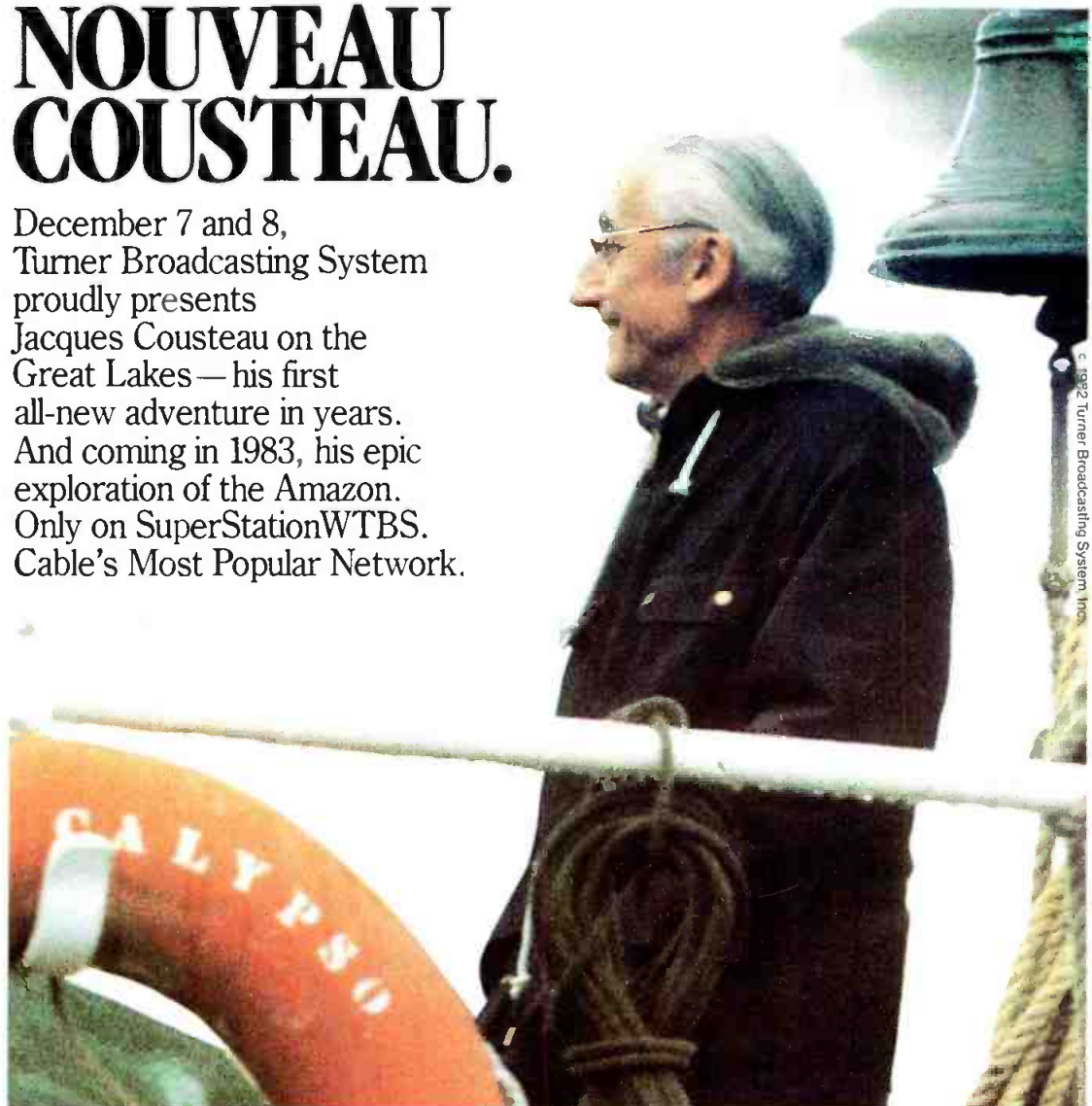


# Broadcasting Nov 22

## NOUVEAU COUSTEAU.

December 7 and 8,  
Turner Broadcasting System  
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Jacques Cousteau on the  
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52d Year 1982  
Cable's big week out West  
Antitrafficking rules go  
WB in San Francisco

# BARNABY JONES - The

Early Fringe

CHICAGO (WBBM-TV)

SEPT '81 9/22%

OCT '81 9/23%

NOV '81 9/21%

DEC '81 9/22%

JAN '82 10/22%

FEB '82 9/21%

MAR '82 9/22%

APR '82 10/24%

MAY '82 9/24%

JUN '82 9/25%

JUL '82 8/24%

AUG '82 9/24%





# Year-Round Solution

Late Fringe  
MEMPHIS (WHBO-TV)

MAY '81 10/34%

JULY '81 11/35%

NOV '81 11/36%

FEB '82 13/35%

MAY '82 12/36%

JULY '82 13/35%



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- summer **rated 2nd** among all shows on all 3 networks!
- One of the **highest ratios of young adults** in all of television!
- A sitcom that **held 90% of the M\*A\*S\*H audience** as well as or better than any show that ever followed M\*A\*S\*H!
- The only sitcom **available January 1983!**

### HOUSE CALLS

The right medicine for your May and July Sweeps!  
57 hilarious half hours from

# MCATV



# Broadcasting Nov 22

## Cable's long week on the West Coast □ FCC throws out three-year rule □ TVB keeps on winning in San Francisco □ New support from newspapers for First Amendment rights for broadcasters

**CABLE'S WORLD IN SEVEN DAYS** □ It started with NCTA's programming conference in Los Angeles and maintained whirlwind pace through CCTA's Western Cable Show in Anaheim. Coverage of the latter begins on **PAGE 23**. Special report on NCTA's three days. **PAGE 59-89**.

**TWINKLE IN MCI'S EYE** □ McGowan says company hopes to link telephone with cable TV. Tests to find way to make it technically possible will be undertaken at Cox Cable franchise. **PAGE 25**.

**FCC GIVE AND TAKE** □ Commission does away with three-year antitrafficking rule, but decides to consider letting land mobile share UHF frequencies. **PAGE 27**.

**TVB'S ISSUES AND ANSWERS** □ San Francisco meeting focuses on cable encroachment problems as it makes upbeat report on television's health. **PAGE 28**.

**POWERFUL ALLY** □ New York Times Co.'s Sulzberger urges print to back electronic media's fight for First Amendment parity. **PAGE 29**.

**FAIRNESS PROTEST** □ Rather, Monroe and members of business community testify against restrictions during New York hearing on Packwood's proposed constitutional amendment. **PAGE 30**.

**DIANE SAWYER'S CLASS ACT** □ Co-anchor of *CBS Morning News* is demonstrating qualities that mark her as excellent prospect for evening news scepter. **PAGE 38**.

**BLUNT TALK AT SDX** □ Milwaukee convention delegates warned against irresponsible journalistic practices, get advice on coping with issues ahead. **PAGE 41**.

**UNHAPPINESS ABOUT LOTTERY** □ FCC's second proposal for system to pick licensees in LPTV and other services doesn't silence criticism from minorities, NAB and broadcasters. **PAGE 42**.

**BONUS FOR LOCAL CABLE** □ Geller's latest idea to FCC involves establishment of number of cable channels over which operator would have limited control with no EEO, fairness and libel responsibility. **PAGE 46**.

**JAMMING COMPENSATION** □ NAB's Fritts suggests Radio Marti authorization be amended to stipulate financial remuneration to U.S. stations suffering from Cuban radio interference. **PAGE 46**.

**HELP FOR NETWORK'S FIGHT** □ CBS-TV affiliates throw crucial support behind move to repeal syndication and financial-interest rules. **PAGE 48**.

**EYEBALLING IN BALTIMORE** □ Cox and local group compete for cable franchise in that major market. **PAGE 49**.

**EMBASSY WANTS TO TANGO** □ Gary Lieberthal, new president, envisions expansion by working with independent TV producers and distributors. **PAGE 52**.

**TEXAS MISSION** □ James Moroney's roots are deep in the heart of Texas. In turn, his heart is with the A. H. Belo Corp. and family members as they expand the horizons of the Dallas-based communications firm. **PAGE 87**.

**AND THEN THERE WAS ONE** □ GE, company that pioneered in radio and TV, has put 10 of its 11 stations up for sale. It will keep KOA-TV Denver. **PAGE 88**.

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## Copyright action

Future of cable copyright bill, H.R. 5949, may be rosier than originally predicted. Joint hearing on bill by Senate Commerce and Judiciary Committees is scheduled Dec. 3, and chairmen of those committees (Bob Packwood [R-Ore.], Commerce, and Strom Thurmond [R-S.C.], Judiciary) have indicated willingness to move bill quickly for joint committee markup (perhaps following week). Prognosticators see that as positive sign of bill's chance for passage in lame-duck session.

Senate Majority Leader Howard Baker (R-Tenn.), has received letters urging support for bill from Tennessee broadcasters. Spokesman in Baker's office said senator will look at measure, and if it remains uncontroversial, it could go to floor. While opposition from sports associations and other interested parties is strong (BROADCASTING, Oct. 4), grass-roots support for measure is mounting. National Association of Broadcasters has contacted more than 500 TV station members on bill, and estimated 250 letters from NAB members have been sent to senators.

## Nothing different

Most brokers agree that lifting of FCC's three-year antitrafficking rule (see page 27) will have little effect on station trading. Most brokers could not recall last time commission denied station sale that sought waiver of three-year rule, and pointed out FCC had been routinely granting waivers for some time. One broker foresees no change over next six months, explaining station must go through "dramatic improvement" between sales — no simple task — to justify price hike. Most other brokers see profiteers few and far between, saying marketplace is more competitive today than it was when rule went into effect 20 years ago. One Washington broker, however, called appeal "tremendous" for station trading activity, and predicted sales, especially medium-market stations, would open wide. Reason: Many first-time buyers will find it easier to bail out as they find broadcasting business is tougher than they anticipated.

## No shows

Chances of getting anything approaching comprehensive reports on radio and TV station revenues for 1981 have all but disappeared, though chances for TV seem infinitely better than for radio. Broadcasting Industry Revenue Reporting Committee, formed and financed by four leading associations after FCC stopped

collecting financial data, got latest report from its independent auditing firm last week: As of Thursday, 2,543 radio stations (31.8% of total) and 483 TV stations (60%) had sent in their figures. Few more were straggling in day to day, but not at rate likely to raise those percentages significantly.

## House work

Some communications consulting engineers, grumbling over time FCC has taken to get cracking on processing of 7,000 low-power television applications, say agency has missed boat in insisting on buying own computer to handle job instead of buying time on privately owned computers. They say renting time would be cheapest and fastest way to go, note that when applicants were required by commission last summer to redo filings in light of new standards, they found computers that met their needs.

Commission officials see things differently. They say they looked into several proposals to rent time on computers and found data bases insufficient to meet commission's needs. What's more, they said, both Congress and Office of Management and Budget approved acquisition of computer — Congress authorizing up to \$300,000 for purchase — as more economical way to go. Once computer is owned, it can be used for variety of purposes and at no additional cost. Officials say computer is expected to be on hand and churning out processed applications at rate of several hundred monthly by mid-April.

## Music money

TV stations aren't going scot free on ASCAP and BMI music-license payments for year, as they'd asked, but they may pay substantially less than now. U.S. District Judge Lee Gagliardi, who held ASCAP and BMI blanket licenses illegal in suit brought by all-industry stations committee (BROADCASTING, Aug. 23), was quoted as telling lawyers for both sides last week he would reject committee's proposal that stations pay nothing for one year in transition to at-the-source licensing (BROADCASTING, Sept. 27). Instead, he said he would approve concept that ASCAP and BMI continue offering blanket licenses for one year. But he also thought it would be unfair for stations to keep paying current rates. He left it to attorneys to negotiate solution, and set another session for Dec 2.

Legal sources on station side say all this doesn't necessarily mean stations would have to accept and pay for ASCAP and BMI licenses during that year — that they

might refuse to pay on grounds of copyright misuse, or might make other arrangements for licenses they need. Whatever judge's final order says, ASCAP and BMI plan to appeal.

## Diversity dead end

Most troublesome proposal in package of recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, which was deleted from agenda for FCC meeting last week, is said to be legislative proposal that would expand tax certificate policy to include common carrier and land-mobile services. Although commission is said to agree that increased minority ownership of nonbroadcast facilities is healthy goal, concern is that commission might not be able to rationalize to Congress use of tax-certificate mechanism — which had been based on diversity of information argument — for nonbroadcast facilities. Item was deleted at request of Commissioner Anne Jones's office, which felt it hadn't had enough time for study.

## Geneva bound

U.S. is moving ahead with preparations for five-week western hemisphere conference in Geneva next summer on developing plan for direct broadcast satellite use of 12 ghz band. Former FCC Commissioner Abbott Washburn, chairman of U.S. delegation, has forwarded names of some 30 persons he favors as delegation members, as well as some 10 he would name to support staff, to State Department for approval. White House clearance is also required. Washburn has declined to divulge designees' names, but it's learned that list includes Dr. John Clark, of RCA Labs, who headed government-industry advisory committee on conference preparations, and other industry members who served on committee.

Others who will be named are FCC's Edward Jacobs and Kalmann Schaefer, State Department's Richard Shrum and National Telecommunications and Information Administration's Donald Jansky. Delegation will also be aided by number of senior advisers, who will spend limited time in Geneva. Two known to be on that list are FCC Commissioner Anne Jones and former FCC Chairman Richard E. Wiley, who is now practicing law in Washington and whose clients include Satellite Television Corp., first company to receive DBS authorization from FCC. Another likely senior adviser is Senate Commerce Committee aide, Ward White.



# Cable castings

## Viewer profiles

Hearst/ABC Video Services gave some demographics and psychographics on its two advertiser-supported cable networks, Daytime and ARTS, last week in the hope that Madison Avenue would sit up and take notice. From 1,000 telephone interviews, Hearst/ABC found Daytime viewers tended to be women who were active, educated, affluent, consumer aware, brand loyal, information seekers and maintainers of a high self-image. When they tuned in, they watched an average of 90 minutes at one sitting. Other prime numbers: 52% are college educated, 57% have a household income of \$20,000 or more, 84% are married, 47% have children under 18, and of those with children, 51% of them have children under 5.

The typical ARTS viewer (44% males, 56% female) tends to be an opinion leader, a committed viewer, a user and purchaser of upscale products, an innovative and informed consumer and a reader of leadership publications, far above the national average. Forty-three percent earn \$30,000 or more, 20% watch sign-on to sign-off (ARTS runs three hours nightly), 33% were elected or ran for political office and 33% do community work. ARTS has 1.2 million subscribers, while Daytime has 1.8 million for its four hours of nightly programming. ARTS announced signing ATC, adding 625,000 homes to its count.

## Inelasticity

Who says churn goes hand-in-hand with rate hikes? One cable operator during the Cable Television Administration and Marketing Society's track day recited figures for his system where only 29 subscribers were lost out of 15,000 when the company increased the rate for basic cable 30%, from \$11.50 to \$15. Though the system saw a bit more churn in pay services as a result, the average revenue per home per month rose to \$28.50. Government regulation, the operator admitted, helped in this situation, since the Connecticut state public utility commission had to approve the rate increase. The system convinced the commission that it would lose money at the lower price.

## Silverman tackles cable

Fred Silverman, broadcasting's former wunderkind, is cooking up something new for cable—though he provided only sketchy details to a gathering of reporters at the NCPC in Los Angeles. Convinced that the way to go in cable is with channels built around a single format, a la Cable News Network or Music Television, Silverman's aiming to put together a 24-hour blend of "personalities/interactive telephones/contests/comedy/music" targeted to young adults, a demographic he says is currently underserved by television. It will be to that format "what Satellite News Channels is to

news ... that same pace." Programed by daypart, the new channel from Silverman, his partner MGM/UA and some others is "to be announced shortly" and will begin operation in 1984, after the Olympics. The new partner is likely to be "an important force in cable on the distribution side." They'll draw the personalities hosting the service largely from radio. In fact, that's the medium toward which a "new form of TV" will evolve, Silverman said.

## New venture

*Cable Ad Ventures Corp. has been formed to design and place advertising, promotion and publicity for cable clients and to produce programs and "infomercials." Company has been established by Jay Campbell, president, who formerly was vice president and director of Modern Satellite Network. Headquarters is at 34 Lincoln Terrace, Hillsdale, N.J. 07642; (201) 666-5131.*

## On hold

"I don't have the money to buy a network now." That confession came last week from Ted Turner, who in the past has talked about expanding his media empire through the acquisition of one of broadcasting's big three. But don't mistake Turner's latest comment for a sign of the collapse of either his finances or his ego. What's happened to change the picture, he told a questioner during his appearance at the closing NCPC session, is that the stock market climbs of the networks' parents have taken them out of his reach.

## 'Entertainment' analysis

The Entertainment Channel last week announced its first official count of the subscribers who have signed on since its June 4 launch—45,000. That's out of a total of 750,000 homes on the 50 cable systems that currently offer the pay service. Affiliation agreements have been signed with another 40 systems which TEC chairman Arthur Taylor says should launch TEC within the next six months.

According to the service, the 50 systems carrying TEC now pass close to 2 million homes in 23 states; when completed, they will pass 4.7 million homes. Totalling the 90 affiliates that are carrying or plan to carry TEC, they have 1.25 million basic subscribers, now pass 3 million homes and on completion will pass 7 million homes.

Were TEC's penetration relative to homes passed to remain the same, 2.25%, it could expect 157,500 subscribers once all those 90 systems are fully built. Looked at

another way, TEC's current penetration in available cable homes is 6%; assuming its 90 affiliates secure 55% basic penetration, applying a 6% TEC penetration-to-basic rate to that number would yield 231,000 subscribers from current affiliates. Of course, all the above equations are highly speculative and don't allow for affiliate growth, increased basic penetration levels or increased TEC subscription rates.

## Entrance

Channel Master Satellite Systems, a division of billion-dollar electronic and computer component distributor, Avnet Inc., launched its entry into the cable equipment field with two products announced at the Western show—an addressable security drop, Address-A-Trap and the Micro-Beam 52-channel microwave delivery system, with a one-hop range of 15 miles. The Address-A-Trap cost is put in the \$55-per-subscriber range; it can handle up to 52 channels, provide 10 tiering levels, preload up to 32 pay-per-view events and incorporates proprietary "picket fence" jamming for signal security. What's more, the addressable trap is pole-mounted, so only one unit per home is required, even in the case of multiple set dwellings. The Micro-Beam transmit-receive package costs about \$67,000 and can transmit the entire CATV spectrum, thanks to a new broadband conversion technique.

