that the search committee will present the board with as many as three names from which to make a selection seemed strong.

The politicking of other candidates—to whatever degree—is not Thurston's only concern. He said he has been the object of "innuendos" that he is anti-Semitic and that the networks oppose his selection as president. Thurston denied the charges, and said the networks have assured him of their "neutrality."

But if Thurston is the target of a whispering campaign, criticism of Fritts has been loud and clear because of the manner in which he entered the contest. Thurston himself said the "ethics and integrity" of Fritts's action will have to be judged by the search committee or the board itself. Others, like television board member Jerry Holley, of Stauffer Publications Inc., who also is on the search committee, said Fritts's last-minute switch of roles—from selection committee chairman to candidate—"was upsetting to everybody," although he said Fritts "possibly" could overcome the negative feelings that have been generated.

But the heaviest criticism has come from those who feel Fritts has not been candid with the board or that he has compromised the integrity of the task of searching for a president, or both. Televi-

Unsatisfied. Reached at his summer home in Brevard, N.C., last Friday (July 16), General William Westmoreland called the CBS News report on its investigation of the documentary, *The Uncounted Enemy: A Vietnam Deception*, "a masterpiece of whitewash." He said he believed CBS News had accepted some of the criticism in the *TV Guide* article on the program and had backed away from its position that Westmoreland had participated in a "conspiracy." He added, however, that "the damage has been done." He said that he had not received a copy of CBS News's report but that it had been read to him by a reporter.

ground: "He approached it as a journalist reporting a complex story. He read the unedited transcript of some 20 hours of interviews recorded for the broadcast; the full text of General [William C.] Westmoreland's Jan. 26, 1982, news conference [criticizing] the broadcast; numerous newspaper and magazine articles, books, portions of the *Congressional Record*, military documents and internal CBS News documents relevant to the broadcast. The broadcast and the Westmoreland news conference were repeatedly screened. Mr. Benjamin interviewed 32 persons—14 in person, 18 by telephone. Twelve of the interviews were with CBS News employees, all in person. Mr. Benjamin's report was presented to me July 8."

Sauter said "it may be bewildering to some outside CBS News that within our organization there can be debate regarding editorial decisions. But ours is a collaborative business, and such debates are natural, and of great value. Where we agree is in our commitment to accuracy and fairness." □

sion board member William Dunnaway, of WTHR(TV) Indianapolis, for instance, last week appeared as angry as he did when he first learned of the Fritts move and said he was "re-evaluating" his position on the board and his station's membership in NAB (BROADCASTING, July 12). That re-evaluation is still under way. And for the same reason Dunnaway gave originally: He does not think Fritts's word is good; he said Fritts had assured him he would not be a candidate. Dunnaway also said that, as joint board chairman, Fritts has an "unfair advantage" over the other candidates, in the "influence" he has over the board of directors. "I want Fritts to resign as joint board chairman."

Gary Stevens, president of Doubleday Broadcasting Co. and a member of the radio board, thought such a resignation might be appropriate for Fritts to consider as an "option" to assure that the search process was not "tainted." He thought it unfair that Fritts should be seeking the presidency while serving as NAB's top elective officer. Resigning the office he holds, Stevens said, would reflect the kind of "commitment" he said the other candidates are making in seeking the post. Fritts "has to decide if he wants to serve as joint board chairman or as an employee. If the latter, he should consider stepping down."

Dunnaway and Stevens, as well as some members of the search committee itself, expressed the view that since Fritts, as joint board chairman, had a hand in the selection of the search committee, its integrity could be perceived as having been compromised. If Fritts is finally named president, Stevens said, "I'm anxious that the selection not be seen as an inside job." Dunnaway and Stevens said the committee should be reconstituted.

Fritts's resignation as joint board chairman also had been recommended by another board member, Robert H. Pricer, president of WCLT(AM) Newark, Ohio. However, Pricer last week said he was concerned principally with the appearance of things, and had not been "upset" with Fritts's actions. He said the only way around the dilemma would have been to convene the board on a few days' notice to resolve the chairmanship question. And that wasn't feasible, he said.

For his part, Fritts said he saw no reason to resign. "I don't see any advantage over the other candidates by virtue of being joint board chairman," he said. And he said board members with whom he had discussed the matter had "scoffed" at the idea. As for the criticism directed at him generally, he said, "I feel comfortable with my actions. I know the process was not compromised... The people on the committee are honorable and are not compromised. They know my reasons for coming in late are valid."

Meanwhile, the search committee is continuing with its evaluation of the six candidates—NAB Executive Vice President and General Manager John Summers; former FCC Commissioner Robert Wells, now head of the Harris Radio Group, of Garden City, Kan., and chair-

man of Broadcast Music Inc., and Howard Bell, president of the American Advertising Federation, as well as Sawyer, Thurston and Fritts.

One candidate not invited for an interview on July 8, will be given one at the meeting on Aug. 3—outgoing Representative Marc Marks (R-Pa.). He has been pressing his candidacy vigorously and requested that he be interviewed.

And then there's Richard Wiley. As a result of the conference call last Friday, one last effort is being made to determine whether he may yet be available for the presidency. He has declined to become a

candidate but has never had to deal with an actual offer. Search committee members, in the conference call meeting Friday afternoon, decided—on the basis of "rumors" that he could be enticed—to assign committee co-chairman Gert Schmidt (of Harte-Hanks) the task of assessing his availability, if any.

Reached by BROADCASTING late Friday afternoon, Wiley said he had not yet been contacted by the search committee but that his position remained unchanged: he is happy where he is (at the Washington law firm of Kirkland & Ellis) and was not a candidate for the NAB post. □

NAB concedes on code antitrust suit

Justice files proposed consent decree with Judge Greene; it would eliminate commercial provisions in NAB TV code

The National Association of Broadcasters last week officially threw in the towel in its court fight with the Justice Department over commercial provisions of the NAB's television code. Justice on Friday filed with U.S. Judge Harold Greene a proposed consent decree that, as expected, would end the government's antitrust suit on terms that would provide the results Justice would have hoped to achieve by a trial on the merits of the suit (BROADCASTING, July 12).

The proposed decree would require elimination of the code provision limiting the number of nonprogram announcements that could be broadcast consecutively as well as the number of times a program could be interrupted for nonprogram material and the number of products that could be advertised in a single commercial.

The proposal would also eliminate a rule specifying the number of minutes per hour of nonprogram material a station can broadcast.

Justice had contended the challenged rules effectively created a 30-second minimum for television commercials, which prevented television advertisers developing innovative commercial formats, and that the code artificially limited the supply, and increased the cost, of advertising time. The result, Justice said, violated the Sherman Antitrust Act.

Besides dealing with the provisions at issue in the suit, the proposed decree would also bar the NAB from adopting a rule in the future regarding the quantity, placement or format of nonprogram material. However, the proposal would not prevent any individual broadcaster from adopting limits on the quantity, placement or format of nonprogram material.

Judge Harold Greene, in summary judgment issued in March, agreed that the multiple-product rule is illegal, and ordered NAB to stop enforcing it. He directed the other issues held for trial on the merits, and denied NAB's motion for summary dismissal of the suit.

The proposed decree will not become

effective until Greene enters it. And he will not act until interested parties have had 60 days to comment on the proposal. NAB officials expect Greene to approve the decree and enter it by November 1. At that point, NAB would ask the U.S. Court of Appeals in Washington to vacate as moot the NAB's appeal of Greene's March order, as well as the order itself.

Besides ending a case that was costly to litigate and that seemed to be going against the NAB, the proposed settlement would protect the association against the serious consequences of the private litigation that could result if the NAB fought the case to a final decision, and lost. A final judgment on the merits in favor of the government would have constituted prima facie evidence against NAB in any private lawsuit. And that in turn would have opened the NAB to triple damages claims. However, consent judgments entered before testimony is taken in an antitrust case are not prima facie evidence.

The settlement leaves open the question of the fate of the television and radio codes the industry has developed as a means of self regulation. John Summers, NAB executive vice president and general manager, said that, assuming Greene enters the proposed decree, the radio and television code boards would confer with lawyers to determine what form of code they could adopt. Then they would make recommendations to the full board, and it will act. But first, Summers said, "we have to put this behind us, legally." □

House threads its way through H.R. 5158

After three days of markup, Commerce Committee leaves Wirth bill pretty much intact, but more work set for next week

The controversial common carrier bill, adopted by the House Telecommunications Subcommittee last March, was subjected last week to more than 13 hours (over three consecutive days) of haggling,

compromise and revision by the House Energy and Commerce Committee. When Committee Chairman John D. Dingell (D-Mich.) finally brought down the gavel on the markup late Thursday afternoon, subcommittee aides could report that their bill was still essentially intact and they were sanguine the committee would finish up and report the bill out this week. Markup is scheduled to resume tomorrow (July 20) at 10 a.m.

The bill, H.R. 5158, would modify the consent decree by which the Justice Department agreed to drop its antitrust suit against AT&T, the nation's pre-eminent common carrier, as well as rewrite completely the common carrier portions of the Communications Act. AT&T has vigorously opposed the bill, rallying its three million shareholders and one million employees against it.

Even if the committee adopts the bill this week, the measure will still be a long way from becoming law. The Judiciary Committee has asked to take a look at the bill after the House Energy and Commerce Committee is done with it to gauge its antitrust implications. What's more, there is considerable concern about whether House and Senate conferees will be able to settle on a mutually acceptable bill. The Senate common carrier bill (S. 898), passed by the Senate last October, differs greatly from the House bill.

Although more than two dozen amendments were introduced at markup last week, most of those that were adopted were supported by the bill's proponents, led by Subcommittee Chairman Timothy E. Wirth (D-Colo.), one of the bill's seven co-sponsors, or represented compromises acceptable to them. Most of the amendments that were rejected came from the bill's opponents, led by Representatives Tom Corcoran (R-Ill.) and Don Ritter (R-Pa.), who were generally seeking provisions less restrictive on AT&T.

Because of the many amendments and the often lengthy discussions that followed their introduction, progress on the bill was slow. Moving through the bill section by section, the committee after three days had managed to reach only page 40 of the 130-page bill. Subcommittee aide David Aylward noted, however, that the bill only has 100 pages of substance and that two-thirds of the expected amendments had already been disposed of.

Things would have moved considerably slower had the bill's opposition kept up the delaying tactics it used during markup before the Independence Day holiday (BROADCASTING, June 28). Although Corcoran had plenty of amendments, some addressing the same issue, last week he abandoned his practice of demanding that each of the bill's sections be read aloud before consideration and requiring roll-call votes on every amendment. Both actions are time consuming.

Proponents of the bill made some concessions to AT&T. The bill had stipulated that a carrier be classified as a dominant carrier, the category subject to the most regulation, if the carrier owns more than

50% of the long-distance transmission facilities or if adequate alternative long-distance facilities are not generally available nationwide. To correct the definition that was perceived to be "unfairly weighted" against AT&T, the committee adopted an amendment, introduced by Michael L. Synar (D-Okla.) and supported by Wirth, requiring, in part, that the FCC consider private transmission facilities that are resold to the public when it calculates the dominant carriers' percentage of the total facilities. The change was intended to speed the day when AT&T, a company that now owns 96% of the facilities, no longer controls 50% and can shuck the regulations that go along with the dominant-carrier status.

Matthew J. Rinaldo (R-N.J.) was able to win one more concession on classifying carriers with his amendment to raise the percentage dividing dominant carrier from nondominant carrier from 50% to 60%. He argued that 50% was too low. The mainframe computer, aircraft and domestic automobile industries all have



Wirth

companies that control 60% of the market, he said, and yet "those markets are considered to be highly competitive and there is no move to regulate them." Although Wirth opposed the change, he conceded that the 50% threshold was arbitrary and the committee adopted 60% as an amendment to the Synar amendment.

In the spirit of compromise, Al Swift (D-Wash.) offered a large package of amendments that were drafted in cooperation with AT&T. The amendments did not address the more controversial sections of the bill and were quickly adopted by the committee. With the Swift amendments, the bill makes clear that carriers denied a change in classification by the FCC can petition for reconsideration; strictly limits the information the FCC can require a carrier to provide; does not "freeze in" the FCC's current system of allocating revenues and costs among various services; expedites tariff review; gives carriers the authority to meet and develop network standards; limits the FCC's authority governing mergers to a prevention of "excessive" national and local concentration of ownership, and limits the

FCC enforcement powers to the minimum necessary to prevent continuation of a proved violation.

Another amendment that enjoyed broad support was the bypass amendment offered by Thomas A. Luken (D-Ohio) and Billy Tauzin (D-La.) and adopted by voice vote. The legislation had prohibited AT&T from "bypassing" the local loops for five or, if necessary, seven years. It was feared that if AT&T were allowed to bypass, the local telephone companies and their ratepayers would suffer. The Luken-Tauzin amendment puts all the carriers on equal footing, but provides some exceptions to the blanket prohibition AT&T was faced with. Any carrier wishing to bypass, would have "to show either that the local company was not providing the needed quality of service or that the proposed bypass would not significantly decrease usage of the local company's facilities."

After two years, according to the amendment, the FCC could completely exempt certain classifications of carriers from the prohibition. In January 1990, the provision of the amendment expires and all bypasses will be lawful unless it can be proved that they are contrary to the Communications Act.

With the convergence of computer and telecommunications technology, William E. Dannemeyer (R-Calif.) believed the bill as reported by the subcommittee extended the FCC's regulatory authority over businesses outside the common carrier industry. To limit the reach of the FCC, Dannemeyer won the support of Wirth and the rest of the committee for a package of amendments insuring that the FCC tries to regulate such telecommunications-related businesses as computer manufacturing and information processing.

Madigan was successful in adding an amendment that keeps the chores of the FCC distinct from those of the Federal Trade Commission.

Corcoran was the author of several amendments that were rejected by Wirth and company. Under present law, companies requesting certificates to offer new services must prove the services are in the public interest. Under the Wirth bill, the FCC would assume the "any new transmission service" is acceptable unless an opponent to the grant can prove otherwise. One of Corcoran's ill-fated amendments would have expanded the scope of the bill's provision to include all services, instead of just new services.

The committee never got around to the two amendments of special interest to broadcasters and cable television operators. The first would put severe restrictions on mergers in the broadcasting and cable industries. The provision requires the FCC to develop rules to "limit the consolidation or merger of two or more persons which own transmission facilities . . . in order to avoid excessive local or national concentrations in the ownership of transmission facilities or other media interests." A subcommittee aide said the concerns of cable operators and broad-

casters should be ameliorated by simply changing *or to with*.

The other amendment of sole concern to cable operators will put into law AT&T's promise, given to the National Cable Television Association at its annual convention last May, not to get into cable television. An aide to Swift confirmed that the congressman would introduce the amendment as soon as the committee arrives at the relevant portion of the bill, Section 264. □

Annenberg opens Washington school

Courses will begin in fall of 1983 at third Annenberg School of Communications; degrees will not be granted; instead school will focus on research, study

Amid an assemblage of important members of the government, the communications industry and education, a new program for the study of telecommunications was inaugurated last Thursday in Washington.

It is to be an extension of the two existing Annenberg Schools of Communications, one at the University of Pennsylvania and the other at the University of Southern California. And its purpose, as the deans of those schools and various participants at the inauguration said, was to help ease what was described as a serious shortage of those in the U.S. who are versed in the disciplines involved in making telecommunications policy.

The inauguration of the program, which

will begin offering courses in the fall of 1983, helped serve as an opportunity for honoring the founder of the Annenberg Schools—Walter Annenberg, president of Triangle Publications Inc. and former ambassador to Great Britain.

George Gerbner, dean of the Pennsylvania school, said the program would not be "a degree-granting center" but that he hopes it will become "a magnet" for research and study projects. Its work will focus on training and research projects and seminars aimed at improving understanding of the political, economic, social and cultural consequences of new communications technologies and policies, and at developing professionals in those areas. The Washington-based program will be more than national in scope; it will address significant international telecommunications issues and assist Third World countries in developing communications capabilities.

Charles Z. Wick, director of the International Communication Agency, said the program would help deal with what he said is "a paucity of knowledgeable people in the esoteric field" of telecommunications. "People in government are not knowledgeable in those vital areas," he said. And Dr. Joseph V. Charyk, president and chief executive officer of Communications Satellite Corp., said the program would help develop an understanding of the interrelationship of the technical, economic and social disciplines required for a mastery of telecommunications policy.

Others at the inauguration included members and staff of the FCC, State and Commerce Department officials, presidents of other universities and colleges in

the Washington area, and members of the communications bar. The international community was also represented, by Hamdy Kandil, director of UNESCO's Division of Free Flow of Information and Communications Policies.

FCC Chairman Mark S. Fowler, who spoke at lunch following the inauguration program, said the program "will provide a great research tool," and expressed his delight that "the private sector has committed itself to see to it that the work of scholarship goes on, in Washington, where decisions are made." Then, addressing himself to Annenberg, at a table near the dais, Fowler said, "Your generosity in funding the first school, and then the second is legendary. Your other grants add luster." And he expressed the thanks of those in the room.

In response, Annenberg, a multimillionaire, said, "Whatever I'm doing, I feel obligated to do." □

Sturm und drang over New York cable franchises

City tells Cablevision that it will give awards to other companies if it doesn't come around to city's terms

While Cablevision officials insist that the company has neither withdrawn from the New York cable franchising process nor been formally eliminated by the city, the company has received a letter from the city's chief franchise negotiator, Morris Tarshis, stating that since the two haven't been able to come to terms, the city will proceed "with the remaining targeted applicants," to secure franchises covering the four outer boroughs.

The Tarshis letter, dated July 7, did not specifically eliminate Cablevision from the negotiations, but could be construed as implying that if the company truly wants to remain in the process it had better quickly come to terms with the fact that franchises awarded to it will be in the boroughs of Brooklyn and the Bronx and not Queens (which Cablevision has proposed) or Staten Island, both perceived as demographically more desirable.

Tarshis outlined a number of concessions the city has made in recent bargaining talks in attempting to strike a reasonable compromise with the cable company. He said that it was prepared to reallocate a number of the original assignments in Brooklyn to make the company's franchise there more viable. He also noted that the city had offered to defer all franchise fees in the Bronx until that system became profitable. Tarshis has also recounted the city's willingness to "provide the substantial equity infusion" (perhaps derived from the franchise fees of other areas) necessary to achieve Cablevision's desired



Founders. The Annenbergs help celebrate the inauguration in Washington of an extension of the schools of communications they founded at the Universities of Pennsylvania and Southern California. Shown above, at the Capitol Hill Hyatt Regency hotel, where the program was discussed with members of government, industry and academia, are (l-r): Peter Clarke, dean of the Annenberg School of Communications of USC; James Zumberge, president of USC; Walter and Lenore Annenberg; Sheldon Hackney, president of the University of Pennsylvania, and George Gerbner, dean of the Annenberg school at that university.

debt/equity ratio for the Bronx system.

"... [T]he foregoing incentives plainly satisfied our mutual desires to insure the economic viability of cable franchises for Cablevision within the city," concluded Tarshis. "Your failure to agree is unfortunate."

The city's strategy for getting the Bronx wired in the absence of Cablevision is well known: A consortium of the remaining targeted applicants (and perhaps the Manhattan franchisees as well) would construct and operate a system, financed all or in part by a portion of the franchise fees raised in other boroughs. And, according to sources involved in the discussions, the remaining targeted applicants, eager to get on with the process, have agreed.

With a Bronx solution at hand, the city

would still have to decide how to divvy up Cablevision's two-thirds share of Brooklyn. It has not yet offered that area to the other proposed applicant for that borough—Warner Amex. Other solutions might be still another (or the same) consortium, or perhaps calling on one or more of the applicants which were cut from the process in preliminary rounds.

The Staten Island process is also far from being resolved. Three companies have been targeted—Warner Amex, Vision Cable and Cox—and borough officials still have to decide whether they want to divide the area into one or two franchise areas. Questions have been raised concerning the viability of any more than one franchise for that borough due to its relatively small size. □

company's market price, as Wall Street focuses more on some predictions of eventual slow-down in growth at Atari. Given the relatively low share price, trading around \$46 as opposed to a year's high of \$63.25, Warner has filed with the SEC to make open market or other purchases of its stock, up to 6 million shares of 65 million outstanding.

RCA was also among those reporting gains for the quarter, but by a much slimmer margin—2.6%. Net profit at RCA totalled \$60.5 million, 58 cents per share in the quarter, on revenues that were up 5% to \$2.06 billion.

Within the corporation, NBC reported "substantially" improved sales and earnings for the quarter, "mainly reflecting improved operations of the television network and the owned and operated television stations." The results would have been even better, the company said, except for the news cost of the Falklands Islands and Mideast coverage.

RCA Americom had "sharply higher" revenues and earnings, CIT profits were up, as were RCA Records profits. However, the last was not able to offset consumer electronics, picture tube and solid state declines, pulling down Electronics earnings. Videodisk introduction costs also "cut into profits." But given the state of the economy, RCA Chairman Thornton Bradshaw said, "I think RCA performed well."

Scripps-Howard Broadcasting earnings were up 2.3% in the quarter, to \$5,230,000, 51 cents per share on revenues that climbed 7.6% to \$25,087,000.

Wometco Enterprises net income posted a gain of 14%, to \$6,713,000, 49 cents per share, for the 12 weeks ended June 19. That rise came on revenue growth of 26% to \$116,339,000.

Time Inc., meanwhile, reported declines in earnings for the quarter and the half, despite a 33.6% rise in operating profit at its video division to \$37.8 million in the quarter. Subscriber growth at both ATC systems and HBO was cited. That continues video's dominance of Time's operational earnings.

Income from continuing operations at Time, however, slipped 9.6% to \$47 million, 75 cents per share, as revenues edged up 7.7% to \$906,514,000. Net income last year, \$49,242,000, 84 cents per share, in the second quarter, included a \$2.7 million loss on the *Washington Star*.

Harte-Hanks reported 7% improvement in net income for the second quarter, to \$7,797,000. That translates into 80 cents per share on a primary basis, 5% over the comparable year-earlier figures. Harte-Hanks revenues in the period rose 15% to \$101,147,000.

The lowered earnings of Westinghouse Electric, which were down 1.3% for the quarter to \$110.4 million, \$1.28 per share, reflected, among other factors of its several businesses, an operating profit decline at Westinghouse Broadcasting and Cable. Corporate revenues moved up 3.8% to \$2.47 billion. □

Good news and bad in second quarter

CBS finds itself 'satisfied but apprehensive' as net income dips slightly; Viacom and Warner very upbeat; RCA and NBC post improvements as does Scripps-Howard, Wometco

Second-quarter earnings have started to roll out of corporate headquarters across the country, producing a mixed bag of results, some gaining, some losing against their year earlier performance.

"Satisfied" but "apprehensive" were the words CBS Inc. President Thomas Wyman used to describe the company's mood as it released second-quarter and first-half earnings that measured up poorly against the year-earlier periods. Net income was down 1% for the quarter, 8% for the half. If 1981 losses from the discontinued Fawcett paperback operations were excluded, earnings from continuing operations dropped further: 4% for the quarter, 12% for the half. Revenues meanwhile climbed 4% in both the quarter and the half.

Wyman said CBS was satisfied with that performance "given the poor economic climate in this country and abroad... particularly considering the substantially increased level of development activity we are expensing in 1982." That activity includes, among other items, the losses for CBS Cable, estimated to be running at an annual rate of over \$25 million. The apprehension of which Wyman spoke is directed toward the second half of the year, "should the projected recovery not materialize."

The somber note was sounded even though CBS's basic business, broadcasting, seems to be going relatively well. Broadcast revenues in CBS's second quarter were up 12%, and CBS/Broadcast Group profits "rose despite cost pressures associated with additional sports and news programing and the start-up of Radioradio."

Second-quarter net income was \$46.1 million, \$1.64 per share, down from \$46.8 million, \$1.67 per share, on revenues of

\$1.03 billion, which were up 4% over 1981's results. Last year, continuing operations logged \$48.2 million, \$1.72 in earnings in the second quarter.

For the half, net income was \$58.3 million, \$2.08 per share, on revenues of \$2.04 billion. That compares with the year-earlier net income of \$63.6 million, \$2.27 per share, on revenues of \$1.97 billion. Earnings from continuing operations in last year's second half totaled \$66.4 million.

While CBS Records logged a profit in this year's second quarter against last year's loss, and the devaluation of the Mexican peso gave the CBS/Publishing Group earnings a lift over their year-earlier performance, the CBS/Columbia Group continued to be a victim of the economy—with revenues down 13%, and the losses of musical instruments and specialty retailing pushing the group as a whole into the red.

Over at Viacom International things were markedly better, with net earnings for the second quarter posting an increase of 21% to \$5,716,000, 46 cents per share, on revenues that were up 33% to \$68,469,000. The earnings increase came even as interest costs soared—from \$351,000 in last year's second quarter, to \$2.4 million in 1982.

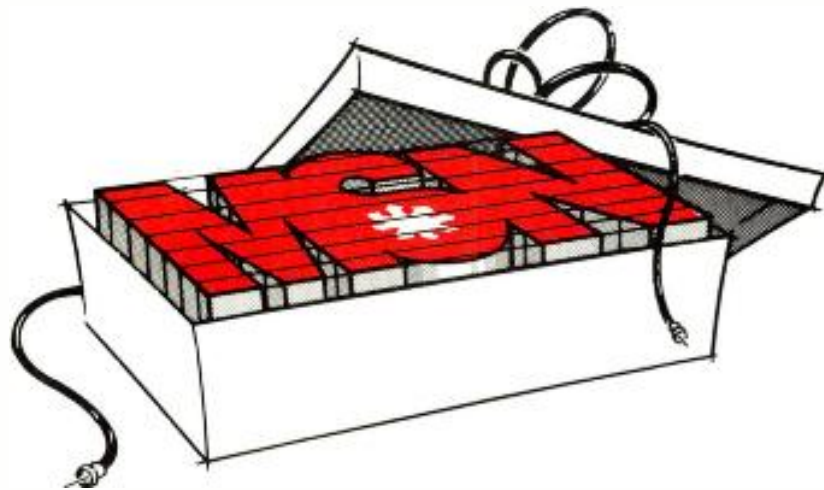
For the half, Viacom reported revenues of \$130,231,000, up 34%, and net income of \$10,471,000, 84 cents per share, up 19%.

Things were even rosier for Warner Communications Inc. in the quarter—net earnings climbing 60% to hit \$68.2 million, \$10.5 per share, on revenues that advanced 34% to \$907 million. Still fueling that earnings growth is Warner's Atari division which reported \$111.8 million in operating revenue, close to three times its year-earlier performance.

In the first six months, WCI reported \$1.84 billion in revenues, ahead 44%, and earnings of \$146.1 million, \$2.25 per share, up 59%.

However, the vast earnings gains for WCI continue to lack a reflection in the

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The People’s Court is a hit in San Francisco.

KGO-TV Mon-Fri 7:30 PM**

		RTG/SH	W18-49	M18-49
KGO-TV	PEOPLE'S COURT	12/23	107	82
KPIX	Evening Magazine	11/21	83	69
KRON-TV	Entertainment Tonight	4/9	37	29

The People’s Court is a winner in Cleveland.

WJKW-TV Mon-Fri 7:00 PM*

		RTG/SH	W18-49	M18-49
WJKW-TV	PEOPLE'S COURT	9/21	46	25
WEWS	You Asked For It	7/17	28	19
WKYC-TV	Network News	10/24	33	31

The People’s Court is a smash in Spokane.

KXLY Mon-Fri 7:00 PM**

		RTG/SH	W18-49	M18-49
KXLY-TV	PEOPLE'S COURT	16/31	24	19
KHQ-TV	MASH	17/33	24	18
KREM-TV	Star Trek	9/17	17	18

The People’s Court shows big increases in New York.

WABC-TV Wednesday 7:30 PM*

		RTG/SH	W18-49	M18-49
MAY82	PEOPLE'S COURT	7/13	227	195
MAY81	Hollywood Squares	6/11	141	61

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WBAL-TV Mon-Fri 7:30 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
WBAL-TV	PEOPLE'S COURT	11/24	75	48
WMAR-TV	Joker's Wild	13/27	30	27
WJZ-TV	Evening Magazine	11/25	46	35

The People's Court scores high in Jacksonville.

WJXT-TV Mon-Fri 7:30 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
WJXT-TV	PEOPLE'S COURT	14/29	29	21
WTLV	MASH	12/24	27	22
WJKS-TV	Family Feud	9/19	14	8

The People's Court places #1 in Cincinnati.

WCPO-TV Saturday 7:30 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
WCPO-TV	PEOPLE'S COURT	9/27	25	30
WLWT	Lawrence Welk	8/26	6	4
WKRC-TV	Hee Haw	7/21	15	14

The People's Court shows major growth in L.A.

KABC-TV Friday 7:30 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
MAY82	PEOPLE'S COURT	8/14	166	137
MAY81	Teletone News	6/11	105	97

LATE FLASH!!

A shocker in Philadelphia!

KYW-TV Mon-Fri 7:30 PM

May 82 Sweeps RTG/SH***

7:00	Evening Magazine	4/10
7:30	Muppets	6/12

PREMIERE

	<u>Week of 6/7</u>	<u>Week of 6/14</u>	<u>Week of 6/21</u>	
	<u>RTG/SH****</u>	<u>RTG/SH****</u>	<u>RTG/SH****</u>	
7:00	Evening Magazine	4.6/9	4.0/9	4.2/10
7:30	PEOPLE'S COURT	7.8/16	8.2/18	9.0/21

* NSI/Cassandra May82
 ** Arbitron May82
 *** NSI/VIP MAY82
 **** NSI Overnights as of 6/7

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And in early fringe, "The People's Court" continues to grow rating period after rating period. So for overnight success, go with the show that has lasting strength. "The People's Court."

The People's Court is a winner in New York.

WABC-TV Mon-Fri 4:30 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
WABC-TV	PEOPLE'S COURT	7/22	207	73
WCBS	Barnaby Jones	5/17	81	37
WNBC-TV	Dark Shadows Mary Tyler Moore	3/9	89	32

The People's Court is #1 in Atlanta.

WSB-TV Mon-Fri 4:00 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
WSB-TV	PEOPLE'S COURT	8/30	45	22
WAGA-TV	Charlie's Angels	6/25	28	9
WXIA-TV	Laverne & Shirley	3/12	14	5

The People's Court is a hit in San Diego.

KGTV Mon-Fri 3:00 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
KGTV	PEOPLE'S COURT	8/39	28	9
KFMB-TV	Merv Griffin	2/9	4	—
KCST-TV	Hour Magazine	1/6	4	—

The People's Court draws demos in Portland, OR.

KOIN-TV Mon-Fri 3:30 PM*

		<u>RTG/SH</u>	<u>W18-49</u>	<u>M18-49</u>
KOIN-TV	PEOPLE'S COURT	6/26	29	15
KGW-TV	Days of Our Lives	6/26	19	3
		4/18	10	3

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 THE PRODUCERS OF
 "So You Think You Got Troubles?!"

MAY—1982

FRINGE WINNER

The People's Court cleans up
 in Los Angeles.

ABC-TV Mon-Fri 3:30 PM*

		RTG/SH	W18-49	M18-49
ABC-TV	PEOPLE'S COURT	7/22	116	38
NXT	Barnaby Jones	5/16	49	38
NBC	Donahue	4/14	58	28

The People's Court way out in
 front in Denver.

KMGH-TV Mon-Fri 3:00 PM*

		RTG/SH	W18-49	M18-49
KMGH-TV	PEOPLE'S COURT	5/32	24	10
KBTW	Edge of Night	2/16	13	4
KOA-TV	Wheel of Fortune	2/15	9	2

The People's Court scores big
 in Milwaukee.

WTMJ-TV Mon-Fri 4:30 PM*

		RTG/SH	W18-49	M18-49
WTMJ-TV	PEOPLE'S COURT	9/33	18	14
WISN-TV	Welcome Back Kotter	4/17	11	9
WITI-TV	Charlie's Angels	3/13	10	5

The People's Court is tops
 in Grand Rapids

WZZM-TV Mon-Fri 4:00 PM*

		RTG/SH	W18-49	M18-49
WZZM-TV	PEOPLE'S COURT	7/26	21	10
WKZO-TV	Tarantales	6/22	13	8
WOTV	Gilligan's Island	5/15	10	5

The People's Court is a hit
 in Washington.

WRC-TV Mon-Fri 5:00 PM*

		RTG/SH	W18-49	M18-49
WRC-TV	PEOPLE'S COURT	8/30	49	32
WDVM-TV	News	6/20	26	19
WJLA-TV	Movie	5/17	34	27

The People's Court takes it all
 in Indianapolis.

WRTV Mon-Fri 3:00 PM*

		RTG/SH	W18-49	M18-49
WRTV	PEOPLE'S COURT	8/41	31	14
WISH-TV	Bewitched	3/18	17	4
WTHR	Odd Couple	2/11	8	4

* NSI/Cassandra May 82

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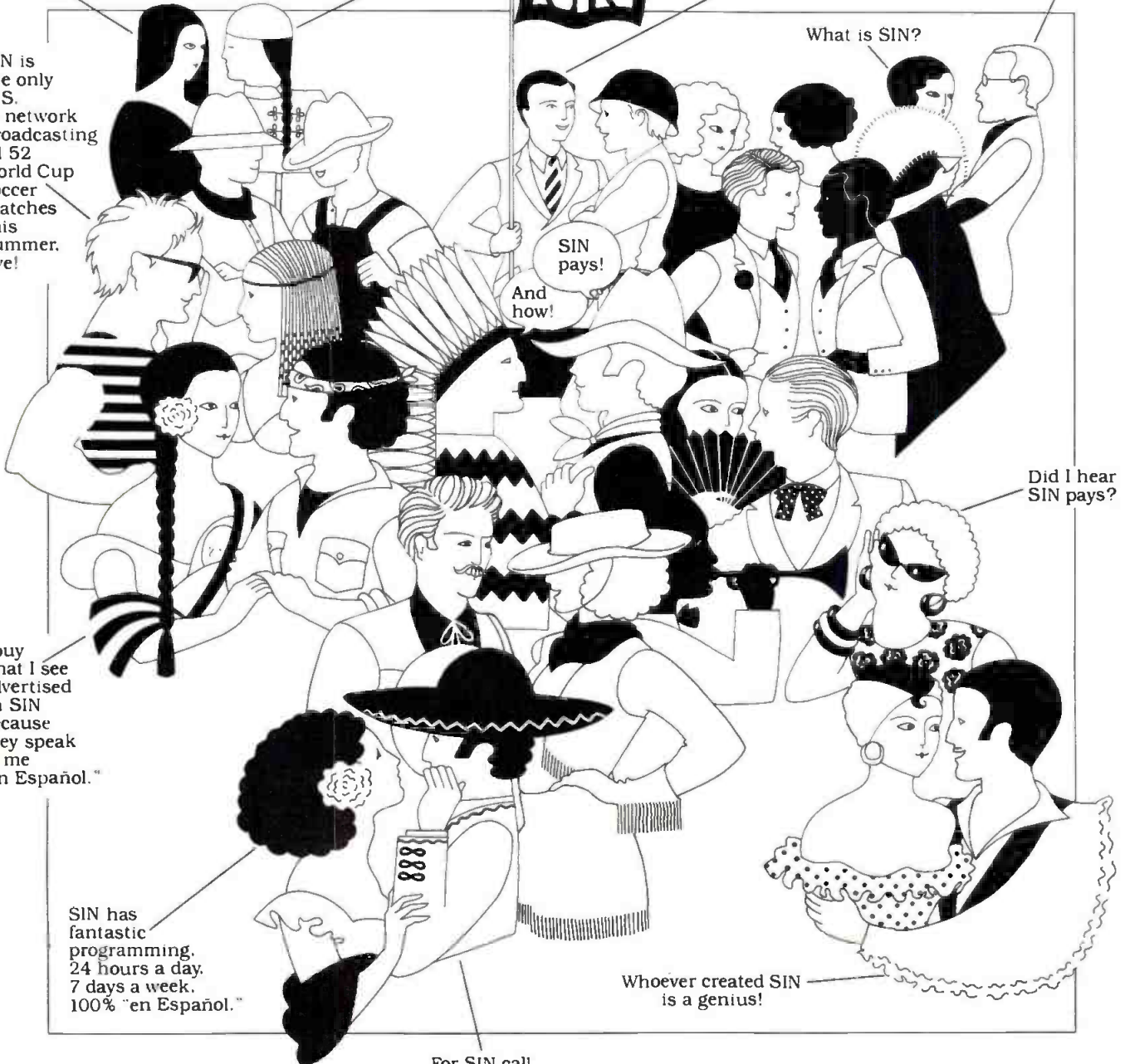
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I buy what I see advertised on SIN because they speak to me "en Español."