## Zeroing in

The head of a large recruitment advertising agency predicts that over the next decade, cable television will play a greater role in recruitment advertising because of its precise targeting, upscale audience and comparatively inexpensive cost.

Ted J. Stepien, president of Nationwide Advertising Service, Cleveland, said that he envisions the print media as primary for recruitment advertising but that cable TV will take most of the budget allotment currently going to network television. He believes that print and cable will work in tandem, with cable providing the basic information about a job and then referring the viewer to the newspaper ad for more details.

## Vigilante

While most of the cable industry places emphasis on narrowcasting, the UTV Network, set to debut in January, says its programming will be mass appeal TV. This does not mean it will resemble the three commercial networks, which came in for a great deal of criticism from UTV Chairman Frank D'Alessio at the Western Cable Show (see "Top of the Week"). He chided CBS for treating the cable industry as a stepchild in its handling of CBS Cable, hinting that the cultural programming service's shutdown was



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### NEW PARENTS

Research shows that 4 out of 5 Americans are interested in seeing television programs on health and medical developments! More than 2 out of 3 people in this country are interested in learning more about health and diet! As consumers continue to take an active interest in improving their health and the quality of their lives, more and more advertisers are taking a closer look at Cable Health Network, the first and only television network that addresses the needs of this broad-based audience 24 hours a day, 7 days a week.

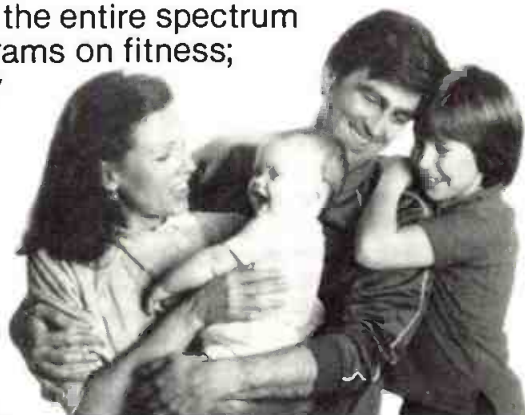
Cable Health Network covers the entire spectrum of American consumers with programs on fitness; self-help and medical care; healthy relationships; thinking and feeling; science, nature and technology; good eating; getting older and growing up. You as an Advertiser benefit from an upscale, prestigious environment and the highly credible nature of the programs.



### MATURE AMERICANS

More importantly, it enables you to eliminate waste by keying your messages to very specific lifestyle and demographic groups.

Luvs Diapers, for instance has found that *Mommy, Daddy and Me* is a great place to advertise. The Lederle Labs Division of American Cyanamid is currently running spots for *Stresstabs* on *Crisis Counselor*. General Foods has found that *Weekend Athlete* is a great showcase for its Fruit & Fiber Cereal. Other advertisers such as Chrysler, Pfizer, and Bristol Myers are realizing the advantages of advertising on Cable Health Network plus the benefits of getting in on the ground floor of a network with tremendous growth potential and innovative possibilities. Why not join them? Just call Bob Illjes, he'll tell you why Cable Health Network is more than a match for your product, and why more and more advertisers are realizing the benefits of Keeping America Healthy.



### THE FAMILY

Source: Research and Forecasts, Inc., 1982.

‡Source: R.H. Bruskin Associates, 1981.

For more information, contact Robert A. Illjes, Vice President, Director, Market Development & Sales  
1211 Avenue of the Americas, New York, New York 10036, (212) 719-7332.

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Network**



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"Television is the most influential communications medium today. At Cable Health Network, we are using television to save lives and improve our viewers' health. Please join us in this effort!"

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# IRK



## The Fifteenth Annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged

Prizes total \$6000. Entry receipt deadline: January 26, 1983. For information and entry blanks: Ms. Coates Redmon, Exec. Dir., 917 G Place, N.W., Washington, D.C. 20001. 202/362-0515.

### 1981 First Prize Winners

**Radio:** Bill Buzenberg, National Public Radio, "Immigration and Refugees" (With Steven Reiner and Debra Amos).

**Television:** Lance Heflin and Mark Potter, WPLG-TV, Miami, "Human Cargo".

**1981 Honorable Mentions, Television:** Gil Noble, WABC-TV, "Essay on Drugs". Roger Weisberg, WNET-TV, "No Place Like Home".

**Other Media Categories:** Contest also open to work published in calendar year, media categories as follows: newspapers, magazines, photojournalism, cartoons. (Student entries welcome, but will be judged separately from professional entries.)

### Awards Committee

Ed Guthman, Chairman	Philadelphia Inquirer
Dorothy Gilliam	Washington Post
Frank Mankiewicz	National Public Radio
Ernest Holsendolph	New York Times
Jim Lehrer	Public Broadcasting Service
Lesley Stahl	CBS News

a sacrifice.

D'Alessio and other UTV executives gave a briefing on UTV's progress. The channel has 2.7 million subscribers now and expects three million by sign-on. An ad budget of \$2.8 million is in hand for 1983 with rates running between \$75 and \$1,500.

UTV is billed as a talk-back network, relying heavily on phone-in polls, phone-in talk shows, game shows and other audience participatory programs. Half of UTV's programming will be live. UTV also will compensate cable operators who run the service, following UTV's belief that partnerships are needed between program suppliers and operators. One technical snafu the company is working on involves the elaborate phone system it will need. Plans with an equipment provider fell through. UTV, with two years experience and research now under its belt, plans to build its own phone system.

### Timing

Wednesday evening, between 6 p.m. and 8 p.m. in syndicated shows like *M\*A\*S\*H* and *Barney Miller* on independent broadcast stations—that was the best time to place direct response television advertising promoting local cable systems, according to Paul Bambei, group marketing manager at American Television & Communications at a Western Cable Show panel. Bambei disclosed the results of a test by ATC on using mass media advertising to promote cable systems and found that time in early fringe on independent broadcast stations brought the best results. Wednesday was the best night along with weekends, and Fridays, for an unexplained reason, Bambei said, was the worst night. Late night TV didn't do as well as was thought, he said, though it did bring a heavy portion of the black audience. The early evening fringe time brought in white males, 25-34. Giveaways such as tote bags also proved profitable. Of the callers, Bambei reported that 60% signed for cable service. Many of the 40% not signed were beyond the system reach. One other tandem proved popular: TV advertising with advertisements in morning newspapers the next day. ATC placed ads in different dayparts on 10 different systems during the two-week direct response test.

### Supplier

Cable TV Supply Co., a subsidiary of Los Angeles-based Cable TV Industries, has been selected as national distributor for products manufactured by Times Fiber Communications Inc. Initially, it will distribute trunk, feeder and drop cable made by Times Fiber. Cable TV Supply also distributes products manufactured by Harris Corp.'s satellite communications division, Jerrold, Texscan, Katel, Microdyne and Zenith.

### Specialization

The AP NewsCable service, a 24-hour news and information text service now seen on 487 cable systems with a total of about 4.2 million subscribers, has adopted a new format tailored to viewers seeking specific types of information at regularly scheduled times. NewsCable is now programming four

15-minute program blocks comprising general news, sports, local news and financial news, respectively. The service is transmitted over Westar III, transponder I. Depending on the size of the cable system NewsCable subscribers pay a weekly fee of between \$42 and \$219. Many affiliates support the service with classified advertising.

### Hotel news

The American Network, which delivers video programming via Satcom IV (transponder 19) to about 20,000 hotel rooms nationwide, will carry Satellite News Channels beginning in January 1983. Around that time it also plans to switch to Westar V. Currently, The American Network provides its hotel affiliates with its own movie service. It also has a health-care program channel in the works, to be distributed to hospitals nationwide by around the first of the year. The network also hopes to provide its hotel affiliates with two additional channels of programming in the near future.

### Booth background

"The airstrip": That was the monicker appended to the Group W Satellite Communications booth at the Western Show thanks to the vast expanse of open carpe surrounding the separate booth displays for Satellite News Channels and The Nashville Network. It wasn't planned quite that way—a decent chunk of GWSC's real estate was supposed to have a castle sitting on it, as the Disney Channel Magic Castle display had during the last Eastern Show in Atlanta. Foreshortened version of the castle, with a new coat of paint, instead had to be sandwiched in among booths in another part of the convention hall, all part of the fallout from the breakup between GWSC and Walt Disney Productions.

### Reference work

The Cabletelevision Advertising Bureau is issuing *The CAB Rep/Interconnect Directory*, said to be the first national compendium of interconnects and representative firms. The directory was based on a survey conducted by CAB during August and September and includes subscriber counts, ad-supported programming available, systems represented, DMA's and ADI's served and personnel. The publication lists 17 hard-wired interconnects (electronically delivered) that serve 3,631,636 subscribers and 11 soft interconnects with 2,637,281 subscribers. According to CAB, there are 29 rep firms selling time for 7,553,556 subscribers. Copies of the directory are available from CAB for \$25 each.

### Access access

To help local residents make more effective use of access-channel programming, Manhattan Cable TV has published the "Community Programming Handbook," available free to New York City residents. The cable company claims it's the first of its kind to be published on the East Coast. The 32-page how-to manual deals with all facets of television production, contains a glossary of cable terminology and a map of suggested production facilities in the New York area.



# THE EARLIEST RETURNS ARE IN, AND **ONE DAY AT A TIME** IS A WINNER!

## IN SYNDICATION

In its first syndicated season, ONE DAY AT A TIME upholds the winning Embassy tradition. The earliest returns are in, and ONE DAY AT A TIME brings impressive increases over October 1981 time period programming:

### MILWAUKEE

WITI\*

M-F, 4:00-4:30PM

WITI jumps 167% in rating over its October 1981 STARSKY AND HUTCH performance with ONE DAY AT A TIME.

### WASHINGTON

WTTG\*\*

M-F, 6:00-6:30PM

A 29% boost for WTTG with ONE DAY AT A TIME vs. its October 1981 CAROL BURNETT time period rating.



### BUFFALO

WUTV\*

M-F, 7:00-7:30PM

In the highly competitive M-F, 7:00-7:30PM half-hour, ONE DAY AT A TIME gives WUTV a 33% jump over its October 1981 EMERGENCY run.

### MIAMI

WTVJ\*\*

M-F, 5:00-5:30PM

WTVJ adds 11% more ONE DAY AT A TIME TV homes vs. its October 1981 MERV GRIFFIN delivery.

## ON THE NETWORK

In its eighth network season, ONE DAY AT A TIME continues its winning ways, ranking #6 among all 68 prime time properties (#2 among comedies).



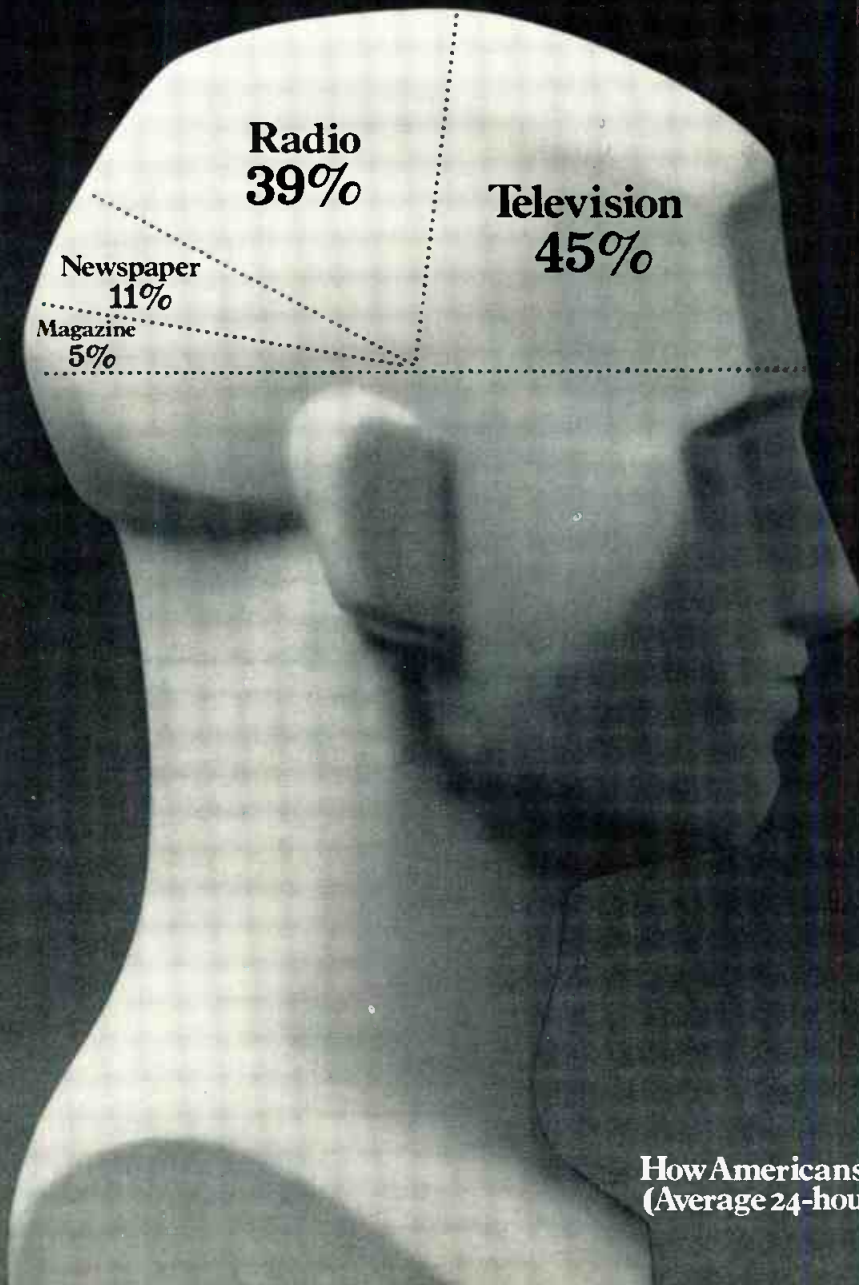
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\*NSI Coincidental week of October 18-22, 1982  
\*\*NSI Coincidental week of October 25-29, 1982  
SOURCE: NSI Coincidentals as noted, NSI October 1981, NTL FWH RANKING FACILITY 9/13 10/24/82

New target marketing study shows.

# Radio challenging television in the battle for the mind.



How Americans 18+ divide media time.  
(Average 24-hour day, Monday-Friday)



# Many important market segments now spend more time with radio than with television. Print is left far behind.

Radio is playing an ever-increasing role in people's lives. Adults age 18 and up spend almost as much time with radio each day as television. And according to a landmark national study by R. H. Bruskin Associates, it's often the people you want to reach most who are the heaviest listeners.

**Radio leads among the well-heeled.**  
The biggest spenders spend more time with radio than with television, newspapers or magazines. Radio dominates among these and many other active affluent groups:



	Share-of-Time spent daily with each medium.	
	Household income \$30,000+	Airline travelers
Radio	44%	42%
TV	36	37
Newspapers	13	14
Magazines	7	7

	Share-of-Time spent daily with each medium.	
	Credit card users	Moviegoers
Radio	40%	45%
TV	38	38
Newspapers	14	11
Magazines	8	6

**Radio leads among the well-educated.**  
Conventional wisdom holds that magazines are the best way to reach well-educated consumers. Yet,

surprisingly, radio commands the biggest share of this group's daily media exposure.



Share-of-Time spent daily with each medium.	
College graduates	
Radio	44%
TV	33
Newspapers	14
Magazines	9

**Radio leads among working women.**  
With more and more women in the work force, radio is the medium that's most in tune with their lifestyles. It accompanies them on the job, on the way to work, and as they unwind.



Share-of-Time spent daily with each medium.	
Full-time working women	
Radio	44%
TV	41
Newspapers	9
Magazines	6

**Perspectives on your target audiences.**  
Entitled "Target Marketing and the Media," the Bruskin study was commissioned by the Radio Advertising Bureau. It gives you important new perspectives on media use among key target audiences.

You can go far beyond age and sex demography to include such things as income, consumption of significant product categories, and use of media close to shopping time.

## How can you use the study?

Give us the characteristics for your target markets. We'll show you how they spend their time with television, radio and print. Then we'll help you use that information to design the most effective, least wasteful media mix. If necessary, we'll even do a special tabulation from the study data bank.

The Radio Advertising Bureau will send you a free copy of "Target Marketing and the Media." Just return the coupon at the bottom of the page. Or call 212-599-6666.

You'll see why in today's economic climate, the smart money is on radio.



Please send me a copy of "Target Marketing and the Media."

Our target market is: \_\_\_\_\_

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Title \_\_\_\_\_

Company \_\_\_\_\_

City/State \_\_\_\_\_

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Send to: Radio Advertising Bureau,  
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Available to advertisers and agencies.

# RADIO. Red hot because it works.

# Business Briefly

## AdVantage

**Ad revenues.** Network television advertising in third quarter of 1982 climbed by 10.9% to \$1,320,910,500, according to Broadcast Advertisers Reports data released by Television Bureau of Advertising. For first nine months, network television advertising increased by 13.3% to \$4,327,409,100, TVB said. For year to date, ABC revenues led pack with \$1,561,988,600, followed by CBS, \$1,498,477,100, and NBC, \$1,266,943,400.

**Good fall.** USA Cable Network, which reported summer advertising sales of more than \$8 million, said last week that five-week period ending Oct. 29 brought in new business and renewals amounting to more than \$7 million. Major commitments came from Miller Brewing, Ford Motor Co., Clorox, Noxell and Campbell Soup. First-time purchasers on USA Network this fall include CBS Records, General Foods (Maxwell House), Mercedes-Benz, Minolta Corp. (business machines), Hanes Hosiery, Maybelline and Miller Brewing.

**Bubbly affair.** Beginning today (Nov. 22), Piper-Heidsieck champagne, imported by Renfield Importers, will use television advertising for first time as part of pre-Christmas push. Campaign, with \$500,000 budget, will break in New York. Brainreserve Inc., New York, is advertising agency, having replaced Bozell & Jacobs about 10 months ago. Ten-second spots will depict interior of refrigerator filled with exotic foods, including bottle of Piper-Heidsieck. Thirty-second spot will also air on Cable News Network. Dec. 10 will also see three-week flights begin in Chicago, Los Angeles and San Francisco. Four markets combined are responsible for about 70% of nation's champagne consumption, according to Stuart Pittman, creative director and co-founder of Brainreserve Inc. Commercials will air during late night news on network stations. Piper Sonoma, wine produced in California by joint venture of Renfield and House of Piper-Heidsieck, will be introduced in future.

**Main man.** Guy F. Main of Midwest Television Inc., Champaign, Ill., was elected chairman of the board of the CBS Television Network Affiliates Association last week at the board's meeting at La Quinta, Calif. (also see page 48). Main, who has been secretary-treasurer of the board, succeeds James G. Babb Jr. of Jefferson-Pilot Broadcasting Co., Charlotte, N.C. Joe Carriere of KBIM-TV Roswell, N.M., was elected to succeed Main as secretary-treasurer.

**Jeep suit.** Federal appeals court has ruled that television commercials portraying Jeep CJ-5 as rugged off-road vehicle does not make its manufacturer, American Motors Corp., liable for accidents that occur on streets. Plaintiff, Alma Hayes, was paralyzed in 1978 accident when she and her husband overturned on steep, rain-slicked street. Both sued American Motors and Jeep Corp. alleging commercials led them to believe CJ-5 would not roll over when subjected to rainy conditions. U.S. District Court in Fort Smith, Ark., had ruled commercials provided no basis for suit by Hayes and her husband, and properly excluded commercials as evidence. Three-judge panel of 8th U.S. Circuit Court of Appeals likewise said lower court was correct in excluding from evidence commercials by American Motors Corp. showing jeep climbing steep hills and driving through rough terrain.

## TV ONLY

**Comprehensive Care** □ Campaign for alcohol and drug rehabilitation adult care units will begin Nov. 29 in about 40 markets. Campaign will run through Feb. 27, 1983. Units are part of in-hospital treatment. Flight will run in day and fringe times targeting adults, 25-54. Agency: Doyle Dane Bernbach Inc., Los Angeles.

**Martha White Foods Inc.** □ Test market campaign for macaroni and cheese will run through November and December, resume Jan. 17 and run through February in Nashville, Phoenix, Tucson, Ariz. and Columbus, Ohio. Spots will air in day, fringe, and news times. Target: women, 18-34. Agency: Eric Ericson & Associates Advertising Inc., Nashville.

**Heublein Inc.** □ Holiday campaign for Lancers wines begins this week and will continue through Dec. 26. Flight will run in 20 markets in fringe and prime times. Target: adults, 25-49. Agency: D'Arcy-MacManus & Masius Inc., New York.

**McCormick & Co.** □ Campaign for Tio Sancho Mexican food line begins this week in about 24 markets (mostly Midwestern). Four-week flight will run in all dayparts targeting women, 25-54. Agency: W.B. Doner & Co., Baltimore.

**Playboy Magazine** □ Campaign for gift subscriptions begins this week in about 45 markets. Four-week flight will air in late fringe time, targeting total men. Agency: A. Eicoff & Co., Chicago.

**Associated Mills** □ Campaign for Pollenex health related products begins Dec. 1 and will run through Dec. 15 in 150 markets. Campaign for 10 products (including water purifiers, foot baths and back massagers) targets adults, 25-plus and 50-plus, depending on product. Spots will air in day, fringe and news times. Agency: Kelly, Scott & Madison Inc., Chicago.

**Pinkerton Tobacco Co.** □ Campaign for Red Man smokeless tobacco begins Nov. 29 in about 75 markets. Two-week flight will air in early fringe time. Target: men, 25-54. Agency: Benton & Bowles, New York.

**Sports Unlimited** □ Campaign for Entertainment '83—coupon book for both formal and informal dining—begins Dec. 13 and will continue through Dec. 23. Flight will air in 13 markets during news, day and late fringe times. Target: adults. Agency: A. Eicoff & Co., Chicago.

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



# SISKEL & EBERT "AT THE MOVIES."



## *The thumbs that launched a thousand clips.*

No doubt about it, Gene Siskel and Roger Ebert are America's favorite movie critics. On weekends, "At The Movies" is now a proven hit in the overnights and NTI ratings. This is a

full half-hour of movie reviews that's definitely full of opportunity. So take advantage and see for yourself just how many dials these two thumbs can turn.

**TRIBUNE**  
Productions Inc.

Already cleared in 91 markets including the top ten. Call Joe Antelo (312) 222-4486 and ask about free movie review inserts for your newscasts.

**Taylor Wine** □ Campaign for Great Western champagne begins in December for varying flights in 22 markets. Spots will run in prime, news and fringe times. Target: adults, 25-54. Agency: Kenyon & Eckhardt Inc., New York.

**Hasbro Industries, Inc.** □ Maker of Thing A Ding Dings, children's activity toy, has added week of advertising to its campaign which began Sept. 27. Extra week will run Dec. 13-19 in 60 markets. Spots will air in morning and afternoon times. Target: total children. Agency: Griffin Bacal Inc., New York.

**NBC Television** □ Two-day campaign for Hanna-Barbera's cartoon, *Shirt Tales*, will run Nov. 25-26 in 11 markets. Spots for children's show, which premiered Sept. 18, will air during daytimes and target total children. Agency: Sachs, Finley & Co., Los Angeles.

RADIO ONLY

**Just Pants** □ Jeans retail stores begin campaign Nov. 24 for three to five weeks in 75 markets. Spots will run in varying dayparts targeting adults, 25-54. Agency: Cunningham & Walsh, Chicago.

**Freidlander & Sons** □ Jewelry store chain is currently airing engagement ring promotion in Seattle and Portland, Ore.

Flight will run through Dec. 4 in morning, evening and Saturday drive times. Target is adults, 18-34. Agency: Soderberg MacEwan Inc., Seattle.

**Oscos Drugs** □ Drug store chain will advertise Cie women's cologne for two-day promotion, Dec. 16-17. Spots will run in Chicago; Boise, Idaho; Billings, Mont., and Tri-Cities, Wash. during 6 a.m.-7 p.m. times. Target: women, 18-34. Agency: Grey-North Inc., Chicago.

RADIO AND TV

**Wendy's International** □ Campaign for Wendy's fast food gift certificates begins this week in Albuquerque, N.M., and Phoenix. Spots will run for four weeks. Target: adults, 18-34. Agency: Eisaman, Johns & Laws Advertising Inc., Los Angeles.

**Southern Bell** □ Campaign for residential long distance service begins this week in 22 markets. Four-week flight will run in day and prime times. Target is women, 25-49. Agency: Tucker Wayne & Co., Atlanta.

**Nimslo Corp.** □ Campaign for Nimslo's new three-D camera begins Nov. 29 in 153 markets. Flight will run through Christmas. Target: adults, 25-54. Agency is Ogilvy & Mather, New York.



**New look.** Shasta Beverages Inc. has introduced new corporate logo featuring encircled and updated version of "Mount Shasta." According to James Fletcher, senior vice president of marketing and sales, new symbol will be used on all corporate printed materials and advertising and will be incorporated into plant signage. Logo retains mountain which has been part of company's symbol since 1889. Shasta Beverages is headquartered in Hayward, Calif., and is subsidiary of Consolidated Foods.

Rep Report

WOWO(AM) Fort Wayne, Ind.: To Katz Radio from Radio Advertising Representatives.

□

WCJR-AM-FM Jacksonville, Fla.: To Katz Radio from Selcom.

□

WSCG(FM) Corinth, N.Y.; KSYZ(FM) Grand Island, Neb.; WAB(AM) Virginia, Beach, Va.: To Lotus Reps. No previous rep.

□

WUUN(FM) Marquette, Mich.: To Lotus Reps from Pro Radio.

□

KJAA-TV Lubbock, Tex.: To Adam Young Inc. No Previous rep.

□

WMOD-TV Orlando, Fla.: To Adam Young Inc. No previous rep.

□

WTAG(AM) Worcester, Mass.: To McGavren Guild Radio from Blair Radio.

□

KMRS(AM)-KKOK-FM Morris, Minn.: To McGavren Guild Radio from Lotus Reps.

□

KITE(FM) Corpus Christi, Tex.: To Eastman Radio from Hillier, Newmark and Wechsler.

□

KIRT(AM)-KQXX(FM) Allen, Tex.: To Eastman Radio from Lotus.

□

KKCS-FM Colorado Springs, Colo.: To Blair Radio from Masla.

"The person you describe is the person we'll deliver"

It's not a slogan. It's our track record.

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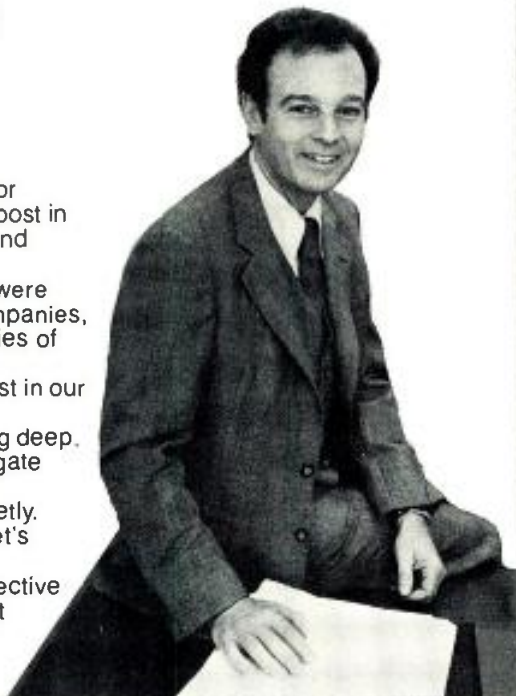
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

Our clients tell us we're the best in our field.

We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

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If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



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WWJ	Detroit	KKLT	Phoenix
WJOI	Detroit	KCBS	San Francisco
WLW	Cincinnati	KNX	Los Angeles
WBBM	Chicago	KSDO	San Diego
KMOX	St. Louis	KSDO-FM	San Diego
WCCO	Minn.-St. Paul		

CBS RADIO SPOT SALES OFFICES:  
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**CBS  
RADIO  
SPOT  
SALES**

## Program beefs

EDITOR: I read the Ralph Malvik "Monday-Memo" (Oct. 18), where he says that the networks are worried about the impact that cable and other closed circuit television are having on commercial network television. In my opinion, the reason that cable is doing so well is because network TV is so bad. Just look at the sorry lineup of programs that the networks are feeding the people.

The decision makers in the concrete canyons of New York have never figured out what the people really want to see. Since they have reduced the intelligence level of the new shows to that of an 8-year-old, they are only pleasing the children and a few others.

If a network's audience falls to a point where the advertising disappears, and the network folds, so be it. Then maybe the remaining networks will get the message that the people that buy the advertised products do not want to watch this childish garbage. The only way to save network TV, is to start programing to an adult audience, and the sooner the better—*Robert Sanders, Jackson Miss.*

## The butler did it

EDITOR: I was sorry to read in the Oct. 25 BROADCASTING about the cancellation of the CBS Radio *Mystery Theater*. For all we hear about the diversity of radio, a cross-country drive can reveal a numbing sameness of formats, the same records being played over and over and over again, and often—it seems—the same news stories being repeated every hour on the hour, filling time, frequently, rather than using it. When I've taken long car trips, I've often made a point of tuning in CBS affiliates because I knew the *Mystery Theater* would be a welcome change.

While it is true that scripts were sometimes trite, and it sometimes seemed that the same four actors were used in every program, the *Mystery Theater* was a refreshing relief from business-as-usual on the AM dial. And the fact that CBS carried the program was a refreshing attempt to be something more than an hourly headline service.

The *Mystery Theater* may not have made anyone a great deal of money. And it may not have fit with "modern" programing practices. But I'll miss it—*Jim Dexter, news director, KGRC(FM) Hannibal, Mo.*

## Oops

EDITOR: News Director John Lee must be in deep trouble with his stations' sales manager with regard to his advice that job seekers can find inexpensive cassettes by watching the ads in the local newspaper ("Open Mike," Nov. 8).

Around here, we listen on the radio to find

out about sales.—*Michael B. Levine, president, WNNJ(AM)-WIXL(FM) Newton, N.J.*

## Moving letter

EDITOR: The wrong people are complaining about the alleged extra cost incurred by Washington law firms if the FCC were to move to Alexandria, Va. (BROADCASTING, Nov. 1). Lawyers never pay for transportation or personnel hours. Their clients do. So it is the clients who should be complaining, not the lawyers. But even if the money were coming out of the lawyers' pockets, some simple arithmetic makes the problem seem less onerous, maybe even insignificant.

The BROADCASTING article does not indicate whether the present personnel hour or travel costs have been subtracted to arrive at the 6.7 million figure for personnel hours and \$300,000 to \$850,000 for transportation. Let's assume these costs have not been considered. If \$6.7 million is divided by 140,000, that yields \$47.86 for each trip to the FCC. That figure seems high, since most (I would guess over 80%) of the trips to the FCC are made by low-paid messenger/clerk/paralegal types, whose salaries would certainly be under \$10 per hour and probably under \$5. Apparently the average gets raised by the relatively few visits by attorneys whose fees are much higher—as much as \$200 per hour or more.

When one considers that there are some 800 communications lawyers (not by any means all located in Washington, by the way), and if we assume an average charge per hour of \$100 (probably too low), and that each attorney spends eight hours per day and five days per week working on client matters (also low figures), then communications clients are spending something on the order of \$80,000 per hour or \$640,000 per day, or \$160 million per year. (Note that I have not included the cost of law firm support personnel charged to clients.) Now those lawyers who read this will jump all over my assumptions and figures and come up with some other set of assumptions and figures to show that I'm all wet. I consider the possibility. But the point is that, given the magnitude of legal fees to communications clients and the true locational onus of any added costs, any FCC move decision should not be affected by the alleged cost burdens on lawyers.

And those of us from "out of town," who still practice before the commission, applaud the idea of a consolidated FCC rather than having to trot about town to many different buildings to accomplish our business. One-stop shopping always was and still is a good idea, not just for those who deal with the FCC, but also for those at the FCC who deal with each other.

But, alas, the procedural delays caused by the protests of (not exclusively but including) the communications law firms seem to have caused the move to be canceled by default without a decision on the merits. How appropriate.—*William R. Loftus, Etna, N.Y.*

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The Newsweekly of the Fifth Estate

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AND

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# Datebook

## This week

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

**Nov. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: Dan Rather, CBS. Waller-Astoria, New York.

**Nov. 23**—*Advertising Research Foundation* workshop. New York Hilton, New York.

**Nov. 23**—*Philadelphia Cable Club* luncheon. Speaker: Steve Effros, executive director. Community Antenna Television Association. Spectrum, Philadelphia.

## Also in November

**Nov. 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tony Malara, vice president and general manager, BS-TV. Copacabana, New York.

## December

**Dec. 1**—*Academy of Television Arts and Sciences* "fo-

Indicates new or revised listing

rum series" luncheon. Speaker: Brandon Stoddard, president, ABC Motion Pictures. Century Plaza hotel, Los Angeles.

**Dec. 1**—Fifth annual Frank E. Gannett lecture, sponsored by *Washington Journalism Center*. Speaker: Austin Kiplinger, president, Kiplinger Washington Editors, Capital Hilton hotel, Washington.

**Dec. 2**—*George Washington University Center for Telecommunications Studies* telecommunications forum series lecture with Thomas Wheeler, president, National Cable Television Association. Topic: "The Changing Regulatory Environment for Cable TV." Cloyd Heck Marvin Center, G.W. Campus, Washington.

**Dec. 2-3** *Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Radisson Resort, Scottsdale, Ariz.

**Dec. 2-5**—*California Chicano News Media Association* national Hispanic media conference. Town and Country hotel, San Diego.

**Dec. 5-10**—Sixth videodisk design/production workshop sponsored by *University of Nebraska-Lincoln's KUON-TV*. Nebraska Educational Telecommunications Center, Lincoln.

**Dec. 6-9**—*Arbitron Radio Advisory Council* meeting. Sheraton Plaza, Palm Springs, Calif.

**Dec. 7**—"Issues in International Information" seminar on impact of "New World Information Order," sponsored by *International Communications Committee of American Bar Association Section of International*



**The news this week.** Knight Quality Stations, Boston, and Gaylord Broadcasting Co., Oklahoma City, have been added to the roll of founding contributors to the Broadcasting Industry Council to Improve American Productivity. They join 15 other initial contributors of \$10,000 each to help defray the costs of the five-year campaign that begins Christmas Day (BROADCASTING, Oct. 25, et seq.).

The first phase of the drive will primarily be devoted to on-air messages to orient the American public on basics of the economic problem. Final messages for the broadcast portion have been approved and will start going out to stations within two weeks.

Don LeBrecht, executive director of BICIAP, last week expressed satisfaction over the initial response to a mass mailing to 8,000 TV and radio stations outlining BICIAP's goal and asking their on-air support. It elicited 150 responses on the first day alone, he said. He reiterated the urgency for stations to immediately indicate their willingness to participate by returning the reply card that was enclosed.

LeBrecht last week also said the Internal Revenue Service had assured BICIAP's 501(c)(3) status as a tax-exempt organization to which contributors can make tax-deductible donations.

## Major Meetings

**Jan. 15-19, 1983**—*Association of Independent Television Stations* 10th annual convention. Century-Plaza hotel, Los Angeles.

**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. 17-19, 1983**—14th *Country Radio Seminar* sponsored by *Organization of Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

**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 25-27, 1983**—Satcom '83 conference, sponsored by *International Association of Satellite Users*. Association is inviting papers for presentation at conference. Deadline for abstracts (approximately 250 words) is Dec. 15, P.O. Box DD, McLean, Va. 22101. Hyatt Orlando, Orlando, Fla.

**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 9-11, 1983**—*ABC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 15-18, 1983**—*NBC-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 18-21, 1983**—*American Association of Advertising Agencies* annual meeting. Greenbrier,

White Sulphur Springs, W. Va. Future meetings: March 11-14, 1984, Canyon, Palm Springs, Calif., and May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

**May 22-25, 1983**—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2, 1983**—13th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

**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.

**June 23-27, 1983**—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar. Fairmont hotel, New Orleans. Future seminars: June 10-15, Caesars Palace, Las Vegas; June 5-9, 1985, Hyatt Regency, Chicago, and June 10-15, 1986, Loew's Anatole, Dallas.

**Aug. 28-31, 1983**—*National Association of Broadcasters' Radio Programming Conference*. Westin St. Francis, San Francisco.

**Sept. 8-10, 1983**—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta. Future shows: Sept. 6-8, 1984 and Aug. 25-27, 1985, both Georgia World Congress Center.

**Sept. 25-28**—*Broadcast Financial Management Association* 23rd annual conference. Hyatt, Orlando, Fla. Future meetings: May 20-23, 1984, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**Oct. 2-5, 1983**—*National Radio Broadcasters Association* annual convention. New Orleans.

**Oct. 2-5 1983**—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va., and Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

■ **Oct. 29-Nov. 3**—*Society of Motion Picture and Television Engineers* 125th technical conference and equipment exhibit. Los Angeles Convention Center.

*Law and Practice*, in cooperation with *Media Institute*. House of the Association of the Bar of the City of New York, New York.