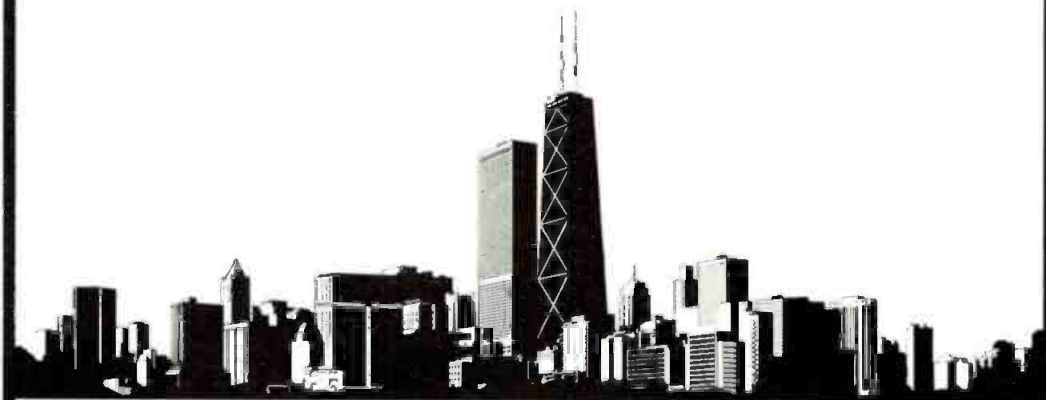
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THE WINDS OF CHANGE



CTAM '82
CHICAGO
JULY 19-21

Cable goes to Chicago: CTAM's 'noncommercial conference'

Convention is billed as working meeting, with press conferences, public sales pitches and sponsored events barred; cable marketing, addressability on the agenda

If there's some added sparkle reflecting off the waters of Lake Michigan the next few nights, Chicago's residents need not be alarmed. The luminaries of cable marketing have blown into town for CTAM's "Winds of Change" conference at the city's Hyatt Regency. Attendance is expected to top the 1,000 mark for this 1982 Cable Television Administration and Marketing Society annual conference, the fifth such session the organization has held.

On tap are speakers including Tom Wheeler, National Cable Television Asso-

ciation president, and panels featuring names in the cable firmament such as Robert Wright, president of Cox Cable; Jerry Maglio, president of Rainbow Program Services (and CTAM president); Robert Alter, president of the Cabletelevision Advertising Bureau, and Paul Bortz of Brown, Bortz & Codington.

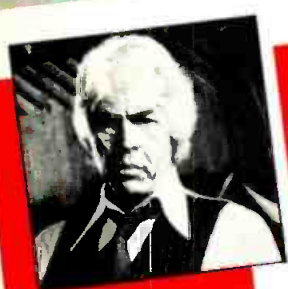
In the tradition of CTAM gatherings one is billed as a "noncommercial conference," with the organizers barring press conferences, sponsored events, public sales pitches, and hospitality suites (though, at least in the past, a few such items have managed to sneak their ways onto personal agendas). The focus CTAM is trying to build, officials say, is a working meeting, an atmosphere where people in the industry can learn new skills and sharpen old ones.

Of course, this is also the occasion for some official CTAM business. Wednesday's schedule will include the society's annual meeting, at which a new board will be elected. If things go as expected, Art Dwyer, vice president, sales and marketing, Cox Cable, will emerge as the new president of CTAM, succeeding Jerry Maglio, who concludes his one-year term of office.

Marketing issues, as CTAM's name implies, are on the minds of those gathered in Chicago. Burt Staniar, vice president, marketing and programing, Group W Cable, says that while it's "tough to prioritize" the issues that are most important, three are paramount—the interrelated aspects of direct selling, consumer advertising and program guides ("more and better marketing"); determining the right pro-

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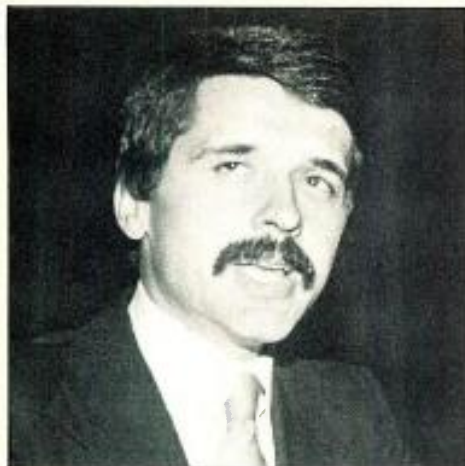
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gram mix and its packaging, and customer service. (The industry is waking up, he says, to the fact that cable is in the "customer service business.")

Ed Bennett, senior vice president, operations, Viacom Cable, has his own list of three important topics the industry will be addressing at CTAM '82—pay subscriber retention, particularly in a poor economic environment when "three pay TV services can be considered a luxury"; how to deal with new competitive threats, such as STV and SMATV, especially in multi-dwelling environments, where not only newer technologies, but also factors like the Loretto decision in that landlord's case against Group W Cable (formerly Teleprompter) (BROADCASTING, July 5) cloud the picture for cable operators in a market segment that's becoming an important part of the new subscriber mix, and how to get new revenue streams going, like pay-per-view and advertising.

Graham Moore, director of marketing/programming for TeleCommunications Inc., has addressability on his mind—it's impacts on program selection, marketing and administrative costs. (TCI, of course, is in the process of putting together its planned National Program Service, which is heavily dependent on addressability.)

Showtime's executive vice president, John Sie, thinks the industry will be approaching this Chicago conference with a "degree of soberness . . . reviewing hard-nosed business objectives." Among them, Sie believes, are questions of the financial viability of 100 plus channel systems, and

the financial feasibility of individual program services, pay and basic, within the cable universe, questions made more pressing by technological competition, the poor economy and high interest rates.

Times Mirror Cable Executive Vice President Greg Liptak (a founder and former president of CTAM) is going to Chicago with his sights set on two topics—"how cable will effectively compete with new technologies" and "proper packaging of our services in new and existing systems," with the latter attention focused on cable's problems in retaining subscriptions for pay products.

Not surprisingly, Bob McGroarty, senior vice president, marketing and sales of Warner Amex Satellite Entertainment, has addressability on his mind. He's on the panel devoted to that subject, and the related pay-per-view. "Addressability," McGroarty notes, "changes the picture of marketing" when subscribers get an easy option of changing the program services they purchase.

The addressability issue highlights one of the dichotomies in the cable industry: while most believe addressability is where the industry is going, for many operators, addressability is still years away, and their attention at present has to remain riveted on the more "back to basics" concerns of getting and holding subscribers. But this CTAM conference certainly won't stint on providing information and ideas on those scores.

Monday's opening session will give cable operators a chance to see how three

firms handle customer service—Federal Express, Avon and National Car Rental. An informal roundtable discussion of "42 topics" will follow.

Tuesday's Track Day sessions are divided into five tracks—subscriber acquisition marketing, subscriber retention marketing, program packaging for penetration and profit, multifamily dwelling marketing and advertising sales.

If preregistration figures are an indication, the first track is in for some of the heaviest attendance, particularly its sessions on developing effective mass media advertising, and "The telephone: cable's bold new sales tool." Two other track A panels will discuss door to door selling and direct mail marketing. (The four A track sessions are the only ones that don't repeat. Each of the other tracks feature two panels, both of which meet morning and afternoon.)

Perhaps surprisingly, in light of the attention other technologies are receiving, the multifamily dwelling sessions in CTAM's Track Day were not displaying heavy operator demand, at least according to initial reservation figures.

The advertising track, as described by CAB vice president for marketing, Saralee Hyman, will make provision for the differing levels of advertising sophistication evidenced by cable operators. One session is devoted to such advertising basics as putting together a rate card, the other focuses on leadership styles with sales organizations.

Wednesday is billed by CTAM as "the most important day" of the conference, and not just because CTAM's Tammy awards will be presented at lunch. Rather, the marketing organization will direct its attention that morning to a problem for cable—the "untouchables"—the 45% of the franchised population that are resisting the blandishments of cable marketers. The final session of the conference will be devoted to addressability.

Although CTAM '82 is a working meeting, all work and no play is not the order of the day(s). After the president's reception Tuesday, CTAM will throw a gala "Reels and Ragtime" party running the gamut of America's entertainment roots from barber shop quartets through ragtime and jazz, including classic silent films. □

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What to see at CTAM

Monday, July 19

Registration. 9 a.m.-5 p.m.

Opening session. 2-4 p.m. Grand ballroom A-B. Welcome: Jerry Maglio, CTAM president. CTAM '82 program: Arthur Dwyer, Cox Cable; Robert Marino, CBS Cable. *The Customer Service Tradition.* Moderator: Robert Wright, Cox Cable. Panelists: Heinz Adam, Federal Express; William Corbett, Avon Products; Jean Otte, National Car Rental.

Speakeasy roundtables. 4-5 p.m. Grand ballroom E-F. Includes 42 topics on management, programming, marketing, cable advertising and cable research. Immediately following will be a reception by Women in Cable in ballroom C.

Tuesday, July 20

Registration. 7 a.m.-3:30 p.m.

Track Day. 8 a.m.-5 p.m. Columbus ballrooms.

Track A: Subscriber Acquisition. Chairman: Don Mathison, Group W Cable. 8:15-10 a.m. (A-1) *Developing Effective Mass Media Advertising.* Moderator: Brian Gail, Ted Bates Advertising. Panelists: Chuck Beisch, Communications and Marketing for Cable; Doug Wenger, Storer Cable.

10:15-11:45 a.m. (A-2) *Door-to-Door Sells Cable.* Co-moderators: Ed Carter, Warner Amex; Tom Schmidt, Group W Cable.

Luncheon. Noon-1:30 p.m. Speaker: Thomas Wheeler, president of the National Cable Television Association.

1:45-3:15 p.m. (A-3) *Direct Mail: Targeting the Market.* Moderator: Ed Kessler, Telesel. Panelists: Stephen Cone, Upsilon Direct Marketing; William Forlenza, Creative Mailing Services; Joseph Weissman, Demographic Research Co.

3:30-5 p.m. (A-4) *The Telephone: Cable's Bold New Sales Tool.* Moderator: Don Mathison. Panelists: Ron Deblinger, Audio Communications; Jack Haire, Warner Amex; James Speck, New Electronic Media Network.

Track B: Subscriber Retention. Chairman: Gary Bryson, American TV & Communications.

8:15-10 a.m. (B-1) *Why Do Subs Disconnect? Does Investing in Retention Pay Off?* Moderator: Gary Bryson, ATC. Panelists: John Billock, Home Box Office; Ernie Olson, Metrovision; Bob Russman, Warner Amex Cable. (Repeated at 1:45 p.m.)

10:15-11:45 a.m. (B-2) *Who is Responsible for Retention Marketing? What Do You Do?* Moderator: Paul Bambei, ATC. Panelists: Marci Miller, HBO; Michelle Musler, Warner Amex Cable; George Stewart, Tulsa Cable. (Repeated at 3:30 p.m.)

Track C: Program Packaging for Penetration. Chairman: Burt Stanier, Group W Cable.

8:15-10 a.m. (C-1) *Properly Packaged "Pays" Do Pay Off.* Moderator: Mark Lustgarten, Cablevision of Long Island. Panelists: Rod Warner, The R Corp. (Repeated at 1:45 p.m.)

10:15-11:45 a.m. (C-2) *Does Basic Tier Packaging Equal Profits?* Moderator: Burt Stanier, Group W Cable. Panelists: Marty Lafferty, Cox Cable; Bill Fogarty, Daniels & Associates. (Repeated at 3:30 p.m.)

Track D: Multi-family Dwelling Marketing. Chairman: Wayne Knighton, Southmedia Co.

8:15-10 a.m. (D-1) *Who Will Get the Multi-family Business in Your Franchise?* Moderator: Wayne Knighton, Southmedia Co. Panelists: Jack Gault, Manhattan Cable; Doug Jarvis, Jack Barry Cable Management. (Repeated at 1:45 p.m.)

10:15-11:45 a.m. (D-2) *Selling and Retaining the Short Term Subscriber.* Moderator: Wayne Knighton, Southmedia Co. Panelists: Dean Gilbert, Continental Cablevision; Mark Handler, Cox Cable; Jim Kofalt, Cable System Development Co. (Repeated at 3:30 p.m.)

Track E: Advertising Sales. Chairman: Bob Alter, Cabletelevision Advertising Bureau.

8:15-10 a.m. (E-1) *Ad Sales Leadership. What Is Your Style?* Moderator: Bob Alter, CAB. Panelists: Jim Hooker, Jim Hooker & Associates. (Repeated at 1:45 p.m.)

10:15-11:45 a.m. (E-2) *Packaging Your Cable System to Attract Advertisers.* Moderator: Saralee Hyman, CAB. Panelist: Charles Warner, Southern Illinois University. (Repeated at 3:30 p.m.)

President's reception. 7 p.m. Illinois Center Plaza

Reels and ragtime gala. 8 p.m. Illinois Center Plaza.

Wednesday, July 21

Annual meeting. 8:30-9:30 a.m. Columbus A conference room. CTAM members only.

Session. 9:45-11:45 a.m. Grand ballroom A-B. *The Untouchables* Chairman: Charles Townsend, United Cable. Panelists: Chuck Beisch, Communications & Marketing for Cable; Jerry Maglio, Rainbow Programming Services; Burt Stanier, Group W Cable; Tom Willett, Continental Cablevision. Reactor: Paul Bortz, Brown, Bortz & Coddington.

Luncheon. Noon-1:30 p.m. Grand ballroom E-F. CTAM Tammy awards Presentation of the new board by Art Dwyer, Cox Cable.

Session. 1:45-3:30 p.m. Grand ballroom A. *Addressability/Pay-per-view.* Speakers: Bob McGroarty, Warner Amex; Nyhl Henson, Oak Communications; Robert Hosfeldt, Gill Cable; Rick Kulis, Don King Sports; David Van Valkenberg, Cox Cable; Larry Wangberg, Warner Amex; Andrew Wald, CBS/Fox.



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Clash of the colas

Broadcast advertising is the battleground for a war between Coke, Pepsi and 7-Up as diet and caffeine-free soft drinks are introduced

The battle of the cola giants is shaping up this summer as both PepsiCo and Coca-Cola Co. introduce new products in test markets with a lavish outlay of advertising, particularly in television.

An official of PepsiCo said the introduction of its caffeine-free Pepsi Free in eight test markets in August will be supported by a \$100-million annual budget. Coca-Cola will bolster its new diet Coke in seven test markets with an estimated \$50 million.

Since both Pepsi and Coca-Cola traditionally invest more than 90% of their advertising spending in broadcast (heavily in television), the broadcast media will be flooded with cola commercials next month.

In recent announcements, the companies stressed they were seeking different market segments. Pepsi Free is hailed as a caffeine-free product, aiming to attract the consumer wary of caffeine. On the other hand, diet Coke is targeted to weight-conscious buyers and will be promoted as a fine-tasting product that contains less than one calorie.

But Coca-Cola is not ignoring the caffeine-free market forever. Bryan G. Dyson, president of Coca-Cola U.S.A., said the company is conducting research into the potential of the caffeine-free market and will attempt to tap that sector when the time is appropriate.

For Pepsi Free, BBDO New York is preparing three 30-second television commercials and a 60-second radio commer-



cial. The TV commercials will advance the theme, "The taste is positively Pepsi... and it's caffeine free." The test campaign beginning next month will be heavily weighted toward television, a spokesman said, and a substantial amount of radio will be used.

The results of the test begun this summer will determine how soon Pepsi Free will go into a national rollout, the spokesman said. He noted there will be two versions of the brand—one caffeine free and the other both sugar-free and caffeine-free.

The spending levels for diet Coke will not approach those claimed for Pepsi Free, but Dyson of Coca-Cola told a news conference that expenditures would be "around \$50 million" annually, and added: "Spending twice that would be looking to advertising to do something extraordinary that the product can't accomplish itself."

Diet Coke's radio and TV commercials, not yet finished, will run, starting in August, in seven test markets. In a departure from the normal, diet Coke will be introduced first in New York, which is not considered a typical U.S. test market. One jingle proclaims, "Introducing diet Coke—just for the taste of it." The agency for diet coke is SSC&B, New York.

Coca-Cola already has in its inventory the best-selling diet drink, Tab. Dyson explained that the diet category is growing at a rate more than three times that of the rest of the industry, and diet Coke will be positioned as a good-tasting cola that incidentally is low-caloried.

Already represented this year with a new caffeine-free cola drink is the Seven-Up Co., which introduced Like into eight test markets in April. An official, Terry Moore, manager of media relations, said the cam-



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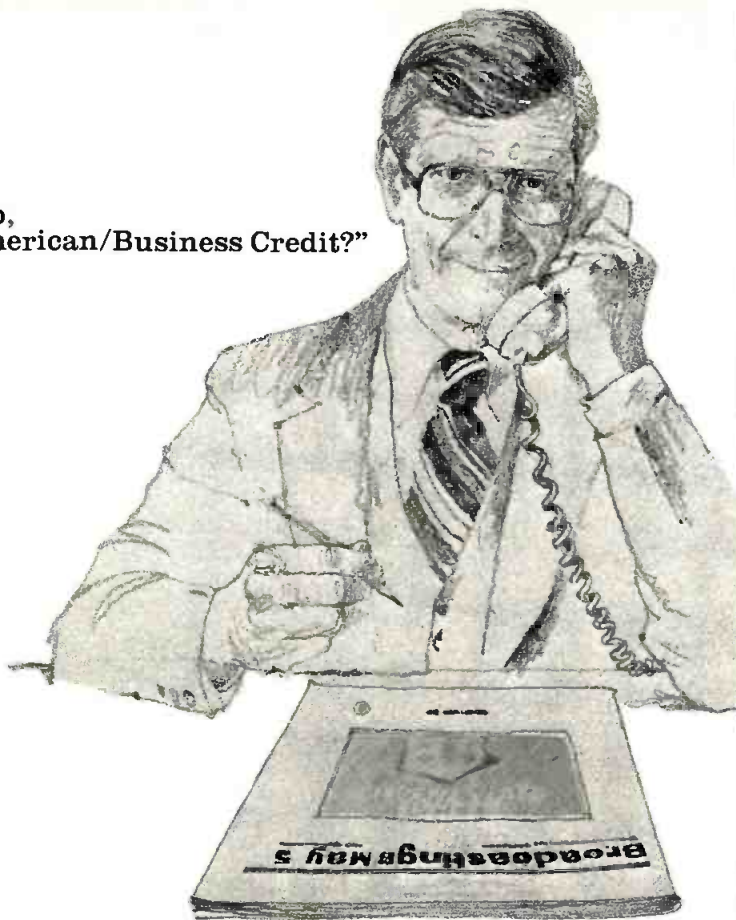
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paign, heavily in television, has had "good reaction from consumers and it is meeting our expectations."

The commercial, created by Like's agency, Backer & Spielvogel, New York, accentuates the slogan, "You don't need caffeine and neither does your cola." Moore noted that the company's Seven Up and Diet Seven Up, both of which are lemon-lime drinks, do not contain caffeine either, and Seven Up often highlights this with a line in commercials or advertisements, "Never have it, never will."

The test markets for Like are Norfolk, Va.; Albuquerque, N.M.; San Diego; Madison, Wis.; Rochester, N.Y.; St. Louis; Dayton, Ohio, and Phoenix. □

Radio zanies Dick and Bert go own ways

**Award-winning team splits up
after years of collaboration;
will continue individually**

The team of Dick and Bert, often praised as outstanding creators of radio advertising, has been dissolved after more than a decade of togetherness.

Bert Berdis and Dick Orkin created and performed many award-winning commercials. Word of their split came as a surprise to advertising executives in New York, who could not explain the reason for the action.

Berdis is joining another Hollywood radio advertising specialty firm, Barzman & Co., and becomes a partner and creative associate of Alan Barzman and Jim Kirby. In a statement released by the Barzman



Dick and Bert

organization, Berdis, who was said to be in Africa last week, was quoted as saying that he has joined Barzman to work on a "more broadly-based creative product." Dick and Bert in recent years have concentrated on creating radio commercials as a complete package, while Barzman performs that function but also creates commercials from advertising agency-created scripts.

Orkin issued a statement that Dick Orkin Creative Services (parent company of Dick and Bert), will prepare for the rest of the decade by "going beyond a two-man team concept" and "that means an expanded staff and added performers." □

Renewal expectancy gains a foothold in the law

In what is being called landmark decision involving WESH-TV, U.S. Appeals Court also supports FCC's new comparative renewal policy

The U.S. Court of Appeals in Washington last week affirmed the FCC's decision to renew Cowles Broadcasting Inc.'s license for WESH-TV Daytona Beach, Fla. The court did more, too: It affirmed the FCC's new policy for considering comparative-renewal proceedings—a policy that says "renewal expectancy" is a factor to be considered, and that the better the record the greater the expectancy to which the licensee is entitled. And it indicated that in most comparative-renewal cases, at least a "substantial" record of performance would be sufficient to assume victory for the incumbent.

Thus, the decision is a landmark in communications law. The court said it expects the policy to be applied in future comparative renewal cases, and notes that it constitutes a departure from the commission's 1965 policy statement on comparative broadcasting hearings—the last basic statement on the issue—which held that "only unusually good or unusually poor records have relevance."

The court is not requiring a stricter standard than the one the commission has enunciated in the WESH-TV case. If a stricter one "is desired by Congress," the three-judge panel, in the opinion written by Judge Malcolm Wilkey, said, "it must enact it. We cannot: The new standard is within the statute."

The decision, then, appears to mark a final abandonment of a holding by a different panel of the same court, in the Citizens Communications Center case of 1971, that only licensees with a "superior" record—one "far above average"—could be sure of renewal if challenged by a new applicant. The Supreme Court moved the law away from that holding in affirming the commission's broadcast-newspaper crossownership rule. The appellate court last week agreed with the FCC that a "substantial" record outweighed factors militating against renewal—including the challenger's advantage in such key areas as diversification of control of mass media and integration of ownership and management.

The commission and the court have had a hard time getting to the point of agreement they reached last week. The court's decision was the third it issued in the case, which involves an effort on the part of Central Florida Enterprises Inc. to supplant Cowles as licensee of channel 2 in Daytona Beach. And it is decidedly the kindest.

In the first one, in October 1978, the

court remanded the case to the commission, describing the FCC's renewal of Cowles's license as "completely opaque to judicial review." In the second, issued in January 1979, after the full appeals court denied the commission's request for rehearing—the original panel issued a supplemental opinion that was still critical of the commission's decision but eased broadcaster and commission concerns that the court intended to put renewal applicants at hazard in every context with a competing applicant.

The latest opinion, in response to the reworked decision that the commission issued in June 1981 (BROADCASTING, June 22, 1981), confirms the judgment of those who said the original decision did not constitute an invitation to would-be broadcasters to challenge the renewals of multiple broadcast owners, like Cowles, and who contended the court was seeking greater clarity from the commission for its position. "While the commission has again concluded that the license should be renewed," Wilkey wrote, "it has also assuaged our concerns that its analysis was too cursory and has adopted a new policy for comparative-renewal proceedings which meets the criteria we set out [in the original decision]."

And while the new decision cannot be described as pro-licensee—Wilkey cites with approval the commission's observation that the policy is designed to benefit the consumer, not the incumbent broadcaster—it makes clear the view that the commission's new formulation "is a permissible way to incorporate some renewal expectancy while still undertaking the required comparative hearing."

The commission had said: "The strength of the [renewal] expectancy depends on the merit of the past record. Where ... the incumbent rendered substantial but not superior service, the 'expectancy' takes the form of a comparative preference weighed against [the] other factors ... An incumbent performing in a superior manner would receive an even stronger preference. An incumbent rendering minimal service would receive no

preference."

As for the analysis in the commission's second decision, the court concluded the commission had weighed fully the factors that worked against renewal—an illegal move of the station's main studio to Orlando, Fla., the involvement of several related companies in a mail fraud case, and the advantage that Central Florida enjoyed in diversification of ownership and management. But the court did not fault the commission's conclusion that outweighing those factors—which the commission said made for "a close and difficult case"—was WESH-TV's record of "substantial" performance—that is, that it was "sound, favorable and substantially above a level of mediocre service." The court noted that the commission had discussed "in quite specific terms" the items it found impressive in that past broadcast record. The commission had listed programs demonstrating Cowles's "local community orientation" and "responsiveness to community needs," for instance, noted the percentage of the station's programming devoted to news, public affairs and local topics, and declared itself impressed by the station's reputation in the community.

Among the factors in the court's analysis that multiple owners should find particularly encouraging was the support given the commission's conclusion, in a review of the diversification and integration of ownership and management issues, that "structural factors such as [these]—of primary importance in a new license proceeding—should have lesser weight compared with the preference arising from substantial past service." The court noted that the Supreme Court decision had upheld a similar decision by the commission. However, it also added a caveat: The commission's new policy should not be read as "ignoring integration and diversification considerations in comparative-renewal hearings."

Broadcast licensees, as well as the commission, should be breathing easier to find that the court accepts the commission's three-fold justification for renewal expectancy. "There is no guarantee that a

Encore. Broadcast Music Inc. said last week it had won another court victory for its blanket licenses. The first came in a broadcast case, brought by CBS Inc. and finally won, after 11 years in the courts, by BMI (and co-defendant American Society of Composers, Authors and Publishers) (BROADCASTING, April 13, 1981). The second, decided by the U.S. Court of Appeals in Philadelphia and reported last week, affirmed the validity of BMI's blanket license for nonbroadcast users. The challenge had been brought by the Triple Nickel Saloon, a Delaware nightclub after BMI charged the nightclub with copyright infringements for using BMI Music without a license. The appellate court's ruling last week upheld the trial court's. Edward M. Cramer, president of BMI, said that BMI expects to receive damages and court costs. But considering that the case has been in the courts for five years, "in the long run, only the lawyers will have benefited."

challenger's paper proposals will, in fact, match the incumbent's proven performance . . . Licensees should be encouraged through the likelihood of renewal to make investments to insure quality service . . . Comparing incumbents and challengers as if they were both new applicants could lead to a haphazard restructuring of the broadcast industry, especially considering the large number of group owners. We cannot readily conclude that such a restructuring could serve the public interest."

But Wilkey said the court in subsequent cases will judge the commission's faithfulness to the commitment that renewal expectancy is being considered for the benefit of the public, not incumbent broadcasters. He cited the Supreme Court's Red Lion dictum of 1969 that "it is the right of the viewers and listeners, not the right of the broadcasters, which is paramount."

One of the reasons the court reversed the commission in the first review of the Central Florida decision—apart from the asserted lack of clarity—was that the commission's handling of the case reflected a decided tilt in favor of the incumbent. It was "embarrassingly clear," the court had said, that the commission had "practically erected a presumption of renewal that is inconsistent with the full-hearing requirement" of the Communications Act.

The commission evidently aided its cause in the WESH-TV case with its decision denying renewal of Simon Geller's license for WVCA-FM Gloucester, Mass., and granting the application of Grandbanke Corp. (BROADCASTING, April 12). (FCC Associate General Counsel Daniel M. Armstrong, who argued the WESH-TV case for the commission, notified the court of the Geller decision on May 4, in response to a request for an update of the record of comparative-renewal proceedings.) In that decision, the first since at least 1961 in which the commission had favored on comparative grounds a challenger over an incumbent, the commission found the licensee deserved no renewal expectancy for his past program record, the court noted. The court was not indicating its view of the "soundness of the commission's decision" in the Geller case, Wilkey said in a footnote, adding: "We cite it only as demonstrating that the commission's new approach may prove to be more than a paper tiger."

And the court said its reading of the new WESH-TV decision gives it "hope" that if the commission applies the new standard in the same way in future cases, the new approach will not degenerate into the sort of "irrefutable presumption in favor of renewal" against which the court has warned. But the court noted that the standard is new and that much depends on how it is applied and fleshed out. "Of particular importance," Wilkey said, "will be the definition and level of service it assigns to 'substantial'—and whether that definition is ever found to be 'opaque to judicial review,' 'wholly unintelligible,' or based purely on 'administrative feeling'"—all terms the court used in its

withering criticism of the commission's first WESH-TV decision.

(The court, in a footnote, suggested an assignment that would probably keep commission lawyers working late into the night for many nights. Wilkey said it would be "helpful" if the commission "defined and explained the distinctions, if any, among: substantial, meritorious, average, above average, not above average, not far above average, above mediocre, not exceptional and unexceptional." All are terms the parties used to describe what the FCC found Cowles's level of performance to have been. Wilkey said the court is particularly interested in learning what the standard of comparison is in each case. And while the court realizes the commission's task is "a subjective one," Wilkey said, "the use of imprecise terms needlessly compounds our difficulty in evaluating what the commission has done." The commission could address that assignment in connection with the notice of inquiry it initiated last year into the question of adopting specific standards for judging comparative-renewal cases.)

But the court seemed determined to lecture the commission. Wilkey stressed that, in the weighing of factors, the commission should be particularly concerned not with the factors themselves, "nor the interests of the broadcasting industry, nor some other secondary and artificial construct, but rather the intent of Congress, which is to say the interests of the listening public. All other doctrine is merely a means to this end, and it should not become more. If in a given case, for instance, the factual situation is such that the denial of a license renewal would not undermine renewal expectancy *in a way harmful to the public interest*, then renewal expectancy should not be invoked."

And despite the Simon Geller decision, the court is, as Wilkey said, "troubled" by the emptiness of the commission record of a single denial of renewal of a television license as the result of a comparative challenge. "American television viewers will be reassured, although a trifle baffled, to learn that even the worst television stations . . . are so good that they never need replacing," Wilkey said. "We suspect that somewhere, some time, somehow, some television licensee *should* fail in a comparative renewal challenge, but the FCC has never discovered such a licensee yet. As a court, we cannot say it must be Cowles here."

For all of that, lawyers who for various reasons had opposed renewal of WESH-TV agreed that the decision represented a significant victory for the commission. "It gives the commission breathing space," said Henry Geller, former assistant secretary of commerce for communications and information, who had filed a friend of the court brief contending that the illegal move of the station's main studio warranted denial of renewal. Jeffrey Olson, counsel for the National Black Media Coalition, also said the commission had scored "a big victory." NBMC had urged reversal of the commission on the ground that its policy was inconsistent with the

Communications Act and would deny even what Olson said was a qualified challenge "a decent shot at success" in an effort to wrest a license from an incumbent. And Joseph Hennessey, counsel for Central Florida, was equally generous in his assessment of the commission's success last week. But he said no decision had yet been made on whether Central Florida will seek further judicial review.

Joining Wilkey in the decision were Chief Judge Spottswood Robinson III and U.S. District Judge Thomas A. Flannery of the District of Columbia, who sat by designation. □

Delay possible for new FM's

Advisory committee asks FCC to reopen rulemaking on more commercial frequencies

In a move that could postpone resolution of the FCC's pending proposal to create more commercial FM stations, the subgroup on technical matters of the Advisory Committee on Radio Broadcasting has petitioned the FCC to reopen that proceeding for the introduction of three studies it has already completed—and several more that are now under way—on the record.

The FCC rulemaking proposes to add two new classes of stations. It also proposes to amend FCC rules to permit existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980).

Although the subgroup conceded that the proceeding had been closed "for some time," it said it didn't think the record contained enough technical information to enable the commission to make a "rational, supportable judgment" on proposals "which could govern the structure and growth of the FM service for decades to come."

The three reports the subgroup said it wanted to include in the record immediately are a "Report to the National Radio Systems Committee from the FM Subcommittee Task Force" (dated July 24, 1981); "FM Broadcasting Receiver Characteristics and Protection Criteria," by the technical subgroup (July 7, 1982), and "Report on FM Allocation Policies," by the subgroup on radio spectrum allocations (July 9, 1982).

The subgroup also requested that the record be left open to receive technical studies, which haven't been completed, on such subjects as the desirable protective value of audio signal to noise ratio, comparing stereo to monaural service and the increasing use of subsidiary communications authorizations.

The subgroup recommended that the FCC offer 90 days for public comment on the completed studies. It said it thought it could complete the unfinished studies during that time, and recommended a 60-day period for reply comments to give the public sufficient time to comment on the remaining studies. □

Score one for the White House on Radio Marti

Administration goal to set up AM service to Cuba is advanced by House approval of H.R. 5427

The Reagan administration, with the help of a Democratic member of Congress influential in foreign affairs, scored an impressive victory in the House Commerce Committee in the effort to win congressional endorsement of Radio Marti—the station the White House wants to establish in the Florida Keys to break what it calls the Cuban government's monopoly of news available in that country. Administration forces won approval in a markup session of a version of the Radio Marti bill (H.R. 5427) that has been bent out of shape since it was first sent to Congress early this year but has now survived in a form recognizable, and satisfactory, to the administration. The vote was 23-3.

In that form, the bill authorizes the National Telecommunications and Information Administration to select "an appropriate frequency or frequencies for radio broadcasting to Cuba." The committee approved the amendment containing that provision by a 24-8 vote, and in the process rejected the committee's Democratic leadership and an amendment offered by Representative Timothy Wirth (D-Colo.), chairman of the committee's subcommittee on telecommunications. That one would have assigned the selec-

tion responsibility to the FCC.

Wirth said his amendment, which he described as a watered-down version of a compromise he thought had been acceptable to the State Department, was designed to protect broadcasters' "due process" rights. Indeed, the dispute hinged on the conflict between the responsibility the Commerce Committee feels it has to "protect," as Wirth put it, "the integrity of the U.S. broadcasting system" and the determination of the State Department to devise and implement foreign policy.

A critical issue in the dispute is the concern that broadcasts to Cuba on an AM frequency—and the administration has proposed that it broadcast on 1040 khz—would invite countermeasures from Cuba that would harm U.S. broadcasters. At present, the only broadcast station in direct line of fire is clear-channel WHO(AM) Des Moines, Iowa, which operates on 1040 khz. Cuba plans a 500 kw station on that channel. And WHO officials have been working hard, and thus far in vain, to persuade the administration to find another means of reaching Cuba. Wirth also warned that interference from Cuban stations generally could affect 200 stations in 32 states at a cost to them of \$40 million. Thus, Wirth said, U.S. broadcasters should have a right to participate in choosing a frequency.

But Matthew J. Rinaldo (R-N.J.), who

offered the winning proposal, claimed the Wirth amendment would add years to the selection process—18 to 24 months for FCC action and another two years for judicial review. And that result, he said, would mean "the death of Radio Marti." He also said adoption of the Wirth amendment would constitute appeasement of Cuban Premier Fidel Castro and encourage him to cause interference to additional U.S. stations in the future. Cuban-caused interference has long plagued U.S. stations, particularly in Florida.

Apart from the discussion of broadcasters' due process right, Wirth and other supporters of his amendment wanted responsibility for the selection of a frequency left with "an independent agency"—the FCC. They felt that assigning the selection function to the NTIA—an agency of the Department of Commerce—would leave responsibility where it was originally, with the administration.

The administration wanted it that way. It made a major effort to win approval of the Rinaldo amendment, pressing two sub-cabinet officers into an intense lobbying effort—Assistant Secretary of State for Interamerican Affairs Thomas O. Enders and Assistant Secretary of Commerce for Communications and Information Bernard J. Wunder Jr., who heads NTIA.

At least equally helpful was Representative Dante Fascell (D-Fla.), chairman of

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City _____

State _____

Zip _____

the House Foreign Affairs Committee's Subcommittee on International Operations, which has passed a version of the bill that would not affect the plans to establish Radio Marti on 1040 khz. He was credited by aides with winning the votes of more than half the seven Democrats who broke ranks and supported the Rinaldo measure. Indeed, that proposal is said to have been drafted by Fascell staffers and

offered originally as a means of bridging the gap between Wirth and State.

The most Wirth would give, in last-minute negotiations before the markup session on Tuesday, was the deletion of language requiring the FCC to make the selection "by rule," as a means of speeding up the selection process. But that was not enough for the administration, which wanted to keep control of the process. And

the Rinaldo amendment sought to meet Wirth's expressed concerns by requiring NTIA to make the selection "in consultation" with the commission and "after receiving public comment."

How much due process that last phrase would assure was not certain. Certainly it was not intended to provide for judicial review. While Telecommunications Subcommittee counsel Thomas Rogers said any "final action" by either the FCC or NTIA would be subjected to such review, Rinaldo said it would not, so far as NTIA was concerned. And Representative Donald Ritter (R-Pa.) said that even if review of an NTIA selection were granted, courts would consider it an action by the President in executing his responsibility as chief architect of American foreign policy, and would, therefore, accord NTIA considerable discretion.

In any event, Fascell and Enders who with Wunder were in the Commerce Committee hearing room during the markup, expressed satisfaction with the result. Fascell said he was "comfortable" with the Rinaldo amendment, and would not seek to press for a House vote on the version of the Radio Marti bill that had been approved by the Foreign Affairs Committee. And Enders said simply, "It was a good vote."

Both had reason to feel satisfaction, considering the task with which they were confronted in May, when the Wirth subcommittee, by a 12-2 vote, approved an amendment the administration felt would effectively kill the Radio Marti project. The measure, offered by Wirth and Representative Thomas J. Tauke (R-Iowa) as a means of protecting U.S. AM broadcasters against Cuban reprisals, would have required the station to operate on shortwave frequency—despite administration arguments that Cuban citizens are not allowed to own shortwave receivers (BROADCASTING, May 24).