**Dec. 8**—*American Advertising Federation's* sixth annual "Advertising Law Conference." Panelists include Richard Wiley, Kirkland & Ellis, Washington; Erwin Krasnow, National Association of Broadcasters; Brenda Fox, National Cable Television Association, and Ken Cox, National Advertising Review Board. Loew's L'Enfant Plaza hotel, Washington.

**Dec. 8**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Paul Klein, president, Playboy Cable Network. Copacabana, New York.

**Dec. 9-10**—*Federal Communications Bar Association/Practising Law Institute* conference, "The New Telecommunications Era After the AT&T Settlement." Shoreham hotel, Washington.

**Dec. 10**—*Broadcast Pioneers Washington area chapter* third annual awards banquet. Kenwood Country Club, Bethesda, Md. Information: (202) 737-6363.

**Dec. 10**—*International Radio and Television Society*

Christmas benefit. Entertainment: Rich Little, impressionist. Waldorf-Astoria, New York.

**Dec. 12-14**—*Institute for Graphic Communication* conference. "Videotext and Teletext." Andover Inn, Andover, Mass.

**Dec. 14**—*Southern California Cable Club* luncheon meeting. Speaker: Greg Liptak, Times Mirror Cable, on "Cooperation in the Cable Industry." Century Plaza, Los Angeles.

**Dec. 14-16**—*Washington Journalism Center's* Conference for Journalists, "Economic Outlook for 1983." Watergate hotel, Washington.

**Dec. 15**—*Advertising Research Foundation* conference. "Researching the New Electronic Media." New York Hilton, New York.

**Dec. 16**—*Advertising Research Foundation* conference. "The New Advertising Research Technologies." New York Hilton, New York.

**Dec. 16-19**—*Audio Independents* conference, "Dialogue '82: Radio . . . The Sound of Creativity." Asilomar Conference Center, Pacific Grove, Calif.

## January 1983

**Jan. 6-8**—*Arbitron Television Advisory Council* meeting. Doral, Miami Beach, Fla.

**Jan. 7**—Deadline for entries in *Alpha Epsilon Rho's* national student production awards competition. Information: David Guerra, department of radio, TV, film, University of Arkansas, Little Rock, 72204, (501) 569-3376.

**Jan. 7-11**—*Airtie IV* conference, sponsored by *The Radio Foundation*. Barbizon Plaza hotel, New York.

■ **Jan. 12**—*International Radio and Television Society* newsmaker luncheon, "Radio Networking in the 1980's." Waldorf-Astoria, New York.

**Jan. 13**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bill Scott, president and chief operating officer, Satellite News Channels, Copacabana, New York.

**Jan. 15-19**—*Association of Independent Television Stations* 10th annual convention. Century-Plaza hotel, Los Angeles.

**Jan. 16-19**—*Pacific Telecommunications Council's* fifth annual conference. Sheraton-Waikiki hotel, Honolulu.

**Jan. 17-22**—*National Association of Broadcasters* joint board meeting. Posada Vallarta hotel, Puerto Vallarta, Mexico.

■ **Jan. 19**—*New England Cable Television Association* winter conference. Sheraton-Tara hotel, Nashua, N.H.

**Jan. 20**—*Academy of Television Arts and Science* "forum series" luncheon. Speaker: Peter Ueberroth, president, Los Angeles Olympic Organizing Committee. Century Plaza hotel, Los Angeles.

**Jan. 24-26**—*LPTV West*, conference and exhibition on low-power television sponsored by *National Institute for Low-Power Television*. Disneyland hotel, Anaheim, Calif. Information: (203) 852-0500.

**Jan. 25-27**—*Washington Journalism Center's* Conference for Journalists, "Can the Crime Wave Be Stopped?" Watergate hotel, Washington.

**Jan. 29-Feb. 1**—*Radio Advertising Bureau's* Managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

**Jan. 31**—Deadline for 1982 *Religious Public Relations Council Wilbur Awards* sponsored by RPRC. Awards go to radio and TV stations and producers for excellence in presenting religious values. Forms available from Martin Neeb, Box 71, Tacoma, Wash. 98447.

## February 1983

**Feb. 2-4**—*Texas Cable TV Associations's* annual trade show and convention. San Antonio Convention Center, San Antonio, Tex.

**Feb. 6-8**—*Louisiana Association of Broadcasters* convention. Lake Charles Hilton, Lake Charles, La.

■ **Feb. 10**—*International Radio and Television Society* newsmaker luncheon. Speakers: Anthony Thomopoulos, ABC; B. Donald Grant, CBS; and Brandon Tartikoff, NBC. Waldorf-Astoria, New York.

**Feb. 15**—*Association of National Advertisers* television workshop. Speaker: Andy Rooney, CBS News's *60 Minutes*. Plaza hotel, New York.

**Feb. 16**—*Association of National Advertisers* media workshop. Plaza hotel, Washington. Speaker: Tom Brokaw, NBC News.

**Feb. 17**—Fourteenth annual Abe Lincoln Awards presentation, sponsored by *Southern Baptist Radio and Television Commission*. Fort Worth.

**Feb. 17-19**—14th annual Country Radio Seminar, sponsored by *Organization of Country Radio Broadcasters*. Information: (615) 327-4488. Opryland hotel, Nashville.

## Stay Tuned

A professional's guide to the intermedia week (Nov. 22-28)

**Network television** □ NBC: *Macy's Thanksgiving Parade*, Thursday, 9-noon; CBS: *All American Thanksgiving Parade*, Thursday, 9-noon; *Mary Poppins*, Thursday, 8-11 p.m.; *Games Mother Never Taught You\**, Saturday, 9-11 p.m.; *A Christmas Carol* (animated), Sunday, 5-6 p.m.

**Cable** □ USA English Channel: *Portrait of Queen Elizabeth*, Sunday, 2:30-3:30 p.m.; *Focus on Britain*, Sunday, 3:30-4 p.m.; *Red Deer: Deer at Any Price*, Sunday, 11:30-12:30 p.m.; HBO: *HBO Magazine\**, Tuesday, 7-8 p.m.; *Men's Gymnastics: '82 Caesars Palace Invitational*, Wednesday, 7:30-8:30 p.m.; WTBS: *Detroit Fights Back* (auto industry documentary) part II, Monday, 11:35 p.m.-12:05 a.m.

**Radio** □ ABC Information: *Down on the Farm*, Monday-Friday, 2 a.m., 5 a.m., 8 a.m., 10 a.m., 4 p.m., 9 p.m.; ABC Entertainment: *A Return to Tradition*, Monday-Friday, 7:30 a.m., 9:30a.m., 3:30 p.m., 8:30 p.m.; ABC Direction: *Gasoline, For Credit or Cash?*, Monday-Friday, 7:45 a.m., 12:45 p.m., 5:45 p.m.; Mutual: *The Top 30 Musical Artists of All Time*, Thursday; NBC Radio: *Johnny Carson's Half Century of Comedy Special*, Thursday, 8-10 p.m.; NBC Source: *Linda Ronstadt in concert*, Thursday, 10 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *Hanna-Barbera Productions's 25th Anniversary*, a retrospective of their cartoon series, Nov. 23-Dec. 31; *Sid Caesars: Master of Comedy*, highlights of his TV career, now-Dec. 31.

\*indicates a debut episode

## Errata

Robert Hoenig, night editor of UPI Audio Network, New York, was named day editor, not general manager, as reported in "Fates & Fortunes," Nov. 15.

■ **Feb. 17-20**—*Howard University's School of Communications* 12th annual Communications Conference. Theme: "Communications and Culture: Shaping the World." Howard University campus, Washington. Information: (202) 636-7491.

■ **Feb. 22-24**—*Washington Journalism Center* Conference for Journalists. Topic: "The Sports Business." Watergate hotel, Washington.

■ **Feb. 28**—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting given to *University of Michigan* department of communication. Information: U.M., department of communication, 202 Frieze Building, Ann Arbor, Mich., 48109.

## March 1983

**March 1**—*Academy of Television Arts and Science* "forum series" luncheon. Speaker: Jeff Greenfield, CB journalist/commentator on politics and media. Century Plaza hotel, Los Angeles.

**March 7-9**—*Advertising Research Foundation's* 29th annual conference and research exposition. New York Hilton, New York.

**March 13-15**—*Ohio Cable Television Association* annual convention and trade show. Hyatt Regency hotel Columbus, Ohio.

**March 17**—*Academy of Television Arts and Science* "forum series" luncheon. Speaker: Ed Ney, chairman president and chief executive officer, Young and Rubicam, Century Plaza hotel, Los Angeles.

■ **March 17-18**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Palmer House, Chicago.

**March 23-26**—*Alpha Epsilon Rho, National Broadcasting Society*, 41st annual convention. Sheraton hotel, Atlanta.

**March 24-25**—Fifth International Conference and Culture and Communication, Sponsored by *Temple University*. Bellevue Stratford, Philadelphia.

**March 24-27**—*Alpha Epsilon Rho, National Broadcasting Society*, 40th annual convention. Keynote speaker: Av Westin, vice president, program development, ABC News.

## April 1983

**April 5-8**—*Communications Tokyo '83*, sponsored by *Communication Industries Association of Japan*. Tokyo Ryutsu Center, Tokyo. Information: Clapp and Po-liak International, P.O. Box 70007, Washington, 20086 (301) 657-3090.

**April 10-13**—*National Association of Broadcasters* 61st annual convention. Convention Center, Las Vegas

**April 10-13**—*National Gospel Radio Seminar*. Opryland hotel, Washington.

**April 17-21**—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

**April 26**—*Academy of Television Arts and Science* "forum series" luncheon. Speaker: Grant Tinker, NBC chairman and chief executive officer. Century Plaza hotel, Los Angeles.

■ **April 26**—*Advertising Research Foundation's* 11th annual business advertising research conference. New York Hilton.

## May 1983

**May 6-8**—*Society of Cable Television Engineers* first cable hardware exposition, "Cable-Tec Expo." Dallas Convention Center, Dallas.

■ **May 8-11**—*International Television Association's*



international conference. Royal York hotel, Toronto.

**May 9-11**—ABC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 12-13**—Federal Communications Bar Association Conference on International Communications.

Capital Hilton hotel, Washington.

**May 15-18**—NBC-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 22-25**—CBS-TV affiliates annual meeting. Century Plaza hotel, Los Angeles.

**May 28-June 2**—13th Montreux International Television Symposium and Technical Exhibition, Montreux, Switzerland.

**May 30-June 4**—25th American Film Festival sponsored by Educational Film Library Association. Roosevelt hotel, New York.

## Monday Memo

A broadcast advertising commentary from Kurt Willinger, Compton Advertising, New York

### The new creativity: how to put it to work

It's called new wave. It's stark. Lacks logical continuity. Usually is driven by an aggressive rhythm track. It's bold. Graphic. Tense. And defies all the rules of conventional advertising. What's more, it makes a lot of conventional advertisers uncomfortable. Because it works. They don't know why.

In our business a sale is made when we shorten the distance between product and prospect. That means *really* understanding the consumer.

If you're advertising detergents, talk to women washing clothes. Cake mixes? Bake some yourself. Learn from the oven out. Understand the consumer's point of view. Keep looking for changes, trends, and above all, stay out of the ivory tower.

To sell a woman a household product? First, recognize what traditional verities apply: her desire to do a good job for her family, for example. Then consider what new things are going on. Today, she's incredibly busy (busier than ever before), probably works, and vehemently considers herself a person in her own right, not merely an extension of husband and family. To "shorten the distance," advertising must acknowledge these realities. And reflect them. But lately subtle changes have given way to tremendous differences in people and motivations. The demographics of America are changing drastically.

And keeping distance short requires new approaches. The biggest generation in history is beginning to dominate the marketplace. The children of the baby boom. There were 75 million people born from 1946 to 1964. These "boomers" are very different from any generation before them.

They are the richest, best educated generation ever. They were the first with television, schools built especially for them, transportation by car before they could walk. And raised by the book (Dr. Spock), they thrived on Spock's theory of instant gratification. They made youth a destination rather than a passage. And inverted America's fundamental priorities, putting self first, far above marriage and family.

By 1990, the oldest of these adults will be 44, the youngest 26. Just think of it, 75 million consumers, representing most of the homes, cars, clothing, food, travel, entertainment and dining out.

As consumers, "boomers" are a breed apart. They are much less likely to obey brand loyalties. They have more disposable income than



Kurt Willinger is executive vice president and creative director at Compton Advertising, New York. He began his association with Compton 15 years ago as a copywriter in the creative department with the responsibilities on Chock Full O' Nuts and Tide. Since that time, he's led the creative efforts on Duncan Hines, Liggett & Myers, U.S. government Antidrug Campaign, the American Dairy Association, High Point Coffee, Austin Nichols wines and American Motors Jeep. In 1978, he became creative director, giving him responsibility for the entire creative department. Before joining Compton, Kurt was a retail copywriter for J C Penney and prior to that, a technical writer for Pan American Airways. He received a BA degree in English from the City College of New York.

any previous generation. If they're married, most are working couples, with two salaries, holding off having kids...holding off saving money. They eat out more, consider necessities what their parents thought luxuries, and live for today. And they have clout. They abolished the draft. They intimidated corporate giants, brought down governments, and fought and won a sexual revolution. But "boomers" are also the most self-destructive generation ever, with the highest rate in history of emotional problems, crime, murder, accidents and suicide. So how do we talk to them? How do we shorten the distance to people, who, in many ways are so very different from those

who came before? The answer, I believe, lies in a "new creativity"—based upon new rules. New logic. Music, for example, is key. Not as background but as an active selling force.—Nostalgia works. Even if it's the good old days of the late 60's. Authority figures or presenters are "out": Remember, this was the most anti-authority generation in history. And the traditional beginning, middle and end in commercials is considered slow and tedious. They respond to messages flashed at them like posters or record covers. Hard and fast. "Slice of life" may well give way to "images of life." Where graphics and seemingly disjointed visual impacts make the sale. Sensuality is very much in. But most of all the "new creativity" stresses self—75 million consumers responding in new ways. Bad news for traditional forms of advertising.

And then, of course, there's the media revolution we've all been hearing about. "Narrowcasting" is gearing up to challenge conventional broadcasting. Today, there's cable, satellite, and who knows, maybe some day a special station for stamp collectors, even parakeet owners.

Two-way technology isn't merely on the horizon; it's here, enabling us to have a conversation with our television set, order merchandise from it, even pay bills with it.

But does the consumer view these developments as a media revolution? I think not. If we take a look at the living room, do we see a revolution going on? We still see only a familiar TV. It may have a 26-inch or even four-foot screen, but it is still that same old box. No, the consumer is unaware of a media revolution. What he is alert to, however, is an unprecedented variety of options.

So, if our ads must "shorten the distance" in this new environment we must be more creative than ever before. Understanding how to use images, emotion and sensuality in new ways to generate a desire for products. For certain categories, logic and reason will carry far less weight. The emphasis will be on image and successfully creating a want rather than a need.

An ad agency's business is change. To succeed we must understand what forces motivate our consumers or turn them off. That does not mean toss out the old forms and let's all begin doing "new wave" advertising. New wave may prove to be a fad like the lens flares were in so many image ads of the 70's. But its intensity and style will certainly remain as yet another tool in our kit. So we'd better understand it. And then pick the spots to make that understanding pay off.



# REFORMING A DELINQUENT JUVENILE SYSTEM

A Gannett News Service investigative series entitled "Oklahoma Shame" revealed conditions in Oklahoma's youth institutions so abhorrent that one state psychologist labeled them barbaric.

These abuses, detailed by Pulitzer Prize winning reporters John Hanchette and Carlton Sherwood, included: hogtying... prostitution... restraint with leg irons... solitary confinements

... and beatings.

Gannett's KOCO-TV in Oklahoma City and its Oklahoma member newspaper The Muskogee Daily Phoenix brought the nationally distributed series to the attention of Oklahomans.

State and federal officials responded swiftly. A U.S. Senate subcommittee held hearings. The U.S. Department of Justice and various Oklahoma law-enforcement agencies launched investigations. The politically powerful "Czar" of the state's juvenile system resigned. One of the worst juvenile facilities was closed and three more were scheduled for closing. The governor and the state legislature reformed laws, changing the nature of the system and reducing the number of children at each facility.

The result of this investigative reporting and quick government action

is a more responsive and responsible juvenile justice system. Every Gannett member, from Honolulu to Hattiesburg, Muskogee to Mamaroneck, Tucson to Tampa, works for the public interest, each in its own way for its own community.

For more information about Gannett's world of different voices, write: Gannett Co., Inc.; Lincoln Tower; Rochester, NY 14604, or call (716) 546-8600.



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A WORLD OF DIFFERENT VOICES  
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- |                          |                        |                              |                            |                             |                            |                          |
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| KPNX-TV<br>Phoenix       | KARK-TV<br>Little Rock | KHIS-FM, KPRZ<br>Los Angeles | KSDO, KEZL-FM<br>San Diego | KBTV<br>Denver              | WJYW-FM<br>Tampa           | WXIA-TV<br>Atlanta       |
| WVON, WGCI-FM<br>Chicago | WPTA-TV<br>Fort Wayne  | WLKY-TV<br>Louisville        | WLQV, WCZY-FM<br>Detroit   | KSD-AM, KSD-FM<br>St. Louis | WWWE, WDOK-FM<br>Cleveland | KOCO-TV<br>Oklahoma City |



# Broadcasting Nov 22

Vol. 103 □ No. 21

TOP OF THE WEEK

## Subdued cable industry plays it cool at Western Show

"Calm" and "quiet" were among the words being used in Anaheim last week to describe the California Cable Television Association's Western Show. Different theories were being advanced as underlying the tone of this year's conference as compared to recent frenetic Western shows: Some blamed the economy, which has kept a lid on the industry in general this year, and trimmed many company's travel budgets as well. It was separately argued that the expansion of exhibit space from 190,000 square feet to 290,000 square feet created an illusion of reduced floor traffic. Others pointed to the relative dearth of exciting programing news—for the first time in several years, no major new players were being announced or getting their first inspections by Western operators—although some proponents of this theory argue that new programing was being over-hyped during the last several Western Shows.

That the Western was preceded by the three-day National Cable Programing Conference in Los Angeles (see "Special Report," page 59) certainly didn't boost energy levels—there were a lot of tired people in the cable industry after what for some was truly a "Cable Week." There were even those who were blaming the new copyright royalty ruling as the culprit—saying the growing perception of its effect on cable programing and pocket-books stunned the industry. But underneath it all there were those who argued that the relative calm made this Western a better show—and marked a return toward a type of Western Show they had liked and begun to miss.

Certainly, there were enough people on hand—by the CCTA's best count, up slightly from the 10,500 the year earlier. And there were issues that engrossed the attendees, even if those issues had their genesis elsewhere. Copyright royalties, for one; the shifts, actual and potential, in pay service ownership for another. And then there was the growing disagreement over the future of pay-per-view—sparked in large measure by the stand taken at the NCPC by major MSO's (see page 62).

But if the business side of the Western was subdued, marching bands, disco dancers, saloon-hall gambling (with play



Anaheim Convention Center (top); Keynoter Ritchie

money), and New Orleans jazz helped liven up nighttime spirits. Ted Turner threw a sports-themed bash the centerpiece of which was a stunning performance by the USC marching band. (Turner announced to the crowd he'd buy USC—so he could get the band and a team in the Rose Bowl); HBO celebrated its 10th year with a night of dance; Showtime's "speakeasy" sported an appropriately Western air, and the Disney Channel brought everyone inside the Magic Kingdom for a visit. That's not to mention a host of other hospitality arrangements.

Back on the convention floor, for the first time in recent years, equipment showcase programing—at least in attracting press attention. There was General Electric's introduction of an economical method of squeezing two video signals on a single cable channel, Channel-Master's entry into the cable equipment field, and MCI's testing a marriage between cable and its long distance telephone network.

## Think space age, not pioneering, Ritchie warns cable industry; service emphasized

Daniel Ritchie, chairman and chief executive of Westinghouse Broadcasting and Cable Inc., keynoted the Western Cable Show with a warning that its "Pioneer Spirit" theme was "enormously attractive but at the same time rather dangerous." Although "no industry has a greater record of pioneering and innovation," Ritchie sees pitfalls in calling cable a "pioneer" industry. In his eyes, it's a "second- or third-generation industry based on a sophisticated technology."

Cable's emphasis, he said, should be on

its local systems. "We should be good citizens of our communities—stable, thoughtful and determined to put back into our communities as much as we take out." Don't think of those connections as "subscribers, but customers," Ritchie advised.

Remarking that those who forget history are doomed to repeat it, Ritchie said cable should remember "the mistakes that the broadcasters made in dealing with cable, so that when we face some of the other possible pioneers of tomorrow—the low-power stations, the DBS channels and

all the others—we will not discover, too late, that we've merely repeated with slight variations those same mistakes committed by those broadcasters."

Ritchie identified four principal problems the cable industry now faces. "We can't be seen as a local utility," Ritchie said, or "politicians will attempt to regulate us." And he emphasized the need for better marketing, saying the industry needed better sales training, better billing procedures and better pay scales to keep employees happy. As the industry shifts from hardware-based to service-based, at-

tention must be paid to customer service, he said.

Moreover, Ritchie said the industry needs to clean up the negative image surrounding tainted franchise awards. "Politics and promises have drained the good-will" of the local communities that cable has set out to serve, he said. Finally, Ritchie said the industry needs quality programming to survive. He drew an analogy to the American auto industry and the lesson it learned when better made and cheaper products were introduced from overseas.

## AFTER THE REALIZATION, THE ALARM

# Cable industry mounting counterattack on CRT

### There's major speculation over possible cutbacks in carriage of superstations as result of last month's rise in compulsory license fee

National Cable Television Association President Tom Wheeler led the charge last week at the Western Cable Show against the Copyright Royalty Tribunal's decision to increase rates (representing a 375% increase to the cable industry) by announcing the NCTA was appealing the decision and asking for a stay on fee implementation until a final judgment in the case. The stay, Wheeler said, was needed to give operators time "to rebalance the mix of distant signals" they will use.

Wheeler asked cable operators to sign affidavits detailing the harm the rate increase will mean to operators and the general public. And he used the opportunity to ask the National Association of Broadcasters to join in filing an appeal to the CRT decision. To Wheeler, independent television stations have much to lose, since the new rates may mean many "local" distant signals may be dropped, causing independents to lose audience. To that end, Wheeler, citing the new spirit of cooperation between the newly elected NAB President Edward Fritts and the NCTA in reaching a copyright compromise, invited the NAB "on behalf of the independent TV stations to join with us to challenge the CRT decision."

However the NAB is "basically pleased," with the decision, said Erwin Krasnow, senior vice president and general counsel. Krasnow noted that if the groups unite, it should be to continue their joint efforts in working for passage of the cable copyright bill, H.R. 5949, in the Senate. That measure he said, would provide the procedures by which the CRT can make copyright rulings in the future.

Krasnow said the association would look into the impact of the rate hike on UHF stations, but the NAB views the tribunal's decision as an important victory.

Fritz Attaway, vice president and counsel for the Motion Picture Association of America (the MPAA joined NAB in asking for an increase), said the odds

were against MPAA making an appeal, but that no final decision had been made.

The MPAA and NAB were joined by copyright holders and sports organizations in asking the CRT last June for a rate hike due to elimination of the FCC's distant-signal rules and syndicated exclusivity rules.

The new rate was set at 3.7%, about eight to 16 times higher than the current rate, which is less than 1% for each distant signal equivalent, and ranges down to two-tenths of 1%. The value of a distant signal equivalent varies according to whether the station is a network affiliate, independent or noncommercial. The rate goes into effect Jan. 1, 1983.

Cable operators are not alone in their dislike for the increased rates. Turner Broadcasting has pledged to participate in the appeal.

Bob Ross, vice president and general counsel for Turner, said the CRT ignored substantial evidence that copyright owners are already being compensated through free-market bargaining.

Ross pointed out that superstations like WTBS(TV) Atlanta and WOR-TV New York, may not be the only stations dropped by

cable systems, which don't want to pay increased rates for distant signals. He predicted that UHF stations categorized as new distant signals, and thus subject to the new rates, might be dropped.

Although the increase could cost large MSO's millions of dollars a year, it may be the superstations that suffer most as the operators drop their signals in various systems to limit their copyright liability.

But the superstations' loss could be the other advertiser-supported cable services' gain as operators look for replacements for their deleted signals.

The fees were raised last month by the Copyright Royalty Tribunal in an effort to offset for program suppliers the effects of the FCC's dropping in 1980 of rules that limited the number of distant signals a cable system could carry and that required operators to black out programs on distant signals for which a local broadcaster had exclusive rights (BROADCASTING, Oct. 25).

At a Monday morning session, two cable marketers agreed the CRT's action would have a severe impact on the industry. Gary S. Bryson, vice president, marketing, American Television & Communications, called it "a million-dollar hit" that could cost ATC more than a dollar a subscriber if it takes no counteraction. And Larry Miles, senior vice president marketing and programming, Times Mirror Cable Television, said that it "could bankrupt some of the major market builds" that are committed to carry numerous distant signals.

Bryson and Miles said they would begin to evaluate the impact of the decision and possible responses to it on a system-by-system basis. And although they said they would consider raising rates in some markets to offset the increased license fees, both admitted that some signals, including superstations, would probably have to go in some systems. Neither was confident he would invariably make the right decision, noting there was little time to do proper analysis. The new rates become effective Jan. 1.

Despite the gloom of the marketers, Roy Bliss, head of United Video, which distributes superstation WGN-TV Chicago,



Wheeler



said the impact of the CRT's action would be minimal—at least as far as United Video is concerned. Although WGN-TV would be dropped by a few systems, he said, most cable operators faced with dropping signals would dump signals imported from nearby cities and towns rather than any of the superstations.

The executives at Turner Broadcasting System, owner of superstation WTBS(TV) Atlanta, were not as sanguine as Bliss. TBS head Ted Turner called the CRT action a "devastating decision." Unless the CRT decision is modified or overturned, said TBS Vice President Terry McGuirk, WTBS may lose 100,000 to 200,000 viewers across the country. And, he added, WGN-TV and Eastern Microwave's WOR-TV New York could lose millions.

Both McGuire and Bliss agreed other distant signals would be dropped before any of the superstations. But Greg Liptak, executive vice president, Times Mirror Cable Television, suggested they might be overly confident in making that assumption. In some systems, programming, particularly sports, brought in by microwave from a station in a city in the same region is far more valuable to local subscribers than that brought in from Atlanta, New York or Chicago.

The superstations and some cable operators still hope they can successfully appeal the CRT action and reduce copyright fees to permit the operators to carry a full complement of distant signals.

"The real solution is to beat the CRT," said McGuirk. The Washington regulators, he said, are now sending out conflicting "public policy" signals. The FCC, under Chairman Mark Fowler, he said, is doing all it can to encourage diversity and promote the development of a fourth network. Meanwhile, he said, the CRT has undermined the FCC policy by taking an action that will force operators to drop superstations, purveyors of some of that sought-after diversity.

If the CRT increases go through, the big winners may be such cable services as Daytime, ARTS, Cable Health Network, The Weather Channel and Black Entertainment Television that compete with the superstations for channel space on local cable systems. The CRT action, said Jeffrey Reiss, president of CHN, "bodes well for the cable industry" as it "wakes up cable operators" to the other services.

The competitiveness among the different services for carriage was also underscored by Turner, who used his seat on NCPC's wrap-up panel to say: "If we are unsuccessful in overturning [the CRT decision], I hope stations other than WTBS will be dropped."

At a Western Cable Show panel session on copyright, Representative Robert Kastenmeier (D-Wis.), author of H.R. 5949, the House-passed copyright bill now awaiting Senate action, said that if legislation was passed it would force the CRT to modify the rates substantially. The bill would reimpose syndicated exclusivity to some extent, making moot one rationale the CRT used in setting the new rates—

that cable should pay for the use of programming it imports.

Carolyn Chambers, an executive vice president at Liberty Communications, Eugene, Ore., said Liberty is looking at paying \$4.50 per subscriber per year in royalty payments for a distant signal on a \$10 basic tier. Liberty is taking a long hard look, she said, at the signals it intends to keep. While 1.5% of its revenue now goes to pay for distant signals, under the new rates the figure would jump to 7%. □

## MCI hopes to link telephones with cable TV

**McGowan tells Western Show of hook-up idea he says will benefit operators, public as well as his company**

MCI Communications Corp. Chairman William G. McGowan, always determined to go one up on AT&T, last week invited the cable television industry to join MCI in that effort in a partnership he said would pay off for both. He proposed plugging the nation's cable television subscribers into MCI's long-distance telephone network—though he conceded the union is not now technically possible. "Substantial development work" remains to be done.

McGowan, in a speech at the Western Cable Show, in Anaheim, Calif. (see page 23, said the partnership is "a natural." He said cable systems would be able to reduce the cost of subscribers' long-distance bills to such a level as to make their entertainment services "irresistable." For MCI, the cable system would offer a way around the networks of local telephone companies McGowan said make it difficult for customers to reach any long-distance terminals but AT&T's.

McGowan said the company next month will begin testing the idea in a joint project with Cox Cable, in Omaha, using its institutional cable. He said the cable passes several of MCI's "large customers" and added that one—which he did not identify—will participate in the experiment.

"We believe there is a major business opportunity available to you," McGowan said, by way of introducing the subject. "By providing your customers direct access to MCI's long-distance network, you can quickly enjoy substantial revenues from an existing service with proven and enormously growing demand. This may let you achieve pay-back from your two-way plant investment more rapidly than by any other means."

And McGowan attempted to whet appetites with some numbers: Americans will be spending more than \$100 billion on long-distance calls by the end of the decade, with local telephone companies "doing their best to get as much of that money as possible—tens of billions, if

they can get away with it—for originating or terminating the long-distance traffic." He said MCI now pays the local telephone companies \$200 million a year to distribute its long-distance calls.

McGowan said MCI will launch a major public relations campaign bound to stimulate interest in cable television. He said MCI will demonstrate the potential of cable systems as a means by which customers can reach the company's network without having to go through "the uneconomic networks of the monopoly held by local phone companies."

At present, he said MCI customers "are subjected to unnecessary expense and hassle" in going through the local telephone companies' networks. He noted customers must dial 22 digits to make an MCI call and cannot use rotary phones, which constitute 62% of the market. The system he envisages, McGowan said, would permit "one-digit access, from any phone."

McGowan said MCI has agreements with a number of cable operators besides Cox to experiment with the concept. But he made it clear the concept is not yet ready for the market. Although "no new technology needs to be invented," he said, "We have found that substantial development work needs to be done." He said the cable industry and MCI must band together to develop the necessary equipment.

In Omaha, the test will involve the use of what McGowan said are "pre-production models of several very advanced products." One is a modem with a 1.5 megabit capacity, which will work in the television band but cannot perform demand assignments. As a consequence, McGowan said, the Omaha test will require use of an entire television channel. But in time, McGowan expects the development of a product that will scan for an empty channel and transmit up to 240 simultaneous voice conversations over each 6 mhz television channel.

And while the tests of the concept will involve major customers, McGowan said MCI has its eye on small business and residential customers, as well. He said MCI's aim is to reach the mass market "without the interference of the telephone companies." He said MCI is testing a single-line modem that would permit the residential user to switch his telephone's connection from the local phone company and reach the MCI network over a two-way cable system.

For cable system operators thinking of information services as a means of enticing customers to the two-way systems he predicted would be serving 40 million homes "in a few years," McGowan had a word of caution, along with a sales argument. Voice communications "is likely to be the first, and fastest," means of enabling an investment in two-way cable to pay off, he said. The market for such information services as electronic shopping and banking, remote data base access and publishing, he added, will develop slowly. "The payback... may be as long as 15 years." □

## Quick touring the high points in Anaheim

If General Electric's **two-for-one Comband system** eventually does everything GE says it will, the economics of cable television should change considerably. Using an analog bandwidth compression technique, Comband is designed to permit cable operators to squeeze two television signals into a single cable channel with no loss in picture quality. Although the compressed Comband picture of a prototype shown at GE's booth at the Western cable show last week was not perfect, Tom Tucker, manager, Advanced Technology Products, GE Television Division, said it would be by the time of its introduction in 1984. "We think that with proper video enhancement the pictures will be just as good as the best off-the-air material," he said. "If we can't do that, we don't see much promise for its future and we will not introduce it."

Comband is no free lunch. According to Tucker, splitting a channel in two costs between \$13,000 and \$15,000 at the headend. In addition, the special one-way, addressable converters, if available now, would cost about \$200, \$70 more than a conventional, one-way addressable converter. Nonetheless, Comband should save cable operators money by allowing them to increase channel capacity without replacing trunk and line amplifiers and, in some cases, the cable itself, or by permitting them to replace the plant with equipment with bandwidths narrower than they would otherwise need.

In one of the GE economic models, expansion of a 35-channel system with 20,000 subscribers to a one-way addressable system with 54 channels using conventional technology costs \$6,754,000, while expansion to 62 channels using Comband (27 of the original channels would be split and eight would be unchanged) costs just \$4,425,000, \$116 per subscriber less than the conventional approach, despite the higher headend and converter costs. Because of the higher converter costs, there is probably a point where large subscriber counts would offset the savings in the construction of the plant and make the Comband system less economical than a conventional system.

According to GE, the Comband system is applicable to other television media and it may be that the system may have its greatest impact in MDS, STV and DBS, where Comband could serve to alleviate the natural channel scarcity. And instead of squeezing two signals into one channel, Tucker said, the system could be used to transmit the additional picture information needed for high-definition television.

**John Saeman**, Daniels & Associates vice president and chief executive officer and NCTA chairman, made a strong pitch for the passage of federal legislation such as the Goldwater cable bill (S. 2172), to bring **stability to the franchising process**. The suit by Mountain States Legal Foundation against the city of Denver and the winning cable applicant, Mile Hi Cablevision (BROADCASTING Nov. 15), carries enormous "political ramifications," Saeman said. It has added to the uncertainty the financial community feels about cable's ability to weather the recession and build elaborate systems which could easily be undercut by competitors. Mile Hi, with Daniels and American Television & Communications as general partners, has applied to amend its proposal by

asking the city for permission to activate only half of the 110-channel system. Saeman spent a major portion of his time at the Western Show's opening session driving home the gravity of the suit, saying it was "not frivolous" and may take years to resolve.

**Times Fiber** got a major lift for its **fiber-optic two-way addressable technology** last week at the Western Cable Show, announcing an \$8-million agreement to build 120 miles of plant for United Cable's 24,000-home system in Alameda, Calif. It is the first major system built for Times Fiber's optical fiber technology. United has been testing the technology in its New Britain, Conn., system.

**Viacom** has definite **pay-per-view plans**. Whether or not current discussions bring other partners into its Showtime pay cable network (see page 62), Viacom plans to launch a pay-per-view network within the next two years. That was the word from Viacom Chairman Ralph Baruch and President Terrence Elkes, when buttonholed by reporters at the Western Show following a press conference held by **Cable Health Network**, in which Viacom is a partner.

CHN President Jeffrey Reiss announced at the meeting the **addition of six national advertisers and 41 cable systems** to the CHN rosters, as well as collaboration with *American Health* magazine. During the session, a question about the recent copyright royalty decision's effect on basic service was posed to Reiss, who had previously gone on record as saying the decision, if it stands, will ultimately help cable-originated services. Reiss added that cable operators should support the change.

At that point, Elkes interjected that as Viacom is also a major MSO, he wore two hats, and he pronounced Viacom's intention to "fight, bleed and die, to overturn this arbitrary and capricious decision" while also noting that inevitable escalation of copyright fees over time will work to the benefit of cable originated services.

"The red alert is flashing once again for this industry," California Cable Television Association chairman **Anne Marie Hutchison** told the Western Show conferees last Thursday, recalling the 1974 period when "the industry had seriously stumbled."

Hutchison acknowledged that cable is not recession-proof—citing northern California logging towns where 50% unemployment is taking its toll of even basic service revenues. And she said product supply was also a problem, with the industry "too dependent on the limited supply of product coming out of Hollywood" and possessing "no control over the degree to which these products meet the unique nature of our markets."

But more important than such factors that are beyond operator's control, she said, was "a nagging sense that perhaps we have allowed some of the variables supposedly under our control to slip away from us." The CCTA chairman took her colleagues to task for "the growing tendency to add to already expensive rebuilds and franchise renewals a whole series of services based on political factors, rather than appropriate consideration of market and revenue."

"I am concerned that we have succumbed in

many cases to a process that is not based on sound business practices," Hutchison said, adding: "As a result, we may see some unprecedented failures out there if some restraint and a sense of reality do not soon materialize."

Hutchison closed with a call to operators to "start a no-nonsense dialogue now with our franchisors, talking about the economics of cable TV capital expenditures. It's time to pull ourselves out of the blue sky."

Calling churn "a parasite that grows with the industry," Showtime's director of subscriber retention, Josh Sapin, presented a Western show **panel on retention marketing** with results of Showtime **research on patterns of disconnection among cable subscribers**. The first peak in disconnections comes 35 to 40 days after the subscriber has first been signed, and is usually the result, Sapin said, of a bad sale or bad fulfillment that alienates the subscribers even before he has a chance to appraise offerings. Next comes a one-to-four-month "honeymoon" of lower disconnect incidence; four to five months after sign-on disconnections rise as subscribers make "realistic evaluation of what they purchased and how they use it." But those who blame duplication of major movie titles between pay services for high churn are wrong, Sapin said. Showtime research comparing multipay and single-pay markets, he claimed, shows duplication between HBO and Showtime is perceived in no more negative light than repetition of movies on HBO or Showtime alone.