Three weeks ago, according to a history recited by Wirth and Tauke, Enders accepted—in fact, suggested—a compromise under which the FCC would select the Radio Marti frequency "by rule." But two weeks ago, Tauke said, while traveling in Iowa, he received a call from the White House informing him that the compromise was not satisfactory to the administration. So Wirth agreed to take out the "by rule," and leave the FCC as the third party. "Now I find the State Department feels that's not good enough. They want the decision by the administration—by NTIA. That's where we were at the beginning," Tauke said. He described himself as "totally astonished by the events of the past two weeks."

The administration and Fascell did not have things entirely their way at the markup, although they came close. Representative Al Swift (D-Wash.) offered an amendment to authorize the FCC, rather than the Board for International Broadcasting, to determine whether broadcasters should be compensated for expenses incurred in mitigating the effects of Cuban-caused interference to their operations. The Fascell subcommittee had ad-

Washington Watch

Amicus curiae. National Association of Broadcasters has filed friend of court brief with Court of Appeals in New Orleans asking that Texas law regulating political advertising be struck down because it's inconsistent with Communications Act. Statute in question mandates that lowest unit charge be made available throughout year for political issue advertising. Under Communications Act, broadcasters must make lowest unit charge available to legally qualified candidates 45 days before primary and 60 days before general election. In brief, NAB said where Congress has enacted comprehensive legislation, state and local laws are pre-empted.

NAB vs. sheriff. National Association of Broadcasters has filed opposition to petition by Los Angeles County Sheriff's Department seeking reconsideration of FCC's order authorizing low-power television. In its petition for reconsideration, sheriff asked FCC to postpone grants of any LPTV licenses on UHF channels 14 through 20 until FCC had concluded proceeding to determine future spectrum needs of land mobile users (BROADCASTING, June 28). In its opposition, NAB contended that commission itself had said no additional spectrum should be considered for land mobile until service adopted measures to use spectrum it already has more efficiently. "It makes no sense to further delay the development of new broadcast service for the public merely because land mobile users are unwilling to utilize new techniques to meet their needs without further gutting UHF television allocations," NAB said.

AMST opposes GE move. Association of Maximum Service Telecasters has urged FCC not to move on General Electric's proposal to launch personal radio communications service until company has "adequately" demonstrated that "proposal would advance important public interest goals." In petition for rulemaking, GE proposed that FCC allocate 9 mhz (150 channels) in 900 mhz band for new mobile communications service, which would permit private conversations between vehicles and home base stations, and could be tied into telephone network (BROADCASTING, May 17). "There is no evidence that the proposed new service is truly necessary as among the wide range of others," AMST said. "Absent studies and analyses of these important considerations, the commission cannot adequately assess whether GE's proposal would serve the public interest."

Land mobile differences. Contrary to views of broadcasters, land mobile radio users' needs for additional spectrum are "critical," according to reply comments filed at FCC by National Association of Business and Educational Radio. While broadcasters have argued that land mobile users should be made to use spectrum they already have more efficiently (BROADCASTING, June 21), NABER urged FCC to allocate UHF channels 14-20 exclusively for land mobile use. NABER also said "logical" place for commission to find more spectrum for land mobile was in "singularly underutilized and poorly managed" broadcast spectrum. Comments come in response to notice of inquiry on future needs of land mobile radio users.

Spot review. National Conservative Political Action Committee has asked Court of Appeals for District of Columbia to review part of FCC decision that affirmed that NCPAC and other independent committees do not have affirmative right of access to broadcast their views (BROADCASTING, April 5). In petition to court, NCPAC requested review of only that portion of order regarding application of fairness doctrine to NCPAC advertisements outside campaign periods. In its order, FCC had affirmed staff rulings that held, with exception of legally qualified candidates for federal office, no individual or group had any right of access to broadcast facilities.

Renewed. In unanimous vote (with Commissioner Joseph Fogarty concurring), FCC last week renewed license of Radio Station WABZ Inc. for WABZ-FM Albermarle, N.C., denying competing application of Victor Broadcasting Inc. to build new station on that channel. FCC's action affirmed April 1979 initial decision by Administrative Law Judge Thomas Fitzpatrick who said that although both applicants were fully qualified, WABZ's meritorious past broadcast record warranted grant of its renewal. In exceptions to initial decision, Victor had argued that WABZ's broadcast record wasn't meritorious because of station's past program duplication practices. Commission concluded, however, that WABZ's overall past broadcast record was superior.

ded the compensation provision to the bill in response to concerns of broadcasters in Florida and elsewhere about the expenses involved in increasing power—when permitted to do so by the FCC—to offset Cuban-caused interference. Swift said such matters should be resolved by an agency charged with making domestic telecommunications policy. And under his

proposal, the BIB would make the payments, but only after receiving instructions from the FCC. The committee approved the amendment by a single vote, 12-11.

The administration's success in winning approval of the legislation from two committees of the House would appear to assure success on the House floor as well.

However, the measure, which provides \$17 million for the Radio Marti project for 1982 and 1983, has just begun its progress through the Senate. The Senate Foreign Relations Committee, which has held one hearing on the administration bill, (BROADCASTING, July 5), has tentatively scheduled another for the end of this month. □

WHERE TO PUT THE FCC?

One problem the marketplace won't cure

FCC may have to pay \$198,000 to broker to settle move to Rosslyn; it and GSA at odds over relocation to Alexandria construction complex

Still feeling repercussions from its abandoned effort to move its headquarters to Rosslyn, Va., the FCC last week found itself facing the prospect of paying \$198,000 to ward off a lawsuit by the company that had been engaged to serve as broker for the proposed relocation.

After waffling on the issue for more than a year, and receiving considerable criticism from Congress, the FCC officially ended its effort to move to Rosslyn last year (BROADCASTING, March 30, 1981). At the same time, the commission instructed its staff to terminate the services of two firms it had hired to assist in the relocation—Computer Sciences Corp. and Julien J. Studley Inc.

Claiming that the commission had breached a contract, Studley asked the FCC for compensation of about \$1.5 million in May 1981 for the more than \$3 million it claimed it would have received in commissions as broker for the proposed move, according to FCC sources. Sources said the FCC and Studley agreed to the \$198,000 settlement to avoid a civil suit, which could have cost each party \$225,000 in legal fees and stretched on for five years.

According to FCC sources, the FCC has asked the General Accounting Office to review the proposed agreement to insure that the FCC's action is legal.

Senator Max Baucus (D-Mont.), who has brought the agreement into the spotlight, said he was disturbed "that the taxpayers continue to pay for past mismanagement at the FCC. I am convinced that if top officials at the FCC had bothered to follow the laws and regulations of government contracting, the FCC and the taxpayers would not now be paying a private real estate firm nearly \$200,000 for work that has now been duplicated by employees of the General Services Administration."

FCC officials said the settlement would be paid with left over funds.

Since Congress let the FCC's authority to act as its own leasing agent lapse last year, GSA has been attempting to orchestrate another move—apparently without much better results.

Although the FCC's lease on its current

headquarters at 1919 M Street, Washington, expires in October, the FCC doesn't appear to be much closer to finding a new home than it did when it first started searching in 1979.

After winnowing out the high bids for locations earlier this year, GSA proposed to move the FCC to the Hoffman-Center building in Alexandria, Va., some eight miles away from its current location. The commission rejected the proposed move unanimously, contending that the location was too remote and would impose too

great a traveling burden on FCC staffers, the downtown law firms that regularly deal with the FCC, and the public.

Despite the vote, GSA has rejected the rationales the FCC has presented against the move, contending that the Hoffman-Center building represents the most cost-effective alternative available ("Closed Circuit," May 24).

FCC officials said the commission is continuing negotiations with GSA, hoping to persuade it to renegotiate the lease for its current headquarters instead. □

Reporters committee files objections in 'Post' suit

Motion questions whether judge improperly denied public's right of access to information in libel suit brought by Mobil president against 'Washington Post'

A reporters committee is seeking to win reversal of an unusual court order allowing the Mobil Corp. to maintain the secrecy of "sensitive" documents that are to be used as evidence in a libel suit the company's president has brought against the *Washington Post*.

The Reporters Committee for Freedom of the Press, in a motion filed with U.S. Judge Oliver Gasch, said his order "improperly and unconstitutionally restricts the public's right of access" to evidence, and should be vacated.

The committee also protested a second order that automatically keeps transcripts of testimony in the trial secret for 24 hours to allow Mobil an opportunity to review them and have portions said to contain confidential information sealed permanently.

The request was described by the committee—whose motion was backed by four reporters covering the trial—as a test of whether the public's right of access to information about the country's system of civil justice is entitled to the same protection as the public's right of access to the criminal justice system.

The libel suit—for \$50 million—was brought by Mobil's president, William P. Tavoulares, and his son, Peter, as a result of two stories the *Post* ran in November and December 1979. The stories alleged the elder Tavoulares set his son up in a shipping firm and then saw to it that the

firm received millions of dollars in Mobil business.

Gasch has not limited access to the courtroom, and reporters are free to report testimony as it is given. But Mobil, although not a party to the suit, has been successful in persuading the judge to prevent disclosure of documents uncovered by attorneys working for the *Post*.

The committee said "any restriction on the public's right to be informed about the civil justice system . . . constitutes a prior restraint." And "at the very least," it said, "any attempt to deny the right of access in order to protect allegedly sensitive information must be supported by a showing" that, as the courts have held previously, "the denial is necessitated by a compelling governmental interest, and is narrowly tailored to serve that interest." The committee said the court "erred in its application of those standards."

Those orders, the committee added, "place an unprecedented and comprehensive obstruction to public access to court records that operates as a prior restraint of free dissemination of information in the public domain."

The reporters who joined the committee motion were David Beckwith, of *Time* magazine; John Fialka, of the *Wall Street Journal*; Judith Miller, of the *New York Times*; and Ronald Ostrow, of the *Los Angeles Times*.

The Reporters Committee is being represented in the effort to overturn the closure orders by Leva, Hawes, Symington, Martin & Oppenheimer, a Washington law firm. Lead attorney on the case is the FCC's former general counsel, Robert Bruce. □

Stock Index

Exchange and Company	Closing Wed. Jul 14	Closing Wed. Jul 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	41 1/8	37 5/8	+3 1/2	+ 9.30	7	1,183
N Capital Cities	72 7/8	69 7/8	+3	+ 4.29	12	949
N CBS	39 1/4	36 1/4	+3	+ 8.27	6	1,096
N Cox	28 3/4	26 3/8	+2 3/8	+ 9.00	13	814
A Gross Telecasting	24 1/2	24 1/2			6	19
O LIN	20 1/4	19 1/4	+1	+ 5.19	12	207
N Metromedia	214	205 1/2	+8 1/2	+ 4.13	15	849
O Mooney	4 1/4	4 1/4			5	3
O Scripps-Howard	17 1/2	17 1/2			10	180
N Storer	27 1/8	27 1/2	- 3/8	- 1.36	14	434
N Taft	32 3/8	31 1/2	+ 7/8	+ 2.77	8	309
O United Television	8	8			13	96

Exchange and Company	Closing Wed. Jul 14	Closing Wed. Jul 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/4	21 1/2	- 1/4	- 5.81	14	80
A Affiliated Pubs.	24 1/2	24 5/8	- 1/8	- .50	9	127
O A.H. Belo	18 5/8	18 1/2	+ 1/8	+ .67	8	175
N American Family	10 1/4	9 1/4	+1	+10.81	9	138
O Associated Commun.	9 1/2	10 1/4	- 3/4	- 7.31	22	22
N John Blair	34	33 5/8	+ 3/8	+ 1.11	8	129
N Charter Co.	8 1/4	8 7/8	- 5/8	- 7.04	10	180
N Chris-Craft	38	37 7/8	+ 1/8	+ .33	10	85
N Cowles	37 1/2	34 3/4	+2 3/4	+ 7.91	23	148
N Dun & Bradstreet	70 1/4	66 1/2	+3 3/4	+ 5.63	16	1,902
N Fairchild Ind.	16 3/8	14 3/4	+1 5/8	+11.01	5	213
N Gannett Co.	32	31 1/2	+ 1/2	+ 1.58	10	1,697
N General Tire	24 1/4	20	+4 1/4	+21.25	9	571
O Gray Commun.	34 1/2	34 1/2			8	17
N Gulf United	21 1/4	20 7/8	+ 3/8	+ 1.79	7	570
N Harte-Hanks	26 1/4	24 1/4	+2	+ 8.24	10	257
N Insilco Corp.	12 3/4	12 3/4			6	191
N Jefferson-Pilot	24 3/4	24 1/4	+ 1/2	+ 2.06	5	532
O Josephson Intl.	8 3/4	9 3/8	- 5/8	- 6.66	7	33
N Knight-Ridder	29 3/4	29 3/4			10	960
N Lee Enterprises	24 3/4	22 7/8	+1 7/8	+ 8.19	9	171
N Liberty	11 5/8	11 3/4	- 1/8	- 1.06	7	148
N McGraw-Hill	49 7/8	48 1/2	+1 3/8	+ 2.83	12	1,240
A Media General	34 3/4	34	+ 3/4	+ 2.20	8	241
N Meredith	60 3/8	59 1/8	+1 1/4	+ 2.11	7	186
O Multimedia	31	30	+1	+ 3.33	12	314
A New York Times Co.	40 3/4	39 5/8	+1 1/8	+ 2.83	10	509
N Outlet Co.	32 3/8	32 1/4	+ 1/8	+ .38	43	86
A Post Corp.	26 1/2	28 1/8	-1 5/8	- 5.77	14	48
N Rollins	12 7/8	13	- 1/8	- .96	7	341
N San Juan Racing	22 1/8	22 1/8			49	95
N Scherling-Plough	30 1/2	28 7/8	+1 5/8	+ 5.62	10	1,621
N Signal Cos.	17 3/8	17	+ 3/9	+ 2.20	6	1,256
O Stauffer Commun.	44	44			11	44
A Tech Operations	18	18 3/4	- 3/4	- 4.00	8	16
N Times Mirror Co.	39 1/4	40 3/4	- 1 1/2	- 3.68	10	1,340
O Turner Bcstg	10 1/4	10	+ 1/4	+ 2.50	17	209
A Washington Post	34 1/2	34 1/4	+ 1/4	+ .72	13	485
N Wometco	27 1/4	25 7/8	+1 3/8	+ 5.31	15	371

Exchange and Company	Closing Wed. Jul 14	Closing Wed. Jul 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	5 5/8	5 7/8	- 1/4	- 4.25	47	26
N American Express	38 1/4	37 1/8	+1 1/8	+ 3.03	7	3,557
O Burnup & Sims	11 1/8	11 1/4	- 1/8	- 1.11	12	97
O Comcast	16 1/2	17	- 1/2	- 2.94	14	73
N General Instrument	38 3/8	34 7/8	+3 1/2	+10.03	13	1,183
N Heritage Commun.	7 1/2	7 3/4	- 1/4	- 3.22	23	54
O Rogers Cablesystems	4 1/8	4 3/4	- 5/8	-13.15	17	90
O Tele-Communications	15 1/4	16 1/8	- 7/8	- 5.42	33	322
N Time Inc.	28 3/4	28 1/4	+ 1/2	+ 1.76	10	1,430
O Tocom	10 1/4	10 1/4			10	51
N United Cable TV	18 1/8	17 3/4	+ 3/8	+ 2.11	13	198
N Viacom	20	18	+2	+11.11	14	226

Exchange and Company	Closing Wed. Jul 14	Closing Wed. Jul 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	2	2			20	11
N Columbia Pictures	72	72			14	704
N Disney	54 3/4	58 5/8	-3 7/8	- 6.60	17	1,825
N Dow Jones & Co.	37 3/8	36	+1 3/8	+ 3.81	14	1,173
N Filmways	7	6 7/8	+ 1/8	+ 1.81	1	40
O Four Star	2 1/2	2 1/2			14	1
N Getty Oil Corp.	49	47 3/4	+1 1/4	+ 2.61	5	3,975
N Gulf + Western	12	12 1/2	- 1/2	- 4.00	3	886
N MCA	64 7/8	58 1/4	+6 5/8	+11.37	17	1,547
N MGM/UA	6 3/4	6 5/8	+ 1/8	+ 1.88	14	335
O Reeves Commun.	29	28	+1	+ 3.57	10	236
O Telepictures	6 3/4	6 3/4			23	32
O Video Corp. of Amer.	7 3/4	7 1/4	+ 1/2	+ 6.89	41	12
N Warner	46 3/8	44 3/8	+2	+ 4.50	12	2,965
A Wrather	22 5/8	23 1/8	- 1/2	- 2.16	25	50

Exchange and Company	Closing Wed. Jul 14	Closing Wed. Jul 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	43 3/4	43 3/4			8	127
O Compcat Video	4	3 7/8	+ 1/8	+ 3.22	4	12
N Comsat	52 1/8	52 1/2	- 3/8	- .71	14	417
O Doyle Dane Bernbach	16 1/4	16	+ 1/4	+ 1.56	8	89
N Foote Cone & Belding	30 3/4	30 5/8	+ 1/8	+ .40	7	82
O Grey Advertising	60	61	-1	- 1.63	5	34
N Interpublic Group	28 5/8	28 7/8	- 1/4	- .86	8	132
N JWT Group	18 1/2	18 3/8	+ 1/8	+ .68	15	96
O MCI Communications	44 1/2	43 7/8	+ 5/8	+ 1.42	25	2,138
A Movielab	2 3/4	2 3/4			5	4
O A.C. Nielsen	46 1/2	46 1/4	+ 1/4	+ .54	13	522
O Ogilvy & Mather	32	31 1/4	+ 3/4	+ 2.40	8	135
O Telemation	3	3			8	3
O TPC Communications	2 1/2	2 1/2			2	2
O Unitel Video	7	6 3/4	+ 1/4	+ 3.70	11	8
N Western Union	30 1/8	28	+2 1/8	+ 7.58	9	513

Exchange and Company	Closing Wed. Jul 14	Closing Wed. Jul 7	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	13 1/4	13	+ 1/4	+ 1.92	5	25
N Arvin Industries	12 5/8	12 1/2	+ 1/8	+ 1.00	9	86
O C-Cor Electronics	20 1/2	20 1/2			21	61
O Cable TV Industries	6	6 3/8	- 3/8	- 5.88	8	18
A Catec	4 3/8	4	+ 3/8	+ 9.37	11	9
O Chyron	18 1/4	16 3/4	+1 1/2	+ 8.95	14	49
A Cohu	4	4			7	6
N Conrac	23 5/8	23 3/8	+ 1/4	+ 1.06	9	51
N Eastman Kodak	75 7/8	72 5/8	+3 1/4	+ 4.47	10	12,328
O Elec Missile & Comm.	11 1/2	11	+ 1/2	+ 4.54	43	31
N General Electric	68 3/8	63 3/4	+4 5/8	+ 7.25	9	15,573
N Harris Corp.	25 1/2	23 5/8	+1 7/8	+ 7.93	9	797
O Microdyne	8 1/8	7 3/8	+ 3/4	+10.16	10	37
N M/A Com. Inc.	14 1/8	12 1/4	+1 7/8	+15.30	13	549
N 3M	55 1/8	52	+3 1/8	+ 6.00	10	6,475
N Motorola	64 1/2	61 1/8	+3 3/8	+ 5.52	12	2,312
O Nippon Electric	73 1/2	71 1/2	+2	+ 2.79	26	2,848
N N. American Philips	33 3/8	36	-2 5/8	- 7.29	4	456
N Oak Industries	18 3/4	17 1/4	+1 1/2	+ 8.69	9	305
A Orrox Corp.	8 1/4	8 1/4			18	18
N RCA	17 3/8	16 3/4	+ 5/8	+ 3.73	9	1,311
N Rockwell Intl.	33 3/4	31 3/8	+2 3/8	+ 7.56	9	2,575
A RSC Industries	4 5/8	4 5/8			42	14
N Scientific-Atlanta	13	12 1/8	+ 7/8	+ 7.21	13	303
N Sony Corp.	12 3/4	12 1/4	+ 1/2	+ 4.08	10	2,940
N Tektronix	52	51 5/8	+ 3/8	+ 7.12	12	975
O Telemet (Geotel Inc.)	1 5/8	1 3/4	- 1/8	- 7.14	4	4
A Texscan	12 3/8	10 3/4	+1 5/8	+15.11	20	71
N Varian Associates	36	36			16	289
N Westinghouse	27 1/8	25 3/8	+1 3/4	+ 6.89	5	2,313
N Zenith	13 1/8	11	+2 1/8	+19.31	34	248

Standard & Poor's 400 Industrial Average 122.29 120.22 + 2.07

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific. O-over the counter (bid price shown, supplied by Shearson/American Express, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

Preparing for a Boston news war

New WNEV-TV declares itself a contender in the ratings race with new anchors, sets, and improved technology

Boston's new WNEV-TV will introduce a "state of the art" newsroom and million-dollar-plus anchor team this fall as it tries to climb out of last place in a hotly competitive market.

Announcing the changes, new General Manager Win Baker (BROADCASTING, May 31) said new ENG, graphics and computer equipment would create an "extraordinary news environment" and "take away all the excuses of lack of resources." The station went on the air May 22 after winning a multiyear battle to obtain the license from RKO General Inc. The RKO license holder, WNAC, was last in the Boston news market, according to the most recent (May) Arbitron and Nielsen ratings books. It has a 7 rating and 14 share for the 6 p.m. news, compared to WCVB's 15/32 and WBZ-TV's 12/62. Its 11 p.m. news, 6/17, trails WCVB's 14/41 and



Ellis and Young

WBZ's 9/25.

Can WNEV-TV improve significantly on those numbers? Newly appointed news director Bill Applegate (BROADCASTING, July 5), who led Buffalo and San Francisco stations to first-place news ratings, thinks he can succeed not by "gimmicks" but by covering the news "right, and better than everyone else." Asked whether WNEV-TV would continue its predecessor's policy, described as "if it bleeds, it leads," Applegate said such tactics are those of des-

peration.

"We take the new station very, very seriously," said WBZ-TV executive news producer Randy Covington. "The old station never made the commitment that WCVB or WBZ did, but the new news director has the reputation of being extremely aggressive. It'll be more fun, more challenging and very much a three-station market."

Highlighting Applegate's operation, which will debut Sept. 13, are co-anchors Tom Ellis and Robin Young (BROADCASTING, June 28), who will between them draw an estimated \$1.1-million annual salary. Is such payment out of line, as many Boston print critics have suggested?

Young, a former NBC news and *Today* correspondent, answers with a question: "If someone offered you a certain salary, would you ask that it be lowered? My justification is that it was offered to me. This is a very profitable business, and I pledge to be worth every penny" of an estimated half-million-dollar pay.

Ellis, hired away from WCVB for a reputed \$600,000-plus annual salary, defended his move on the grounds that "there was nothing new on the horizon for me" at his old station.

Ellis's contract stipulates that he read the first item on each evening's news, prompting print headlines of "star wars." But Applegate says Ellis and Young will have equal billing, and Young asserts that she's satisfied that there is "parity" between herself and Ellis. □

NewsBeat

Reporters sentenced. Dave Tragethon, reporter for KIUP(AM) and co-owned KRSJ(FM) Durango, Colo., served two-day contempt-of-court sentence for refusing to reveal sources in reporting local murder case. Tragethon and local newspaper reporter agreed to serve sentence and pay \$500 fine each instead of indefinite jail term imposed by judge last August under terms reached with District Judge Al Haas. □

INN changes. Independent Network News, which has been functioning as part of news department of WPXI(TV) New York, has been established as new division of WPXI Inc. John Corporon, senior vice president and head of WPXI's news department, has been appointed senior VP and general manager of INN. News service, which serves more than 90 TV stations, supplies half-hour news program 365 nights per year via satellite as well as half-hour *Midday Edition* each weekday. □

SDX extension. Extended deadline of Aug. 1 has been announced for applications for \$10,000 Eugene C. Pulliam fellowship for editorial writers, according to The Society of Professional Journalists, Sigma Delta Chi. Fellowship is sponsored by Sigma Delta Chi Foundation and is available to editorial writers in U.S. and territories who are interested in broadening their journalistic expertise through travel or research. Applicants must have had at least five years of full-time editorial writing experience. Applications should contain personal biography, summary of professional experience, 10 samples of editorials or editorial series, applicant's plans for using award and letter of endorsement from applicant's employer. Mailing address: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801 W, Chicago 60611. Fellowship honors memory of late Eugene C. Pulliam, publisher-broadcaster, who was one of Sigma Delta Chi founders in 1909.


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"A New Strength in Radio Broadcasting Equipment"

Looking at television through red and blue glasses

That's what the country is doing as old 3-D movies become the latest television fad

The movie industry's 3D craze of the 1950's has been reborn on television—glasses and all.

Beginning with WGNO-TV New Orleans's broadcast of a 3D videotape of MCA TV's "Revenge of the Creature" in February, local TV stations around the country have been picking up on the special effect.

By the end of this month, according to Jack Fishman, vice president of 3D Video Corp.—which is converting vintage 3D films for television and manufacturing 3D glasses—about 75 TV stations will have aired 3D movies and 35 million to 40 million pairs of glasses will have been sold.

MCA TV said that it has licensed 3D rights for "Revenge of the Creature" in about 75 markets. Twentieth Century-Fox Television put its 3D station total for "Gorilla at Large" at more than 100. Another 3D film being aired is Columbia Pictures Television's "Mad Magician," said to be available with the special effects in several markets.

In addition to those three films, Fishman said, 3D Video also has been working on MGM/UA's "Bwana Devil" and "Kiss Me Kate" features mostly for cable and subscription TV outlets.

For many stations, the 3D play has proved a ratings boon. With the first 3D

TV airing of "Revenge of the Creature" at WGNO-TV, for example, Arbitron showed it with a 25 rating and 40 share. When WDCATV Washington broadcast the film a couple of months later, it scored a 19 Arbitron rating and 34 share.

The 3D glasses generally are sold through fast-food or convenience stores, Fishman said, with the price usually 99 cents for two pairs.

This week in New York, for example, WOR-TV has scheduled "Gorilla at Large," with glasses on sale at 7-Eleven food shops and Crazy Eddie consumer electronics stores. Next week, WPIX(TV) New York is set with "Revenge of the Creature." That station has arranged sale of the glasses through Burger King restaurants with net proceeds going to the Easter Seal Society. WFLD-TV Chicago also plans to air "Revenge" next week, with glasses available at 7-Eleven.

In New York, station estimates of glasses sales are expected to run between two to three million. In Chicago, it's one-and-a-half to two million.

When KHJ-TV Los Angeles ran "The Mad Magician" in May, more than two million pairs were sold. The WDCATV "Revenge" airing prompted 600,000 sales in the Washington area, and at WGNO-TV New Orleans 400,000.

3D Video's Fishman explained that the process for conversion involves taking the original theatrical 3D negatives, encoding

one side red and the other blue for scene-by-scene convergence correction, then transfer to a one-inch master tape.

For the 3D effect, the films must be viewed on a color television. Fishman said that when the films are viewed without the 3D glasses, there is "slight ghosting in the background." □

Tuesday Productions sues SAG, claims antitrust violation

Fresh from its \$10.4-million antitrust suit victory over the American Federation of Television and Radio Artists (BROADCASTING, July 12), San Diego-based Tuesday Productions filed suit July 8 in U.S. District Court in San Diego against the Screen Actors Guild, charging that the 40,000-member union engaged in a "group boycott" directed at the broadcast music production house. Specifically, SAG is accused of violating the Sherman Antitrust Act as a result of alleged illegal contract language in the union's 1975 and 1979 commercial production agreements that bar signatory advertising agencies from dealing with non-signatory producers, such as Tuesday.

Tuesday has not disclosed the amount of damages it is seeking in the SAG suit, which is similar to the action filed against AFTRA in 1978. The union had no immediate comment, pending review of legal documents related to the case. □

ACT study: infrequent portrayals of women and minorities in programs aimed at children

A study of children's programming on commercial television has claimed that minorities and women show up less frequently than on "adult television" and with more stereotyping than during prime time.

Action for Children's Television last week released the findings from an analysis of 38 hours of commercial programming targeted towards children in the Boston area during January 1981. The study, "Representations of Life on Children's Television," examined all children's shows aired during one weekend and one sample weekday.

Commissioned by ACT with funding from the Ford Foundation and Carnegie Corp. of New York, the study was conducted by F. Earle Barcus, professor of



The creature getting his revenge.

communications research at Boston University.

Of a total of 1,145 TV characters in the children's programming that was analyzed, the report said only 3.7% were black, 3.1% Hispanic and 0.8% Asian. Native Americans were said to have been represented only by Tonto on the *Tarzan/Lone Ranger Adventure Hour*. Those percentages were contrasted with census figures said to show that the U.S. population is at least 11.8% black, 6.4% Hispanic, 1.5% Asian and 0.6% native American.

The study pointed out several positive characterizations of minorities but said that they were offset by infrequency of minority portrayals.

Women represented only 16% of the major dramatic characters in the sample. And females were said to have been portrayed as "younger than males, more likely to be married, less active and with lower self-esteem." □

Franklin Video to produce music show for broadcast TV

Company that produces 'Night Flight' for cable, signs to produce 'FM-TV' for broadcast

While major broadcasters are virtually tripping over each other to break into program production for cable television, one smaller company is about to take the reverse route. Franklin Video and Cable Services, which produces the *Night Flight* series carried by USA Network, has announced an agreement with broadcast syndication house On the Air to produce *FM-TV*, "a fast-paced, exciting video version of the ever-changing world of popular music."

Four two-hour programs have been assembled, and stations in 50 markets, including New York, Los Angeles, Boston, Philadelphia, Washington, Detroit and San Francisco, are said to have committed to carry the combination trade-out and barter package. Stuart Shapiro and Cynthia Friedland are producing for Franklin Video, New York, and radio personality Frankie Crocker will serve as the off-camera "voice of *FM-TV*."

On cable, Franklin Video's *Night Flight* was said to have attracted \$4 million worth of advertising contracts in June. □

Westinghouse buys rest of Home Theater Network from Kendrick and Diversified

Westinghouse Broadcasting and Cable has consolidated its controlling position in Home Theater Network, purchasing the "remaining ownership positions" that were held by HTN founders Peter

Monitor

Double threat. Universal Pictures has announced it will license "Pirates of Penzance" on pay-per-view basis beginning next February at same time film is released in theaters. Move is believed to be industry first and follows announcement by Universal last May that studio intended to introduce simultaneous release concept. □

Oak's studio deal. Oak Media Development Corp. and Universal Pictures announced start of production on "Psycho II," first of four feature films planned under co-production agreement. Oak unit is subsidiary of Oak Industries, STV and cable program supplier and operator. □

European accent. Production has begun in Italy on first of two pilot episodes of *Visione*, half-hour magazine-format television series created exclusively in Europe for American audiences. Segments of series will be produced in various parts of Europe. Series is first production effort of *Visione Productions Inc.*, New York, which is placing program in syndication for start this fall. □

Branching out. Barry & Enright Productions, producer of network and syndicated programming since early 1950's, makes cable debut with *Nipsey Russell's Juvenile Jury*, 26-episode half-hour series sold to Black Entertainment Television for twice-weekly cablecast. Show is based on *Juvenile Jury* programs originally presented on network radio and television in 1940's and 50's. □

Like the 1930's. BBDO advertising agency, in its "Analysis of 1982-83 Three Network Prime-Time Schedule," has found shift away from drama and toward action/adventure/mystery. Rather than emphasizing "relevant" drama, report said, "networks are now swinging back to 'entertainment' primarily in the action/adventure category." BBDO concluded that "with unemployment and other financial problems in our economy, life is 'relevant' enough for most people; therefore they look for entertainment. Television, today, serves in much the same way as movies did in the 30's—as an entertainment panacea." Other trends cited by BBDO ranged from "large crop of cloned macho heroes in the Burt Reynolds-*Magnum* mold" to general return of situation comedies to "small family unit—Mom, Dad, an assortment of teen-agers and pre-teen moppets." □

Gaming. CBS and Coleco Industries have signed interrelated agreements in video games filed. CBS will be exclusive foreign distributor (except Japan and Canada) for ColecoVision game system and cartridges. CBS's Gabriel Industries and CBS Records International units will both market ColecoVision products. At same time, Coleco is sublicensed to program and market for ColecoVision system, worldwide, cartridges CBS licensed in separate deal with Bally Manufacturing. As part of first agreement, CBS also will distribute in foreign market (except Japan and Canada) Coleco cartridges compatible with Warner's Atari system and Mattel's Intellivision. □

Shogun's return. *Shogun*, 12-hour mini-series that brought NBC-TV 32.6 rating and 51 share during 1980-81 season, will have network encore performance Jan. 31-Feb. 4. □

Light operas. Twelve Gilbert and Sullivan light operas, originally produced for British TV, have been acquired by Mobil Corp. for 1984 Public Broadcasting Service play. Works range from *Pirates of Penzance* to *Trial by Jury*, featuring such stars as Vincent Price, Joel Grey and Tony Randall. Music is by London Symphony Orchestra. Operas were produced by Judith De Paul for Brent Walker Ltd. On drama front, Mobil also has picked up 13-part *Reilly* for future PBS broadcast. Britain's Euston Films begins shooting series about espionage agent next month. □

Affiliate update. ESPN has started using audio subcarrier (6.2 mhz) to transmit twice daily to affiliates latest changes in program information. At 9:30 a.m. and 12:30 p.m. NYT each day, affiliates will receive program schedule information for that day, any program changes affecting schedule for coming weeks and advance information to assist local advertising sales efforts, all by way of subcarrier to be transmitted along with primary signal on Satcom III-R, transponder 7. □

Duking it out. Warner Bros. Television said production start on 1982-83 season of *Dukes of Hazzard* on CBS-TV has been re-set for July 26, with company in midst of auditions for new characters to be added to series. Casting calls were held for new characters because of legal problems with stars of *Hazzard*, Tom Wopat and John Schneider, who have sued Warner for \$25 million in breach of contract suit (BROADCASTING, June 21). In turn, Warner has sued Wopat and Schneider for \$90 million, alleging libel, conspiracy to libel and breach of contract. Suits are pending in Los Angeles Superior Court.

Kendrick and Diversified Communications. Kendrick will remain HTN's president; the purchase price was not disclosed.

Group W had secured majority ownership of the company two years ago, along with an option to acquire the whole firm by 1986. Commenting on the latest move, Group W Television President Dr. William Baker said that now "Group W will focus its resources on the further development of the programming service . . . We plan to continue adding elements and refining the service to enhance its unique position in the pay-TV spectrum."

HTN had been originated as, and continues to be, the sole satellite-delivered pay service offering only G and PG movies. As such, it has been positioned as a "family" service (which incidentally is how Group W's GWSC is positioning the Disney Channel joint venture it will launch next year). Since the initial buy-in by Group W, HTN has expanded its offerings, now up to 12 hours a day, from 4 p.m. to 4 a.m. Its schedule consists of five movies a day, and The Travel Channel, packaged together as HTN-Plus.

Founder Kendrick meanwhile reaffirmed his "commitment to the original HTN concept of providing excellent family movies and travel programs . . . at a price that makes HTN-plus the best value in the industry." The service is generally retailed at around \$7 versus the \$8 to \$9 typical range of other services in the pay television universe. □



New addition. WSAV-TV Savannah, Ga., has signed on as ABC's 208th primary affiliated station. Shown at the formal signing of the affiliation agreement at ABC's headquarters in New York are (l-r): Richard N. Savage, vice president, ABC Television Network; David Bradley Jr., president, News-Press & Gazette Co., which operates WSAV-TV; Randy Peltier, general sales manager, WSAV-TV; Elton H. Rule (seated), president and chief operating officer, ABC Inc.; Joseph Giaquinto, vice president and director, affiliate development planning, ABC Television Network, and Tom K. Matthews, VP and general manager of WSAV-TV.

Many-splendored world of TV distribution

The increasing complexity—and flexibility—of television program distribution is exemplified by the *Dayan's Israel* documentary that occupied two and a half hours on ABC-TV yesterday afternoon (July 18).

The SFM Entertainment presentation began life as a three-hour co-production between the BBC and Israel's Rimon Communications. U.S. and Canadian rights were acquired last year by SFM's Stan Moger, who went to Tel Aviv to negotiate for the property. Moger then exhibited it at MIP-TV in Cannes this spring, where it was seen by Robert Wussler, executive vice president of Turner Broadcasting System, who expressed interest in acquiring the production for that company's WTBS(TV) Atlanta superstation.

Later, while going through tapes at Moger's home, an ABC executive learned of the show and referred it to Roone Arledge, president of ABC News and Sports, who liked the subject but was hard put to find a three-hour time period to ac-

commodate it. Finally, the network arranged to cut *Dayan* to fit a 3-5:30 p.m. time period following the British Open.