**Showtime's subscriber count** will be edging 4 million by year's end, the service announced during last week's cable conferences in California. The service is now in 700 systems, passing 7.5 million homes; has been adding 100,000 subscribers per month. The announcement was coincident with an NCPA press conference that gave journalists a chance to mingle with the creative and performing talent behind Showtime original productions, including a newly announced drama series of "mini-movies" from Tomorrow Entertainment called *The Lone Star Bar and Grill*; comedy series, *The Lost Satellite*, from Allarcom Productions; adult serialization, *Loving Friends and Perfect Couples*, distributed by Lorimar, and the recently announced *A New Day in Eden*, adult serial from Josh Enterprises.

**Ted Turner** tried again to sell his idea for a **fourth broadcast network** to television producers at a meeting last Tuesday at the Bel-Air hotel in Los Angeles. According to Turner Broadcasting System Executive Vice President Bob Wussler, 31 representatives of 12 companies—"all the biggies but Paramount"—met with Turner about his cooperative venture. Although all were enthusiastic about the concept, Wussler said little real progress was made. Wussler said he now plans to meet individually with the producers over the next three weeks and call another meeting in January.

At a press conference at the Western Cable Show the next day, Turner released two studies concluding that his news networks were preferred by television viewers—Cable News Network to the news efforts of the three broadcast networks combined and CNN Headline News to Group W/ABC's Satellite News Channels. In



releasing the data, Turner chastised MSO's for failing to conduct their own viewer research and challenged them and Group W "to come up with research projects of their own to refute his."

□

It was the "most exciting announcement" Rainbow Programming Services has been able to make about its Bravo cultural pay-package since the service went to a seven-night-a-week schedule 18 months ago. That's what Rainbow's Que Spaulding had to say about news that **Times Mirror Cable Television would**

**make Bravo part of the Dimension "super-tier" of services** it will market through its major-market new-build systems. The basic services in the Dimension package are MTV, Nickelodeon, ESPN, USA Network and "a news service," according to Times Mirror Cable senior vice president of marketing and programming, Larry Miles. Pay offerings included in the supertier are Spotlight as the foundation pay, HBO and Showtime as numbers two and three, and Bravo as the "cultural service to secure the core package for the target tier" of upper demographic subscribers. □



## From FCC: one cloud, one silver lining

**Commission does away with the three-year rule; decides to consider letting land mobile into UHF**

Mixing some good news for broadcasters with some bad, the FCC last week repealed its antitrafficking rule, which essentially bars broadcasters from selling stations within three years of acquisition. But the commission also launched a rulemaking that would lay the groundwork to permit land mobile and fixed service operators to share all UHF television frequencies nationwide on a secondary basis.

Broadcasters could only win from the first action; they only could stand to lose from the second. "Champagne will be flowing in the Private Radio Bureau tonight," said one industry analyst. "It has given them a foot in the door."

Contending that current broadcast market conditions didn't warrant the antitrafficking rule's retention, six of the commissioners voted to dump it (with Commissioners James Quello and Henry Rivera concurring). The seventh, Mimi Wayforth Dawson, concurred and dissented in part.

Under the commission's action (which will go into effect as soon as it's published in the *Federal Register*), however, the licensee of a new station would have to operate for one year before he could sell, but only if he won his permit in a comparative hearing.

After the meeting, Rod Porter, chief of the Broadcast Bureau's policy and rules division, said the one-year holding period was included "to give some efficacy to the comparative hearing process."

The commission order didn't address

whether the same sort of holding period would apply to the victor in a comparative renewal proceeding.

Steven Bookshester, the attorney for the Broadcast Bureau who presented the item, said the bureau didn't expect its action to spur more than 150 additional transfer applications per year. The FCC currently receives about 1,200 transfer applications each year.

Although Dawson said she favored getting rid of the antitrafficking rule, she saw "no sense or logic" in establishing the one-year holding period.

As expected, Chairman Mark Fowler hailed the commission's action as a "true blockbuster" in the deregulation process.

"The purpose of this rule may have been laudable at the time it was developed... but its effect proved quite the opposite," Fowler said. "It punished rather than rewarded entrepreneurs that wanted to improve the service—and the profitability—of one station and move along to another," Fowler said.

Fowler also contended that minorities would benefit from repeal of the rule since the three-year holding period had made it more difficult to attract debt financing.

Commissioner Joseph Fogarty said he had been a supporter of the rule in the past, but that Fowler—and minorities—had convinced him that the rule was impeding minority ownership. "I finally believe the chairman is right," Fogarty said.

Quello also concurred, but questioned whether the one-year holding period shouldn't have been applied to those who acquired stations through distress sales and tax certificates.

In a concurring statement, Rivera said he agreed that the rule had outlived "whatever" usefulness and effectiveness it might have had. Nonetheless, Rivera said he was "wholly unconvinced by the majority's confident, unqualified claim that purchase for short-term profit will always further the public interest."

In other action, the commission voted 4-3 (with Commissioners Quello, Fogarty and Rivera dissenting) to launch the rulemaking aimed at changing the table of allocations to permit land mobile and fixed services to share UHF television frequencies on a secondary basis.

Its action stemmed from the World Administrative Radio Conference of 1979, which authorized the U.S. to do that sort of sharing (but didn't mandate that such sharing be done).

While James McKinney, FCC Private Radio Bureau chief, voiced strong support for the item, the Broadcast Bureau went along only grudgingly. Larry Harris, Broadcast Bureau chief, pointed out that there were 7,000 low-power television applications on file—and that the bureau expected to receive thousands more when it lifted its freeze. Harris reminded the commission that the UHF frequencies had been allocated for broadcasting and urged the commissioners to take "a full and fair look" before changing allocation policies.

Rivera and Fogarty said the commission's action would pre-judge proceedings in progress aimed at determining the future spectrum needs of land mobile.

In his dissenting statement, Quello said the commission hadn't established the feasibility or need for such sharing. "Much has been made of the proposal that fixed and land mobile radio would be given 'secondary' status in the band," Quello said. "It must be noted, however, that LPTV is also a secondary service. Thus, under the majority proposal, both LPTV and fixed mobile radio services would have co-equal status and would be assigned according to a first-come, first-served rationale," Quello said.

"It goes without saying that, once the spectrum in the UHF television band is made available, establishment of a 'need' by fixed and land mobile radio interests will not be far behind. I submit, however, that this approach to 'spectrum management' is hardly the reasoned process that the American people have a right to expect. It has all of the sophistication of an Oklahoma land rush where the fastest horses often determined the outcome. The plodding comparative hearing 'horse' which the broadcast services are forced to ride is clearly no match for the high-speed assignment processes of the Private Radio Services," Quello said.

Those supporting the rulemaking argued that it was only aimed at giving the commission the "flexibility" to authorize such sharing later on. The rulemaking was only raising a question at this point; further proceedings would be needed to actually authorize any such sharing, they said. "Let's keep an open mind," Fowler said. □

# 'Healthy' conventional TV industry approaching \$17 billion: TVB

## San Francisco conference concentrates on good news of current business while preparing members to fight off encroachments by cable

More than 800 TV executives gathered in San Francisco's Hyatt Regency Embarcadero last week determined to "keep on winning" audience and advertisers for their over-the-air industry. Delegates, buffeted by a continuing fall-off in network audience shares, were buoyed by reports that the industry's overall revenues have risen to record levels, with revenue growth for both networks and local stations expected to grow by 12% to 15% in 1983.

David Henderson, the Television Bureau of Advertising's chairman and Outlet Broadcasting president, predicted that in the coming year local advertising sales will surpass \$4 billion for the first time, spot sales will "almost reach \$5 billion" and network sales will pass \$7 billion for the first time, putting total television revenues at between \$16.4 billion and \$16.7 billion.

"I think our industry is healthy," Henderson declared.

TVB President Roger D. Rice added that the trade group "has never been as big—as strong and effective—and as involved in our business of selling television as it is right now." He credited TVB with helping to generate an estimated \$28.9 million in new national television revenue during the fiscal year ended last July 1. The association added 58 new station members in 1982, bringing total membership to an all-time high. He stated that TVB has acted to stem the problem of tie-in or reciprocal barter, and "as a result there is now far less pressure on stations" to comply with such requests.

The bureau addressed the issue of viewer erosion in a Thursday morning workshop entitled "Winning Against Cable." Philip Beuth, vice president and general manager of WKBW-TV Buffalo, described a five-part program his station has instituted in an attempt to hold its own against high cable penetration. Key elements: distinguishing between circulation and delivery of cable signals as confirmed by ratings services, undertaking research to determine the actual total universe of cable, educating advertisers and agencies as to the actual reach of cable, and to challenge cable research and advertising with research of the station's own.

Weldon Donaldson, general sales manager of KFMB-TV San Diego, maintained that stations are actually helping cable make inroads "by permitting cable to use commercial broadcasting to sell subscribers and services. We can aggressively compete with them for sales—sometimes by simply getting the facts to advertisers and agencies."

A long-range solution, according to Donaldson, is simply "not selling cable on

commercial broadcast stations."

Donaldson claimed the stated impact of Cox Cable in San Diego, the nation's largest individual system, has been exaggerated and "terribly misleading." He said that the local cable operator had convinced retailers that the decline in station HUT levels was directly attributable to cable, whereas distant signals and pay TV had a large percentage of the missing viewers. "HBO was a factor," Donaldson found after a hand-count of Arbitron diaries was conducted, "but the overwhelming majority of cable viewing is of imported stations." As a result, Donaldson said his station has made significant inroads in recovering some of the estimated \$800,000 worth of spot business Cox Cable did in San Diego in 1981.

Another strategy unveiled at last week's meeting was a major TVB video sales presentation stressing "television's power to



TVB's Roger Rice

sell to the affluent. "Television: Reaching People Like You" uses 54 TV commercials to illustrate use of the medium by department stores, investment brokers, computer retailers, diamond sellers, and upscale magazine publishers.

"The desire to buy can convert a luxury into a necessity," the presentation contends. "Television's unique ability to communicate a feeling expands the upscale market beyond income (parameters)."

The 24-minute videotape, narrated by actor Richard Kiley, is being made available to TVB members for advertiser screenings. It uses Roper and R.H. Bruskip research to support the conclusion that broadcast television reaches a larger share of upper income men and women and reaches more working women than other media. It reports the highest income adults are those "most likely to consider television advertising to be the most influential" in their decisions to buy, since the newly affluent grew up with television in the 50's.

In an indirect reference to cable, the presentation states that "the more an adver-

tiser narrows his vision, concentrates on just one type of person, the more he will miss of the total target at which he aimed."

In a separate presentation, Jack Trout, the president of Trout & Ries Advertising, said that advertisers must carefully position themselves in today's information marketplace.

"There really isn't much more room for additional viewing," Trout explained. "That's one of the things that has been left out in this battle for the mind. People are pretty much over-communicated." Unless stations use research and specialized programming—especially local sports and news—to differentiate themselves in the market, Trout said, they "can be victims of material they have no control over."

The recession's impact on television advertising was acknowledged in a Thursday morning workshop, "After Winning, There's Collecting." The session emphasized, through a multi-media presentation, the impact of prompt debt collection on profitability and station survival. Bob Steinberg, vice president of finance and administration for Meredith Broadcasting in New York, stressed the need to find out who is the responsible party for payment when signing up a new client, and making sure a contract is understood by all concerned. "Don't be penny-wise and pound-foolish," Steinberg advised. "Stations are still trying to get by with bookkeepers instead of a properly staffed business office. You need people who are knowledgeable about credit laws and commercial credit policies. There's no way around it. It's like spending billions to build the space shuttle and then deciding to run it on gasohol to save a few bucks."

Another solution is to pay sales commissions on what is collected from advertisers rather than what is aired, offered Ron Collins, general sales manager of KRON-TV San Francisco. He urged sales staff to be flexible in enforcing their policies, citing the addition of *NBC News Overnight* as a situation in which traditional approaches to spot sales have been modified by KRON-TV.

The growth of co-op advertising in all mass media was discussed in a Thursday morning "Co-op For Profit" workshop, during which station executives were warned that cable is moving toward satellite-distributed co-op spot advertising with a similar television station effort just getting under way. This trend emphasizes manufacturers' products rather than retail outlets, in contrast with the two basic types of co-op programs used in the past: customer-controlled and supplier-controlled. Further refinement of co-op schedules to emphasize patronage of a specific retailer is needed, it was suggested, to improve station acceptance.

Last week's conference provided TVB members with strategies for improving specialized advertising—such as agri-



cultural products and services—in large, medium and small markets. In addition, techniques for evaluating salespeople, handling stress and maximizing job performance were outlined in a variety of sessions.

### Analysts tell broadcasters basic and pay cable growth will continue at expense of network programming

The audience share of network affiliates will continue to shrink, with advertisers and agencies asking harder questions about how much they're spending to reach a smaller percentage of the total viewing audience. That conclusion, offered by two prominent New York media analysts, was cause for sober reflection among general managers attending a Thursday morning (Nov. 18) closed session at the TVB meeting in San Francisco.

Ellen Berland Sachar, a self-described "fundamental analyst" with Goldman Sachs, said the "unusual growth" in revenue among affiliate stations during the past several years will probably continue through 1983, although "some advertisers may not be happy with a 12% to 13% increase in prices for the third year in a row," particularly in view of the continuing loss of audience to pay television, independent stations, and other services.

Although the absence of political advertising in the final two months of 1982 may contribute to a slowdown in revenue growth through the first half of 1983, Sachar predicted revenue gains of 13%-14% next year for network advertising, 12%-13% for spot and 12%-14% for local. Her firm estimates that inflation in 1983 will be about 4.7%, compared with 5% in 1982, which will contribute to some talking if advertising prices are hiked by 13%-14%.

"The television business is alive and well," Sachar proclaimed, but "has depended heavily on its ability to raise prices."

Sachar attributed network audience erosion to several factors, including apparent audience preference for off-network series "they know they're going to like" on independents, coupled with indifference to new entries in prime time on the affiliated stations. The biggest factor, she said, is pay services, which are draining viewers much more significantly than basic cable programming. Sachar predicted that pay TV will "probably begin to sell advertising time in some form" as costs escalate, rather than ask viewers to pay higher monthly subscription fees. Another possibility is that advertisers or agencies themselves may get directly involved in pay services to reach audiences leaving networks.

Dennis Liebowitz, an analyst with Donaldson/Lufkin/Jenrette, echoed many of Sachar's views, saying he's neither "bearish nor complacent" about increased advertising revenues for broadcast television.

"We're not alarmists," Liebowitz

declared, "but we don't believe the cable threat has come to a screeching halt."

According to Liebowitz, there's a point at which continuing declines in affiliate audience shares will precipitate action by advertisers and their agencies, particularly if costs continue to rise. He agreed with Sachar that cable's biggest threat to conventional television lies not in takeover of advertising dollars, but in competition for viewership.

Current projections about network audience share in 1990—mostly hovering in the 60%-70% range—may be too optimistic, he said, citing a recent Ogilvy & Mather study in Tulsa, Okla., comparing network audience shares before and after the local cable system was upgraded from 12 to 36 channels. The survey found network audience share dropping to the low 50's—in prime time and late fringe. This type of drop may be precipitated by factors other than increased channel capacity, Liebowitz said. They included apparent audience dissatisfaction with program quality of network fare, growing strength of pay and independent services, increased differentiation of services, increased ability of competing services to "outbid" networks on programming, more aggressive courting of advertisers by basic cable, better consumer understanding of program choices available, and expansion of services to 24 hours a day.

Liebowitz noted that total network audience is down about 4% this fall, which can only be partly blamed on the NFL players' strike. He allowed that the success of cable and pay TV might also be mitigated by the inroads made by multichannel MDS, SMATV and DBS, although both Liebowitz and Sachar agreed that the last will not be much of a factor before 1990, if ever.

### How to succeed in sales in smaller TV markets

A panel of small-market experts opened the 28th annual Television Bureau of Advertising meeting in San Francisco last Wednesday (Nov. 17) with the contention that quality local news programming, control of operating costs, staff training and sales investments are among the key ingredients to success of small-market television stations.

Charles Webb, president and general manager of WNE-TV White River Junction, Vt., stressed the need of adequate compensation for the sales staff to reduce turnover and maximize productivity.

"You have to invest in sales (and sales people)," Webb said, "if you want to increase revenues for your station. The decision for us was to invest in sales to increase our station's total profits."

Webb told of moving from a major station in Houston to rural Vermont, where local news plays a vital role in establishing his station's identity. "If there is constant turnover, there is no continuity and if there is no continuity, there is no credibility."

Changing a station's public image in its

news and sales personnel can be costly in the long-run, agreed Wayne Killmer, vice president and general manager of KBAK-TV Bakersfield, Calif. He told the small-market panel audience that while news and public affairs production costs must be watched carefully, not every community-related program must make a profit. As an example, he described KBAK's recent coverage of a local college basketball team which went to play-offs in Massachusetts. The station absorbed the expense of sending a crew to the East Coast and satellite distribution for live broadcast in Bakersfield. "We believe the pay-off for covering such an event is long-term and relates to our ongoing image positioning in Bakersfield," said Killmer.

"Make certain there's a healthy degree of budget consciousness throughout your station—from top management right down to all your department heads," he suggested. "Watch expense accounts and make certain they're appropriate." □

## Sulzberger urges solidarity on First Amendment

'New York Times' publisher says it's imperative for print media to actively work for equality for Fifth Estate

The drive for full First Amendment rights for electronic media received powerful support last week—a call by the publisher of the *New York Times* for his print colleagues to get behind it.

"It is time for print publishers to join with their electronic brethren to close this First Amendment gap," Arthur Ochs Sulzberger, publisher of the *Times* and chairman of the New York Times Co., declared. "While there is a danger in such action, there might well be a greater danger in inaction. The line between print and electronic journalism is thin at best and getting thinner. Any oversight of free speech is not the role of government."

Sulzberger, speaking at Columbia University at a ceremony awarding him the university's Alexander Hamilton Medal for "distinguished service and accomplishment," made the fairness doctrine a primary target, calling for an end to it.

He noted that many print publishers "are putting distance between themselves and electronic publishers when it comes to the First Amendment. They share a fear that what the government gives, the government can take—that, for better or for worse, electronic journalism is licensed and, as [Alexander] Hamilton worried, the inclusion of specifically licensed press rights might 'lead the general government to exercise powers not expressly delegated to it.'"