Moger then negotiated a separate deal with the Public Broadcasting Service, which will air the documentary next February or March, probably in the three-segment version. Wussler, meanwhile, bought a 90-minute version to be broadcast Oct. 16 over WTBS, with a second run within 18 months.

Moger plans still another outing on an ad hoc station network in 1984, and is negotiating with HBO for a possible pay cable run.

And on top of all that are the cassette and disk versions, for which Moger holds the worldwide rights. (Non-U.S. TV rights are held by the Anthony Morris organization in London.)

"Between the ABC, PBS, Turner and cassette deals you're looking at close to \$500,000 in revenues," Moger says, "for a vehicle that has already been paid for. I did it because I fell in love with the property. The money was a great surprise to me."



Above. The late Israeli leader Moshe Dayan pictured in his garden near Tel Aviv. **At right.** Arnon Zuckerman (l) of Rimon Communications and Stan Moger of SFM Entertainment with Dayan's wife, Rahel.



Ratings Roundup

As the prime time summer rerun season continued, CBS-TV won the week ending July 11 with a 12.6 rating and 25 share. ABC followed with an 11.9/24, then NBC-TV with a 10.8/21.

Of the week's 70 programs, only 11 were first-run on network television. CBS's *60 Minutes* was the sole original to rank among the first 20, joined by only ABC's *20/20* and *Rich Kids* movie in the top half of the ratings list.

ABC won Tuesday, Friday and Saturday; CBS took Monday and Sunday, and NBC led on Wednesday and Thursday. CBS had the best nightly average on Sunday with a 17.1/33. NBC had the worst: 7.5/16 on Friday.

None of the week's movies proved major attractions. Highest rated was NBC's theatrical "Rollercoaster" (14.8/26) on Sunday; lowest was CBS's special two-hour *Walt Disney Presents: "Kidnapped,"* (8.5/18) on Saturday. Others were ABC's *Rich Kids* (12.8/26), CBS's *Scared Straight, Another Story* (12.7/24), NBC's *The Scarlett O'Hara War* (12.7/23), CBS's *A Shining Season* (11.2/21) and ABC's "Funny Lady" (10.0/19).

Elsewhere on the schedule, ABC *Monday Night Baseball*: Milwaukee versus Chicago and San Diego versus Montreal scored a 9.7/19. *CBS Reports: A Time to Die* fell within the final five lowest-rated shows at 6.6/14.

In the early evening network news competition, the *CBS Evening News with Dan Rather* held its usual first place, this time at 10.9/24. The *NBC Nightly News* pulled itself up to second (9.6/22). ABC *World News Tonight* was third (9.4/21).

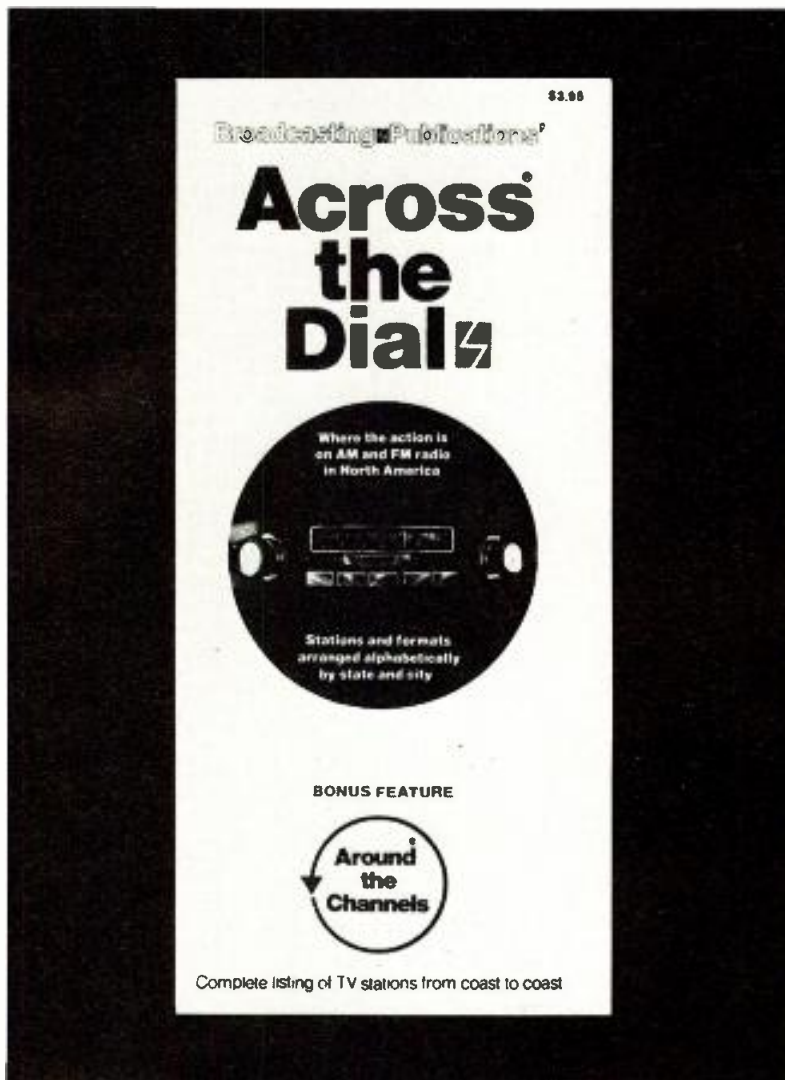
The First 20

1.	<i>M*A*S*H</i>	CBS	19.3/36
2.	<i>60 Minutes</i>	CBS	18.6/42
3.	<i>Fantasy Island</i>	ABC	18.5/39
4.	<i>Hart to Hart</i>	ABC	18.0/34
5.	<i>Alice</i>	CBS	18.0/33
6.	<i>Jeffersons</i>	CBS	18.0/32
7.	<i>Too Close For Comfort</i>	ABC	17.5/32
8.	<i>Hill Street Blues</i>	NBC	17.4/32
9.	<i>Three's Company</i>	ABC	17.0/32
10.	<i>House Calls</i>	CBS	16.9/31
11.	<i>Trapper John, M.D.</i>	CBS	16.6/29
12.	<i>Love Boat</i>	ABC	16.2/33
13.	<i>Gimme A Break</i>	NBC	16.0/30
14.	<i>WKRP in Cincinnati</i>	CBS	15.7/32
15.	<i>Lou Grant</i>	CBS	15.7/29
16.	<i>One Day At A Time</i>	CBS	15.6/31
17.	<i>Diff'rent Strokes</i>	NBC	15.4/30
18.	<i>Facts of Life</i>	NBC	14.9/29
19.	<i>Rollercoaster (movie)</i>	NBC	14.8/26
20.	<i>Archie Bunker's Place</i>	CBS	14.6/30

The Final Five

66.	<i>CBS Reports: A Time To Die</i>	CBS	6.6/14
67.	<i>Code Red</i>	ABC	6.3/14
68.	<i>Chicago Story</i>	NBC	6.3/13
69.	<i>Father Murphy</i>	NBC	5.7/13
70.	<i>Lewis And Clark</i>	NBC	4.2/10

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After three months of advertising experiment on noncommercial TV stations, the reviews are mixed; some see spots as the salvation of public system; others want to find other ways to raise funds; some commercial outlets see growing competition

More than three months have passed since the first commercial aired on public television (BROADCASTING, April 5). Since then there has been surprisingly little response from viewers, but a flood of cautious speculation from the noncommercial and commercial television sectors.

In late March, seven of the 10 public TV stations selected to participate in the 18-month advertising experiment (KCSM-TV San Mateo, Calif.; WHY-TV Philadelphia; WIPB(TV) Muncie, Ind.; WPBT(TV) Miami; WQLN(TV) Erie, Pa.; WTTW(TV) Chicago, and WYES-TV New Orleans) began broadcasting both product and institutional advertising. The other three are engaged in variations of advertising and underwriting. The experiment is authorized by Congress and overseen by the Temporary Commission on Alternative Financing for Public Telecommunications (BROADCASTING, Feb. 1, et seq.).

So far, the experiment appears to be successful—stations report that they expect to raise enough revenues from advertising to cover costs and generate some net income. However, numerous reservations also are being voiced.

FCC Commissioner James Quello, TCAFPT chairman, in a recent report to Congress, best summarized some major

concerns. "This option appears to hold significant promise as a means of generating revenue, at least in some communities. However, it is estimated that over 50% of the public broadcasting stations would be prohibited from commercial advertising by either constitutional charter or opposition from individual boards. Also, advertising on publicly funded stations could change the character of the service and also generate business opposition with possible negative effect on contributors and underwriters."

Quello's reservations are being echoed by other TCAFPT members and public broadcasting figures. CPB president and TCAFPT member, Edward Pfister, is critical of advertising on public TV. He has repeatedly spoken against it. Pfister warns that if public broadcasters accept advertising, the medium will "move quickly into the commercial marketplace where other values will inevitably dominate it."

TCAFPT members Congressmen Al Swift (D-Wash.) and Tom Tauke (R-Iowa) also say that advertising is not the answer for all of public broadcasting. In a videotaped message to public broadcasters (BROADCASTING, July 5) they pointed out that only a handful of stations originally volunteered to participate in the experiment.

Only 16 of 296 public TV stations and 13 radio stations of 267 applied. And only the 10 TV stations are participating in the experiment.

Despite those reservations, the participating stations remain enthusiastic. WYES-TV New Orleans's general manager, Vincent Saele, says the future is bright. Since

WYES-TV aired its first commercial March 26, it has grossed about \$90,000, he says. Fall prospects, he added, look good.

WYES-TV, he says, has lined up 45 accounts attracting a variety of advertisers including car dealers, jewelers and local banks. National advertisers are expected to follow. National sales are being handled for all the stations by consultant Howard Eaton.

Saele dismisses his public broadcasting colleagues' fears that the experiment may compromise the nature of public TV, insisting instead that "what the public and the viewers want is good programming; it doesn't make a difference if they receive it by not-for-profit or profit television."

Saele also cites the noticeable lack of response from viewers. The station has not alienated viewers, he said. It has even conducted a successful membership drive since introducing commercials.

All the stations in the experiment concur that there has been little reaction to the commercials. In addition, the temporary commission hired a research firm, Elra Group, Lansing, Mich., to conduct a pre- and post-experiment survey of public attitudes toward commercials on public TV. The results of the pre-experiment survey show the overall response was generally favorable.

John Abel, who conducted the research, says he was surprised by the results because in previous research, commercials have always been a major complaint. Abel noted that the survey was conducted before any ads aired. Attitudes may change later when the post-experiment survey is conducted, he said. Abel also noted that viewers were told none of the commercials would interrupt programming.

According to experiment guidelines, commercials may run a maximum of two minutes with only four minutes of advertising for each hour and must not interrupt programming.

WIPB is the smallest station in the experiment and the only TV station in the Muncie, Ind., market. The station's general manager, Jim Needham, says local advertisers aren't accustomed to running TV ads and it's taking time to convince them. But he notes that the station has signed up four accounts since June 2. WIPB is airing both product and institutional ads during prime time. Needham maintains, however, that public TV is taking a "different approach" to commercials. "We are not a carbon copy of commercial TV," he said.

Advertisers, said KCSM-TV General Manager Stewart Chefet, "are definitely interested in the PBS audience." (KCSM-TV serves the San Francisco Bay area.) "They [advertisers] realize they are missing a



KCSM-TV San Mateo, Calif., ran this ad for a San Francisco amusement park.

considerable hunk of the population that doesn't watch commercial TV. There's a great deal of interest in getting that last chunk of people," Cheifet said. Certain special interest programs, for example, *Wall Street Week* or *Washington Week in Review*, he noted, are attracting advertisers.

KCSM-TV San Mateo, Calif., went on the air with commercials May 17. It currently airs five to seven spots a day and expects to keep adding more. The station has established its own small sales team.

Cheifet also maintains he has heard more complaints from viewers about public TV's traditional revenue-raising activities, such as auctions and pledge drives, than he has about the commercials.



Ross Supermarket ad on WPB(TV) Muncie, Ind.

While public broadcasters agree that advertising won't replace federal funding, they say it will provide supplemental income. Some even predict generous revenues. George Dooley, WPBT's president and chief executive officer, predicts his station will be able to make up the recent cuts in federal funding. Dooley is optimistic about the experiment's potential and says advertisers are too. "Advertisers are up and positive about it," he said.

Though a majority of stations aren't producing commercials themselves they have set stringent standards. Stations say the ads must be tasteful and reflect the interest of viewers. None of the stations are airing personal product ads.

Paul Speice, account executive handling sales for WQLN, said: "We're being very selective about commercials. We don't want to rock the boat." Speice noted that some advertisers express a fear that if the experiment backfires they'll be tainted by association.

Speice also believes advertisers of prestigious products are eager to reach the public TV audience.

At WTTW Chicago advertisers appear to be seeking out the "up-scale PBS audience." The station began broadcasting commercials June 14. Some of its advertisers include Amoco, Schweppes tonic and a Porsche Audi dealer. Commercials are aired two to three times a day.

WTTW also hired a sales representative, Frank Daly & Associates. According to director of information service and advertising Richard Turner, the station anticipates the project will evolve into a significant form of alternative funding. Turner says WTTW airs its commercials during

breaks between programs. This, he emphasized, keeps WTTW from compromising its noncommercial status. "The strength of public broadcasting is its programming and since we're not airing commercials next to programs, nobody is buying programs," he said. WTTW broadcasts a statement during commercial breaks informing viewers that subscriptions remain the number-one source of income.

In Philadelphia too, WHYI-TV's Bob McGredy who heads that station's sales team, finds advertisers eager. What surprises him, however, is how little they know about PBS programming. "Our biggest problem has been how little, overall, advertisers know about us." WHYI-TV formed a separate sales unit run by McGredy called Tel-Dyco. It has collected



Gulf credit to appear on WQED(TV) Pittsburgh

a number of accounts since June 1. They include a local restaurant chain, a Mercedes and Toyota dealer, US Air, and a paint retailer. McGredy thinks that public TV may represent an outlet for advertisers who are not using commercial TV. Since the *Philadelphia Bulletin* folded, more print advertisers are looking for an outlet, he said.

The other three stations in the experiment (WSKG(TV) Binghamton, N.Y.; WNET(TV) New York, and WQED-TV Pittsburgh) are not experimenting with commercials. WSKG is proposing to offer broadcast time to cultural and educational organizations. The station would produce and air messages for free, promoting those organizations. In turn, the organizations would grant discounts to WSKG members.

The station, however, is looking for funding to get the project off the ground. WSKG is seeking about \$100,000 to produce the spots. According to a station spokesman, the station may charge for the productions if it can't raise the funds. But that situation would force it to lower the discount.

Both WQED and WNET are experimenting with what they call enhanced underwriting credits, longer versions of what are currently aired. The stations discount airing commercials for a number of reasons. WNET, in particular, is a large producing station with contracts with many trade unions. (Before the experiment got under way it was threatened with defeat by trade unions that appeared unwilling to go along with the experiment (BROADCASTING, Feb. 22). After intensive negotiations, the unions agreed to the experiment but WNET dismissed the idea of airing commercials

completely so as not to compromise its union contracts.

WQED Vice President David Roland notes that his station surveyed viewers first to see if they would be supportive of commercials. The response was a resounding no. In addition, Roland said that enhanced underwriting offered the station an opportunity to "preserve the non-commercial nature of the service and benefit the system overall."

It is WQED's intention, he explains, to experiment with enhanced underwriting in an attempt to increase the number of programs available at no cost to public television. Neither station has aired an enhanced underwriting credit, but expects to soon. Rowland says WQED will experiment with different approaches to



WYES-TV New Orleans' Cartier commercial

enhanced underwriting. For example, Gulf Oil, which underwrites the station's *National Geographic* specials, has agreed to purchase a credit. The credit will air as part of a 30-second promotional spot for the *National Geographic* specials.

Although these public broadcasters are optimistic, their commercial counterparts are voicing divergent views. Some are totally opposed, while others are finding no problems with it.

John Kanzius, executive vice president and general manager of WJET-TV Erie, Pa., thinks the experiment will inevitably alienate viewers. Kanzius also has doubts about the experiment's success. He thinks the stations will attract two types of advertisers—those that advertise on a one-shot basis and those that don't normally advertise. He doesn't foresee any immediate threat from WQLN there. Its audience share is small, he notes, and the pricing for its spots disproportionately high.

Kanzius also believes public broadcasting can't "realistically" get involved without compromising its noncommercial nature. "If public TV gets into commercial business it has to get into ratings and from there they'll have to enter into the bidding for programming," Kanzius said. If that occurs, and the government still supports public television, he said it would be an unfair situation.

Kanzius and other commercial broadcasters say they are sympathetic to the plight of noncommercial broadcasting but would rather not see it enter the marketplace. Instead they favor restoration of federal funds or exploration of other funding methods.

WBBM-TV Chicago's Peter Lund is

against advertising in the noncommercial system. The vice president and general manager of the CBS O&O says, "We've never been supportive on the grounds that it would have a debilitating effect on public TV."

Lund cited comments filed by CBS at the FCC opposing experimentation with advertising on those grounds (BROAD-

CASTING, Feb. 1). In Chicago, he views WTTW as competition. Early indications, he says, are that it is successful.

He also believes that viewers and underwriters will become alienated by the ads. "But that's the risk they run even on an experimental basis," he noted. "We're supportive of their efforts to find alternative financing, but advertising is not the

right avenue for public TV," Lund said.

In Miami, WTVJ(TV) station manager Douglas Barker, predicts that WPBT's experimentation with commercials will "have absolutely no effect on commercial stations here." However, he said he is philosophically opposed to it. Barker thinks the experiment will be successful because the public TV audience is too small to attract most advertisers.

But there is support from the commercial sector for the public broadcasters. KPXT(TV) San Francisco is buying time on KCSM-TV. Art Kern, vice president and general manager, said the spot will be promotional, expressing support for a healthy public broadcasting system. Kern said it was too early to predict the experiment's outcome, but he foresaw no fierce competition from KCSM-TV.

Bob Olson, general manager of WVUE(TV) New Orleans, doesn't view non-commercial WYES-TV as a major competitor. He predicts little impact on the commercial market, with only "blue chip advertisers" promoting their image by advertising on public TV.

While there has been a mixture of views on the experiment's effect and apparent success, few are willing to comment on its outcome. Quello, however, offers some thought on that. The end result, he says, may be a public broadcasting that's less than commercial and more than noncommercial. He calls it a "not-for-profit public TV," and says that "having commercials may be better than no public TV at all." □

Intermedia

Money too. Home banking will be part of CBS/AT&T videotext test in Ridgewood, N.J. New Jersey-based shared automatic teller network, The Treasurer Inc., will utilize electronic network developed and operated by Automatic Data Processing to provide banking services. Two banks in Treasurer system are in CBS/AT&T test area, Fidelity Union and Citizens First National—and while test participants won't be selected on basis of being those banks' customers, test participants who aren't would be welcomed as new accounts.

Peacock signing. KMTR-TV Eugene, Ore., which goes on air in fall, has joined NBC-TV as affiliate. NBC-TV had been sharing KVAL-TV with CBS-TV, which continues as network for KVAL-TV on full-time basis.

Satellite supply. Demand for international satellite circuits will increase estimated 85% over next four years, International Telecommunications Satellite Organization (Intelsat) said last week. In closing out its annual global traffic meeting in Washington, Intelsat disclosed that its survey of member nations produced new projection of demand for 62,225 satellite telephone circuits by end of 1986. Intelsat is 106-member nation organization that owns and operates global satellite system used by countries for international communications and with some nations also using Intelsat network for domestic communications. Intelsat handles about two-thirds of all overseas telecommunications services and virtually all overseas TV transmission. Comsat is U.S. representative and part owner of Intelsat. International projections do not include satellite circuits used for domestic communications within U.S.

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NPR's latest money-making opportunity

National paging service, distributed via satellite, will be joint venture

National Public Radio announced last week plans for a national paging service. National Satellite Paging Co. will be a joint venture of NPR and Mobile Communications Corp. of America. MCAA is a Jackson, Miss.-based radio common carrier offering paging and mobile phone service.

NSP, according to NPR President Frank Mankiewicz, will be delivered by the network's satellite system, using NPR's more than 200 satellite downlinks. He said calls would be uplinked from a Washington paging control center to Westar IV and then downlinked to participating NPR stations. Those stations will then transmit the signal to local paging companies that will

send messages over the nationwide paging frequency. Less than 1% of NPR's satellite capacity will be used by the service.

The service will be sent in the 900 mhz band, which the FCC has opened for paging. Mankiewicz predicted that the service could be operational by late 1983.

Mankiewicz described the venture as "a marvelous combination of two sets of technology and two sets of experience." MCAA is the fourth largest radio common carrier.

Mankiewicz noted that the proposed service is another attempt by NPR to be free of federal funding in five years. Last month NPR announced plans for a digital data delivery service with National Information Utilities Corp., of McLean, Va. (BROADCASTING, June 28).

The paging venture is particularly promising to NPR which will receive 40% of the revenues and is not responsible for any losses. Participating public radio stations will receive a fee too. MCAA president and chief executive officer, John Palmer, noted that the firm expects to operate at a loss at first, but projected that NSP would gross about \$10 million in five years.

The service will be offered to other radio common carriers providing local paging services. The cost to a consumer for the national paging service will be about \$5 to \$8 more than the local service.

Palmer said that MCAA had conducted earlier research on a nationwide paging system and found a strong interest in the service. He predicted that many radio common carriers now providing local paging will want the service.

NSP will be based in Washington and overseen by a board of directors—four selected by NPR and six by MCAA. □

Financial News news. Glen H. Taylor resigned July 11 as chairman and president of Financial News Network Inc., a Santa Monica, Calif.-based program service providing business-related programming to about 20 UHF television stations and several cable systems nationwide. The network's board of directors also accepted the resignation of Fred Biggs as a director. The resignations came after a weekend board meeting and on the eve of a public offering of about \$6 million in stock to finance the network. The stock offering has been delayed to allow the board to amend documents filed with the Securities and Exchange Commission. The departure of Taylor and Biggs followed a report in the *Los Angeles Times* outlining a series of "legal troubles" involving Taylor over the past 20 years.



CPR revisited. For the second straight year, NBC Television Stations and network affiliates will conduct an intensive four-week campaign in behalf of the American Red Cross cardiopulmonary resuscitation (CPR) training. Preliminary to the broadcast drive that opens today (July 19), a Capitol Hill news conference took place last Wednesday to explain the life-saving project to members of Congress and the media. While the 1981 campaign was primarily designed to build public awareness of the ARC's CPR training, this year the emphasis will be more on signing up viewers to take the relatively short course. The TV spots offer messages from people whose lives have been saved by CPR. Tabor Bolden, vice president, station affairs, NBC stations, said that "last year the program was so popular that 161 of our affiliated stations participated in addition to the NBC-owned stations (WRC-TV Washington; WNBC-TV New York; KNBC-TV Los Angeles; WMAQ-TV Chicago, and WKYC-TV Cleveland). There were about 250,000 people certified in CPR as the result of the 1981 campaign." Al Jerome, executive vice president, NBC-TV stations division, said that figure translated into a 24.6% increase in CPR trainees. Lawmakers watched and then participated in a CPR demonstration. In photo (l-r): Chris Wallace, co-anchor of NBC-TV's *Today Show*, who conducted the news conference and introduced the guests; Rick Walter, Red Cross safety expert who demonstrated CPR on "Resusci-Annie"; Senator Robert Dole (R-Kan.) (partly obscured); Representative Ted Stevens (R-Alaska); Representative G.V. (Sonny) Montgomery (D-Miss.), and Senator Orrin Hatch (R-Utah).

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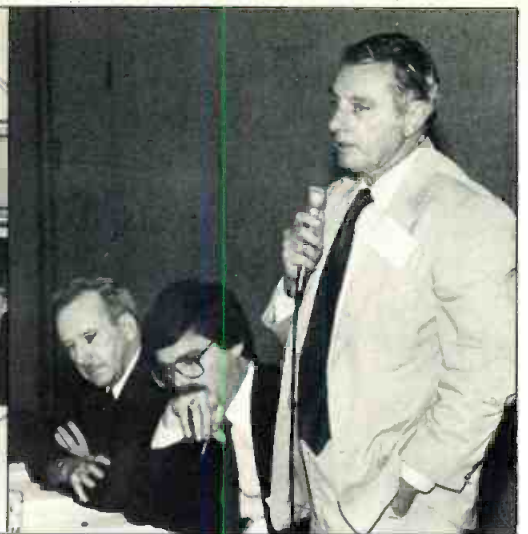
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Back to basics. A three-day, \$1,000-a-head "new station start-up clinic" has been held in Denver, sponsored by the Association of Independent Television Stations and intended, as one participant put it, to help aspiring and new operators of independent stations to avoid making "the same mistakes that new station operators have been making for the last 20 years." There were 16 paying customers, mostly new station operators and applicants for construction permits, and half that number of veteran operators to lead the workshops.

John Serrao, president of KTRN-TV Nampa, Idaho, who has put four independents on the air since 1965, laid out the curriculum, which ranged from selecting the market to build in, getting the money, on through the FCC labyrinth and into the details of building, staffing and operating. Serrao's station also furnished four of the workshop leaders and a two-inch-thick book of guidelines, forms and check lists to make start-ups easier. Other workshop leaders included John

Fergie, WWLP-TV Springfield, Mass.; Elmer Jaspan, WDRB-TV Louisville, Ky.; Gail Brekke, KRBB-TV Sacramento, Calif.; Ted Baze, KGMC-TV Oklahoma City; Martin Firestone, Washington attorney, and Howard Kamin and John King from INTV. Sessions were long, starting early and running through dinner, and participants seemed satisfied they'd gotten their money's worth. One, Jerald Newman, president and part owner of 18-month-old WLRE-TV Green Bay, Wis., told BROADCASTING: "I'm going to send INTV a bill for \$500,000 for not doing this two years ago." Shown here at left (l-r): Robert J. Hamacher, general manager, KAYU-TV Spokane, Wash.; Curt Bertsch, vice president/director of business affairs, KTRV Nampa-Boise, Idaho; Fred Eychaner, president, WPWR-TV Aurora, Ill.; Dan O'Kane, vice president/finance, MMT Sales, New York; Jon Gluck, vice president-director of sales, MMT Sales, New York. At right (l-r): John Fergie, vice president/engineering, WWLP-TV Springfield, Mass.; Cary D. Jones, senior vice president-station manager, KTRV Nampa-Boise, Idaho, and Serrao.

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7/19/82

Iowa station's job-a-thon proves successful

There were 319 job offers and a telephone call from the President offering congratulatory message

An Iowa television station is sticking its thumb in the dike against rising unemployment. And it has not only drawn many offers of jobs but a congratulatory phone call from President Reagan.

The station, KGAN-TV Cedar Rapids had pre-empted its local and CBS schedule between 6:30 and 10 p.m., July 9. In its stead, it presented a "Job-A-Thon," underwritten by the station and Merchants National Bank there. The movie, "The Pink Panther," was offered with 15-minute telethon-type cutaways about every quarter hour. In those periods, unemployed people at three different locations (KGAN-TV's studios and shopping centers in Waterloo and Dubuque, Iowa), were put before cameras to explain skills they had to offer. The station earlier had worked with Job Service of Iowa to compile an advance list of job opportunities and during the Job-A-Thon maintained a bank of telephone operators to take additional offers.

KGAN-TV News Director Bob Jackson, who is credited with the creation of the public service venture, said that more

than 700 unemployed had an opportunity to advertise their availability during the evening and that a preliminary count showed 319 job offers. He added that the effort will continue through August with Monday-evening, half-hour follow-up shows at 6:30 p.m.

Congratulations poured in from the governor, mayor and Senator Charles Grassley (R-Iowa) who offered a job in Washington.

But the most unexpected call to the

show came at 9:15, when Reagan spoke live with Job-A-Thon host Barry Norris. In the conversation, carried on-the-air, he praised the station's effort and recalled his father's efforts to match jobs and job seekers in Reagan's hometown during the Depression. The President alluded again to his early radio days in that state when, after his introductory remarks, he added: "... And I almost feel that when I am talking with someone in Iowa, I should say that this is Dutch Reagan." □

\$2.6 million. **Seller** is owned by Daniel M. and Cyril G. Brennan, brothers (24.9% each), sister, Kathleen Brennan Roush (22.5%), and their mother, Mary S. Brennan (5%). Roush and Cyril Brennan also each own 7.7% of nonvoting preferred stock of WBAM-AM-FM Birmingham, Ala., which is principally owned by their sister-in-law, Frances U. Brennan. **Buyer** is subsidiary of Jaco Inc., which is owned by Mack Sanders, who owns three AM's and one FM and also bought, subject to FCC approval, WYSII-AM-FM Clinton, Tenn. (see above). WRKK is on 99.5 mhz with 50 kw and antenna 870 feet above average terrain.

Changing Hands

PROPOSED

WLNA(AM)-WHUD(FM) Peekskill, N.Y. □ Sold by Highland Broadcasting Corp. to Gary B. Pease for \$4.2 million ("In Brief," July 12). **Seller** is owned equally by Francis V. Lough and Irving Cottrell, who have no other broadcast interests. **Buyer** is former vice president of General Communicorp, New Haven, Conn.-based owner of WPLR(FM) New Haven and WSCR(AM)Hamden, Conn. He has no other broadcast interests. WLNA is on 1420 khz with 5 kw day and 1 w night. WHUD is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

WYSH-AM-FM Clinton, Tenn. □ Sold by Clinton Broadcasters Inc. to Mack Sanders for \$1.2 million. **Seller** is owned by George R. Guertin and John Paxton (40% each) and James Stair (20%). Guertin owns 53.3% of WMTN(AM)-WAZI(FM) Morristown and 42.5% of WBNT(AM) Oneida, both Tennessee, and 33.3% of WIXI(AM) Lancaster, Ky. Stair owns 66.6% of WIXI and 42.5% of WBNT. Paxton owns 13.3% of Morristown stations. **Buyer** owns WVOK(AM) Birmingham, Ala.; WJRB(AM) Madison, Tenn.; WNOX(AM) Knoxville, Tenn., which he bought for \$1.2 million (BROADCASTING, March 22), and WIZO(FM) Franklin, Tenn., which he bought for \$800,000 (BROADCASTING, May 17). He also has been granted FCC approval to buy WRKK(FM) Birmingham, Ala. (see below). Sanders is spinning off WYSH(AM) for \$500,000 to comply with FCC's overlap rules (see below). WYSH-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

WYSH(AM) Clinton, Tenn. □ Sold by Mack Sanders to Odis Ray Harper for \$500,000. **Seller**, who bought WYSH along with co-located WYSH-FM (see above), is spinning off AM facility to comply with FCC's overlap rules. **Buyer** is former Lynn, Ala., mobile home manufacturer and has no other broadcast interests. WYSH is 1 kw daytime on 1380 khz. **Broker: Blackburn & Co.**

KTRT(AM) Truckee, Calif. □ Sold by Trans-Sierra Broadcasters Inc. to The December Group for \$200,000. **Seller** is owned by Mira Shea, who bought KTRT in 1978 for \$160,000 (BROADCASTING, May

1, 1978). **Buyer** is principally owned by Thomas Quinn and Paul Almond, who also are principal owners of KEZC(FM) Carnelian Bay, Calif., which was bought earlier this year for \$635,000 (BROADCASTING, Jan. 25). They also are principals in KBCR(AM)-KBST(FM) Steamboat Springs, Colo. KTRT is on 1400 khz with 1 kw day and 250 w night. **Broker: Chapman Associates.**

□ Other proposed station sales include: WWWN(AM) Vienna, Ga. and WPMP(AM)-WPMO(FM) Pascagoula-Moss Point, Miss. (BROADCASTING, July 5), (see "For the Record," page 74).

APPROVED

WRKK(FM) Birmingham, Ala. □ Sold by Brennan Properties Inc. to Sandrin Inc. for

KYSN(AM) Colorado Springs □ Sold by KYSN Broadcasting Co. to Walton Stations Colorado Inc. for \$1.3 million. **Seller** is principally owned by Donald T. Harding, president, who has no other broadcast interest. **Buyer** is Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton, who also bought, subject to FCC approval, KKCS-FM Colorado Springs from Mountain Center Broadcasting for \$1,020,000 (BROADCASTING, April 26). KYSN is on 1460 khz with 1 kw day and 500 w night.

□ Other approved station sales include: WKSJ(FM) Eldorado, Ill.; WIRV(AM) Irvine, Ky.; WBRI(AM) Berlin, N.H., and WJBG(AM)-WSLT(FM) Ocean City, N.J. (see "For the Record," page 75).

Owner Financing

Top 10 Market	Class B-FM - Profitable \$6,500,000 including real estate
New England	Major Market - Class B-FM Profitable - \$4,000,000 terms
Midwest	Medium Market - Fulltime AM/ Class B-FM - Profitable \$3,000,000 terms
Midwest	Major Market - Class A-FM Profitable - \$1,700,000 terms

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As compiled by BROADCASTING, July 6 through July 9, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height 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 application

■ Michigan City, Ind.—Gonzalez Limited Partnership seeks 1420 khz, 5 kw-U. Address: 1529 Michigan Avenue, La Porte, Ind. 46350. Principals: Elmo Gonzalez (50% equity, 100% control) and Bob T. Burns (50% equity, no control). Burns owns WEFM(FM) Michigan City, Ind. Filed June 30.

FM applications

■ Bethel, Alaska—Tundra Broadcasting Inc. seeks 100.1 mhz, 3 kw, HAAT: 76 ft. Address: P.O. Box 742, Bethel 99559. Principal: Rufus Tallent, president, who is Bethel pastor and has no other broadcast interests. Filed July 6.

■ Naknek, Alaska—Bay Broadcasting Inc. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 111, Naknek, 99633. Principals: Curtis A. Nestegard, Jewel M. Nestegard and Jim Phelps. Curtis Nestegard is Naknek pastor. Phelps is director of public works, Bristol Bay Borough, Naknek. None have other broadcast interests. Filed July 6.

■ Martin, Ky.—Baldwin Broadcasting Inc. seeks 100.1 mhz, 630 w, HAAT: 598 ft. Address: 1050 Riverview Lane, Prestonsburg, Ky. 41653. Principals: Elizabeth Baldwin and Michael L. Ormerod (50% each), who has no other broadcast interests. Filed July 2.

■ Gardnerville and Minden, Nev.—Jack Hays, Lynn Houseal and Lewis Overcast seek 99.3 mhz, 3 kw, HAAT: -726 ft. Address: 460 Puma Drive, Carson City, Nev. 89701. Principal: Applicant is principally owned by Jack Hayes (92%), who has no other broadcast interests. Filed July 2.

■ Huntingdon, Tenn.—WJPJ Inc. seeks 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 378 East Main Street, Huntingdon 38344. Principal: David B. Jordan (90%) and family. Jordan owns 25% of WNRG(AM)-WJMD(FM) Grundy, Va.; 74% of WDTM(AM) Selmer, Tenn., and 90% of WJPJ(AM) Huntingdon. Filed June 30.

■ *Memphis, Tenn.—Friends of Alternative Radio Inc. seeks 89.3 mhz, 2.7 kw, HAAT: 195 ft. Address: 2217 Sterick Bldg., 8 North Third Street, Memphis, 38103. Estimated construction costs: \$3,600; first-year operating cost: \$5,000. Principals: Noncommercial corporation headed by Douglas D. Dahlhauser, president, who is Memphis dentist and has no other broadcast interests. Filed July 1.

■ *Memphis, Tenn.—Memphis Area People's Fund Inc. seeks 89.3 mhz, 2.75 kw, HAAT: 195 ft. Address: 1770 Poplar Ave., P.O. Box 2124, Memphis 38101. Estimated construction costs: \$8,000; first-quarter operating cost: \$900. Principal: Applicant seeks former facilities of WLYX which has been off air since May 31. It's headed by Cliff Lipman, who is Memphis attorney and less than 1% owner of KWOZ(FM) Mountain View, Ark. Filed July 1.

TV applications

■ Fresno, Calif.—Alden Communications Corp. seeks ch. 59; ERP: 1,639 kw vis., 164 kw aur., HAAT:

2,345 ft.; ant. height above ground: 263 ft. Address: 120 North Robertson Blvd., Los Angeles 90048. Legal counsel: Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun, Washington. Consulting engineer: Cohen & Dippell, Washington. Principal: Subsidiary of Robertson Properties Inc., which, in turn, is wholly owned by Michael R. Forman. He also is principal behind applicant for new TV's at Tucson, Ariz.; Denver; Galveston, Tex.; Portland, Ore.; and 10% interest in permittee for new TV at Las Vegas and 80% interest in provisional permittee for new TV at Seattle, Wash. Filed July 2.

■ Key West, Fla.—Key West TV Partners seeks ch. 22; ERP: 1,000 kw vis., 100 kw aur., HAAT: 459 ft.; ant. height above ground: 459 ft. Address: Box 8026, Greenville, N.C. 27834. Legal counsel: Kenkel & Barnard, Washington. Consulting engineer: Lawrence Behr Associates, Greenville, N.C. Principal: Lawrence Behr and Digital Applications South Inc. (50% each). Digital applications is also owned by Lawrence Behr. Behr is principal in WGH(AM)-WRQR(FM) Farmville, N.C., and also applicant for new TV's at Ayden, N.C., and Kerrville, Tex. (BROADCASTING, May 3). He also is applicant for new FM at Christiansd, V.I. (BROADCASTING, July 12). Filed July 2.

■ Knoxville, Tenn.—Robert L. Bertram seeks ch. 26; ERP: 5,000 kw vis., 500 kw aur., HAAT: 2,000 ft.; ant. height above ground: 639 ft. Address: West Cumberland Ave., Jamestown, Ky. 42629. Consultant: Edward M. Johnson & Associates Inc., Knoxville. Principal: Robert L. Bertram (100%), who has no other broadcast interests. Filed June 28.

■ Christiansted, V.I.—W. C. White seeks ch. 15; ERP: 8.13 kw vis., 813 w aur., HAAT: 1,037 ft.; ant. height above ground: 194 ft. Address: 1603 East Leach Street, Kilgore, Tex. 75662. Consulting engineer: Raymond E. Rohrer, Silver Spring, Md. Principal: White has no other broadcast interests. Filed July 2.

FM actions

■ Marshall, Ark.—Zero Broadcasting Inc. granted 104.3 mhz, 100 kw, HAAT: 817 ft. Address: Route 3, Box 51, Marshall 72650. Estimated construction costs: \$107,500; first-quarter operating cost: \$24,000; first-year revenue: \$125,000. Format: CW 60%. Principals: Coy L. Horton and wife, Carolyn S. (50% each). Coy is woodworking consultant. Wife is office manager at Marshall lumber company. Neither have other broadcast interests. (BPH-810929AC). Action July 1.

■ Soperton, Ga.—Terry D. Meeks granted 101.7 mhz, 2.5 kw, HAAT: 475 ft. Address: P.O. Box 441, Lyons, Ga. 30436. Estimated construction costs: \$75,000; first-quarter operating cost: \$3,300; first-year revenue: \$30,000. Principal: Terry D. Meeks (100%), who is Lyons, Ga., contractor and real estate developer, last year bought WMPZ(AM) [formerly WYOK] Soperton, Ga., for \$232,500. (BPH-810812AG). Action June 29.

■ Osceola, Iowa—J.B. Broadcast Inc. granted 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Rural Route No. 1, Box 22, New Virginia, Iowa 50210. Estimated construction costs: \$167,800; first-year operating cost: \$48,000; revenue: \$210,000. Principal: M.W. Beaman (100%) who is former director of Iowa Department of Public Safety. (BPH-810908AU). Action May 18.

■ Baltimore—SRW Inc. dismissed application for 92.3 mhz, 20 kw. Address: 305 West Chesapeake Avenue, Towson, Md. 21204. (BP-810723AC). Action June 4.

■ International Falls, Minn.—Minnesota Christian Broadcasters Inc. granted 99.5 mhz, 100 kw, HAAT: 582 ft. Address: P.O. Box 745, Brainerd, Minn. 56401. Estimated construction costs: \$170,000; first-quarter operating cost: \$29,600. Principal: MCB owns KTIG(FM) Pequot Lakes, Minn. Richard W. Beals is president. (BPH-811016AR). Action June 29.

■ Magnolia, Miss.—South Pike County Consolidated School Dist. dismissed applications for 90.5 mhz, 100 w, HAAT: 98 ft. Address: 250 W. Bay St., Magnolia 39652. (BPED-790723AK). Action June 22.

■ Blairsville, Pa.—Blairsville Broadcasting Inc. granted 106.3 mhz, 2 kw, HAAT: 363 ft. Address: 10 Johnson Avenue, Blairsville 15717. Estimated con-

struction costs: \$78,000; first-quarter operating cost: \$13,800; first-year revenue: \$130,000. Principals: Ada L. Ottie (70%), Charles C. Rutledge (25%) and Jack Maciejewski (5%). Ottie is partner in Blairsville newspaper and magazine distributor. Rutledge is Greensburg, Pa., broadcast consultant. Maciejewski is engineer at WOTV(TV) Grand Rapids, Mich. They have no other broadcast interests. (BPH-810921AG). Action June 25.

■ Bridgeport, Tex.—Bridgeport Broadcasting granted 96.7 mhz, 3 kw, HAAT: 208 ft. Address: P.O. Box 427 Springtown, Tex. 76082. Estimated construction cost: \$22,700; first year operating cost: \$50,000; revenue: \$60,000. Format: CW. Principals: Bert F Dimock and brother, Dan (50% each). Bert was (through 1979) engineer with General Dynamics, Fort Worth, Tex. Dan owns building equipment co. They have no other broadcast interests. (BPH-800201AR). Action June 25.

■ Colorado City, Tex.—James G. Baum granted 106.3 mhz, 3 kw, HAAT: 141 ft. Address: P.O. Box 990, Colorado City 79512. Estimated construction costs: \$21,-840; first-quarter operating cost: \$3,000. Principal: Baum owns KVMC(AM) Colorado City. (BPH-810925AY). Action June 25.

■ Elkins, W.Va.—Elkins Broadcasting Co. dismissed application for 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 531 Gay Street, Suite 702, Hamilton Building, Knoxville, Tenn. 37902. (BPH-810528AF). Action June 17.

■ Ronceverte, W. Va.—Radio Greenbrier Inc. granted 97.7 mhz, 3 kw, HAAT: 270 ft. Address: 276 Seneca Trail, North Ronceverte, W.Va. 24970. Estimated construction costs: \$62,000; first-quarter operating cost: \$7,300; first-year revenue: \$35,000. Format: CW 50%/easy listening (25%). Principals: Ray D. Wooster Jr., president, and four others who also own WRON(AM) Ronceverte. (BPH-811009AD). Action June 25.

■ *Madison, Wis.—University of Wisconsin returned application for 89.1 mhz, 75 kw, HAAT: 742 ft. Address: 1220 Linden Drive, Madison 53706. (BPED-811230AK). Action June 18.

■ Thermopolis, Wyo.—Long Lines Broadcasting Inc. granted 98.3 mhz, 3 kw, HAAT: -418 ft. Address: 320 Senior Avenue, Thermopolis, Wyo. 82443. Estimated construction costs: \$18,300; first-quarter operating cost: \$2,750; first-quarter revenue: \$13,500. Principal: Bruce R. Long (100%), who is president and owner of KTHE(AM) Thermopolis. (BPH-811007AE). Action June 25.

TV action

■ Honolulu—Pacific Rim Broadcasting Co. granted ch. 14; ERP: 2,570 kw vis., 257 kw aur., HAAT: 1917 ft.; ant. height above ground: 158 ft. Address: 810 Richards Street, Honolulu 96813. Estimated construction cost: \$2,094,000; first-quarter operating cost: \$145,500; first-quarter revenue: 245,000. Legal counsel: Schnader, Harrison, Segal & Lewis—Washington. Consulting engineer: Raymond E. Rohrer—Silver Spring, Md. Principals: Michael Parker and wife, Judith (11.8% jointly); Huntly Gordon, James W. White, Esmeralda F. Bascue, Gerald J. Woodard, Francis S. Oda and Stewart S. Stabley (11.8% each); Dennis Rupp, Charles H. Davies (5.9% each) and Gil & Simone Conforti (5.9% jointly). Michael Parker is mayor of Tacoma, Wash. Huntly Gordon is director of Tacoma Housing Authority. Parker and Gordon also are principals in applicant for new UHF at San Francisco (BROADCASTING, March 2, 1981). Parkers are also applicant for new TV's at Anchorage, Alaska and Tacoma. (BPCT-810803KE). Action June 24.

Ownership changes

Applications

■ WVVN(AM) Vienna, Ga. (1550 khz, 1 kw-D)—Seeks assignment of license from Dooly-Crisp Communications Corp. to Nelcom Inc. for assumption of liabilities not to exceed \$208,000. Seller: Principally owned by Jack A. Powers, who has no other broadcast

interests. Buyer: Closely held group of eight stockholders headed by Rodney Taylor, president and 15% owner. He is program director at WENK(AM) Union City, Tenn. Filed July 2.

■ **WPMP(AM)-WPMO(FM)** Pascagoula-Moss Point, La. (AM: 1580 khz, 5 kw-D; FM: 99.1 mhz, 100 kw, HAAT: 386 ft.)—Seeks assignment of license from Crest Broadcasting Inc. to Gulf Coast Country Corp. for \$1 million (BROADCASTING, July 5). Seller: 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. Filed June 30.

■ ***WORT(FM)** Madison, Wis. (89.7 mhz, 1.3 kw, HAAT: 905 ft.)—Seeks assignment of license from Back Porch Radio Broadcasting Inc. to Back Porch Broadcasting. Transaction does not seek to change licensee name but only to reflect new elected president and board members. Filed June 30.

Actions

■ **KYSN(AM)** Colorado Springs, Colo. (1460 khz, 1 kw-D, 500 w-N)—Granted assignment of license from KYSN Broadcasting Co. to Walton Stations Colorado Inc. for \$1.3 million. Donald T. Harding is president of seller which has no other broadcast interests. Buyer: Pebble Beach, Calif.-based group owner of three AM's and two FM's principally owned by John B. Walton, who also bought, subject to FCC approval, KKCS-FM Colorado Springs for \$1,020,000 from Mountain Center Broadcasting (BROADCASTING, April 26). (BAL-820507HX). Action June 28.

■ **WKSJ(FM)** Eldorado, Ill. (102.3 mhz, 3 kw, ant. 300 ft.)—Granted transfer of control of Eldorado Broadcasting Corp. from Robert D. Unsell and others (100% before, none after) to Ted L. Hite and Robert C. Winchester (none before, 100% after). Consideration: \$139,000. Principals: Transferors are Walter R. Unsell (49.76%), John T. Brown (24.18%), his brother, Philip E. Brown (24.16%) and Walter's son, Robert D. (2%), who have no other broadcast interests. Transferees: Hite is news director at WKSJ. Winchester is Illinois State representative. They have no other broadcast interests. (BTC-811006GE). Action June 29.

■ **WIRV(AM)** Irvine, Ky. (1550 khz, 1 kw-D)—Granted transfer of control of Kentucky River Broadcasting Inc. from stockholders (100% before; none after) to Marshall E. Sidebottom (none before; 100% after). Consideration: \$200,000. Principals: Sellers are A. Dale Bryant and James M. Hay (50% each). Bryant also owns WSVK(FM) Stanton, Ky. Buyer is former manager of WKVY(AM) Louisa, Ky., and has no other broadcast interests. (BTC-820310ES). Action June 28.

■ **WBRL(AM)** Berlin, N.H. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from McLaughlin Broadcasting Inc. to Friendly Broadcasting Corp. for \$125,000. Seller: Richard J. McLaughlin (100%), who has no other broadcast interests. Buyer: Robert J. Connelly, John C. Reardon (44% each), Joseph Riley, B. Alan Sprague (4.5% each) and Thomas E. Flynn (3%). Connelly is former sales consultant at WKID-TV Fort Lauderdale, Fla., and owns 6.66% of WWNH-AM-FM Rochester, N.H. Riley is former operations manager at WWNH. Sprague is with Manchester, N.H., advertising agency. None have other broadcast interests. (BAL-820507HW). Action June 30.

■ **WIBG(AM)-WSLT(FM)** Ocean City, N.J. (AM: 1520 khz, 1 kw-D; FM: 106.3 mhz, 1 kw, ant. 310 ft.)—Granted transfer of control of Shore Broadcasting Co. from T. Richard Butera (51% before; none after) to Robert A. Fox (49% before; 100% after). Consideration: \$118,355. Principals: Seller is bowing out to minority stockholder and seeking waiver of three-year rule due to financial hardship. Butera was majority stockholder in assignee that bought station three years ago for \$655,000 (BROADCASTING, Oct. 8, 1979). Buyer is president and chairman of publicly traded, diversified Warner Co., and is minority principal of WIBG/WSLT. (BTC-820427HG, HH). Action June 28.

Facilities changes

AM applications

Tendered

■ **WBSS** (980 khz) Pompano Beach, Fla.—Seeks CP to increase D power to 5 kw and make changes in ant.

sys. Ann. July 6.

■ **WLEJ** (1560 khz) Ellijay, Ga.—Seeks CP to increase power to 1 kw. Ann. July 6.

■ **KAYT** (970 khz) Rupert, Idaho—Seeks CP to increase power to 2.5 kw and correct TL and SL. Ann. July 9.

■ **WOGO** (680 khz) Cornell, Wis.—Seeks CP to change city of license to Hallie, Wis.; change hours of operation to U by adding 500 w-N; install DA-2; change TL and SL, and make changes in ant. sys. Ann. July 6.

Accepted

■ **KWAM** (990 khz) Memphis, Tenn.—Seeks CP to change ant. sys. and request conversion to standard radiation pattern. Ann. July 6.

FM applications

Tendered

■ **WOKD** (98.3 mhz) Arcadia, Fla.—Seeks CP to change TL; change ERP to 1.7 kw; change HAAT to 400 ft., and make changes in ant. sys. Ann. July 2.

■ **WNCW** (96.7 mhz) Paris, Ky.—Seeks CP to change TL and make changes in ant. sys. Ann. July 6.

■ ***WGFR** (92.1 mhz) Glens Falls, N.Y.—Seeks CP to change TL; change ERP to 15 w (H); change HAAT to 505 ft. (H) and make changes in ant. sys. Ann. June 18.

■ **WLVV** (96.9 mhz) Statesville, N.C.—Seeks CP to change TL; change HAAT to 1,248 ft. and make changes in ant. sys. Ann. July 6.

Accepted

■ **WJFD** (97.3 mhz) New Bedford, Mass.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase HAAT to 399 ft. and change TPO. Ann. June 18.

■ **KALS** (97.1 mhz) Kalispell, Mont.—Seeks modification of CP (BPH-800428AF, as mod.) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 26.45 kw; decrease HAAT to 2,488 ft. and change TPO. Ann. June 18.

■ **KYBS** (97.5 mhz) Livingston, Mont.—Seeks CP to install aux. ant. sys. at location other than main; to be operated on ERP of 3 kw; change HAAT to -205 ft. and change TPO. Ann. July 8.

■ **KLNK** (98.9 mhz) Oklahoma City—Seeks modification of CP (BPH-800616AG, as mod.) to decrease ERP to 44.67 kw. Ann. July 8.

TV applications

Accepted

■ **KMST** (ch. 46) Monterey, Calif.—Seeks CP to reduce aural ERP power. Ann. July 2.

■ ***KSMH-TV** (ch. 14) Hays, Kan.—Seeks MP (BPET-790205KG, as mod.) to change frequency from ch. 14 to ch. 19; change ERP to 316 kw vis., 31.6 kw aur.; change trans. and make other changes to ant. sys. Ann. July 8.

■ ***WEAO** (ch. 49) Akron, Ohio—Seeks MP (BPET-790720KF, as mod.) to change ERP to 685 w vis., 68.5 w aur.; change HAAT to 975.1 ft. and change TL. Ann. July 2.

AM actions

■ **WUNI** (1410 khz) Mobile, Ala.—Granted CP to augment standard pattern. Action June 24.

■ **KRSA** (580 khz) Petersburg, Alaska—Granted modification of CP (BP-800403AC) to change TL. Action June 30.

■ **KNST** (940 khz) Tucson, Ariz.—Granted CP to increase D power to 5 kw and N power to 1 kw, DA-2; change TL; and make changes in ant. sys. Action June 24.

■ **WAXE** (1370 khz) Vero Beach, Fla.—Granted CP to change TL. Action June 16.

■ **KTWG** (770 khz) Agana, Guam—Granted CP to change TL. Action June 15.

■ **KOZE** (1300 khz) Lewiston, Idaho—Granted CP to change frequency to 950 khz and install DA-2. Action June 28.

■ **KLER** (950 khz) Orofino, Idaho—Granted CP to change frequency to 1300 khz and increase N power to 1 kw. Action June 25.

■ **KROI** (1270 khz) Sparks, Nev.—Granted CP to change D operation from 5 kw directional to 5 kw non-directional. Action June 30.

■ **WRKL** (910 khz) New York—Granted CP to add 1 kw-N; change to DA-2, U; redescribe TL. Action June 14.

■ **KMSD** (1510 khz) Milbank, S.D.—Granted CP to change ant sys. Action June 30.

■ **KALE** (960 khz) Richland, Wash.—Granted CP to make changes in ant. sys. Action June 24.

FM actions

■ **WMLS-FM** (98.3 mhz) Sylacauga, Ala.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 2.7 kw; increase HAAT to 314 ft. and change TPO. Action June 29.

■ **KHOZ-FM** (102.9 mhz) Harrison, Ark.—Granted CP to increase ERP to 100 kw; change HAAT to 632 ft.; install new trans., transmission line and make changes in ant. sys. Action June 30.

■ ***WKPX** (88.5 mhz) Sunrise, Fla.—Granted modification of CP (BPED-780828AD) to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Action June 24.

■ **WXTZ** (103.3 mhz) Indianapolis—Granted CP to install aux. trans. and ant. at location other than main; to be operated on ERP of 17.33 kw; change HAAT to 735 ft. and change TPO. Action June 24.

■ **WXKQ** (103.9 mhz) Whitesburg, Ky.—Granted CP to make changes in ant. sys.; change type trans.; change type ant. and change TPO. Action June 24.

■ **WICO-FM** (94.3 mhz) Salisbury, Md.—Granted CP to change HAAT to 300 ft. and change type transmitter. Action July 1.

■ **WGTF** (93.5 mhz) Natucket, Mass.—Granted modification of CP (BPH-790301AL) to change TL increase ERP to 9.17 kw; increase HAAT to 306 ft. and change TPO. Action June 24.

■ **WDRQ-FM** (93.1 mhz) Detroit—Granted CP to make changes in ant. sys.; change SL; change type trans.; change type ant.; increase ERP to 50 kw and change TPO. Action June 24.

■ **WGLQ** (97.1 mhz) Escanaba, Mich.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 1066 ft. and change TPO. Action June 24.

■ **WJBL-FM** (94.5 mhz) Holland, Mich.—Granted CP to increase ERP to 20 kw and change TPO. Action June 24.

■ ***KCFV** (89.5 mhz) Ferguson, Mo.—Granted CP to increase ERP to 1 kw (H); 64 w (V); change HAAT to 159 ft.; change type transmitter and make changes in ant. sys. Action July 1.

■ **KRNO** (106.9 mhz) Reno, Nev.—Granted CP to change TL; change ERP to 70 kw; change HAAT to 2214 ft.; change type trans. and make changes in ant sys. Action June 30.

■ **KCLV-FM** (99.1 mhz) Clovis, N.M.—Granted CP to change type trans.; change SL and RC; decrease ERP to 74.175 kw and change TPO. Action June 24.

■ ***WCPE** (89.7 mhz) Raleigh, N.C.—Granted modification of CP (BPED-1776, as mod.) to make changes in ant. sys. Action June 24.

■ ***WGUC** (90.9 mhz) Cincinnati—Granted modification of CP (BPED-791227BD, as mod.) to change type ant; increase ERP to 15 kw; increase HAAT to 883 ft. and change TPO. Action June 24.

■ **WXGT** (92.3 mhz) Columbus, Ohio—Granted CP to make changes in ant. sys.; change TL; change SL and RC; change type ant; decrease ERP to 17.78 kw; increase HAAT to 753 ft. and change TPO. Action June 24.

■ **KMTB** (104.7 mhz) Florence, Ore.—Granted modification of CP (BPH-790807AG) showing proposed operation on: 104.7 mhz; change TL; change type trans.; change type ant; decrease ERP to 64.8 kw; increase HAAT to 2,430 ft. and change TPO. Action June 24.

■ **WFFM** (96.7 mhz) Braddock, Pa.—Dismissed CP to make changes in ant. sys.; change type ant.; decrease ERP to 16.6 kw; increase HAAT to 997 ft. and change TPO. Action June 23.

■ **WNFM** (104.9 mhz) Dayton, Tenn.—Granted modification of CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 420 w; increase HAAT to 700 ft. and change TPO. Action June 24.

■ **KVMX** (96.7 mhz) Eastland, Tex.—Granted modification of CP (BPH-810610AA, as mod.) to

change ERP to 2.85 kw. Action June 24.

■ KULP-FM (96.9 mhz) El Campo, Tex.—Granted CP to change TL; increase ERP to 50 kw; change HAAT to 425 ft.; change type trans., and make changes in ant. sys. Action June 30.

■ KQUE (102.9 mhz) Houston—Granted CP to install aux. trans. and ant. at main TL; to be operated on ERP of 26.8 kw; change HAAT to 930 and change TPO. Action June 24.

■ *WVWP-FM (88.7 mhz) Rochester, Vt.—Granted CP to change ERP to 100 w and make changes in ant. sys. Action June 24.

■ KWIQ-FM (100.3 mhz) Moses Lake, Wash.—Granted CP to change ERP to 100 kw; change type trans. and make changes in ant. sys. Action June 24.

■ WZUU-FM (95.7 mhz) Milwaukee—Granted CP to install aux. ant. at main TL; to be operated on ERP of 8.217 kw; change HAAT to 279 ft. and change TPO. Action June 24.

In contest

FCC actions

■ FCC granted Harris Corp. access under Freedom of Information Act to two staff memoranda and portions of other documents dealing with FCC's AM stereo decision. Action July 2.

■ FCC denied review of Review Board action severing consolidated Burbank/Pasadena AM-FM proceeding, involving license renewal of KROQ(AM) Burbank and KROQ-FM Pasadena, Calif., and competing applications, and remanding FM case for further hearing. Action July 7.

■ FCC Review Board granted Central Texas Broadcasting Co. CP for new TV on ch. 25 at Waco, Tex. Review Board action reversed initial decision by ALJ which awarded Cp to Blake-Potash Corp. Action July 6.

Allocations

Petitions

■ Wasilla, Alaska—In response to petition by Snow Peak Corp.: Proposed assigning 105.7 mhz to Wasilla and substituting 104.9 mhz for 105.5 mhz at Anchorage and modifying license of Station KNIK-FM Anchorage, to operate on 105.5 mhz; comments due Aug. 16, replies Aug. 31 (BC Doc. 82-358). Action June 28.

■ Harwichport, Mass.—In response to petition by Donald J. Kelley: Proposed assigning 93.5 mhz to Harwichport as its first FM; comments due Aug. 16, replies Aug. 31 (BC Doc. 82-359). Action June 28.

■ Muskogee, Okla.—In response to petition by Parish Broadcasting Systems Inc.: Proposed assigning 97.1 mhz to Muskogee as its second FM; comments due Aug. 16, replies Aug. 31 (BC Doc. 82-361). Action June 28.

■ Fajardo, P.R.—In response to petition by Michael L. Carter and Hector Nicolau: Proposed assigning ch. 34 to Fajardo as its second commercial TV; comments due Aug. 16, replies Aug. 31 (BC Doc. 82-360). Action June 28.

■ Anson, Tex.—In response to petition by Lilly Amador: Proposed assigning 103.1 mhz to Anson as its first FM; comments due Aug. 16, replies Aug. 31 (BC Doc. 82-356). Action June 28.

■ Terrell Hills, Tex.—In response to petition by S I T Broadcasting Corp.: Proposed substituting 106.7 mhz for 106.3 mhz at Terrell Hills and modifying license of KES1 to specify operation on 106.3 mhz; comments due Aug. 16, replies Aug. 31 (BC Doc. 82-357). Action June 28.

Assignments

■ Pukalani, Hawaii—Assigned 98.3 mhz to Pukalani as its first FM; effective Aug. 31 (BC Doc. 81-187). Action June 28.

■ Brooklyn, Iowa—Assigned 99.3 mhz to Brooklyn as its first FM; effective Aug. 31 (BC Doc. 82-60). Action June 28.

■ Ortonville, Minn.—Assigned 101.5 mhz to Ortonville as its second FM; effective Aug. 31 (BC Doc.

81-737). Action June 29.

■ Cozad, Neb.—Assigned 104.5 mhz to Cozad as its first FM; effective Aug. 31 (BC Doc. 81-782). Action June 28.

■ Forest City, N.C.—Assigned ch. 66 to Forest City as its first TV; effective Aug. 31. (BC Doc. 82-75). Action June 28.

■ Shallotte, N.C.—Assigned 106.3 mhz to Shallotte as its second FM; effective Aug. 31 (BC Doc. 82-133). Action June 28.

■ Washington and Wilmington, N.C.—Assigned 98.3 mhz, to Washington as its second FM and denied petition by Genesis Communications Inc. to assign 98.5 to Wilmington; effective Aug. 31 (BC Doc. 81-881). Action June 28.

■ Klamath Falls, Ore.—Assigned 95.9 mhz to Klamath Falls as its third FM; effective Aug. 31 (BC Doc. 82-77). Action June 28.

■ Aguada, Arecibo, Cidra, Lajas, Manati, Mayaguez, Quebradillas, Utuado and Cabo Rojo, all Puerto Rico—Assigned 103.7 mhz to Lajas, effective Aug. 31, and denied joint petition by several parties to substitute Class B channels for Class A channels for stations WRFE, Aguada, WBRQ, Cidra, and WREI, Quebradillas, and, in order to accommodate those changes, to substitute channel assignments for stations WNIK, Arecibo, WMLD, Manati, WIOA, Mayaguez, and WERR, Utuado (BC Doc. 80-520). Action June 29.

■ Amarillo, Tex.—Assigned 96.9 mhz to Amarillo as its sixth FM; effective Aug. 31 (BC Doc. 81-853). Action June 28.

■ Goldendale, Wash.—Assigned 102.3 mhz to Goldendale as its first FM; effective Aug. 31 (BC Doc. 82-110). Action June 28.

Translators

VHF actions

■ Lee Vining, Calif.—Lee Vining Pub. Ut. District granted ch. 13, 11, and 7 to rebroadcast KXTV(TV) Sacramento, Calif., KOLO-TV Reno, Nev., and KCRA(TV) Sacramento (BPTTV-811231SX, SY, SZ). Action April 20.

■ Cahone, Colo.—Montezuma-Dolores Cnty. Met. Rec. Dis. granted ch. 2 (BPTTV-820222TV). Action June 16.

■ Cahone and Dove Creek, Colo.—Montezuma-Dolores Cnty. Met. Rec. Dis. granted ch. 8 to rebroadcast KGGM-TV Albuquerque, N.M. (BPTTV-820222TU). Action June 16.

■ Cortez, Colo.—Montezuma-Dolores Cnty. Met. Rec. Dis. granted ch. 10 to rebroadcast KJCT-TV Grand Junction, Colo. (BPTTV-810714IH). Action April 29.

■ Gunnison, Colo.—Gunnison Cnty. Met. Rec. Dis. granted ch. 9 to rebroadcast KWGN-TV Denver (BPTTV-810210IL). Action May 18.

■ Pitkin and Ohio, Colo.—Gunnison county granted ch. 8 to rebroadcast KBTB(TV) Denver (BPTTV-820126TU). Action June 8.

■ Pitkin and Ohio, Colo.—Gunnison county granted ch. 10 to rebroadcast KWGN-TV Denver (BPTTV-820126TV). Action June 8.

■ Westcliffe, Colo.—S.E. Colorado Health Center granted ch. 3 to rebroadcast KTSC-TV (BPTTV-810119JU). Action June 7.

■ Hailey, Idaho—The Klix Corp. granted ch. 6 to rebroadcast KMVT-TV Twin Falls, Idaho (BPTTV-781201IA). Action May 4.

■ May and Goldberg, Idaho—Boards of Education and Regents granted ch. 2 to rebroadcast KBGL(TV) Pocatello, Idaho (BPTTV-801229IB). Action March 18.

■ McCall and New Meadows, Idaho—No Business TV Association granted ch. 8 to rebroadcast KIVI(TV) Nampa, Idaho (BPTTV-800623IB). Action April 29.

■ North Fork, Idaho—North Fork TV Association granted ch. 4 to rebroadcast KPAX(TV) Butte, Mont. (BPTTV-810623IB). Action June 7.

■ Circle and Brockway, Mont.—Circle TV Booster Club granted ch. 6 (BPTTV-790606IB). Action Jan. 8.

■ Roundup, Mont.—Roundup TV Tax District granted ch. 6 to rebroadcast KUED(TV) Salt Lake City (BPTTV-811124TZ). Action May 28.

■ Pineywoods Estates, N.M.—Pineywoods Water Association granted ch. 11 to rebroadcast KDDB(TV) El Paso, Tex.. Action June 7.

■ Huntington, Ore.—King Broadcasting Co. granted ch. 13 to rebroadcast KTVB(TV) Boise, Idaho (BPTTV-810828IQ). Action March 20.

■ Riley, Ore.—Countywide TV Translator District granted ch. 5 to rebroadcast KTVZ(TV) Bend, Ore. (BPTTV-800506IB). Action June 16.

■ Hanksville, Utah—Wayne county granted ch. 66 to rebroadcast KSTU(TV) Salt Lake City (BPTTV-820115SR). Action June 16.

■ Hildale, Utah—Wash. Cnty. TV Dept. granted ch. 7 and 13 to rebroadcast KUTV(TV) and KUED(TV) both Salt Lake City (BPTTV-811105TW, TZ). Action April 15.

■ Hildale, Utah—Wash. Cnty. TV Dept. granted ch. 9 and 11 to rebroadcast KTVX(TV) and KSL(TV), both Salt Lake City (BPTTV-811105TX, TY). Action April 15.

■ Lake Wenatchee, Wash.—Lake Wenatchee TV Inc. granted ch. 13 to rebroadcast KYVE(TV) Yakima, Wash. (BPTTV-811116TS). Action April 15.

■ Molson, Wash.—Oroville Television Assoc. Inc. granted ch. 5 to rebroadcast KSPS-TV Spokane, Wash. (BPTTV-810206IN). Action April 15.

■ Oroville, Wash.—Oroville Television Assoc. Inc. granted ch. 7 to rebroadcast KSPS-TV Spokane, Wash. (BPTTV-810206IO). Action April 15.

■ Cody, Wyo.—Park county granted ch. 6 to rebroadcast KTWO(TV) Cody, Wyo. (BPTTV-810622JJ). Action April 20.

■ Cody, Wyo.—Park county granted ch. 13 to rebroadcast KTWO(TV) Casper, Wyo. (BPTTV-810622JJ). Action April 15.

UHF actions

■ Phoenix, Ariz.—KOOL Radio-Television Inc. granted ch. 68 to rebroadcast KOOL-TV Phoenix (BPTTV-810506IC). Action May 18.

■ Long Valley Region, Calif.—Mono City granted ch. 58 to rebroadcast KXTV(TV) Sacramento, Calif. (BPTTV-79094IL). Action May 28.

■ Potter Valley, Calif.—Potter Valley Television Association granted ch. 69 to rebroadcast KQED-TV San Francisco (801007IB). Action May 14.

■ Axial Basis Rural, Colo.—Moffat county granted ch. 60 to rebroadcast KBTB(TV) Denver (BPTTV-79094IL). Action May 28.

■ Breckenridge, Colo.—Western Slope Communications Ltd. granted ch. 24 (BPTTV-820108TX). Action May 27.

■ Coaldale, Colo.—Fremont School District granted ch. 59 to rebroadcast KSTC(TV) Pueblo, Colo. (BPTTV-810112IC). Action June 16.

■ Cortez, Colo.—Montezuma-Dolores Cnty. Met. Rec. Dist. granted ch. 33 to rebroadcast KGGM-TV Albuquerque, N.M.. (BPTTV-820208TZ). Action June 16.

■ Cotopaxi and Texas, Colo.—Fremont School District granted ch. 57 (BPTTV-810112IB). Action June 16.

■ Howard, Colo.—Fremont School District granted ch. 61 to rebroadcast KSTC(TV) Pueblo, Colo. (BPTTV-8100112ID). Action June 16.

■ Leadville, Colo.—Western Slope Communications Ltd. granted ch. 28 (BPTTV-820108TV). Action May 27.

■ Oak Creek, Colo.—Yampa Valley TV Association granted ch. 69 to rebroadcast KWGN(TV) Denver (BPTTV-800425IB). Action May 28.

■ Malad, Idaho—Oneida Cnty. Trans. District granted ch. 54 to rebroadcast KTVX(TV) Salt Lake City (BPTTV-811103TZ). Action April 29.

■ Salina, Kan.—Stauffer Communications Inc. granted ch. 53 to rebroadcast WIBW(TV) Topeka, Kan. (BPTTV-820204TZ). Action June 16.

■ Red Lake, Minn.—Red Lake Band of Chippewa Indians granted ch. 63 to rebroadcast WGN-TV Chicago. Action June 7.

■ Poplar Bluff, Mo.—Turner-Farrar Inc. granted ch. 15 to rebroadcast WSIL-TV Harrisburg, Ill. (BPTTV-800602IE). Action April 8.

■ Joplin, Mont.—Garryowen Corp. granted ch. 35 to rebroadcast KTVQ(TV) Billings, Mont. (BPTTV-820104TY). Action April 20.

■ Kalispell, Mont.—Telecrafter Corp. granted ch. 18 (BPTTV-811029TZ). Action June 16.

- Carson City, Nev.—Page Enterprises granted ch. 57 to rebroadcast KAME(TV) Reno, Nev. (BPTT-810115JM). Action April 20.
- Eureka, Nev.—Eureka TV District granted ch. 63 (BPTT-810804IA). Action Jan. 16.
- Manhattan, Nev.—County of Nye granted ch. 12 to rebroadcast KCRL(TV) Reno, Nev. (BPT-TV-800714IC). Action June 16.
- Overton, Nev.—Moapa Valley TV Maintenance (Dist. granted ch. 66 to rebroadcast KTVX(TV) Salt Lake City (BPTT-801031IG). Action April 29.
- Burns, Ore.—Countywide TV Translator District granted ch. 69 to rebroadcast KTVX(TV) Bend, Ore. (BPTT-800506IC). Action May 28.
- Rural Baker Valley, Ore.—Blue Mountain Translator District granted ch. 40 to rebroadcast KPTV(TV) Portland, Ore. (BPTT-820209TV). Action May 27.
- Elgin community, Ore.—Blue Mt. Translator District granted ch. 42 to rebroadcast KREM-TV Spokane, Wash. (BPTT-820209TT). Action June 8.
- Elgin area of Union, Ore.—Blue Mountain Translator District granted ch. 40 to rebroadcast KPTV(TV) Portland, Ore. (BPTT-820209TU). Action May 27.
- Rural Elgin, Ore.—Blue Mountain Translator District granted ch. 44 and 46 to rebroadcast KXLY(TV) and KHQ-TV, both Spokane, Wash. (BPTT-820209TR, TS). Action May 27.
- Philip and Kadoka, S.D.—Midcontinent Broadcasting Co. granted ch. 69 to rebroadcast KPLO-TV Reliance, S.D. (BPTT-810121JX). Action May 11.
- Camp Verde, Tex.—Via Cable Inc. granted ch. 59 to rebroadcast KSAT(TV) San Antonio, Tex. (BPTT-800604ID). Action May 28.
- Friona and Bovina, Tex.—Marsh Media Inc. granted ch. 57 to rebroadcast KVII-TV Amarillo, Tex. (BPTT-781228IA). Action April 28.
- Portales and Dora, Tex.—Marsh Media Inc. granted ch. 67 to rebroadcast KVII-TV Amarillo, Tex. (BPTT-790306IB). Action April 28.
- Brian Head, Utah—Brian Head town granted ch. 32, 34, 36, and 38 to rebroadcast KUED(TV), KSL(TV), KTVX(TV) and KUTV(TV) all Salt Lake City (BPTT-791231IE, IG, IH, II). Action April 20.
- Green River, Utah—Green River City granted ch. 30 and 32 to rebroadcast KSTU(TV) Salt Lake City and KBYU(TV) Provo, Utah (BPTT-811216TV, TW). Action May 18.
- Manti and Ephraim, both Utah—Sanpete county granted ch. 30 (BPTT-820111TA). Action June 8.
- Manti and Ephraim, Utah—Sanpete county granted ch. 32, to rebroadcast KBYU(TV) Provo, Utah (BPTT-820111SZ). Action June 8.
- Richfield and Monroe, Utah—Sevier City granted ch. 38 to rebroadcast KBYU(TV) Provo, Utah (BPTT-811216TX). Action May 18.
- Salina and Redmond, Utah—Sevier county granted ch. 62 to rebroadcast KBYU(TV) Provo, Utah (BPTT-811216TY). Action May 18.
- Torrey, Utah—University of Utah of Utah granted ch. 40 to rebroadcast KUED-TV Salt Lake City (BPTT-810121KT). Action April 15.
- Harrisonburg, Va.—County of Rockingham, Va., granted ch. 27, 18 and 16 to rebroadcast WDMV(TV) and WRC(TV), both Washington; and WHSV(TV) Harrisonburg, Va. (BPTT-810917QC, QD-QE). Action April 29.
- Bloomington, Wisc. Comm. Brd. granted ch. 49 to rebroadcast WHLA-TV LaCrosse, Wis. (BPTT-810121KU). Action April 15.
- Grantsburg, Wis.—Educational Communications Board granted ch. 39 (BPTT-810121JT). Action April 15.
- Sawyer and Vilas county, Wis.—Forward Telecasting Inc. granted ch. 57 to rebroadcast WSAW(TV) Wausau, Wis. (BPTT-811020TZ). Action June 11.