"On the other side of the coin," he continued, "an interesting argument is form-

ing. Some articulate spokesmen, such as Senator Bob Packwood of Oregon, argue that the printed word is rapidly blending into the electronic word. Not only are newspaper companies now heavily involved in radio and television, but the whole process of publishing is a combination of the two sciences.

"The *New York Times*, for instance, takes to the airwaves each night to publish in Chicago. California and Florida through satellite technology. Gannett's *USA Today* and the *Wall Street Journal* also use such technology. As these airwaves are licensed, are not traditional print publishers already a bit 'pregnant'? Is not the government already in our business and we but have to find it out before a court of law?"

The issue, Sulzberger said, revolves around the fairness doctrine, imposed upon broadcasters but not upon print publishers. "The press, unlicensed, is nervous about getting drawn into the debate," Sulzberger said, "and, as Senator Packwood fears, finding out in a court that some judge thinks we are already 'electronic.'"

Sulzberger said it was "not surprising to hear critics of the press claim, in all sincerity, that a free press must be a responsible press and that the fairness doctrine ought to be spread to the printed word. And, indeed, it is damned difficult to argue against fairness.

"However, I would argue the other side of the coin: That the doctrine of fairness is itself unfair. The proliferation of electronic technology has made such FCC doctrine obsolete. This was recognized by none less than Mark Fowler, chairman of the FCC, when he said 'the scarcity-of-media-access argument is a bankrupt one. . .'"

Sulzberger is closely acquainted with the electronic as well as print media. In addition to using satellites in publishing the *Times*, his company is a long-time radio station owner and now has substantial TV station and cable interests along with extensive newspaper and other publishing properties. □

## Fairness protest in New York

**Packwood hearing on proposed constitutional amendment hears Rather, Monroe, others testify against press restrictions**

Current regulations imposed on the broadcast media—specifically, the equal opportunity provisions of the Communications Act and the fairness doctrine—inhibit the editorial process and leave way for potential governmental abuses of the electronic media, especially in times of national "trauma." That was the crux of testimony given at a Senate Commerce Committee hearing in New York last week by *CBS Evening News* anchor and managing editor, Dan Rather, and Bill Monroe, moderator and executive producer of NBC's *Meet The Press*.

The hearing was convened by Senator Robert Packwood (R-Ore.), chairman of the Commerce Committee, and was the third in a series of hearings on Packwood's proposed constitutional amendment intended to vest the electronic media with all of the press freedoms currently enjoyed by the print media (BROADCASTING, Oct. 4).

Testimony was also given by three members of the business community which Packwood described as "putting to rest" the notion that while anyone could enter the newspaper publishing business, only a select few could become broadcasters. They were John Morton, newspaper analyst for Lynch, Jones & Ryan, a brokerage firm based in Washington; Joseph Sitrick, vice president of the Washington-based broadcast station and cable brokerage firm, Blackburn & Co., and communications entrepreneur Karl Eller, currently a consultant to Columbia Pictures Communications.

No one was on hand to testify as to possible justifications for the existing rules, a fact for which the Media Access Project called Packwood to task last week. "The greatest irony in this matter is the

fact that Senator Packwood is seeking to repeal the fairness doctrine and equal time laws by inviting a series of friendly witnesses, none of whom disagree with him," said MAP. "This is not only a reminder that without protections public policy can be determined with incomplete information, and without real debate, but it is also precisely the same tactic Senator Packwood condemned when it was used by Right to Life in the Senate."

CBS's Rather said that "any government role in overseeing the journalistic decisions of broadcasters is fundamentally at odds with the concept of a free press." He expressed particular concern as to the effect of government oversight on broadcasters with limited resources. Asked by Packwood if he consults with lawyers and management on certain editorial judgments, Rather replied, "No I don't. We make a judgment on whether it's a story for us. [If so, we] run it and let management and the lawyers worry about it. But we have the resources." He added, however, that "the reality at CBS News is different from the reality at local stations where [making news judgments based on possible government reaction] happens on a day-in and day-out basis."

NBC's Monroe testified that the U.S. "began the 20th century with a free press. It is approaching the end of that century with one-third of the press free, two-thirds of it regulated by government, and an apparently growing acceptance of the idea that government guidance is superior to freedom of the press in providing a diverse and satisfying news service to the public." Monroe said that current regulations have set up "an atmosphere in which it is prudent not to invite controversy," and that "the present general acceptance of government-regulated media is no challenged, the First Amendment will, inexorably, waste away to nothing."

John Morton testified that the "list of large-circulation daily newspapers successfully established since World War I isn't just short—it doesn't even exist." It's "virtually impossible to start up a new daily paper in a market already served by one because 'the economies of scale, and advertisers' devotion to paying the lowest cost-per-thousand-readers in buying advertising, favor the existing larger newspaper.'" To establish a daily newspaper with a circulation of 250,000 may cost as much as \$40 million, said Morton.

"There is no doubt in my mind," said Blackburn's Sitrick, "that if one wants media ownership, it is far easier to enter broadcasting than print." Starting up a major-market AM, FM or television station he said, would cost roughly \$1 million (for a nondirectional station), \$2 million and \$5 million, respectively.

Eller said that "the scarcity of newspapers today is really dictated by the economics of today's marketplace, labor equipment, technology and competition. . . . There is no doubt it is much harder and more expensive to start or buy a newspaper versus broadcast operation." □



Witness Rather, Counsel Coursen, Chairman Packwood



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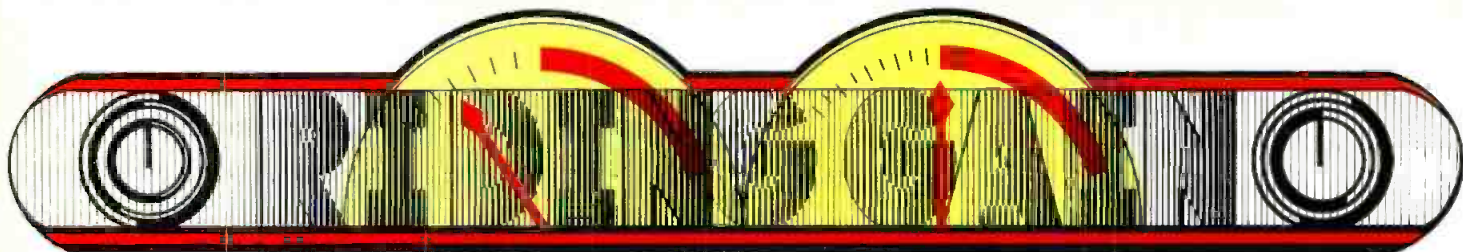
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## 18 + characteristics

McGavren Guild Radio has completed an analysis of various research reports indicating adults over 18 are more likely to be heavy radio listeners than heavy television viewers or newspaper readers, and are more likely to attend live theater and concerts than heavy TV viewers and buy LP records and pre-recorded and blank cassettes than both heavy TV viewers and heavy newspaper readers. McGavren used data from the Radio Advertising Bureau (1981), Arbitron Radio (spring 1982) and Simmons Market Research (1981). McGavren has issued three separate reports (live theater/concerts, records and videocassettes) and they are available at \$10 each.

## Houston honcho

Peter M. Schulte, regional vice president, Harte-Hanks Radio, has assumed additional responsibilities as general manager of KKQB(AM) Houston, replacing Dick French, who resigned in September to pursue other interests. Schulte, a 10-year veteran at Harte-Hanks Radio who until recently was based in Tampa-St. Petersburg, said he is moving to Houston because it is "the biggest market in which our company operates stations and we thought it important that I be here."

Named regional vice president last June,

Schulte is also responsible for the operations of WNSI(AM)-WRBQ(FM) Tampa-St. Petersburg, WSGN(AM) Birmingham, Ala. and KKQB's sister station, KYND(FM) Houston. He has been overseeing the operations of KKQB since just before it switched to what has proved to be a highly successful contemporary hits format, similar to that aired on WRBQ and now simulcast 42 hours each week on WNSI. That format, launched at KKQB on July 3, has taken the station from a 1.9 share of listenership in the Houston market to what The Birch Report estimate is now a 6.3 share and what Arbitron's monthly reports estimate are a 5.3 share.

## Radio Reagan

President Reagan will continue his five-minute Saturday radio broadcasts "indefinitely." Deputy press secretary Larry Speakes said Reagan is "extremely pleased" with the opportunity radio talks give him to discuss issues he considers of national importance. The current series of 10 radio broadcasts—carried by ABC, NBC, Mutual Broadcasting System, Westinghouse Broadcasting Co., and AP and UPI audio—is scheduled to end on Nov. 20. Extension of the talks, heard beginning at 12:06 p.m. on Saturday, probably means the Democrats will continue to get time to air their views. Most stations carrying Reagan's remarks carry rebuttal by Democratic spokesmen.

## College number

*Newsweek is sponsoring 10 one-hour radio magazine programs to be provided to a limited group of college radio stations this year. (Next year 40 programs will be produced and all stations will be invited to carry them free of charge.) Entitled Newsweek FM, the program series is described as an audio version of the publisher's On Campus magazine, and will feature taped interviews and live concert inserts. Newsweek FM will be produced and syndicated by Thirsty Ear Productions, Millburn, N.J.*

## Figure Filbert

A record-breaking 58.2 million adults listened to CBS Radio Network's play-by-play broadcasts of the 1982 World Series, according to a survey conducted for CBS by R.H. Bruskin Associates, N.Y., which pegged this year's audience at 36% of the entire country and 14% larger than the 1981 audience, which totaled 51 million. Of those who tuned in this year, 25.2 million, or 43%, were women aged 18 or over. In other sports news from CBS Radio Network, its exclusive radio rights for coverage of three thoroughbred races—the Belmont Stakes, the Wood Memorial and the Travers Stakes—have been renewed through 1985. CBS Radio's coverage of the three races dates back to the early 1940's, according to Frank Miller, vice president, programs, and "we hope to continue the practice well into the future."

## News news

ABC Radio News is forming a new unit to cover events, stories and trends that are considered to be of special interest to young adults for broadcast over ABC's Rock Radio Network. The two-pronged effort involves creation of a "special news correspondent" position for an individual "who will travel anywhere in the world" in search of stories for young audiences. No start-up date has been announced.

## Riding gain

Although national spot radio has been sluggish throughout the year, there are a number of advertising categories showing significant gains. Using information released for the first six months by Radio Expen-



**Beck bash.** A group of 21 New York area broadcasters met at that city's 21 Club to honor Martin F. Beck, president, Beck-Ross Communications, Rockville Centre, N.Y. Hosted by William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., the event recognized Beck's contributions to the New York Market Radio Broadcasters Association as well as his recent election as chairman of the National Association of Broadcasters radio board. Among those attending were (l-r): O'Shaughnessy; Joseph Reilly, executive director, New York State Broadcasters Association; James Greenwald, president, Katz Communications Inc.; Tony Malara, vice president, general manager, CBS Television Network; Beck; Carl McCall, former U.S. ambassador to the UN and founder of Inner City Broadcasting; James Champin, Beck's son-in-law and recently named president and chief executive officer of Beck-Ross Communications, and Richard Novik, president, WPUT(AM)-WRVH(FM) Brewster, N.Y.



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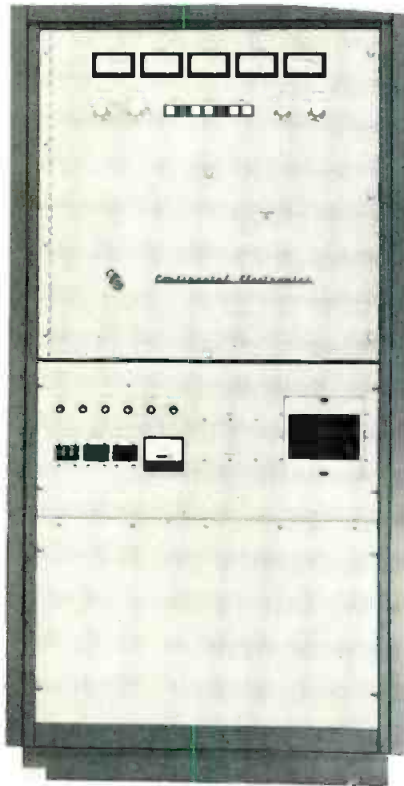
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**The Duke Ellington tribute.** A one-hour commemorative special is set to air this week as part of regular syndicated series, *The Music Makers*, produced and distributed by Narwood Productions Inc. New York, and hosted by Skitch Henderson. Included in the special, which is expected to air on 210 stations, are portions of one of the last interviews conducted with Ellington in the early 1970's, reflections of artists who performed with him including Ella Fitzgerald, Count Basie, Joe Williams and Teresa Brewer and an interview with Ellington's son, Mercer, who is currently musical conductor of the Broadway play, "Sophisticated Ladies." Pictured during a taping for the show, which is sponsored by the York division of Borg Warner Corp., are (l-r): Mercer Ellington, Ted LaVan, president of Narwood Productions and Henderson.

ditures Reports, an analysis prepared by the National Radio Marketing Group in cooperation with the Station Representatives Association and the Radio Advertising Bureau shows hotel advertising on radio jumped by 77% to \$3.9 million.

Other categories with sizable increases during the period were publications, up 66% to \$5.3 million; air travel/freight, up 22% to \$56.2 million; domestic travel, up 20% to \$6.1 million and restaurants, up 18% to \$21.8 million. Automotive led all categories with \$77.1 million for six months, up 4%.

## Leaps and bounds

*Assignment: Small Business*, a daily, two-minute information series targeting small and independent business entrepreneurs, is now being carried by more than 1,000 stations, according to the National Federation of Independent Business, which has been producing the program and distributing it free of charge since last March. Hosted and produced by Washington correspondent Duff Thomas, *Assignment: Small Business* was originally distributed on tape to about 200 stations, but as of Nov. 8, is being sent via satellite (Westar IV), to 1,400 stations. It features interviews about major legislation, regulatory matters, case histories of small business problems and other information of

interest to entrepreneurs. The NFIB, which is headquartered north of California's Silicon Valley, has over half a million members companies, the largest of which generates no more than \$3 million in annual revenues.

## Calling all cars

*Report A Pusher*, a radio call-in program aired Nov. 4 by WBAL(AM) Baltimore in cooperation with city police, resulted in 95 arrests and the seizure of weapons, cash and narcotics, according to WBAL news director Jeff Beauchamp. The program featured narcotics officers responding on the air to questions about drugs and their relationship to crime, while other officers manned a tipster hotline that listeners were urged to use to report information. According to Dennis Hill, director of public information division Baltimore city police, the station received over 250 calls providing information such as names and addresses of suspected drug dealers, license numbers and possible whereabouts. Arrests made as a result of these calls and additional police in the field totaled 95 for the four-hour program, with an additional 16 arrests made since the program's airing. Hill expects "80 or 90 more substantial arrests" within the next three to four months from investigations initiated by the broadcast.

**Merger panned.** In response to talk by some National Association of Broadcasters' members to merge NAB with the National Radio Broadcasters Association (BROADCASTING, Oct. 25, Nov. 8), NRBA president, Sis Kaplan, took a different stance. In a statement released last week to NRBA members, Kaplan said that, "nearly 2,000 radio broadcasters who support NRBA constitute concrete evidence of their need and their wish for the existence of a separate, independent radio-only organization." Kaplan also noted that the association's "rapid growth" during the past three years, "is further evidence of the fact that radio broadcasters want a separate radio organization with only one constituency to serve." She emphasized that NRBA has no interest in being merged into "a multi-interest organization with a divided constituency."





CBS MORNING NEWS'S GETTING-READY-FOR-PRIME-TIME PLAYER

## The class act of Diane Sawyer

Perhaps the first thing that should be said about Diane Sawyer, co-anchor of CBS's *Morning News* and *Early Morning News*, is that she is a knockout—honey blonde hair, blue eyes, seductive mouth, tall and slim. Most writers, particularly men, doing articles on Sawyer (or Jessica Savitch or Jane Pauley or whomever) usually avoid the physical description for fear of appearing sexist or demeaning. But it's the subject's looks that come across the tube first; her analysis of U.S. foreign policy in El Salvador takes a little longer.

That said, it should be noted that the 36-year-old Sawyer, in the view of colleagues and competitors, is equipped to do an analytical piece on El Salvador—or, for that matter, on the endearing qualities of Eudora Welty or on the dangers of meltdown at a nuclear-plant. For in the remarkably short period of four years, Sawyer, a one-time Nixon press aide, has emerged as one of the most prominent television journalists now on the air, perhaps a future anchor in the evening.

Ed Fouhy, who was her boss when he headed the CBS News Washington bureau in the late 1970's and who is now chief of the ABC News bureau there, sounds breathless when he talks of Sawyer's professional qualifications. "She is one of the most extraordinarily talented journalists to come into the network news business," he said. "She is an excellent reporter, an ex-

cellent writer, an excellent broadcaster. She has enormous capacity for hard work." Fouhy also said Sawyer has the stock in trade a reporter cannot do without—sources. He said the former State Department correspondent is "well connected" in the foreign policy area, particularly in matters of defense strategy.

And Bill Leonard, the retired president of CBS News who picked her for co-anchor of the weekday editions of *Morning* when it was expanded from 60 to 90 minutes in September 1981, sees Sawyer's career continuing to describe a rising arc. He talks of her as a CBS News anchor "down the road." Indeed, he said, that possibility was one of the reasons he chose her, over Connie Chung, news anchor at CBS's KNXT(TV) Los Angeles, for *Morning*. He wanted Sawyer to gain the experience and assurance an anchor needs—and that is available only through daily broadcasting. "We don't have enough able women correspondents with the capacity for anchor," he said. "So when we find one, we want to develop her."

Nor may it be necessary for Dan Rather to grow old and weary before Sawyer makes her next move up. "When the time comes for someone to retire from *60 Minutes*," said Leonard, who remains a consultant to CBS News, "the choice of a replacement would be the easiest thing in the world—Diane Sawyer." (And some of

*60 Minutes*' four horsemen are approaching that certain age. Mike Wallace is 64.)

CBS's confidence in Sawyer was indicated earlier this year when she was retained as co-anchor of the morning news show and Charles Kuralt, the original, solo anchor, was replaced by Bill Kurtis, a flashier type, who had been anchor at CBS's owned station in Chicago, WBBM-TV. At the same time, the show was expanded another 30 minutes to two hours. The changes were aimed at shaking the show loose from its third-place moorings. They haven't, at least not yet. But no one seems to be blaming Sawyer.