Low power

VHF actions

- Russellville, Ala.—Benjamin B. Moore granted ch. 3, 10 w, 150 ft. (BPTVL-811201TI). Action May 18.
- Holbrook, Ariz.—Midsouth Broadcasters granted ch. 12, 10 w, 150 ft. (BPTVL-810605IL). Action May

27.

- Bishop, Calif.—Listeners' Network TV granted ch. 7, 100 w, 175 ft. (BPTVL-810817IE). Action April 29.
- Long Valley, Calif.—Sierra Valley Communications Inc. granted ch. 3, 10 w, 38 ft. (BPTVL-820126TX). Action June 16.
- Mammoth, Calif.—Mammoth Mnt. Assoc. Inc. granted ch. 4, 10 w, 92 ft. (BPTVL-811013TG). Action April 22.
- Mammoth Lakes, Calif.—Raleigh Television granted ch. 7 (BPTVL-811016TZ). Action June 7.
- Gunnison, Colo.—Collis Michael Callahan granted ch. 2, 24 w, (BPTVL-820210IK). Action May 21.
- Trinidad, Colo.—Southwest Community TV granted ch. 12, 10 w, 100 ft. (BPTVL-811230TU). Action May 18.
- Madison, Fla.—Thomas H. Greene & R.H. Fackelman granted ch. 3, 10 w, 150 ft. (BPTVL-820107TY). Action May 27.
- Tifton, Ga.—Benjamin B. Moore granted ch. 5 (BPTVL-811201TR). Action May 18.
- Bemidji, Minn.—Benjamin B. Moore granted ch. 2, 10 w, 150 ft. (BPTVL-811201TP). Action May 18.
- Bethany, Mo.—Green Hills LPTV Inc. granted ch. 10, 10 w, 300 ft. (BPTVL-810831IH). Action April 29.
- Rolla, Mo.—Sowers Newspapers Inc. granted ch. 7, 10 w, 145 ft. (BPTVL-810629IB). Action April 20.
- Alva, Okla.—David Allen Crabtree granted ch. 7, 10 w, 100 ft. (BPTVL-820216TX). Action May 27.
- Blackwell, Okla.—Debra M. Kamp granted ch. 9, 100 w, 125 ft. (BPTVL-810903QF). Action April 20.
- La Grande, Ore.—Doloy Miller granted ch. 5 (BPTVL-810929RG). Action April 22.
- Portland, Ore.—Doloy Miller granted ch. 11 (BPTVL-810929RE). Action April 22.
- Fort Stockton, Tex.—Don Pierson and Mack Mercer granted ch. 5, 100 w, 100 ft. (BPTVL-820125TY). Action June 16.
- Huntsville, Tex.—Harte-Hanks LPTV Inc. granted ch. 5, 10 w, 170 ft. (BPTVL-810911QB). Action April 20.
- Moab, Utah—Spectrum Press Inc. granted ch. 2, 100 w, 180 ft. (BPTVL-820203TV). Action June 16.
- Rawlins, Wyo.—William C. Sniffin granted ch. 3, 10 w (BPTVL-811214TY). Action May 26.

UHF actions

- Kingman, Ariz.—Stanfield-Gates TV granted ch. 14 (BPTTL-811216TU). Action May 27.
- Mountain Home, Ark.—Baxter Broadcasting Inc. granted ch. 43, 1 kw (BPTTL-82030TG). Action June 16.
- Bishop Ownes Valley, Calif.—Inyo county superintendent of Schools granted ch. 60, 100 w, 30 ft. (BPTTL-810121KV). Action June 16.
- Inyokern and Ridgcrest, Calif.—Kitchen Productions granted ch. 43 (BPTTL-801008IA). Action May 11.
- Laytonville, Calif.—Lester J. Dietz granted ch. 61 (BPTTL-810210IF). Action April 20.
- Ridgcrest, Calif.—High Desert Broadcasting granted ch. 19, 100 w, 20 ft. (BPTTL-820216TY). Action June 16.
- Tahoe City, Calif.—Gavilan Communications granted ch. 56, 100 w, 30 ft. (BPTTL-810409IY). Action April 9.
- Twentynine Palms, Calif.—Morongo Basin TV Club Inc. granted ch. 63 (BPTVL-811130TW). Action April 15.
- Hermosa, Colo.—Response Broadcasting Corp. granted ch. 49 (BPTTL-810911QC). Action June 16.
- South Fork, Colo.—Clifford Hoelscher granted ch. 54, 100 w, 40 ft. (BPTTL-820309TV). Action June 16.
- Inklis and Yankeetown, Fla.—Citrus Cnty. Assoc. Retarded Child Inc. granted ch. 49, 1 kw, 345 ft. (BPTTL-811016TY). Action June 16.
- Douglas, Ga.—County Vision Associates granted ch. 53, 10 w, 100 ft. (BPTTL-820118TN). Action June 16.
- McRae, Ga.—County Vision Associates granted ch. 58, 10 w, 100 ft. (BPTTL-820118TO). Action June 16.
- Waycross, Ga.—County Vision Associates granted

- ch. 49, 10 w, 100 ft. (BPTTL-820118TQ). Action June 16.
- Houlton, Me.—Midsouth Broadcasters granted ch. 25, 100 w, 175 ft. (BPTTL-810605IK). Action May 27.
- Alexandria, Minn.—Alexandria Newspapers Inc. granted ch. 30, 100 w, 354 ft. (BPTTL-820104TZ). Action April 20.
- Alexandria, Minn.—Selective TV Inc. granted ch. 34, 100 w, 354 ft. (BPTTL-820209TQ). Action May 28.
- Brainerd, Minn.—Ronald J. Malik granted ch. 59, 100 w, 380 ft. (BPTTL-820217TH). Action May 27.
- Fairmont, Minn.—Ogden Cable Corp. granted ch. 28, 100 w, 200 ft. (BPTTL-810812IC). Action May 11.
- International Falls, Minn.—North Star Publishing Co. granted ch. 31, 100 w, 65 ft. (BPTTL-820203TX). Action June 16.
- Morris, Minn.—Kaercher Publications Inc. granted ch. 18, 1 kw, 100 ft. (BPTTL-820204TY). Action June 16.
- New Ulm, Minn.—Ogden cable Corp. granted ch. 22, 100 w, 400 ft. (BPTTL-810811IA). Action April 22.
- Kirksville, Mo.—KUTV Inc. granted ch. 40, 1 kw, 299 ft. (BPTTL-810422ID). Action April 15.
- Steelville, Mo.—Steelville Telephone Exchange Inc. granted ch. 56, 1-kw, 300 ft. (BPTTL-810227IP). Action June 3.
- White Sulphur Spring, Mont.—Meagher County TV District granted ch. 57, 20 w, 20 ft. (BPTTL-790807IA). Action April 27.
- Incline Village, Nev.—North Lake Tahoe Community Foundation granted ch. 14, 100 w, 40 ft. (BPTTL-810119JP). Action June 16.
- Farmington, N.M.—Debra M. Kemp granted ch. 43 (BPTTL-810903QG). Action June 16.
- Ardmore, Okla.—Parrish TV System granted ch. 55, 100 w, 212 ft. (BPTTL-810910QA). Action May 27.
- Erick, Okla.—Northfork TV Translator System granted ch. 62, 100 w, 20 ft. (BPTTL-801208IH). Action May 27.
- Guyton, Okla.—Christian Community TV Inc. granted ch. 53, 1 kw (BPTTL-811001TZ). Action May 27.
- Woodward and Mooreland, Okla.—OK TV Translator System Inc. granted ch. 69, 100 w, 300 ft. (BPTTL-810123IX). Action April 20.
- Roseburg, Ore.—Cascade Pacific Television granted ch. 31, 100 w, 109.5 ft. (BPTTL-810526IE). Action May 27.
- Tri City, Ore.—Cascade Pacific Television granted ch. 19, 1 kw, 200 ft. (BPTTL-811208TW). Action June 16.
- Memphis Lakeview, Tex.—Cruze Electronics granted ch. 44, 100 w, 300 ft. (BPTTL-810210IE). Action May 27.
- Sulphur Springs, Tex.—Jack W. Butler granted ch. 18, 1 kw, 1,108 ft. (BPTTL-811104TZ). Action June 10.
- Turkey, Tex.—Valley Translator System granted ch. 60, 100 w, 120 ft. (BPTTL-8012105IK). Action May 27.
- Uvalde, Tex.—Elcio and Brinhilda Salgado granted ch. 26, 10 w (BPTTL-810911QC). Action June 16.
- Uvalde, Tex.—Area Christian TV Station granted ch. 30, 10 w (BPTTL-811201TZ). Action June 16.
- Uvalde, Tex.—Area Christian TV station granted ch. 48, 10 w, 1,058 ft. (BPTTL-811229TZ). Action May 26.
- Cedar City, Utah—Spectrum Press Inc. granted ch. 22, 100 w, 100 ft. (BPTTL-820203TW). Action June 16.
- Cedar City, Utah—Summit Communications Inc. granted ch. 60, 100 w, 40 ft. (BPTTL-810609ID). Granted May 27.
- Price, Utah—Spectrum Press Inc. granted ch. 21, 100 w, 100 ft. (BPTTL-820203TU). Action June 16.
- St. George, Utah—Sheridan Newspapers Inc. granted ch. 14, 100 w, 153 ft. (BPTTL-820203TZ). Action June 16.
- Aberdeen, Wash.—The Malik-Harris Corp. granted ch. 55, 100 w, 144 ft. (BPTTL-820217TL). Action June 16.
- Pateros and Brewster, Wash.—OK-TV Inc. granted ch. 15, 100 w, 60 ft. (BPTTL-810831IG). Action June 7.

- Wenatchee, Wash.—Read Broadcasting granted ch. 30 (BPTTL-811207TY). Action June 10.
- Rice Lake, Wis.—Chronotype Publishing Co. granted ch. 15 (BPTTL-811210TW). Action June 16.
- Gillette, Wyo.—Summit Communications Inc. granted ch. 22 (BPTVL-811116TO). Action April 15.

Earth stations

Actions

Transmit-receive

- Indiana Public Broadcasting Society for South Bend and Evansville, both Indiana (E4145, 4146).

Receive only

- Cox Cable Communications Inc. for Queens, N.Y. (E4435).
- Cox Cable Communications Inc. for New Orleans (E4436).
- Cox Cable Communications Inc. for Fort Wayne, Ind. (E4437).
- Cox Cable Communications Inc. for Randolph, Vt. (E4439).
- Cox Cable Communications Inc. for Waterbury, Vt. (E4438).
- Newschannels Corp. for Sidney, N.Y. (E4440).
- Riviera Utilities for Foley, Ala. (E4443).
- Chesapeake Television Inc. for Baltimore (E4444).
- Tele-Media Co. of Centre County for Howard, Pa. (E4445).

Summary of broadcasting

FCC tabulations as of May 31, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,657	0	1	4,658	126	4,784
Commercial FM	3,365	1	1	3,367	222	3,589
Educational FM	1,111	0	0	1,111	79	1,190
Total Radio	9,133	1	2	9,136	427	9,563
Commercial TV						
VHF	524	1	0	525	11	536
UHF	265	0	0	265	128	393
Educational TV						
VHF	103	1	3	107	9	116
UHF	162	2	4	168	16	184
Total TV	1,054	4	7	1,065	164	1,129
FM Translators	475	0	0	475	234	709
TV Translators						
UHF	2,733	0	0	2,733	274	3,007
VHF	1,630	0	0	1,630	391	2,021

*Special temporary authorization

**Includes off-air licenses

Call letters

Applications

Call	Sought by
	New AM
KVAK	Alaskan Minority Broadcasting, Valdez, Alaska
	New FM's
WWOC	Boca Raton Christian School, Boca Raton, Fla.
WTZO	Radio Georgia Inc., Thomaston, Ga.
KROO	Breckenridge Broadcasting Co., Breckenridge, Tex.
KTNR	Tiner Broadcasting Co., Kenedy, Tex.
WCKV	Wayne County Board of Education, Ceredo, W. Va.
	New TV
WBBV	Pyramid Broadcasting Corp., Mt. Vernon, Ill.
	Existing AM's
WYUS	WAFI Milford, Del.
KKBQ	KULF Houston, Tex.
WNWZ	WENZ Highland Springs, Va.
	Existing FM's
KMSL	KOIT-FM Stamps, Ark.
KGBM-FM	KCWR Oakdale, La.
KKCK	KHML-FM Marshall, Minn.
WEKX	WNOZ Cortland, N.Y.
WONY	WEIV Ithaca, N.Y.
KMCO-FM	KNED-FM McAlester, Okla.
WNVZ	WORK Norfolk, Va.
WVSR	WTIO Charleston, W. Va.

Existing TV

KSNK KOMC McCook, Neb.

Grants

Call	Assigned to
	New AM's
WDKA	Seashore Broadcasting Inc., Cross City, Fla.
WLJN	Good News Media Inc., Elmwood township, Mich.
WCXO	Moca Broadcasting Associates Inc., Moca, PR.
	New FM's
KWHL	Pioneer Broadcasting Inc., Anchorage, Alaska
WKKA	Connecticut Educational Telecommunications Inc., Cornwall, Conn.
KLSX-FM	Minnesota Public Radio Inc., Rochester, Minn.
WEUC-FM	Catholic University of Puerto Rico Service Association, Ponce, PR.
WIMC-FM	South Carolina State College, Orangeburg, S.C.
KWCS	Bridgeport Broadcasting Co., Bridgeport, Tex.
KPAC	Classical Broadcasting Society of San Antonio Inc., San Antonio, Tex.
	New TV's
WLJC-TV	Hour of Harvest Inc., Beattyville, Ky.
KEHB-TV	Paso Del Norte Broadcasting Corp., El Paso, Tex.
	Existing AM's
KZNG	KWBO Hot Springs, Ark.
KXXN	KKIO Santa Barbara, Calif.
WQBH	WMZK Detroit
	Existing FM's
WIGC	WRES Troy, Ala.
KWBO-FM	KGUS Hot Springs, Ark.
WKCG	WFAU-FM Augusta, Me.
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RADIO

HELP WANTED MANAGEMENT

Station manager for group-owned Midwestern full-time AM and class B FM. Must be energetic, goal-oriented sales motivator and staff leader. Top salary, bonus, and profit sharing offered. Facilities can be top biller in market. Applicants must show record of past community involvement and sales track record. Send resume and salary history to Box C-48.

Looking for General Sales Manager. Top ten market. Send resume with references and salary requirements to Box C-32. M/F, EOE.

General Manager. WFIA/WXLN, Louisville, Kentucky, group-owned religious stations. Must be aggressive with strong sales background both in program and spot. Good base salary plus liberal bonus based upon performance. E.O.E. Send resume to Edwin Tornberg, PO Box 8698, Washington, D.C. 20011.

General Manager/Sales Manager. Run it like you own it for absentee owner. Results rewarded. New FM serving 200,000 in north central Massachusetts. Solid, small market experience, guts, energy and integrity essential. Call Ed Mattar, 617-754-1000.

General Manager - Experienced manager for small southwestern Pennsylvania AM country station doing an excellent business. Must know radio, sales management and all phases of radio. Give full particulars, salary expected and references. Must be willing to relocate. Write Box C-58.

Station Manager for Clark College 2500 watt non-commercial WCLK-FM, Atlanta. Manage professional staff and students and teach Broadcast Management. Qualifications: M.A. degree with 3-5 years radio management experience. Send resume to Lenora Stephens, Clark College, 240 Chestnut Street, Atlanta, GA 30314.

General/Sales Manager for northern Ohio radio station near Cleveland market. Strong sales management background essential. Send letter and resume to Box 451, Wadsworth, OH 44281.

Sales Manager for New York's Hudson Valley. Stations WGHQ(AM) and WBPM(FM) offer a great opportunity for the right individual who knows how to work with a five-person sales department, knows co-op promotion, merchandising, retailing, and community involvement. Must be organized, a good trainer, a leader. Earnings: Salary plus commission, travel allowance. Send letter of interest, resume and salary requirements to Walter Maxwell, WGHQ/WBPM, CPO Box 1880, Kingston, NY 12401. EOE.

HELP WANTED SALES

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.

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.

If you have a good sales record and aspire to be Sales Manager and possibly manager later of 24-hour station in medium size Minnesota market write us. Absentee owner has both positions open. Write Box C-54.

Three religious stations - Grand Rapids, Lansing, and Miami. Looking for self-motivated and independent individual for each location. Send resume to: Fred Jacob, 325 East 28th Street, Grand Rapids, MI 49508. EOE.

Wanted: more alive than dead!! An aggressive, self starting General Sales Manager. A charge individual with a proven track record in sales and sales management. Outstanding opportunity! Write in confidence to Box 1200, Mitchell, SD 57301.

Number 1 Adult Contemporary station in Central Florida seeking a strong closer. If you're a street fighter and can bill, we're interested. Good company benefit plan. Good list available. Rush resume and/or call WTMC, PO. Box 897, Ocala, FL 32678. 904-629-8008.

Local Sales Manager: Growth of large station under new ownership during past year necessitates addition of local sales manager to management team. Must be able to train and direct sales staff in the rapidly growing Sunbelt Rio Grande Valley market of south Texas. Excellent opportunity for personal growth with multi-station owner. All replies confidential. No floaters. EOE. Send resume to General Manager, Box 3097, McAllen, TX 78501.

Account Executive: You never get a chance to make a first impression. We're looking for individuals who are heavy hitters, with a minimum of 3 years of successful selling experience for a new central Nebraska 100,000 watt FM powerhouse. Your reply will be held in strict confidence. Please, no phone calls. If interested in megabucks, send resume, salary history and references to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E., M/F.

HELP WANTED ANNOUNCERS

100,000 watt KKSD, Gregory, SD, is accepting applications for Sports Director. Play-by-play, production—sales background helpful. Resume and salary requirements to: David Kelly, Vice President-General Manager, KKSD, Box 101, Gregory, SD 57533 (no phone calls).

Mature voiced, knowledgeable communicator for morning drive slot in beautiful East Coast college town. EOE. Resume and salary requirements to Box C-43.

KOWB, Laramie, Wyoming, is accepting tapes and resumes for an opening Sept. 1st. Seeking an experienced announcer with good production. Western applicants preferred. PO. Box 1290, Laramie, WY 82070.

If you can communicate, then we have the position for you. Excellent pay, benefits. Work in a beautiful, centrally located city. Applicants with a minimum of two years' commercial experience preferred. Tape and resume to WZOE Broadcast Center, Princeton, IL 61356.

Talk radio. If network talk radio has done you in, then contact us. We've got an exciting 24-hour major market station and we're looking for a telephone talk personality with pizzazz. Send resume to Box C-70. EOE.

All-classical WNED-FM seeks an announcer. We require professional delivery skills and a thorough grounding in and enthusiasm for "serious" music. Non-returnable audition tape and resume (with references indicated) to Peter Goldsmith, Program Director, WNED-FM, Drawer B, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

Operations Manager/morning personality. You never get a second chance to make a first impression. That is why we are looking for an individual who's capable of recognizing an exceptional opportunity with a new central Nebraska 100,000 watt FM powerhouse. All replies in strict confidence. No phone calls, please. Send tape and resume to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E. M/F.

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.

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.

AM/FM combo on beautiful New England coast is looking for talented first Class Chief Engineer. Reply to Box C-36.

Chief Operator/maintenance engineer openings—full or part time, depending on experience. Send resume, salary requirements to Jeff Chard, WOUR/WUTQ, 288 Genesee St., Utica, NY 13502. EOE.

Chief Engineer for major market operation. Highly successful company needs quality Chief. Must have above average management and technical skills. We can meet your requirements if you can meet ours. Send resumes to Box C-77. Male/Female. E.O.E.

Chief Broadcast Engineer. KWMU-FM, 100,000 watt NPR station in St. Louis, active in local production, needs top-notch Chief Engineer. High school graduate or equivalent, 3 to 4 years' experience in transmitter and studio maintenance. Good salary and fringes. Application deadline is August 6, 1982. Send resumes to: Personnel Department, University of Missouri-St. Louis, 800 t Natural Bridge Road, St. Louis, MO 63121. An Equal Opportunity Employer, M/F.

Assistant Chief Engineer opening at top Washington, D.C. AM & FM requiring First Class FCC license and min. one year broadcast experience. Studio and Transmitter maintenance required. Call and send resume to: Delbert Keeling, WGAY AM/FM, 8121 Georgia Avenue, Silver Spring, MD 20910. 301-587-4900.

HELP WANTED NEWS

New FM near Dallas wanting experienced broadcasters with news, sports and interview capability. EOE/M/F. Send tape and resume: Mel Price, Box 564, Sulphur Springs, TX 75482.

News and Farm Reporter wanted for the Fresno, California area at radio station KYNO. Must be experienced in both news and agricultural fields, and have a good on-air delivery. Salary open. Send tapes and resume to Alan Richmond, Program Director, KYNO Radio, PO. Box 6029, Fresno, CA 93703. EOE.

Play-by-play announcer, with news experience, wanted for opening at KYNO in Fresno, California. Must have experience in both, no beginners. EOE. Send tapes and resumes to: Bob Brill, News Director, KYNO Radio, PO. Box 6029, Fresno, CA 93703.

Talk Plus. Our choice will have the combination of skills and interests needed to create a unique weekend program service. This new position will produce and host weekend service oriented telephone talk with guests. He/she will also produce our new weekend personality oriented music/news/information service. If you possess strong on-air skills, can produce top-flight talk shows on a great variety of topics, and believe adult radio should inform as well as entertain, send non-returnable tape and resume to Mike St. Peter, News Director, WEBR, 23 North Street, Buffalo, NY 14202. An equal opportunity employer.

HELP WANTED NEWS CONTINUED

Major southern market news/talk leader seeks News Director. Previous News Director experience required. Must be excellent when required to go on-air. Must direct and motivate 7-person department to maintain leading market news position. Resumes to Box C-88.

Meteorologist with commercial radio experience. Must be able to demonstrate outstanding forecasting ability. Please send audio tape and resume to: Mike Smith, Weatherdata, Inc., 833 North Main St., Wichita, KS 67203. EOE.

News Director & news personnel. You never get a second chance to make a first impression. That's why we're looking for individuals who are capable of recognizing an exceptional opportunity with a new central Nebraska 100,000 watt FM powerhouse. All replies in strict confidence. No phone calls, please. Send tape and resume to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E., M/F

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Western Nebraska 100,000 watt FM seeking creative program director that can handle automation, on/off air promotions, air shift and manage air staff. Community involvement important. Resume and references to Box C-33.

Host/Producer—WUFT-FM. A 100,000 watt public radio station seeks a host/producer for a live late-night jazz program (Sunday through Thursday, 11 PM to 2 AM). Individual will coordinate recorded and live performances, conduct interviews, produce features and host. Position requires a Bachelor's degree in broadcasting or related field and one to two years of related professional experience. Extensive knowledge of jazz, strong on-air ability, production and recording skills preferred. Music performance ability helpful. Salary: \$13,676 to \$15,921, contingent on qualifications. Send complete resume by July 30, 1982, to Mr. P. Jan Eller, Central Employment Center, University of Florida, 3rd Floor Stadium, Gainesville, FL 32611. Audition tape encouraged. Equal employment opportunity/affirmative action employer.

Program Director. Responsible for programming 40,000 watt NPR member station. Handle day-to-day operations including logs and satellite transmission schedule. Host for morning edition. Schedule board operators and supervise part-time staff numbering 10. \$16,000 minimum, plus benefits. Submit resume, audition tape to George Beverly, KVLU Radio, Box 10064, Beaumont, TX 77710.

Wanted: Program Director for major market radio station. Format: jazz, news, and public affairs. Supervise production staff of 25. Formulate and execute balanced broadcast schedule. Qualifications: Bachelor's degree plus five years of radio experience. Must have supervisory experience and knowledge of FCC rules. Attention to detail and interest in research is desirable. Salary: commensurate with experience. Send resume to: Carole R. Nolan, General Manager, WBEZ-FM, 228 North LaSalle St., Chicago, IL 60601.

Program Director for Clark College, WCLK-FM, Atlanta. Primarily jazz format, with community affairs programs. Qualifications: B.A. degree with 3-5 years' experience. Send resume to Lenora Stephens, Clark College, 240 Chestnut Street, Atlanta, GA 30314.

WNMU-FM seeks applicants for Development Director. Responsibilities include on-air fund raising, underwriting, station promotion, volunteer coordination and publishing quarterly program guide. B.A. degree, plus experience in public radio fund raising and development or commercial radio advertising and sales promotion required. Experience in grant-writing and on-air work helpful. Salary \$14,600+. Excellent fringe benefits. Send applications to Personnel Office, Northern Michigan University, Marquette, MI 49855, postmarked by July 30, 1982.

Production Director. No air shift. You never get a second chance to make a first impression. If you are an individual with a minimum of 3 years' experience, detail oriented, creative, and desire to work with state of the art equipment for new central Nebraska 100,000 watt FM stereo powerhouse, reply now in strict confidence. No phone calls. Send tape and resume to KSYZ-FM, 3280 Woodridge Blvd., Grand Island, NE 68801. E.O.E., M/F

SITUATIONS WANTED MANAGEMENT

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.

Sales and profit proven, motivated leader seeks opportunity to apply skills in small, medium market as GM, consultant. Box 1243, Lexington, VA 24450. 703-463-6715.

19 years' experience in programming, sales, engineering, management. Seeking general management position at small to medium market station. William L. Sutton, 400 Sycamore, No. B-1, Franklin, TN 37064. 615-790-9350.

Dynamic General Manager - self-motivated, sales-oriented, assertive, experienced, all the credentials and abilities. Major market background. Now leading top-rated, highly profitable, highly respected AM/FM medium market combination. Seeking larger market or group management opportunity. Write Box C-71.

Employed GSM searching for challenging GM position in East. Admirable experience and references. Box 3086, Old State Road, Schenectady, NY 12303.

Operations/Production Manager is the position I seek. Five years plus experience in the production of commercials, programs and news. Public service my specialty. I have developed a respected, efficient and unique department and have earned community praise. Award winner with programming interest. If your company is public service oriented, and will allow me the freedom to create, I won't let you down. Please leave message for Bill at 617-739-2200, ext. 660, Evenings call 914-941-2937. I'll return your call.

General Manager seeks stable, reliable group or company to grow with. Prefer Delaware, Maryland, Virginia, South Carolina. Documented ability to produce revenue increase and profit. Available August 15th. Write Box C-75.

Does this 30-second commercial cover your needs? An all-around manager, assistant or sales manager who is very strong in personal sales, just under 190,000 last year, and trains in a variety of new marketing methods. Interested in 25 years of creative experience in most formats in all size markets, with the talent for writing, production, programming, promotions, major presentations and community involvement? Southern or Northeast markets of any size preferred. Box C-74.

General Manager. Sales up 35% over last year and climbing. Ratings now a solid No. 1. Experience in all aspects on management. Turnkey or turnaround. Write Box C-94.

I manage a group of stations (small-med. markets), hire managers, sales managers, etc. I'm selectively seeking single station or combo management. I'm sales, bottom line-oriented, promotional, community-active, have all the tools and credentials. References. Remuneration commensurate with small-medium market and situation. reasonable. Write Box C-73.

SITUATIONS WANTED SALES

I've got as much experience as your best salesman once had! Male, age 27, Navy veteran, B.S.: Communications, Univ. of Tenn. Interested in sales and production. Have written TV and radio spots and jingles. Resume. Personal interview. Tom Kennedy, 615-525-2938, or write Box C-34.

Sales Manager-acct. executive. 15 years' experience. Top producer. 500 Cleco Rd., No. 102, Pineville, LA 71360.

Metroplex preferred. Mature, family man, great with retailers, just returned to market. Seeking base/commission with top-notch organization. 817-926-6097.

SITUATIONS WANTED ANNOUNCERS

Excellent knowledge of music. Great at any format. Willing to go anywhere for Entry Level Position. Call Randy, 201-863-0917.

Tried the rest? Now try the best! Single, with commercial experience. Will relocate. Write Box C-30.

Young beginning star radio announcer, experienced in country-crossover, A/C personality, play-by-play, and news. Interested in position to work hard and progress. Willing to learn. Neil Isaacs, 616-798-4613.

Quality play-by-play, air shift. Sports director. 3 years' experience. You'll never know unless you call. 516-437-2688.

15 years' experience. All formats. Production skills. Ready to relocate. Preference: top-notch country station. Small to medium market. Tim Tolbert, Route 2, Box 142, Orleans, IN 47452. 812-865-3988.

Catch a rising star and put him on your payroll. Young anchor/reporter seeks PBP opportunity. PBP experience, 4 major sports. Impressive track record, references. Talented, personable, committed to excellence. For more than your money's worth, call Barry, 617-923-5822.

Young sportscaster seeking reporting or PBP work. Have announced for a Big 10 University for two years, and write spots for Chicago's top station. Will relocate. Call Tony, 312-864-2693.

Quality play-by-play, air shift. Sports director. 3 years' experience. You'll never know unless you call. 516-437-2688.

Available now. Still looking for best opportunity. New announcer with good voice, personality, and ability. Evenings or overnight. Ohio or adjoining state. Doug Hendricks, 21692 TR-175, Mount Blanchard, OH 45867.

Major market AOR announcer, very strong production, seeks Rocky Mountain, East-West coast locale. Seven years' experience. Tim, 216-884-8438.

Black communicator, Talented and looking. 3 yrs' exp. Dance, contemp, country, news. KITT, KSDO, KCBQ. Larry, 714-571-5340.

SITUATIONS WANTED TECHNICAL

15 year veteran, organized and good at record keeping and documentation. Experienced in budgeting, departmental management, FM & AM construction; also FCC applications, RF proofs, audio processing and more. Will be available in the near future by the hour, day or for the duration of your project. Would consider permanent position if conditions and salary warrant. Excellent references. Write Box C-45.

Chief Engineer, handyman-troubleshooter, announcer, Big Band musician seeks air shift and maintenance. 305-971-9679.

Over ten years in the business. Presently Chief in major market AM/FM. Highly experienced in super audio. Also DA to 5 kw, FM to 100 kw, automation, and SCA. Electronic fabrication, supervision of department and projects, budgeting. 1st Class, looking forward to senior SBE certification this year! New England or New York only. Seeking stability and excellent remuneration. Write Box C-55.

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.

Award-winning West Coast sportscaster seeks medium market college football/basketball play-by-play. Can combine sports with news. Currently doing both. Write Box C-44.

Outstanding, professional Sportscaster, major college PBP experience, seeks PBP position in major/medium market. Mike Elliot, 67-12 Juno Street, Forest Hills, NY 11375, 212-544-1756.

After 10 years as Jack, PD, reporter, ND. I'd like a shot at my first love—sports. Call Steve, 504-769-3371.

3½ years' experience in news and sports looking for right opportunity, anywhere in the country. Chad, 713-484-3977.

I'm dependable, creative and willing to do whatever it takes. All formats and news, but prefer sports. Willing to relocate. For tape, resume write Pete Borowicz, 2204 Joppa Ave., Zion, IL 60099; or call 312-746-1350.

SITUATIONS WANTED NEWS CONTINUED

Metroplex, sports is my bag. Reporting, interviews, commentaries, play-by-play. Recently returned to Metroplex. Mature, experienced. 817-926-6097.

Recent Ohio U. grad seeks challenging sports reporting/PBP position. 4 years radio & TV experience covering college & high school events. Great PBP, 4 major sports. Willing to relocate. Video & audio tape available. Rob Meltzer, 212-224-4351, or write Box C-85. PS.: will also make coffee.

Seeking career as newsmen/sportscaster in small to medium market. News Director in small market, part-time DJ in Houston. TVR degree, Syracuse University. Articulate, experienced. Will relocate. Mike Mostow, 10114 Brock Drive, Silver Spring, MD 20903. 301-434-9301.

Experienced Announcer seeks break in news/reporting. Aggressive & ready. Northeast Coast only. Tape & resume: Monica Braddy, 212-634-8562, after 6:30 p.m.

Very special PBP sportscaster, anchor and interviewer seeks advancement. Nine years' experience; talented, dependable and consistent. 516-781-0037. Gary.

News department need rejuvenating? Motivating, demographics-oriented ND is available at 904-269-4940. Major-market experience. If you want the news team to beat, call now.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Contemporary PD available for East Coast programming position. Serious replies only. Write Box C-16.

Strictly professional. Seeking permanent programming and production position with small to medium growth-oriented company. Eight years' experience; B.A. (Telecommunications). Presently employed, solid references, geography no problem. J. Howard, 812-379-2259.

Hardworking, creative, knowledgeable and hungry! My two years background in production and promotion make me a profitable addition for your station or production house. I'm willing to relocate. Tim Woods, 3417 Nandina Drive, Louisville, KY 40222, 502-423-0145.

Available Now! Organized eleven-year pro. Four programming A/C station, in competitive market. \$325-\$375 week. All markets considered. Write Box C-83.

Radio pro looking for morning/ PD slot in medium/small market in the Carolinas or surrounding states. Call 704-535-3526, or write Don Noe, 6515-4 Monroe Rd., Charlotte, NC 28212.

TELEVISION

HELP WANTED MANAGEMENT

General Sales Manager: Small market CBS affiliate offers great opportunity for current Ass't. Sales Mgr. or leading account executive to move into management in No. 1 station in market. Good people management & communication skills a must. Excellent compensation package. Confidentiality assured. Equal Opportunity Employer. Box C-46.

Cablecasting Manager to manage production, commercial sales, and local origination facility for award winning cable TV system on tropical island of Guam. Ideal advancement opportunity for experienced cablecasting or TV station manager with strong marketing and administrative skills ready to move up into first-rate 20,500 subscriber cable TV operation. Five years management experience desired. Compensation package commensurate with experience and ability. Send resume to: R. Jerry Staggs, General Manager, Guam Cable TV, 530 W. O'Brien Drive, Agana, GU 96910. Tel. 477-9334.

Traffic. Boston station, affiliated with the Christian Broadcasting Network, seeks an experienced Traffic Manager. Computer knowledge and three years' experience required. Send resume to: L. Bramlett, 100 Second Avenue, Needham Hts., MA 02194. Equal Opportunity Employer.

Traffic Manager—KMTR-TV, new station in Eugene, Oregon, seeks experienced, full-charge Traffic Manager, preferably with IBM S/34-Columbine background. Start o/b 9/1/82. 503-746-1600.

Sales Manager needed for young NBC affiliate in 3-station market. Ability to train and motivate sales staff mandatory. Send cover letter and resume with salary history to: Thom Curtis, KOUS-TV, Drawer D, Hardin, MT 59034. EEO, M/F.

HELP WANTED SALES

Sales Representative: Southeast ABC affiliate has opening for local retail sales representative with 2 years TV sales experience preferred, but will consider applicants with radio experience wishing to enter television. Compensation package includes guarantee, commission and full range of benefits. First year earnings \$25-35,000. Write Box C-79.

HELP WANTED TECHNICAL

Major production facility in Philadelphia, seeks experienced maintenance engineer for night shift. New, modern facility, Type C-1", CMX 340X, GVG switchers. Contact: Dave McKelvey, 215-626-6500.

TV Studio maintenance engineer. Work in a modern new facility with state-of-the-art equipment. Experienced in diagnosis/repair of studio and ENG cameras, helical scan recorders, editing equipment, routing and production switchers. Requirements: AA Degree or equivalent, background in electronics. Two years' experience in repair and maintenance of electronic equipment. Ability to repair at component level. Salary commensurate with experience. Gallaudet College offers an excellent benefit package including civil service retirement, bus to Metro stop, free parking, Federal health insurance plan. Please send resume to: Gallaudet College, Personnel Office, 800 Florida Avenue, N.E., College Hall Bldg., Room 7, Washington, D.C. 20002. EOE, M/F.

Chief Engineer. Central Wyoming College seeks individual capable of making contribution to the development of Wyoming's first public television station. Assume complete responsibility for broadcast and interconnect apparatus. Salary commensurate with experience. Send resume and letter of application by July 30, 1982, to Patricia Sturdevant, Personnel Officer, Central Wyoming College, Riverton, WY 82501. Equal Opportunity Employer.

Communications Engineer for Southeastern Louisiana University to design and implement television production facility; also serve as Chief Engineer at University radio station. Minimum ten years' experience in radio and television engineering; Bachelor's in Electronic Engineering or equivalent. Send resume by August 2, 1982, to Dr. James Paluzzi, General Manager, KSLU/Hammond Public Radio, Box 347, Hammond, LA 70402. EOE.

Electronics Maintenance and Video Engineer. Must have at least 2-3 years of electronic maintenance experience; be thoroughly familiar with the repair of VTR's and cameras; be able to read oscilloscopes and wave form monitors. Must be flexible in work hours. Electronics degree preferred. Send detailed resume, including salary history requirements, to Box C-56.

Hands-on Chief Engineer—Maintain transmission system (baseband processing, microwave, UHF TV transmitters, translator) in accord with FCC regulations and perform other duties required under Part 73.661. Some studio equipment maintenance. Participate in planning and construction of expanded production and master control facilities. Position requires a minimum of 5 years employment in operating, maintaining and repairing broadcast equipment, including at least 1 year at UHF facility. Experience with Klystron transmitters essential. Some management experience preferred. Excellent growth and advancement opportunity. Contact: H.D. Lung, V.P., KSCI, 1950 Cotner Avenue, West Los Angeles, CA 90025. 213-479-8081. Equal Opportunity Employer.

CATV opportunities. Industry leader has openings in New Jersey, Dallas, Houston, Ohio, Missouri and Atlanta. Rapid growth creates jobs for engineers, managers, trouble shooters, linemen. Company pays high salaries with excellent benefits. If you have cable experience, send resume for prompt confidential consideration. John K. L. Peterson, Drawer 668, Red Bank, NJ 07701.

TV Switcher/Director. Experience with Vital switcher preferred. Send resume to: John Shand, Program Director, WTVR TV, 3301 W. Broad Street, Richmond, VA 23230. E.O.E.

T.V. Studio Technician: To maintain and repair existing television, radio and film studio equipment, and installation of new equipment. FCC General Class License desirable. Minimum requirements: Professional experience with video and audio equipment. References essential. Starting date by arrangement. Salary negotiable, excellent benefits. Send letters and resumes to: Dr. Steven Raucher, Chairperson, Communication Department, University of New Haven, 300 Orange Avenue, West Haven, CT 06516. Closing date for applications August 2, 1982. An Affirmative Action, Equal Opportunity Employer.

Video Technician—Maintenance & operation of on-campus CCTV, studio, and related television equipment. AAS in electronics preferred, minimum 3 years' experience. Deadline Sept. 15, 1982. Send resume to: Dr. Joseph S. Gardiner, Director Instructional Resources Center, State University College, Oneonta, N.Y. 13820. An equal opportunity employer.

Broadcast Maintenance Engineer wanted for growing ABC affiliate in South Florida. Must be capable of maintaining engineering equipment, studio cameras, Quad, and TCR 100. Two years' maintenance experience required. Send resume and salary requirements: Personnel, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407. EOE, M/F.

Broadcast Maintenance Engineer. 2-3 years VTR maintenance experience necessary. Familiarity with analog & digital troubleshooting. Duties will include: systems maintenance of switchers, 1" VTR's & 3/4" VTR's. Salary commensurate with experience. Call 212-370-9191.

KUAT-TV public broadcasting in southern Arizona is looking for a qualified engineer. We need an experienced maintenance engineer who will be part of our maintenance team providing preventative maintenance, daily repair and installation of new equipment, with emphasis on one-inch editing equipment. Two years experience plus FCC license is required. Please send resume, by 8-20-82, to Employment Office, Babcock Building, University of Arizona, Tucson, AZ 85721. Call Director of Technical Services Ronald Stewart at 602-626-2183 for additional information. The University of Arizona is an equal opportunity, affirmative action employer.

Wanted: Maintenance Engineer—Skilled in the maintenance of ENG equipment and studio equipment. The station is gearing up for the purchase and installation of state-of-the-art equipment to be installed in a new building. The engineer hired will be expected to be able to contribute to the planning process for the new equipment, its installation and maintenance, as well as the maintenance of existing studio equipment. Write: Mr. Charles Goode, Studio Chief Engineer, WOWK-TV, P.O. Box 13, Huntington, WV 25706. Equal Opportunity Employer.

Television operations technician—Switch air programming and operate various other equipment. Assist with post production editing of video tape and load tapes for air and production use. Previous engineering experience and knowledge of FCC rules and regulations is required. Military or technical schooling and FCC General Radio/Telephone License is desired. Salary \$13,200-\$14,640 depending on qualifications. Excellent fringe benefits. Send resume, by 7/30/82, to: Debbie Eberle, Personnel Manager, WOSU-AM-FM-TV, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

HELP WANTED NEWS

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.

Need reporter/anchor for number 1 medium market station in Midwest. No beginners please. Write Box C-22.

Co-anchor to work with current male anchor at top 40 Sunbelt, net affiliate. Must have strong writing skills and reporting experience, an energetic delivery and, above all, a real desire to win. Send resumes to Box C-37. EOE.

HELP WANTED NEWS CONTINUED

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.

Top New York news agent expanding representation of personable, creative anchors, reporters, weathercasters, specialists. Send tape, resume to P.O. Box 1103, NY, NY 10101.

Number one weathercaster and co-anchor needed for NBC affiliate, in booming Sunbelt market. Only those with two or more years actual commercial television news experience need apply. Send tape and resume to Rob Dean, News Director, KTVV-TV, Box 490, Austin, TX 78767.

Anchor/Reporter. We're a No. 1 CBS affiliate, upper Midwest top 60 market, looking for a dynamic anchor and field reporter. If you're a serious journalist with a flair for on-camera work, we want to hear from you. Send resume and salary requirements only in the first letter to Box C-39. We'll ask the best for tapes. EOE/M-F.

WIXT-TV is accepting immediate applications for the position of weekend sports reporter. Knowledge of sports, broadcast experience, and familiarity with TV broadcasting technology are required. Send tape and resume to: Andy Brigham, News Director, WIXT-TV, Box 9, Syracuse, N.Y. 13214. EOE.

Anchor/Producer: We need an experienced professional to co-anchor early and late news on a medium market Midwest station. Send resume and salary requirements to Dick Westbrook, WAND-TV, 904 Southside Drive, Decatur, IL 62525. An Equal Opportunity Employer.

Art Director: Number one group-owned station in Oklahoma City needs graphic artist to create and implement unique graphic style for news department. Prior television experience preferred. Contact: Nick Lawler, News Director, KOCO-TV, Oklahoma City, OK 73113. EOE.

Assistant News Director. Are you ready to move up and live in the heart of the Silicon Valley, only minutes from San Francisco? If you are an aggressive journalist who is an executive producer or a producer with supervisory experience, send a resume & tape to: Mr. John Hayes, KNTV, Inc., 645 Park Avenue, San Jose, CA 95110.

News Photographer/Editor: Shoot and edit (ENG) news stories, set up and operate liveness for evening and late night newscasts. Sunbelt market. Work hours vary. Minimum two years ENG shooting and editing experience; commercial television experience; live microwave capabilities; preferred news gathering experience. Send application/resume to Box C-57. EOE/MF.

News Producer for Wichita's leading and most honored station. Must have demonstrably outstanding organizational writing and interpersonal skills. Minimum one year's experience as commercial TV newscast producer. College degree req'd. We're serious-minded journalists learning together and working together to accomplish great things. If you'd like to join us, send tape, resume and references to Robert Cohen, Exec. N.D., KAKE-TV, P.O. Box 10, Wichita, KS 67201. No calls, please. EOE.

News Director needed by medium market TV in Southeast. Must have experience in administration, journalism and techniques. Good salary and fringe benefits. Resume to Box C-53. EOE.

Sportscaster—Medium midwest market with major university connection looking for experienced anchor and play by play person. Equal Opportunity Employer. Send resume and references to Box C-80.

Wanted: News Director for ABC affiliate serving Naples, Ft. Myers, FL. Prefer director with UHF experience in fighting powerful VHF station. Good equipment, fringes and working conditions. Must be good people handler and have excellent qualifications and recommendations. Does not have to be the number one person in present position. Prefer someone from Florida or a Southern State, but not an absolute must. Individual selected will be given latitude to run the department. Send resume, tape to: WEVU-TV 26, 28950 Old 41 Road, SE, Bonita Springs, FL 33923.

Sports Director/Anchor. One of Gulf South's fastest growing markets has opening for ambitious person who can cover local participatory sports in America's sports paradise. Send tape & resume to: News Director, KATC, P.O. Box 3347, Lafayette, LA 70502. EOE.

Meteorologists needed by a few of our major and medium market clients. Strong personality and accuracy required. Rush tape & resume to Bruce Williams, Broadcast Consultants, Box 60, West Hartford, CT 06107 203-233-6291. No fee.

Meteorologist: The Twin Cities NBC affiliate is seeking a meteorologist with strong communications skills for weekday newscast. All candidates must have prior television experience and a degree in meteorology. Please send resume and audition cassette to Chuck Biechlin, News Director, WTCN-TV, 441 Boone Ave., North, Minneapolis, MN 55427. No phone calls, please. An EOE employer.

Reporter/Writer for number-one news station in Central California. We are looking for an experienced reporter. Creative writing and professional delivery a must. Tapes and resumes to: Mike Sechrist, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications Inc., is an Equal Opportunity Employer.

Anchor/Producer needed immediately for 6 and 11 PM newscasts. Rush resume and audition tape to Steve O'Brien, News Director, WALB-TV, P.O. Box 3130, Albany, GA 31708. No beginners, please. EOE.

Southeast group station desires applications for reporter/anchor and sports anchor positions. Degree preferred. Mail resume and salary requirements to Box C-89. EOE.

Producer for one of America's finest broadcast news operations. Mid-sized market with major-market standards. We push for excellence, and provide the tools (DC bureau, satellite, chopper, time, encouragement). Looking for strong journalist, writer, leader, organizer with at least a year's producing experience. Resume and references to Box C-76. EOE.

Weekend Weathercaster: You don't have to be a meteorologist. Just give us a basic knowledge of weather and a strong on-air presence. We will give you the tools and exposure to increase your weathercasting experience. You will work with our chief weathercaster during the week and produce and deliver three weekend weather shows. We are a dominant 60's market television news operation with a commitment to weather programming. Write Box C-95. An Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer/Director: Top Miami network affiliate needs experienced, creative, energetic professional for locally produced studio and EFP programs. Send resume and tapes (no phone calls, please) to: Len Jasco, Production Manager, WCKT, 1401 79th Street Causeway, Miami, FL 33141. An Affirmative Action/Equal Opportunity Employer.

Associate Producer for new national talk show project. Midwest location. Must have experience in originating creative ideas and editing. Send resume to Box C-38. EOE.

PM Magazine co-host. If you're interested in working with one of the top rated PM Magazine shows in the nation, now's your chance. Our Midwest atmosphere is the best available. Previous experience with PM Magazine is an asset. Will be required to do daily wraps as well as produce own stories and work with male co-host already on staff. Reply with salary requirements, resume and demo tape to: Personnel Assistant, WDTN TV2, P.O. Box 741, Dayton, OH 45401. EOE.

PTV station seeks program manager with top qualifications to be responsible for station program schedule, acquisitions, program operations and development, of local programs and programs for distribution. Minimum three years' experience required. Start immediately. Salary commensurate with qualifications. Resumes to Myra Pollack, WLIV-TV, 1425 Old Country Road, Plainview, NY 11803. EOE.

TV Traffic supervisor. Three years' experience with Bias system a must. Write Manager, WBRE-TV, Box 28, Wilkes-Barre, PA 18701. EOE.

Promotion Manager—Top 15 market, experience in all phases of station promotion and advertising: on-air, radio, print, press, media planning and buying. Management skills and college degree preferred. Send resume, cassette, work samples to: Personnel Dir./PR7982, KIRO-TV, 3rd & Broad St., Seattle, WA 98121.

On-air promotion person for top 25 network affiliate. Two years' experience in writing and producing on-air and print advertising required. EOE. Send resume to Box C-78.

Computer Services Manager for top station. Need hands-on manager experienced in all traffic functions, supervision and training. Kaman System used. Send resume and salary history to WBNS-TV Personnel, P.O. Box 1010, Columbus, OH 43216. WBNS is an Equal Opportunity Employer, M/F.

Recent radio/TV college graduates. Production/operations opportunities available at WXVT. Get your break into TV broadcasting. Send demo tape or resume to: Production Manager, WXVT, P.O. Box 5815, Greenville, MS 38701.

Wanted: Television production assistant with experience in copywriting and video photography. Call or send tape & resume to Randal Arcand, Prod. Dir., KUMV-TV, Box 1287, Williston, ND 58801. 701-875-4311. An equal opportunity employer.

WDBJ-Television, a quality broadcaster in the Shenandoah Valley, needs co-host for top-rated PM Magazine. Looking for a bright, energetic person to complement current on-air female personality. Must possess creative writing skills and production background. Dedication and ability to work as part of a team are required. On-air experience a must. Mail resume, tapes to: Personnel Department, WDBJ-TV Inc., P.O. Box 7, Roanoke, VA 24022-0007. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Advertising/promotion specialist seeks position as director or assistant director of advertising/sales promotion. Eight years advertising experience in NYC, including management. Communications degree, emphasis on broadcast management. Write Box C-90.

Unique situation makes available credible individual with 10 years broadcast and 10 years ad agency experience in management/ownership positions. Have large reserve of on-air promotions to substantially increase revenues immediately from local accounts. Strong background in administration and management. Multi-talents geared to medium or major markets. Willing to re-locate. Contact: Hugh M. Metheny, 1701 Sandy Spring Road, Sandy Spring, MD 20860. 301-924-5237. (Baltimore-Washington Mkt.)

Well-versed manager seeks new challenge. Broad background, including budgeting, construction, day-to-day operation, unions, FCC, satellites and major league sports. Comfortable with computers. Currently responsible for operations and engineering in major market. Box C-66.

SITUATIONS WANTED TECHNICAL

Chief Engineer of major market station wants to move up to Director of Engineering/Operations of group. Experienced in production and news. Box C-67.

SITUATIONS WANTED NEWS

Sportscaster/news reporter seeks employment with medium market station. Energetic, creative, and versatile. Have covered sports at all levels with police, government and feature news background. Also photographer and editor. Good production. Excellent voice. Available now. Erik, 812-473-4336, mornings.

Major market radio anchor seeks TV anchor/reporting slot. B.S., M.S. Communications, seven years on-air, significant TV on-camera & production experience. Lloyd, 713-984-0054.

Award-winning reporter/pilot seeks new challenges. Four years TV news experience in top 40 market. Write Box C-50.

Sports anchor/reporter. Recent college graduate working part-time in medium market. Coaches show, major college play-by-play and color. Have worked with network. Write Box C-51.

SITUATIONS WANTED NEWS CONTINUED

Producer/Writer/P-T Reporter with major TV news network seeks full-time on-air position in large or medium market. Dedicated, hardworking, attractive. 28. Need to advance career on-air. Write Box C-72.

I'm looking for an entry level position in television news. I'm black, and female, with diversified talents in the field. On-air reporting experience too Cheryl, 219-949-8071.

Energetic, black female with B.A. in broadcast journalism, good production skills and some experience seeks entry level television news position. Pamela Davies, 634 W. 95th St., Chicago, IL 60628.

Meteorologist seeking weather-only, weekday position in Southeastern medium or major market. Experienced small, major markets. Write Box C-61.

Ambitious female seeks entry level reporting position. B.A. Communications, Internships major Denver stations. Writing, editing, shooting ability. Contact Cynthia Ellis, 303-364-6720; 800 Evanston Street, Aurora, CO 80011.

Energetic sports anchor-reporter—4 years major market experience—looking to move on. Also PBP most college sports, pro indoor soccer. Can shoot and edit. Call for resume and tape. Steve—215-353-0244.

Hardworking, mature male (33) with TV news reporting experience seeking re-entry into the field. Reply Box C-59.

UPI award winning, medium market newsman, seeks TV reporter/anchor position. 4 years' experience, knowledgeable and ambitious. Gary, 212-937-6851.

Reporter/anchor/producer needs to advance. Currently employed. Experienced, dedicated, diligent, mature, appealing. 31. Box C-82.

Sportscaster offers personality, versatility, energy and imagination. Desires move to Northeast or Midwest. Solid anchor. Packages that leave 'em talking. Terry, 915-367-2996.

Meteorologist. Young, bright, personable. seeking position as TV weathercaster. Currently employed in radio. Some TV experience. Write Box C-63.

Story Editor/Associate Producer for syndicated magazine show, is ready to put experience to good use for news dept. in small or medium market. Call Sandy, 213-766-0376.

Aggressive young sportscaster seeking small market sports anchor slot. Experience includes PBP for a Big 10 university and major market production. Will relocate. Call Tony, 312-864-2693.

Ethnically diversified woman pursuing entry level sportscaster position. Field reporting and participation interviewing experience also. Will relocate. Kathy Chin, 5253 Countryside Drive, San Diego, CA 92115. 714-265-0584.

Aggressive Reporter with Northwestern Master's looking for entry level position. Writing, editing and on-air experience. Will relocate. Call Caryn, 305-966-6240.

Attorney-Reporter—Award-winning reporter formerly with nation's second largest law firm. General, legal and investigative reporting. Currently in top 40 market. Reply Box C-62.

Experienced broadcast journalist looking for TV reporter/anchor position. All offers considered. Paul Downey, 7934 Donzee Street, San Diego, CA 92123. 714-565-2249.

I love N.Y. but will gladly relocate. Attractive, bright, ambitious recent grad of prestigious communications school, with experience. Seeking entry level reporting position. Mandy, 212-291-6745; 212-739-4262.

Solid Journalist. Television/radio background. Reporting, anchoring, News Director. On vacation. Can respond immediately. Write Box C-91.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

We're not Batman and Robin, but can they edit, Technical direct, produce and direct? This dynamic duo seeks Eastern U.S. adventure. Our line is open. 904-744-1137.

Production Manager/Producer for major university seeks production or management position. Solid background in news, feature, documentary, sports remote production. Experienced with film, all formats videotape. Strong shooting, writing, packaging skills. Will consider station, private industry, university. Box C-84.

Production Engineer with 5½ year's experience in both production and on-air television. B.A. in Broadcasting Engineering with First Class license. Able to handle cameras, tape, ACR's, switchers, and editors. Call Ken, 213-874-8011.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Telecommunications Instructor—For professionally-oriented radio and TV, 2-year degree program. Responsible for radio production, announcing, news reporting, mass media radio-TV writing, and broadcast management courses. Requires appropriate commercial radio station experience, thorough knowledge of applicable FCC rules and regulations and former FCC 3rd class license requirements. BA degree (MA preferred). TV production a plus. West Windsor, N.J. campus houses state-of-the-art radio production studio and TV facilities. Telecommunications Division also administers WWFM, 3,000 watt non-commercial NPR affiliate and county-wide cable TV network. Tenure track position; excellent benefits. Salary negotiable. Forward cover letter and non-returnable audition tape and resume to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, N.J. 08690. Equal Opportunity Employer, M/F.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Wanted: Good, used EMCEE ITFS transmitters model TS-10-B-S with cabinet, remote control, etc. 213-743-5145.

Wanted: RCA BTF-20E-1 20 kw FM transmitter in good condition, as soon as possible. Don't need exciter. Tom BonDurant, 919-869-0101.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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 RGB 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.

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.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY5381 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 retuned! (4) Varian 30kw Klystrons 4KM100LF good life remaining (Ch. 34-52), 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

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.

RCA TK-76B with Angenieux 15 X 9.5 lens, studio video finder, remote focus and zoom control, 2 X extender, AC power supply, tubed with 7-pin saticons. 12K. Please call or write: Stephen Damas, Asst. Chief Engineer, WPRI-TV, 25 Catamore Blvd., East Providence, R.I. 02914. 401-438-7200.

Sparingly used Ampex VPR-20 portable video recorder W/TCG, color stabilizer, batter packs and charger, carrying case, 30-day warranty, \$35,000. Used Ikegami HL-77 camera in good condition, good tubes, as is. \$10,000. Three used RCA TK-76 cameras, as is, all are still working. \$6,000 each or as group \$15,000. New Ikegami ITC-350 cameras, four with 1428 plumbs, 9 others with sats, at cost. Both studio and ENG versions available. Landy Associates, Inc., Cherry Hill, N.J. 609-424-4660; Framingham, Mass. 617-877-9570.

For sale or trade: 2 "VR-3000" 2-inch portable recorders. Excellent condition. Low priced. 312-236-5535. Panos Productions, (days).

McMartin: B910 exciter (mono) with SCA, TBM3500B modulation monitor (mono), TBM2000B SCA frequency monitor, TRE7 handheld SCA receivers (7 units), Moseley TGR340 gain rider. All equipment new condition, used in electronics lab. All or part, make offer. 213-887-2800.

Solid State TV Exciters: Change out your old tube-type unit to the new NEC solid-state, IF modulated Exciter. Upgrade your present transmitter and improve your reliability, color, and stability problems. Call Ray LaRue, Quality Media Corporation, 800-241-7878. In GA 404-324-1271.

Auditronics model 110A control console. Excellent condition. For information, call Terry, 301-652-9470.

For sale-2-years-old Sono Mag ESP-I automation system with 4 carousels, 4 OTARI reel-to-reels, automatic loader, manuals, & mis: spare parts. Excellent condition! Lloyd Mayberry, 817-559-3331.

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Complete satellite Earth station including 10' Microtech dish, 120-degree LNA, feedhorn & rotor, STS receiver w/RF modulator, all associated cables & Wegener demodulator & control unit. For details, contact Robert Purcell, 202-872-1920.

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Hundreds renewed again! Free sample. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

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D.C. News Bureau—3 room office suite available in broadcast center on Capitol Hill. Large main office with extra electrical service, separate editing room pre-wired to feed center, third room for office space. Approx. 800 sq ft. total. Available immediately. Contact Lucky Severson, Standard Communications Inc., 236 Massachusetts Ave., N.E., Suite 110, Washington, D.C. 20002. 202—543-4826.

New-\$750. Jason Jennings sales tapes. 5 complete different sets. Make offer. Cash talks. 313—364-8772.

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RADIO

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Announcers! Upgrade your performance! Avoid embarrassing errors of speech which discredit you and your station! Broadcasters' Career Advancement Language Guide now available in cassette format from San Diego's Language Improvement Services. An absolute must for every announcer! An incredible value! Send \$9.95 to LIPS, 416 West San Ysidro Blvd., Suite K-33, San Diego, CA 92073. Prompt delivery! Prepare for major markets! Send today for this outstanding one-hour presentation, which combines valuable instruction with entertaining humor. 100% money back guarantee.

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It's remarkable! How No. 5 station outbilled No. 1 and No. 2 stations combined! Free money making information packet. Write Box C-64.

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I'm a major college and professional football/basketball play-by-play man/sports director trapped doing a morning show in a city with no major sports. Credits include pro football, NBA, big 10 football & basketball and PGA golf. Radio, TV or both! Write Box C-60.

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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.

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Successful General Sales Manager of well known major market radio station desires greater responsibility. Proven track record and highest industry recommendations. Top skills in sales and programing strategy. Prefer Sunbelt or Northeast. Reply Box C-92.

TALK STATIONS: RATINGS WOES GOT YOU UPSIDE DOWN?

Let me turn you around. Top 25 Ops. Mgr. (also now on-air) looking for a challenge. Creative, energetic. Talk to me. Write Box C-86.

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THE RATINGS ARE IN AND YOU'RE GOING TALK

So hire a fresh personality who's the best. I've subbed for Larry King & Sally Jessy Raphael in New York and Miami and I work well with or without phones or any subject. My strength is entertainment and I was an editor with a major international show biz publication. Was P.D. overseas with simultaneous show in the U.S. Looking for an air shift, but will consider P.D. slot. Looking for big city locale or reasonable access to same. For resume, tape air checks, references, your horoscope, whatever: Frank Mayer, P.O. Box 557850, Miami, FL 33155; phone 305—264-0970.

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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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Columbia University Graduate School of Journalism broadcast lab—TV/radio. Evaluate and update equipment; instruct faculty and students; in-house repair. Minimum of 4 years related experience, associate degree in electrical engineering, fully licensed. Send resume to Philip Lemanski, Graduate School of Journalism, Room 708, Columbia University, NY, NY 10027. An equal opportunity employer.

WCBS-TV

New York television facility looking for ENG maintenance technicians with heavy experience (not entry-level) to join its staff. A strong background in 3/4" VTR's and digital equipment is a definite plus. Please send resume and recent references in confidence to:

BOX BM 416

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with solid hands-on studio engineering background needed for cable-TV interconnect supervisory position this Fall in Ohio major market. Co-ordinate production, traffic, and commercial insertion in multi-channel cable operation. Resumes and salary requirements or history to Box 24339, Dayton, OH 45424. E.O.E.

Help Wanted Technical Continued

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Closed-circuit television system seeks Chief Engineer experienced in the operation and repair of color television production equipment. Operates TV Master Control. Daily contact with faculty and producer/director. Supervises TV engineer, student aides and interns. KY-2000's, BVU's, IVC 1"-, studio switchers, TBC, audio mixers and signal routing devices. 22 days paid vacation. Salary range \$18,000-\$25,000. Call ext. 251 for more information.

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TELEVISION ENGINEER

Maintenance and operating engineer to staff closed circuit television system. 3 or more years experience in the operation and repair of ENG equipment, color 3/4" editing, IVC 1"-, studio cameras, switchers, audio mixers, signal routing devices and advanced solid state circuitry. Works in production situations, supervises student aides and interns. Operates TV Master Control. 2 weeks paid vacation. Salary range \$10,800-\$17,100. Call ext. 251 for more information.

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Help Wanted Programing, Production, Others

WDVM TV 9 WASHINGTON, DC

is looking for an experienced television anchor and reporter to host a 90 minute live magazine program.

Candidates must have at least 3 years on-air experience—excellent writing and producing skills.



Send your tape and resume to:

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Group broadcaster with AM/FM/TV operations, as well as other diversified business interests, is adding a new position to corporate staff. Duties and responsibilities will include, among other things, personnel and benefit programs, insurance and risk management, office costs and equipment utilization. Person should have considerable experience with broadcast operations, some from a head office level. Position will report to the Treasurer. Send resume, include educational background and salary history, to:

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Hubbard Broadcasting Inc.
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We are an equal opportunity employer.

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Responsible for all on air and commercial production, creative services, graphics, promotion, and PSA's. People skills and organizational ability top priorities along with knowledge and experience in EFP and studio equipment. Group-owned four station network. Send resume and/or call: Tom Disinger, Station Manager, NTV Network, P.O. Box 220, Kearney, NE 68847. 308-743-2494. EOE.

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KSTP-TV, a division of Hubbard Broadcasting Inc., has an immediate opening for the position of Program Director. Experience is absolutely essential. Send a resume to: Ralph J. Dolan, Vice President, Station Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No telephone calls, please. Equal Opportunity Employer.

KSTP-TV



Help Wanted Sales

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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.

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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.

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KSTP-TV needs a top notch general assignment reporter. We want an experienced person who can dig out good stories and make them come alive on television. Send a resume and samples of your best work to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No beginners or telephone calls, please. Equal Opportunity Employer.



KSTP-TV

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Top rated station is now accepting applications for a News Producer. Individual must possess excellent writing skills and have a minimum of 3 years experience in producing TV news programs. We offer an excellent salary and benefits package.

Send resume in confidence to:

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Attention medium market TV stations. If you are looking for an individual who can handle all the following areas—audience and sales promotion, client services (commercial production) and staff artist responsibilities, I'm your next Creative Services Director. I have impressive credentials in all these areas. Write for free information, Box C-81.

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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.

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.**

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Have a starring role behind-the-scenes of Baltimore's top-rated ABC affiliate. WJZ-TV has an exciting opportunity for an energetic self-starter holding a B.S. Degree in Accounting or other business related field, with sound management and excellent interpersonal skills. Previous TV experience preferred.

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S-A-M-S

Public Notice

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in executive session on Thursday, July 29, 1982, from 6 to 10 p.m. and in regular session on Friday, July 30, 1982, from 9 a.m. to 2 p.m. at National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from Board committees on Finance/Development, Membership, Planning, Programming, Technology/Distribution and Nominations. The Board committees will meet on Thursday, July 29, at National Public Radio. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

* NOTICE *

Applications are now being received for a fifteen (15) year cable television franchise for the city of Minot, North Dakota. Anyone interested in applying may contact the City Clerk's Office, City Hall, Minot, ND 58701. For an application form and requirements, by order of the City Council, David W. Waind, City Clerk.

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SE Metro	AM	\$525K	\$200K
MW Small	FM	\$425K	\$25K
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CONTACT

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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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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
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Books For Broadcasters

T5213 HANDBOOK OF RADIO PUBLI-CITY & 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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Continued**

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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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SPECIAL HALF-PRICE OFFER

For the issues dated August 2, 9, 16 and 23 **ONLY**, BROADCASTING will reduce Situations Wanted rates to 25¢ per word with a \$3.75 weekly minimum. Blind Box numbers: \$1.50 per issue. These special rates apply **ONLY TO SITUATIONS WANTED NON-DISPLAY ADS FOR THE ABOVE LISTED WEEKS.** Payment must accompany the order.

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



Clark

Bruce Clark, regional manager, Colony Communications, Providence, R.I., named operations manager. Colony serves 160,000 cable subscribers and 20,000 MDS subscribers in seven states. **Paul Silva**, regional manager, New Bedford system, assumes additional responsibilities for all of Colony's New

England systems.

Constance Balthrop, controller, Group W's WINS(AM) New York, joins group's WPNT(FM) Pittsburgh as VP and general manager, succeeding **James Aberle** (see "Advertising," below).

David Leonard, from Chrystal Co., New York, joins WPTR(AM) Albany, N.Y.-WFLY(FM) Troy, N.Y., as general manager.

John Goodwill, VP, sales, The Source, division of NBC Radio, New York, joins WPIX(FM) there as VP and general manager, filling vacancy that was created when Ray Yorke resigned late last year.

Clayt Kaufman, national sales manager, WCCO(AM) Minneapolis, named station manager.

Patti Hoth Crouse, station relations manager, Pikes Peak Broadcasting, Colorado Springs, named assistant general manager, Pikes Peak Broadcasting, which operates KRDO-AM-FM-TV Colorado Springs and KJCT(TV) Grand Junction, Colo.

Thomas Duffy, sales manager, WCKO(FM) Pompano Beach, Fla., named station manager.

Lee Armstrong Johnson, director of programming and promotion, WTVG(TV) Chattanooga, named to newly created position of station operations manager.

Erin Lanigan, from Scripps-Howard Cable Services Co., joins Continental Cablevision of Massachusetts, Boston, as manager of corporate development.

William Shaw, personnel director, Turner Broadcasting System, Atlanta, named VP, personnel.

Richard Hilton, area controller, international division, Westinghouse Electric Corp., joins subsidiary Group W Cable, New York, as controller.

Judith Carrol, director of franchise proposals, Warner Amex Cable Communications, New York, named director of development. **Enola Gay Aird**, attorney, Gibson, Dunn & Crutcher, Washington, joins legal department, Warner Amex Cable.

Randolph Brooksbank, continuity acceptance director, KFWB(AM) Los Angeles, joins Group W, New York, as director, commercial standards and practices.

Mark Tedesco, senior internal auditor, Park Companies, named internal audit manager, Park Broadcasting and Park Newspapers, Ithaca, N.Y. **Julie Harris**, internal auditor, succeeds Tedesco.

Lee Carlson, from own telecommunications consulting firm, Carlson Associates, joins Multivisions, Anchorage cable system operator, as VP marketing.

Joyce Komorech, coordinator, shipping and receiving, NBC, Los Angeles, named manager, shipping and receiving.

Don Schlosser, assistant treasurer, King Broadcasting Co., Seattle, named director, business development.

Wade Williams, manager, alcohol/substance abuse programs, Westinghouse Electric, named director, human relations services, Group W, New York.

Jonathan Spaet, administrator, sales planning and pricing, NBC Owned Television Stations, New York, named director, sales planning and pricing.

Eugene Meyer, VP, staff operations, Oak Industries, San Diego, named VP and treasurer; **Thomas Runge**, corporate controller, named VP, operations.

Dennis Ellis, director of taxes, Viacom International, New York, named VP, taxes.

Paulette Shelley, senior accountant, Katz Broadcasting, Bridgeport, Conn., named to newly created position of accounting manager.

Jane Collins, assistant research director, KTLA(TV) Los Angeles, named research director, succeeding **Marc Schacher**, who assumes similar post at KWGN-TV Denver.

Advertising

Neil Howard, VP, director of account services division, McCann-Erickson, Hakuodo Inc., Tokyo, named senior VP, general manager of McCann-Erickson's Atlanta office, succeeding **Ernest Anderson**, resigned. Howard will take over September 1, with **Lloyd Fabri**, senior VP, executive creative director, McCann/Atlanta, serving as deputy Atlanta manager in interim.



Aberle

James Aberle, VP, general manager, Group W's WPNT(FM) Pittsburgh, named VP, marketing and development for group's Radio Advertising Representatives, New York.

Elected group senior VP's, Campbell-Ewald, Warren, Mich.: **Robert Ovies**, senior VP, executive director of creative services; **Robert**

Schirmer, senior VP, management supervisor;

Louis Schultz, senior VP, associate director of media services; **Joseph Karle**, senior VP, associate director, car and truck marketing; **Lawrence Cugini**, account supervisor.

James Morrissey, VP, creative department, Grey Advertising, New York, named group creative director.

John Davis, associate creative director, Benton & Bowles, Houston, joins Gurasich, Spence, Darilek & McClure, Dallas, as VP, creative director.

Martin Mitchell, executive VP and general manager, Sawdon & Bess, New York, named executive VP and chief operating officer.

Anita Umak, media planner, Ketchum Communications, Pittsburgh, joins Foote, Cone & Belding/Honig, San Francisco, in same capacity. **Shelley Singer**, assistant project director, FCB/H, named research supervisor.

Lynn Miller, assistant media coordinator, Pabst Brewing Co., Milwaukee, joins D'Arcy-MacManus & Masius, St. Louis, as media planner.

Karen Moore, media planner, Campbell-Mitchum, joins Tatham, Laird & Kudner, Chicago, in same capacity.

John Graziano, account executive, Torbet

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In the early days of the broadcasting business, many a youngster tuned a "cat's whisker" on a lead crystal to pick up a bit of music or message.

The music and the messages are still there, but the media of radio and television are much advanced since those days and for over forty years have been carrying The Advertising Council's public service messages to the American people in war and peace.

So on the occasion of our 40th Anniversary we of The Advertising Council want to say: Thank you Broadcasters — we think you're the cat's whiskers!



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Radio, Los Angeles, named regional manager, replacing **Stu Goldberg**, resigned. **Ed Wochoer**, account executive, Los Angeles, named national sports sales manager and will function in both sports and spot sales. **Peggy Schlavo**, account executive, San Francisco, named to similar post with Torbet, Los Angeles.

Anne O'Malley, from The Production House, Chicago, joins SyndiRep there as director of station affiliates, network sales division.

Tony Garcia, from RKO Radio Network, New York, joins Progressive Radio Network there as assistant sales manager.

Mark Fox, advertising account executive, UTV Cable Network, Fair Lawn, N.J., named VP, sales planning.

Barry Zeldman, anchor-reporter, WTAP-TV Parkersburg, W. Va., joins Byer & Bowman advertising, Columbus, Ohio, as broadcast producer.

James Casey, VP, account supervisor, Humphrey, Browning, MacDougall, joins Ingalls Associates, Boston, as VP, account supervisor.

Donald Gorski, local sales manager of WCBS(AM) New York, named general sales manager. **Richard Silipigni**, account executive for WCBS, succeeds Gorski as local sales manager.

Les Zuckerman, from Lewis & Gilman, joins Weightman Advertising, Philadelphia, as account executive.

Ed Graf, district manager, McGraw-Hill, joins Mintz & Hoke, Avon, Conn., as account executive.

Douglas Davis, account executive, Adam Young, New York, joins Seltel there in same capacity.

Todd Henderson, assistant account executive, Kenrick Advertising, St. Louis, named account executive.

Jane Doherty, local sales manager, WEEI-FM

Boston, joins Blair Radio there as account executive. **Susan Hagy**, from KMPX(FM) San Francisco, joins Blair Radio there as account executive.

Gary Martin, research analyst, Cox Broadcasting, joins Katz Radio, Atlanta, as account executive.

Tom Skinner, account executive, KSRO(AM) Santa Rosa, Calif., joins KZST(FM) there as general sales manager.

John Kahn, from KENR(AM)-KRBE(FM) Houston, joins KDIG(AM) San Bernardino, Calif., and KBON(FM) Lake Arrowhead, Calif., as general sales manager.

Bill Ransom, account executive, ABC, joins WNEV-TV Boston, as national sales manager.

Ed Pearson, local sales manager, WXYZ-TV Detroit, named national sales manager. **Michael Irvine**, national sales manager, succeeds Pearson.

Thomas Brennaman, sales manager, WTKR-TV Norfolk, Va., named national sales manager. **Marjorie Nelowet**, regional sales manager, succeeds Brennaman.

Bob Toerner, account executive, WMLX(FM)-WUBE(FM) Cincinnati, named local sales manager.

Dave Pennington, sales consultant, WGAR(AM) Cleveland, joins KMEQ(AM) Phoenix as local sales manager.

Robert Carpenter, regional sales manager, WUHQ-TV Battle Creek, Mich., named VP, local-regional sales.

Frank Arkinson, account executive, WIXT(TV) Syracuse, N.Y., named local sales manager.

Jill Dahlien, account supervisor, Beepers Northwest, Seattle, joins KPLZ(FM) Seattle in same capacity.

Gilford Fitts, account executive, KFSN-TV Fresno, Calif., joins WPVI-TV Philadelphia in



Installation. The new board of directors for the New York Market Radio Broadcasters Association was installed at the annual managers meeting at Gallagher's restaurant in New York. Standing (l-r): Maurie Webster, president, The Webster Group, executive director; Lee Simonson, vice president and general manager, WRKS-FM New York, secretary; Ronald Gilbert, vice president and general manager, WSTC(AM)-WYRS(FM) Stamford, Conn.; Alfred Racco, vice president and general manager, WABC(AM) New York; Dick McCauley, senior vice president-stations, Blair; Charles Warfield, vice president and general manager, WLIB(AM)-WBLS(FM) New York; Bill Hogan, president, RKO Radio Sales, and Brian Moors, vice president and general manager, WHN(AM) New York. Sitting (l-r): Nancy Widmann, vice president and general manager, WCBS-FM New York, vice chairman; Jack Thayer, vice president and general manager, WNEW(AM) New York, chairman; Nick Verbitsky, president, United Stations, and Richard Penn, vice president and general manager, NBC Radio Network.

Disunited. David Begelman, chairman and chief executive officer, United Artists, Hollywood, has resigned that post. Begelman had previously been chief operating officer of MGM until that studio's takeover of UA, and Begelman's move to the UA spot (BROADCASTING, Oct. 5, 1981). In 1978, Begelman was forced to resign as president of Columbia Pictures film and television divisions (BROADCASTING, Feb. 13, 1978) following the discovery of financial irregularities. Begelman ultimately pleaded no contest to charges of grand theft for forging endorsements of studio checks, and was sentenced to three years probation and a 5,000 fine (BROADCASTING, July 3, 1978). His departure follows a series of box office disappointments and comes just before the release of a book, "Indecent Exposure," which explores Begelman's demise at Columbia. Donald Sipes, president of MGM Film Corp., will take over Begelman's responsibilities until a replacement can be found.

same capacity.

Laurie Kahn, from WLUP(FM) Chicago, joins Torbet Radio there as account executive.

Jon Latzer, account executive, WGTR(AM) Natick, Mass., joins WEEI(AM) Boston in same capacity.

Iris Simpson, account executive, WSAI-FM Cincinnati, joins WCPO-TV there as account executive.

Rita Rowe Caldwell, from KRMG(AM) Tulsa, Okla., joins KBEZ(FM) there as account executive.

Michael Hanrahan, spot television media buyer, Cotter & Co.-True Value Hardware, joins Avery-Knodel Television, Chicago, as account executive.

John Buckley, from HR/Stone, Chicago, joins CBS-FM National Sales there as account executive.

Donald Gorski, local sales manager, WCBS(AM) New York, named general sales manager. **Richard Sillpigni**, account executive, succeeds Gorski.

David Breyer, account executive, WISC-TV Madison, Wis., joins WMTV(TV) there in same capacity.

Programing



Gottlieb

Jerry Gottlieb, executive VP, United Artists Television, named executive VP of newly formed MGM/UA TV division, with overall responsibility for administration of division. **Andrew Siegel**, VP, creative affairs, UATV, named senior VP, creative affairs for new division. **Werner Michel**, senior VP, current

programs and creative affairs, MGM TV, named senior VP, current programing for MGM/UA TV.

Marlan Brayton, director of motion pictures for television, CBS Entertainment, Los Angeles, named to newly created position of VP, dramatic specials.

Donald Frehe, VP, sales and marketing, Net Enterprises, joins Viacom Enterprises, New York, as manager, central division.

Ronald Lightstone, VP, business affairs, entertainment group, Viacom, Los Angeles, named VP, responsible for newly established corporate affairs office. He will be based in New York.

Michael Klein, film evaluator, Rainbow Programing Services, Woodbury, N.Y., assumes ad-

ditional duties as manager, pay TV syndication. **Grace Chiu**, national manager of affiliate relations, named national manager of affiliate marketing.



Leavitt

Todd Leavitt, attorney, private practice, joins Disney Channel, Stamford, Conn., as VP, business affairs.

Robyn Frey Kove, from Arista Records, New York, joins Narwood Productions there as operations manager.

Al Leone, account executive, NBC's The Source, and **Ruth Presslaff**, air personality, WQUE(FM) New Orleans, join Narwood's station relations department.

Richard Dorfman, director of broadcasting, National Basketball Association, New York, named VP, video, NBA Entertainment, programing and publishing subsidiary.

Gerard Farrell, manager of development research, Viacom Enterprises, joins Paramount Pictures Corp. as director, television research.

Henry Mandell, senior corporate auditor, 20th Century-Fox Film Corp., joins Oak Media, Rancho Bernardo, Calif., as accounting supervisor.

Jim Kraus, director of sales, Trident Television Associates, joins MCA TV, New York, as sales executive, Northeast area.

Daniel McCarthy, president, Great American Productions, Houston, joins Multimedia Program Productions, Cincinnati, as sales manager, Western division.

Don Lundy, production manager, McGraw-Hill's WRTV(TV) Indianapolis, joins co-owned KGTV(TV) San Diego, as program director.

Mike Phillips, independent radio consultant, joins KIOI(FM) San Francisco as program director.

Margaret Coonrod, technical director, WRGB(TV) Schenectady, N.Y., named producer-director. **William Brandt**, from WNE-TV Hanover, N.H., joins WRGB as producer-director.

Pat Evans, program director, KSFX(FM) San Francisco, joins WMET(FM) Chicago as music director.

Catherine Allan, co-producer, *NightTimes: Magazine*, noncommercial KTCN-TV Minneapolis-St. Paul, named senior producer, specials.

Gene Nelson, air personality, KSFO(AM) San Francisco, joins KYA(AM) there in same capacity.

Joe Montana, quarterback, San Francisco 49ers professional football team, joins KGO-TV

San Francisco as sports commentator.

Steve Raible, Seattle Seahawks wide receiver, joins KIRO-TV Seattle as host of *PM Magazine* and sports anchor, and KIRO(AM) as sports commentator.

Jeff Jacobs, from WLKY-TV Louisville, Ky., joins WATE-TV Knoxville, Tenn., as sports anchor.

Dan Kaufman, one-time manager of broadcast activities, Bilingual Children's Television, named director of programing, KCET(TV) Los Angeles.

News and Public Affairs



Meredith

Al Meredith, news writer and reporter, WCBS-FM New York, named news director.

Russ Clarkson, news director, WMFD(AM)-WQQQ(FM) Wilmington, N.C., joins WFNC(AM)-WQSM(FM) Fayetteville, N.C., in same capacity.

Scott Parks, special projects reporter, *Dallas Morning News*, joins wis-TV Columbia,

S.C., as managing editor.

Wendy Harris, executive producer, KPIX(TV) San Francisco, joins WNEV-TV Boston in same capacity. **Nick Lawler**, news director, KOCO-TV Oklahoma City joins WNEV-TV as news manager.

Terry Moore, reporter and interim news director, KOLR-TV Springfield, Mo., named assignment editor.

Keith Ward, weekend anchor, and **Barbara Bailey**, weather anchor, WKYT-TV Lexington, Ky., named co-anchors of new weekday noon newscast.

Gayle Bierman, news anchor and on-air personality, WGST(AM) Atlanta, joins CNN2 there as weekend anchor.

Glenn Douglas, news director, KQWB(AM) Fargo, N.D. KQWB-FM Moorehead, Minn., joins KFGO(AM) Fargo as morning news anchor.

Rebecca Kottman, from KRDO-TV Colorado Springs joins KOAA-TV there as anchor-reporter.

Jacque Carlisle, anchor-reporter, noncommercial WOUB-AM-TV Athens, Ohio, joins

Felipe Ponce, general assignment reporter, WRTV(TV) Indianapolis, joins WBBM-TV Chicago in same capacity.

Charles Robinson, reporter, WPEC(TV) West Palm Beach, Fla., joins WCPO-TV Cincinnati as writer-reporter.

Bob Howard, part-time anchor, KFNB(AM) Los Angeles, named reporter.

Charles Collingwood, CBS news correspondent since 1941, has retired, but will remain with network as special correspondent. Collingwood is 65.

Bernadette O'Grady, member public service department, WPTV(TV) West Palm Beach, Fla., named public service coordinator.

Bill Schmidt, recent graduate, University of Pennsylvania, Philadelphia, joins WRAL-TV Raleigh, N.C., as meteorologist.

J. P. Pritchard, news director, KULF(AM)

Houston, joins KTRH(AM) there as co-anchor, morning news.

Thomas Noel, from WBZ-TV Boston, and **Marketa McCulloch**, from WFKT(TV) Fayetteville, N.C., join WHTM-TV Harrisburg, Pa., as general assignment reporters.

Catherine Smith, from NBC News, New York, joins WYNY(FM) New York as reporter.

Bruce Kopp, weekday co-anchor, WEHT(TV) Evansville, Ind., joins WOTV(TV) Grand Rapids, Mich., as weekend anchor-reporter.

Jacque Carlisle, anchor-reporter, noncommercial WOUB-AM-TV Athens, Ohio, joins noncommercial WUHY(FM) Philadelphia as reporter-producer.

Technology

Fred Zimmermann, VP and general manager, Moseley Associates, Goleta, Calif., manufacturer of communications equipment, named president.

Scott Wilson, member of technical sales group, Anixter, Skokie, Ill., named manager, Anixter Communications, Cleveland.

Robert Unetich, manager of transmitter engineering, **Sam Zborowski**, unit manager, transmitter engineering, and **Jeff Lynn**, VHF product analyst, RCA, have formed own company, Information Transmission Systems Corp., Canonsburg, Pa., to produce low-power and MDS television transmitters.

Mike Kelly, international marketing manager, electro-products division, Scientific-Atlanta, Atlanta, named marketing manager, satellite digital audio products.

Andrew Rybicki, senior design engineer, Blonder-Tongue, Old Bridge, N.J., named chief engineer, data communications.

Ralph Fratta, marketing manager, electronics division, General Dynamics Corp., joins Oak Communications Systems, San Diego, as marketing manager, systems products.

David LeVan, recording engineer, Narwood Productions, New York, named director of engineering.

Martin Mitchum, design engineer, University of Missouri, Columbia, Mo., joins Arkansas Educational Television Network as director of engineering.

Raymond Dorelan, technical staff member, telecommunications engineering division, Siemens Corp., joins Acrodyne, division of Whittaker Corp., Blue Bell, Pa., supplier of TV transmitters and translators, as director of engineering. **Edward Lombard**, supervisor of design drafting department, Solid State Scientific, Inc., joins Acrodyne as manager of mechanical engineering.

Ron Turner, engineer, WCLR(FM) Skokie, Ill., named chief engineer.

Michael Laemers, operations manager, WUHQ-TV Battle Creek, Mich., named VP, operations and engineering.

Promotion and PR

Lilot Moorman, senior VP, Hill & Knowlton, Atlanta, joins Continental Telecom Inc., there as VP, corporate communications.

Sam Davis, producer, *Doug Dahlgren Show*,

WIRE(AM) Indianapolis, named director of creative services and promotion for parent station licensee, Mid-America Radio.

Susan Hashim, from information services department, United Press International, New York, named promotion coordinator.

Richard Weisberg, director of marketing services, WDIV(TV) Detroit, joins WNEV-TV Boston as VP, marketing and creative services.

Patrick Underwood, producer-director, WBNS-TV Columbus, Ohio, joins WJBK-TV Detroit as on-air coordinator, advertising and creative services department.

Arthur Drooker, former writer/producer, NBC promotions, NBC Entertainment, joins KABC-TV Los Angeles as writer/producer, creative services department.

Allied Fields

John G. Williams, engineering assistant to Commissioner Anne Jones, FCC, Washington, joins communications consulting firm of Carruthers, Irwin & Associates there. Firm will become Carruthers, Deutsch, Garrison, Irwin & Williams.

Michael Gardner, partner, Bracewell & Patterson, Washington, and former head of President Reagan's FCC transition team, joins Akin, Gump, Strauss, Hauer & Feld, Washington, as member, specializing in communications law.

Jim Torrey, general manager, KUGN-AM-FM Eugene, Ore., and president of radio division for parent Obie Communications, named to Mutual Broadcasting System's advisory board as representative of Northwest affiliates.

John Madden, sports commentator, CBS, named to receive Touchdown Club of America's Golden Mike award for "excellence in television football coverage."

Paul Williams, account executive, Arbitron, joins Association of Independent Television Stations, Los Angeles, as director of marketing, Western region.

James Steele, senior editor and supervisor, NAB Code Authority, New York, named membership VP, NAB.

David Dorin, senior account executive, Bernard Howard & Co., New York, joins Arbitron Eastern Radio Station Sales there as account executive.

Jack Dash, VP, sales and marketing, WHAT(AM)-WWDB(FM) Philadelphia, leaves to form own media management and sales consulting firm, Dash Communications, Bala Cynwyd, Pa.

Elected officers, National Broadcast Editorial Association: **Larry Harding**, VP, Jefferson-Pilot Broadcasting Co., president; **Susan Veatch**, editorial director, WCBs-AM-FM New York, vice president; **Don Gale**, public affairs director, KSLM-AM-FM Salt Lake City, secretary, and **Dick Gage**, public affairs director, WBBF-TV Rock Island, Ill., treasurer.

Elected officers, Philadelphia chapter, National Academy of Television Arts and Sciences: **Jim Karayn**, noncommercial WHYY-TV Wilmington, Del., president; **Jay Feldman**, WCAU-TV vice president; **Janet Davies**, WPVI-TV, secretary, and **Randall Smith**, WTAF-TV, treasurer.

Elected officers, North Carolina chapter, American Women in Radio and Television: **Lois**



New doctor. B. Donald Grant, senior vice president, entertainment, CBS/Broadcast Group, and president, CBS Entertainment, received an honorary Doctor of Humane Letters degree from Columbia College, Los Angeles. Shown (l-r) are Joseph E. Bluth, chairman of the board, Columbia College; Grant, and Ernest Baumeister, president, Columbia College. Grant is the first network executive to be honored by the College.

Gulibeau, WPCQ-TV Charlotte, president; **Gayle Rancer**, WQDR(FM) Raleigh, vice president; **Sandra Thomas**, WBT(TV) Charlotte, secretary; **Flo Avery**, WTVD(TV) Raleigh, treasurer.

Elected officers, Community Antenna Television Association: **Peter Athanas**, Southern Wisconsin Cable, Inc., president; **Carl Schmauder**, Lincoln Television System, Lincoln City, Ore., vice president; **Clarence Dow**, Tele-Tech Cable TV, Caribou, Me., secretary-treasurer.

Harriet Lange, director of sales, Holiday Inn and Holiday, Lawrence, Kan., joins Kansas Association of Broadcasters, Wichita, as executive director.

Deaths

John Sherman, 75, former director of engineering, WCCO-TV Minneapolis-St. Paul, and one-time engineer with Federal Radio Commission and district inspector-in-charge with FCC, died of congestive heart failure July 5 at Hopkins health care center, Minneapolis. He is survived by his wife, Wanda, and four sons.

Rick Current, 46, sports director, Mississippi Network, Jackson, Miss., died following recent heart surgery at his home in Jackson. He is survived by his wife, Mary, son, and two daughters.

Michael Lesnick, 58, one-time producer-director, WSYR-TV (now WSTM-TV) Syracuse, N.Y., died of cancer July 3 at Venice hospital, Venice, Fla.

Wayne Carson, 55, actor in television, theater, and movies and director and stage manager, died July 4 at his home in Manhattan. He appeared on television in such daytime series as *Guiding Light*, *As the World Turns*, and *Search for Tomorrow*. Carson is survived by his wife, Martha Randall, two sons, and daughter.

John David Lewis, 55, associate professor of telecommunications, Michigan State University, East Lansing, Mich., died of cancer July 7 at Lansing hospital. He is survived by his wife, Denise, son and daughter.

Stuart Bohacek, 71, retired foreign service officer with United States Information Agency, Washington, died of lung cancer July 12 at Holy Cross hospital, Silver Spring, Md. He is survived by his wife, Helen, son, and daughter.

Other fields are just as green to Frank Batten

To stay trim, Frank Batten skis and plays tennis. To keep Landmark Communications fit, he keeps hurdling the fence from the Fourth to the Fifth Estates—well-timed jumps that have reshaped the identity of the privately held company and expanded its fortunes.

From roots as an old-line Norfolk, Va., publisher, Landmark has burgeoned under the patient and consultative Batten into a national multimedia corporation with annual revenues that exceed \$200 million.

Batten's willingness to venture into new—and sometimes competing—fields may be a family trait. He clearly recalls how his publisher uncle unhesitatingly vaulted into radio in 1930, at the depth of the Depression and at a time when many newspapers had mixed feelings about the upstart aural medium.

The uncle, Tennessean Samuel L. Slover, had migrated to the Tidewater area at the turn of the century. Over the next three decades, Slover established the Norfolk *Virginian-Pilot* and *Ledger-Dispatch* under Norfolk Newspapers Inc., forerunner of Landmark.

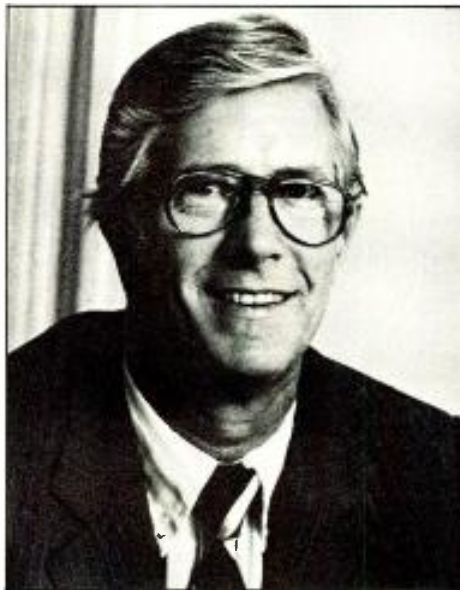
"My father died when I was about 2 years old," Batten explains, "and I was raised in my uncle's home. He was, in effect, my father. So I remember that Sunday afternoon in 1930, even though I was just a tiny child: A man came by the house and sold WTAR(AM) Norfolk—the first station in Virginia—to my uncle for \$10,000."

Frank Batten's role in the company began to take shape following World War II service with the merchant marine aboard troop ships in the Atlantic and after schooling at the University of Virginia and Harvard Business School. He had worked summers for the newspapers, and on graduation became an advertising salesman there.

In 1954, at just 27, he was appointed publisher of the newspapers whose Norfolk broadcast stake had grown with the establishment of WTAR-TV (sold last year) and the start of WTAR-FM, now WLTJ-FM.

Batten began expansion in earnest 10 years later in Roanoke Rapids, N.C., and Beckley, W. Va., with construction of the first of 20 cable TV systems that Landmark now operates in 15 states. Landmark's Telecable is the nation's 14th largest cable MSO with more than 315,000 subscribers.

Batten admits that the 1964 beginning in cable was, of necessity, a modest spreading of wings: "We had to be selective. . . . We didn't have much capital at the time and we concluded that cable was something we could get into on the ground floor." Also,



Frank Batten—chairman and chief executive officer, Landmark Communications Inc.; b. Feb. 11, 1927, Norfolk, Va.; U.S. Merchant Marine, 1945-46; AB, University of Virginia, 1950; MBA, Harvard Business School, 1952; advertising salesman and executive positions with Norfolk Newspapers Inc. (Landmark), 1952-54; publisher and then chairman, 1954 to present; m. Jane Neale Parke, Feb. 23, 1957; children Frank Jr., 23; Betsy, 21, and Dorothy, 19.

he adds, studies of media business prospects at the time prompted a belief that cable "eventually would be the vehicle for pay television."

Next came the purchases of the *Greensboro* (N.C.) *Daily News* and the *Greensboro Record* in 1965 and the *Roanoke* (Va.) *Times* and *World News* in 1969. During the 1970's, Landmark acquired an additional five dailies and 21 nondaily newspapers.

In 1978, Batten reached across the continent to shore up Landmark's position in conventional broadcasting with the purchase of channel 11 KNTV(TV) San Jose, Calif., for \$24.5 million and channel 8 KLAS-TV Las Vegas for \$8 million.

The latest chapter for Frank Batten came 11 weeks ago at the Las Vegas convention of the National Cable Television Association. He pushed the button that launched Landmark's first national medium, The Weather Channel, providing a 24-hour advertiser-supported service via satellite to cable systems.

Batten's positive side is particularly evident when the discussion switches from the past to the future, particularly with the present economic lag posing problems. "I believe," he declares unhesitatingly, "that the recession is just a blip." He concedes there may be a slowdown in certain areas, such as the expansion of cable program service, but feels the tighter economy "will shake out some of the marginal

media."

Batten has also taken time to cultivate and smell the flowers of success outside Landmark. Locally and statewide, his name has been linked for decades with educational and public service projects. High on the list are the eight years he served as chairman of the board of Old Dominion University during ODU's emergence as a major urban university. In addition, he has been president and campaign chairman of the United Fund in Norfolk and was the city's "First Citizen" in 1966.

Nationally, Batten was elected chairman of the board of The Associated Press just three months ago, after having served as a director of the worldwide news agency since 1975 and vice chairman since 1977.

Though his principal experience has been on the business side, his colleagues point out that since his early years when Batten gained his first newsroom experience, "he has an extraordinary grasp of news and editorial fundamentals, principals and practices." However, it is pointed out that he will not intervene in editorial matters, whatever his personal feelings might be, unless a matter becomes very serious.

That stems from Batten's conviction that the quality of reporting in both print and broadcast media "is now much more professional and more expert than at any time in the past." He credits the public for contributing to this, saying: "We in the media face a particular challenge from the public to set a high standard of responsibility. There's more criticism of the media today than at any time I can remember—and a lot of it is justified. But it's simply a matter of the public being more sophisticated and better educated, with an expectation that we live up to a higher standard."

That respect for the viewpoints of others doesn't surprise Batten's friend of 22 years, Perry E. Morgan, executive vice president/executive editor of Landmark. "He's a great believer in seeking out the opinion of those who have to do the work," affirms Morgan. "And he gives those people maximum freedom without looking over their shoulders."

Many times, Morgan added with a chuckle, Batten will be missing from his third-floor office at Landmark's long-time headquarters on West Brambleton Avenue in Norfolk. "He's the kind of guy who has most of his conversations in other people's offices around here, instead of his own," Morgan explains. "As much as possible, he goes to see his subordinates, instead of asking them to come see him."

Just another reason for a feeling about Batten by those who know him: Nice guys can finish first, even when taking time to hurdle media fences. ■

House and Senate last week approved amendment restoring \$24.4 million to Corporation for Public Broadcasting's fiscal 1984 appropriation. Amendment is part of FY 1982 urgent supplemental bill. Although earlier supplemental bills were vetoed by President Reagan (BROADCASTING, July 5), he is expected to sign this one today (July 19). Funds bring CPB's appropriation to \$130 million mark as originally authorized by Congress.

FCC last week authorized ISA Communications Services Inc., Satellite Business Systems, Contemporary Communications Corp., MCI Telecommunications Corp. and Tymnet Inc. to construct digital electronic message services (DEMS). New common carrier microwave service is intended for two-way transmissions of digital data, voice and low-grade video between buildings and institutions within cities (BROADCASTING, June 7). FCC said it would process about 20 applications pending—some requesting digital termination system channels (transmitter/receivers) in as many as 100 cities—"as soon as possible."

Hearst/ABC Video Service announced five-year "multibrand, multimillion dollar" advertising buy by General Foods on its Daytime cable service. Ogilvy & Mather is agency of record for pact that makes GF largest of dozen or so Daytime advertisers. Total of 40 spots per week will include messages for 20 different General Foods brands. Hearst/ABC President Jim Perkins also said services will initiate test this week in Tacoma, Wash., of new methodology of measuring cable audience for Daytime.

MGM/UA Entertainment last week announced restructuring of bank debt totalling \$525 million. New arrangement replaces existing separate MGM and UA lines, though at higher interest. Company further said it plans to sell public securities in MGM/UA Home Entertainment.

U.S. National Committee of U.S. Organization for CCITT is scheduled to meet this Tuesday (July 20) at State Department in Washington to consider international videotext standard that would permit compatibility between AT&T's PLP standard and CEPT standard now in use in Western Europe.

CBS Sports and New York Racing Association have reached \$2.3-million-per-year agreement in principle whereby CBS Sports will continue to have exclusive television rights for three years, starting in 1983, to NYRA thoroughbred races, including Triple Crown, Travers Stake and Marlboro Cup. Next year will mark 32d consecutive presentation by CBS Sports of Belmont Stakes.

Cablevision Industries, 40th-ranked MSO passing more than 160,000 homes in New York, Pennsylvania, Massachusetts and Florida, will offer Showtime in all of its systems. Launches are scheduled for August. Currently, Cablevision Industries has 97,000 basic and 74,000 pay subscribers. In addition, Cablenet Inc., 47th ranked MSO, will offer Showtime as primary pay offering in its new build system passing 135,000 homes in 10 northwest Chicago suburbs. That launch is also scheduled for August. Showtime currently has about 3.3 million subscribers. Showtime also has affiliation deal with Daniels & Associates (450,000 homes passed) in works.

Blacks in television roles are stereotypically portrayed with disproportionate number shown as violent and irresponsible, according to conference report from University of Michigan, "Black Families and the Medium of Television," book written by nine authors in Bush Program in Child Development at University. "The lead character in the show *The Jeffersons* illustrates our concerns," said Anthony W. Jackson, book editor. "George Jefferson is presented as a successful black business-

man; yet rarely is the audience made aware of the intelligence and business savvy which allowed his success and affluence. Rather, we are endlessly bombarded with his narrowmindedness, pomposity and meanness of spirit," and added, "there is no black 'Waltons' or 'Little House on the Prairie' to balance the farcical and negative stereotypes." Book recommender greater involvement in programming by blacks as writers, station owners, production consultants and concerned viewers.

CBS and 20th Century-Fox last week officially signed pact that starts their joint venture in home video—CBS/Fox Home Video. Signing came within anticipated 30 days of announcement (BROADCASTING, June 21) of venture; still to come is naming of president for operation.

Ted Turner says he doesn't have money now to buy a TV network but that if he were owner he would cut personnel by more than half. Turner, president of Turner Broadcasting System, Atlanta, told reporters Thursday (July 15) at Boston Advertising Club event, that if networks don't make "significant" changes to combat cable, they will be in deep trouble. He said networks are almost totally dependent on Hollywood programming, which he characterized as of decreasing quality and popularity and "crippled by unions and runaway costs." Turner countered recent reports that TBS would increase its debt load later this year, claiming the current debt is not out of line with assets. He predicted CBS Cable would lose \$43 million this year and would "disappear" some time in fall.

Democrats and Republicans are debating issue of President Reagan's, and Republican party's, stand on Social Security in commercials. But Democrats, short of funds, are asking television stations across country to run theirs at no cost. They say Republican ad was "a lie" and that stations are obligated under fairness doctrine to run response. Democratic commercial shows Social Security card being gradually clipped away by alternating pairs of scissors, as voice-over claims Republicans are attempting to cut Social Security benefits or raise taxes, and adds, "It isn't fair... It's Republican." Commercial seeks to answer Republican commercial, run by about 90 stations, in which grandfatherly-type actor portrays postman who says he is most popular man in town because he is carrying Social Security checks with 7.4% cost-of-living increase, and credits Reagan with that increase. Democrats note increase was mandated by law and say that Reagan had called for delay in payment to ease budget strain. Republicans returned compliment as to validity of Democrats ad. William Greener, communications director for Republican National Committee, calls Democrats' ad "tripe" and "garbage."

Post-Newsweek Video has decided not to renew its co-production agreement with WRC-TV Washington for "Charlie Rose" show. Agreement for daily talk show runs out Dec. 31. Post-Newsweek Video President Alan Perris said low May ratings prompted firm to drop show. Although he said program had improved since new producer, Jack Fentress, had been added "the ratings haven't." WRC-TV spokesman said station's plans are undetermined but it is pleased with newer productions. There is possibility WRC-TV or Rose, himself, may seek new syndicator. Show is more than year old and syndicated in 50 markets.

All-Star baseball game on ABC-TV last Tuesday night attracted 25.0 rating, representing 20,380,000 homes watching per average minute, only 70,000 homes shy of record set in 1980. ABC-TV reported Friday. Highest All-Star rating was 28.5 in 1970, when rating points were worth much less.



Programing primer. Twenty-sixth annual Television Programing Conference was held in Charlotte, N.C., July 11-13. Described by Conference Chairman Jim Hall (VP, TV operations, wcov-TV Montgomery, Ala.) as "shirtsleeve meeting providing a short course in programing, especially for those just getting started," conference featured meetings and workshops on variety of industry-related topics from "Edit Systems for Television Stations" to "What's Your Problem," an open discussion of common and uncommon com-

plaints. Sixty-seven stations from 20 states were represented along with 31 syndicators and station service companies, and network representatives. Shown at syndicator's panel, "1982-83, New Directions—New Problems," are (l-r): Rose Bussalacki, syndication director, Advanswers, St. Louis; Bob Jacquemin, senior VP, sales, Paramount, New York; Phil Oldham, VP, programing, Katz Television, New York, and Bob Glaser, president, Viacom, Domestic Operations, New York.

American Forces Radio and Television Service has announced plans to change its name back to original title, **Armed Forces Radio and Television Service**. According to Information Service Director Robert Cranston, "Despite the name change from Armed Forces to American Forces, the original title continues to be widely used almost without exception by Congress, officials of the Department of Defense, trade publications, major networks of the broadcast industry and the general public." Proposed change is to take effect Oct. 1.

WNET(TV) New York and WETA(TV) Washington, **co-producers of "MacNeil-Lehrer Report," are considering expanding program to hour.** Spokesman for program said there is "pretty good chance" it will be expanded but that there are still problems to work out. Producers must also see if idea flies with public television stations. New format would be adopted.

U.S. Supreme Court Justice **Byron White was attacked** as he prepared to speak to meeting of Utah Bar Association in Salt Lake City last Thursday. Man, apparently upset by White's decisions involving pornography and busing, punched him several times before he was subdued. "He's causing four-letter words to come into my living room through the TV set," assailant told reporter. "The only way I know to stop it is to go to the source." White, who suffered only mild facial abrasion and delivered his scheduled address, said he'd been hit harder playing college football.

Larry Maglio, president of Rainbow Communications (distributor of cultural Bravo and adult Escapade/Playboy pay-cable services) and outgoing president of Cable Television Administration and Marketing Society, has been appointed to newly created post of executive VP of marketing for Daniels & Associates

Inc., Denver-based MSO and cable investment banking firm. He will be responsible for development and operation of cable and pay-TV marketing strategies; programing evaluation, selection and contract negotiations, and cable advertising sales.

National Burglar and Fire Alarm Association and Central Station Electrical Protection Association have asked FCC to launch **rulemaking requiring cable operators to make channels available for remote alarm services.** Under proposal, all new urban cable systems would have to have two-way capabilities, all would have to have minimum of 20 channels, and all would have to reserve at least one 6 mhz two-way channel for remote alarm systems. To "avoid the potential problem of unfair competition," however, cable operators should be barred from offering alarm services themselves, groups said. "Commission leadership is badly needed in taking the first necessary steps to solve the most serious and urgent internal security matter facing our government—its failure to fulfill its fundamental responsibility to protect innocent citizens against the violent and capricious attacks of those bent on criminal activity," groups said.

Predictions on future of cable television by Uri Evan, chairman of Jerusalem-based production company, Kastel Enterprises, at National Academy of Television Arts and Sciences last week in New York included: 60% of U.S. households will be wired by 1990; pay-TV households will grow to 50 million by that year; cable advertising revenues will total \$2.5 billion in 1990 compared to estimated \$250 million for 1982; technologies such as MDS and DBS will have to go multichannel route to compete with cable; at least 25% of programing for U.S. cable industry will be produced outside U.S. by 1990; of 30 existing and 30 proposed advertiser-supported cable services, only about 10 to 15 will be around by 1990. Kastel currently produces one-hour weekly magazine series, *Hello Jerusalem*.

Relief, but not a cure

The U.S. Court of Appeals last week restored some order in a chaos of its own creation when it affirmed the FCC's renewal of the license of WESH-TV Daytona Beach, Fla. The standards by which Cowles Broadcasting was judged worthy to keep its station against the claim of a rival applicant now become renewal policy for the FCC. From now on licensees can run on their records if challenged at renewal time and win if their records are good. That is a distinct improvement over conditions prescribed by the same court (in an opinion written by the same judge) when the court in 1978 sent back the original FCC renewal of the Cowles license and decried favoritism for incumbents. It is not, however, improvement enough.

If the 1978 decision had been allowed to stand, licensees with multimedia holdings, wherever located, would have been fair game for competing applicants small enough for owners to be on-the-scene managers of their intended prey and to be without other media holdings. It was a prescription for the dismantling of all multiple ownerships.

Under the new decision of the court, affirming the FCC's complete revision of its original WESH-TV order, diversity of ownership and integration of management and ownership still count in match-ups of licensees and challengers but not enough to offset a licensee's showing of substantial service. The protection of incumbents, however, is far from absolute.

First of all, the decision leaves to the FCC the judgment of what constitutes "substantial" service. That judgment can vary widely with changes in composition of the FCC. Second, the decision invites the FCC deeper and deeper into program surveillance as it attempts to define service that will withstand attack. The FCC that wrote the latest WESH-TV renewal a year ago cited percentages of news, public affairs and local programming among its standards of comparison. What is to prevent a future FCC from elevating those percentages or adding new categories of programming to decide whether an incumbent falls below or above the "substantial" mark?

More than ever it is evident that legislation is needed to repair the renewal process that has developed under present provisions of the Communications Act. Last week's court decision, helpful as it is, gives broadcasters no reason to abate their work on Capitol Hill.

First things first

The search for a new president of the National Association of Broadcasters is in a momentary lull as members of the selection committee digest the interviews they had two weeks ago with six candidates. Come to think of it, "search" is the wrong word to describe the process that has been going on since Vincent T. Wasilewski let it be known that he would leave the presidency. The selection committee has taken no serious initiative to look for prospective successors. It has waited for candidates to come to it. If that model of passivity turns up a red-hot leader of the NAB, the Harvard Business School may want to add to its curriculum in executive recruitment a course in how to wait beneath the transom for resumes to blow in.

Perhaps it is just as well that the selection committee is in recess. The pause gives everybody time to remember that the NAB itself may soon be in for significant change. A special "futures committee" has been thinking large thoughts about modernizing the association to cope with proliferating complex-

ities in technology, marketing and government relations. Its report is due at about the time the selection committee has talked of making up its mind. Does it make sense to choose a president before a decision is made about the nature and function of the NAB itself?

As was noted on this page last April 5, after Wasilewski's intentions were reported, the timing of his personal decision was fortuitous, occurring as it did while the futures committee was deep in its deliberations. "Indeed," it was remarked here of Wasilewski, "as he approaches elder-statesman status after 33 years with the association and 17 as its president, he is an advantageous position to contribute to plans for the future of the NAB." Since that was written, Wasilewski has undergone coronary surgery but is convalescing and should be available for consultation soon.

The point is that the NAB still has a president and a functioning staff headed by an executive vice president who is seen by some as a qualified successor to the incumbent president. No emergency decrees the hiring of a Wasilewski successor until the organization the successor is to head has been defined.

Closing the credibility gap

A carefully measured response has come from Van Gordon Sauter, president of CBS News, to the article in *TV Guide* charging that a CBS documentary on Vietnam was slanted to make it come out the way the producer had promised it would. In essence, Sauter says some things were done that ought not to have been done and some not done that ought to have been, but none as grossly done or undone as *TV Guide* presented things. He "stands by the broadcast."

But CBS correspondents have been ordered to take more active roles in the preparation of news pieces that may be sticky: a new position, vice president for news practices, or ombudsman, will be created in CBS News, and a sequel to the disputed documentary will be prepared and broadcast. Those are all salutary answers to problems raised by *TV Guide*.

When CBS News began its investigation of the charges made by *TV Guide*, it was noted on this page that the move was in refreshing contrast to the "arrogance" that "has occasionally been on display in major newsrooms of this country when questions were raised about the reliability of their work." The memorandum from Sauter accentuates that contrast.



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