The equal billing Sawyer gets with Kurtis is reflected in the work she does. Her special pieces—and she does her own writing—range from foreign policy and domestic politics to soccer superstar Pele. To it all, she brings a conscientiousness bordering on the compulsive. During one recent two-week period, Sawyer, who describes her taste in literature as "eclectic," read 12 books to prepare for interviews and special pieces. "Maybe I'm too insecure," she says. "But I feel I owe that kind of preparation to my viewers."

That passion for thoroughness was evident a few months ago in her questioning of the U.S. ambassador to El Salvador, Deane Hinton, in an interview in San Salvador that attracted favorable comment from colleagues in the press. She refused

to allow Hinton to avoid tough questions. It was evident, too, in the special piece she did more recently on Eudora Welty, who is an obvious favorite of Sawyer. The writer of stories of the South is, Sawyer noted in the broadcast, older now, but her voice "is still filled with music."

But it's not simply Sawyer's intelligence and industriousness that have helped her along. There is a liveliness in her delivery on the air and a warmth, and, for want of a better term, a niceness that shines through in the respect and consideration she shows those with whom she deals. She is, one former boss said, "one of the nicest people I know—a marvelous woman."

The friendliness and warmth are reciprocated. When she left the Washington bureau to go to New York for the *Morning* show, her colleague, Bob Pierpoint, gave a party—"a big bash" is how Sawyer describes it—a rollicking affair that was attended by no less a personage than then-Secretary of State Alexander Haig, Jr. But the women of the news bureau—correspondents, secretaries, producers and telephone operators—gave her a party of their own. It was, Sawyer recalls with delight, "a raucous time. We carried on till dawn." If she was a golden girl, none of the women, it seems, resented her.

□

Sawyer began making her reputation as a reporter early in her career at CBS. She accepted all assignments, no matter how dreary, with enthusiasm, and handled them well. And when she was sent as a backup reporter to cover the nuclear-plant accident at Three Mile Island in 1972, she

an old Washington hand, but his experience had been tied to the White House for most of the previous 23 years. So CBS's new team at State started far behind the competition—NBC's Marvin Kalb and ABC's Barry Dunsmore—in terms of sources. But Pierpoint and Sawyer closed the gap. "It was a matter of getting in early and staying late and working the phones," Sawyer said. "Within three months, we had a network of sources comparable to the competition's." And Sawyer was on the air with a number of choice stories—among them the U.S. efforts to free the American hostages in Iran, the Soviet military build-up near the Polish border and the Reagan administration's plans for making El Salvador a test of a tough new American foreign policy in Latin America.

Sawyer misses the reporting responsibilities she had as a State Department correspondent. But for one who arrives at work at the CBS Broadcast Center, on West 57th Street, New York, between 2:30 and 3 a.m. and stays until 4 or 5 p.m. she is determinedly cheerful. The new *Early Morning News* adds another hour of pressure—a half-hour broadcast beginning at 6 a.m. and a half-hour of updating the news—to the two hours of the *morning News* show. It is "an extra physical exertion," Sawyer said. "But I like it—it has a crisp, informative pace." (Before *Early Morning News*, Sawyer had the luxury of arriving at work as late as 3:30 or 4 a.m.) With that schedule, what is left to her other than work? "You establish a firm priority of what you can do," she said. "Some things at the margin I don't do."

Sawyer's rapid rise at CBS is particularly

director of news for CBS, Small hired her over the vigorous objections of many in the Washington bureau, objections based on her experience and Nixon-association. Small, who later became president of NBC News and is now president of United Press International, takes pleasure in noting those who objected "now say I was right."

Sawyer, a 1967 graduate of Wellesley, originally approached Small for a job in 1970, when he was chief of the CBS News bureau in Washington. She had had three years' experience as a reporter and weather person at WLKY-TV in her home town of Louisville, Ky. She also had a tenuous connection: her mother, a school teacher, had taught one of Small's children when Small was news director of WHAS-TV Louisville about 10 years earlier. Small recalls that he wanted to hire Sawyer but, because of a hiring freeze, couldn't. "But," he said, in recalling that first meeting, "if you're wise, you remember the good ones. And you don't have to spend much time with her to realize she's special."

So four years later, when Nixon left the White House, they talked again, but Sawyer had decided to go to San Clemente. Still, Small kept the door open. Call when you're ready, he said. In 1978, with Nixon's book, on which she had worked, completed, Sawyer auditioned for CBS—and ABC, too. The latter invitation came from Bob Zelnick, who in 1978 was director of news coverage for ABC in Washington. Sawyer had met him earlier, when he worked with David Frost on the interview he did with Nixon. The result of the two auditions was two job offers.

□

There is—or was—about Sawyer either a kind of serene confidence that leads her to believe nothing is beyond her grasp or an innocence that blinds her to the harsh realities of life. She did not understand the odds against someone with a few years' experience in Louisville getting a job with a network news organization in Washington. Nor did she realize the difficulty in getting a job in the White House—where she turned, "out of blissful ignorance," when she failed to connect with CBS. "I decided I needed expansion," she said. "I wanted to know what it was like on the inside."

Again, her connections were tenuous, at best. Her late father, who had died in an automobile accident in 1969, had been in Republican politics—he was a county judge. And Sawyer knew someone who worked with Nixon aide Bryce Harlow. But it was enough to lead to a job in the press office presided over by Ron Ziegler.

The fascination that working in the White House would hold for a young, relatively inexperienced reporter is easy to understand. But why, after the disgrace of Watergate and all that it revealed, would Sawyer join Nixon in exile in San Clemente and help him write his memoirs? "Because he asked me," she said.

"We were beyond the point of moralizing. It was a human consideration. Here was a man whose dreams were shattered. If I didn't come through for him at a time



Kurtis and Sawyer

had her first opportunity not only to work on a major story but to broadcast live. She described it as a nerve-racking experience—the seriousness of the event and the complexity of an arcane subject combined with the mike fright associated with broadcasting live for the first time. Her knees, she recalls, were knocking. But she impressed her bosses.

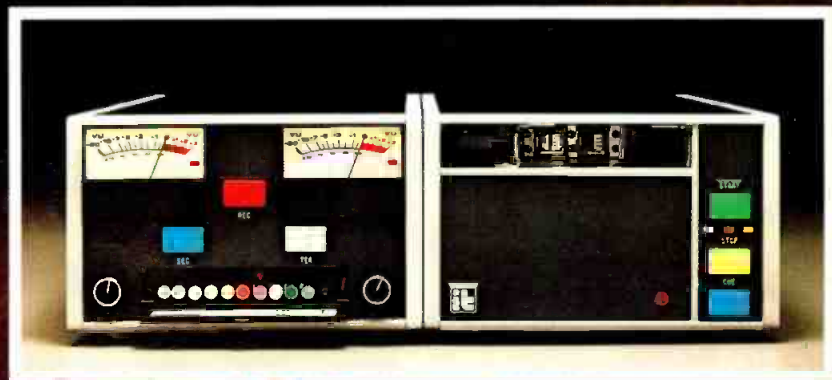
Sawyer blossomed as a correspondent in the year she put in as second banana to Pierpoint at the State Department, a beat they assumed in August 1980. Pierpoint is

noteworthy in view of the obstacles she had to overcome. One was a relative lack of experience. Another was her eight-year association with Richard Nixon, first as an aide in the White House and then as a member of the staff in San Clemente, Calif., an association that might have been expected to make her unwelcome in most newsrooms, where Nixon's attacks on the press had left wounds not yet healed. And if there is one person to whom Sawyer feels particularly grateful it is William Small. As senior vice president and



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when he needed me, I couldn't have lived with myself." After all, she said, she had traveled to China and to the Soviet Union twice as part of the presidential entourage. "I'd had the good times," she said. "I had to take the bad as well."

Sawyer has paid whatever price such

loyalty extracted in the post-Watergate years. Now the question is, what makes her so special, a rising star? Bill Leonard still puffed up over his selection of Sawyer for the *Morning* show, says, "If you were to lay out the qualifications for a woman correspondent, you'd obviously hope,

first, that she had intelligence and education, and the drive and endurance of a man, and, in Washington, the contacts of the best reporter. You'd also want someone attractive as a TV broadcaster. It's silly," he adds, "not to say that last is a plus." Leonard thinks Sawyer has it all. □

## State of radio news: an international perspective



NPR's Barbara Cohen being debriefed by BROADCASTING editors

### Radio broadcasters representing 28 countries hold International Conference on Radio News and Current Affairs in Toronto; terrorism among topics of debate

Computerized newsrooms, terrorism and the theory that TV no longer poses a danger to the future of radio journalism were among the issues discussed at the International Conference on Radio News and Current Affairs in Toronto last month.

Details of those debates and others were provided to BROADCASTING editors by Barbara Cohen, vice president of news and information at National Public Radio, Washington.

The conference, attended by over 135 radio broadcasters from 28 countries, including Vatican City had its origins in informal discussions following the Third Conference of World Broadcasting Unions that took place in Tokyo in 1978. There it was proposed that an international conference be held on the subject of radio news and current affairs. Subsequently, in the summer of 1980 representatives from the European Broadcasting Union (EBU) and the North American National Broadcasters Association (NANBA) agreed to jointly organize a conference addressing the needs of broadcasters in "developed" countries. However, the issues under consideration also were to be of interest to representatives from developing countries, and delegations from Algeria to Malawi also attended.

The computerized newsroom, Cohen

reported, is an unwelcome change among many European radio broadcasters. The computerized newsroom, Cohen explained, is not a new technique for broadcasters. Rather, it is an advanced system of record keeping that allows editors and reporters to call up news sources and retrieve information by a finger's touch of a keyboard. What Cohen described as the "wave of the future," the European broadcasters viewed with skepticism. According to Cohen, "the European broadcasters got very upset at the idea that you were narrowing down the number of sources that you would draw from for a newscast. They're used to writing from seven or eight or nine different sources for a single news item, and the idea that through a computer you would only be using three [sources] at any one time was just shocking to them."

Cohen attributed this skepticism to different approaches to journalism taken by American and European broadcasters. She said that while American broadcasters are usually willing to go with one wire service report plus a report from another source, Europeans "want the news report of the national news agency and they want two or three other things besides. They're used to news agencies reflecting the bias of the national government."

However, the Europeans are not afraid of bias Cohen pointed out, as much as they are concerned with balance. If enough accounts are matched, then the result is a balanced story, Cohen said in describing the European method.

Another issue that separates American

and European broadcasters is terrorism, Cohen pointed out. Although American broadcasters are used to covering violence, they are not, like the European news organizations, used to dealing with terrorism. Cases have occurred in Europe in recent years, Cohen explained, "where a terrorist is using the media to make a political point and does something sensational and the broadcaster is then in a position of broadcasting or not broadcasting information. They [the European broadcasters] may know that their broadcasts are being heard by the terrorists and may be helping to determine what the terrorists are going to do. This is an experience that we just haven't had in North America except in a few, isolated instances. They have to live with it all the time."

The broadcasters gathered in Toronto, Cohen reported, agreed the solution to the terrorism problem lies in self-censorship; government censorship in those circumstances is strictly unacceptable. "Nobody gave an example where they thought that their withholding something from the air or putting something on the air had materially altered the situation on which they were reporting," Cohen continued. "It's what we would call a First Amendment right: to leave the news decision-making process in the hands of the news decision makers. I was surprised to hear that from a variety of countries. All of the journalists agreed with that."

The face of European radio broadcasting, Cohen believes, is slowly beginning to change. "The Europeans are concerned because they're facing what we went



through here in radio 20 years ago," she said, adding that since European broadcasting networks are state owned and operated, "they have been operating pretty much in a monopoly situation." Programming innovations are beginning to serve special audiences, like the BBC's *Newsbeat* program on the Radio 1 network aimed at a young audience and featuring a news bulletin. Those who attended [the conference] were requested to bring tapes of what they considered to be their most innovative programming, Cohen explained. "This example [of the BBC's *Newsbeat*] that we heard started out with news about the Falklands, then had a lot of stuff about job training and then ended up with a piece on some women who had volunteered to become human cannonballs at some town in the Midlands. It ends every day with an interview with some rock group, so they really know who their audience is." Unlike other European radio broadcasters, Cohen noted that British radio is in the habit of measuring its audience, and has discovered that *Newsbeat* has a popular following and British radio newscasters are satisfied that information is getting across through the medium of radio. But the big worry among European radio broadcasters, Cohen said, was how direct broadcast satellites might take away the loyal audiences of innovative radio programming.

NPR brought examples from one of its own reporters, Robert Krulwich, who has succeeded, Cohen said, at making difficult subjects easier to understand. His specialty is economics. Krulwich does this by telling an "audio cartoon", which sets up in story form—complete with Krulwich playing the parts of some of the characters—an explanation of a complicated economic subject. Krulwich produced one story, titled "Reaganomics Made Simple," where he explains the concept of productivity in terms of fastening an extra seat for his child to a bicycle and thereby, for the small amount of effort put into it, makes it twice as productive. Cohen explained this as an example of innovative programming that appeals to audiences who may traditionally be turned off by radio news. "He made his presentation to the group and they were just stunned," announced Cohen.

Problems of foreign radio reporting were also discussed. Although the conference was principally made up of Western radio broadcasting organizations, there also were observers from Third World countries. A representative from UNESCO impressed on the group that more coverage of the Third World was needed, as well as that the Third World needed help from established broadcasting systems to set up its own networks. There also were discussions about sharing information, Cohen reported. A correspondent from Danish radio, Cohen said, brought up the bar as a case in point. "He said everybody covering a war or covering some big unrest where the whole horde descends and they're all running around in a pack covering a story, there is a lot of informal exchange of information. People do share stuff, and that

all goes on in the bar. But for heaven's sake let's not institutionalize the bar. Let's not get to a point where we think it's good enough to send three people to cover the election in El Salvador and let all of the news come through those three people. It's better to have the gang than have a limited number of observers and sources of information."

Cohen concluded that "there's a tremendous feeling [among the conference's attendees] that radio's here to stay and that technology will continue to grow and develop but that radio will remain an important source of communication because it's so immediate, cheap and portable. A lot of the talk was about refinement about getting into areas of the world that we don't cover very well. We talked a lot privately about how we are all going to do a better job of covering Central America, Latin America and what we are going to do about Asia and what we are going to do about Africa; a lot of talk about how to present difficult subjects more enticingly; about how we're going to continue to reach young audiences; about how we're going to make technology work for us. But there wasn't much talk about new formats, about how old formats are stale, not used and not working anymore. It was a very upbeat group." □

## Journalists turn a mirror on themselves

**Speakers and panels at SDX convention discuss problems, predictions for future**

Members of the Society of Professional Journalists, Sigma Delta Chi, heard some frank talk about their business associates, their ethics, their competition and their opportunities at the society's annual convention, held Nov. 10-13 in Milwaukee. Some 815 members attended.

Andy Rooney, known for his humor on CBS News' *60 Minutes*, let fly at the business side of journalism. In a keynote speech, Rooney said the greatest threat is coming not from courts or government, but from within the business offices. News, he said, has become big business, and the bottom line is in danger of becoming more important than the headlines, stories and newscasts.

He did not exempt *60 Minutes*, which he said had been shortened by one minute to accommodate another \$350,000 worth of commercials.

William P. Tavoulareas, president of Mobil Oil and winner of a \$2-million-plus libel suit against the *Washington Post*, told a convention banquet that the public will curb freedom of the press if it concludes that the press is irresponsible and no longer serving the public interest. If the press doesn't police itself, Tavoulareas said, the public "will impose mandatory change."

Gene P. Mater, senior vice president for

policy, CBS/Broadcast Group, told the convention that teletext will not replace newspapers or compete directly with them, though it will compete for advertising dollars. Mater said that CBS, which plans to offer its "Extravision" teletext service nationally through CBS-TV affiliates, sees teletext expanding the use of broadcast TV, with network affiliates inserting supplementary local information.

A workshop heard forecasts that the future of broadcast news will be one of changing emphasis and greater specialization. Paul Davis, news director of independent WGN-AM-TV Chicago, said TV network news "as we know it" has reached its peak in popularity. Davis predicted fewer news media jobs and fewer TV newscasts. "The hard-core newscast will remain," he said. "But lean and mean is the word for the future." He and Ed Godfrey, news director of WAVE-TV Louisville, Ky., forecast greater localization of newscasts in the future.

Sessions on satellites produced mixed reports. Dean Mell of KHQ-AM-FM-TV Spokane, Wash., president of the Radio-Television News Directors Association, said his satellite dish was still sitting in its crate. WAVE-TV's Godfrey said he's using his because he's been told to, but he thinks its cost should be charged to programming rather than news, because it's used mostly as a programming tool. WGN-AM-TV's Davis said satellites are technological improvements that can be used for excellent journalism or for baloney. Wayne Godsey of WTMJ-TV Milwaukee said his station has one receiving dish and is buying another because satellites give broadcasters greater flexibility and fresher material, improving local news.

Satellites also got high marks from Robert H. Wold of Robert Wold Co. and John Tagliaferro of Hughes Television Network, and, in a newsprint panel session, from representatives of AP, UPI, Dow Jones and Gannett's new *USA Today*.

The convention also heard reports from, among others, retiring society president, Charles Novitz of NBC News; Executive Officer Russell C. Tornebene and Bruce Sanford, First Amendment counsel.

The convention approved 13 resolutions—seven of which underscored journalists' rights to obtain information and cover trials and other sometimes restricted events.

The delegates also voted down, 151 to 142, a proposal to delete "Sigma Delta Chi" from the society's name. They also passed a compromise motion to raise dues \$10 over two years, rather than \$15 over two years as proposed by the board of directors. Professional members' dues will be \$35 in 1983 and \$40 thereafter.

In other developments, David Brinkley of ABC News, William Shawn of *The New Yorker* and William Farr of the *Los Angeles Times* were named Fellows of the Society. And "The First and Last First Amendment Follies," a production staged by campus board representatives, raised almost \$4,000 for the society's legal defense fund. □

## Lots of lottery language

### FCC's second proposal to use chance to pick licensees in LPTV and other services is criticized by minorities, NAB, broadcasters

The FCC's second notice of proposed rulemaking to permit the use of a lottery to choose among mutually exclusive applicants for initial licenses isn't a whole lot more appealing than its first. Or that would seem to be the consensus of comments filed at the FCC.

Although the American Legal Foundation argued that the minority preference was unconstitutional (BROADCASTING, Nov. 15), minorities argued that the preference wasn't strong enough. Common carriers opposed the lottery in principle. Broadcasters said lotteries should be limited to low-power proceedings, and no one seemed to think the commission should use lotteries to pick winners in apparently stalemated comparative hearing proceedings.

Armed with a new statute, the FCC launched its second lottery proceeding in September (BROADCASTING, Sept. 27). This time around, the only broadcast services for which the FCC proposed to use lotteries were low-power television stations and television translators (although a footnote in the notice referred also to major changes in facilities as prospects for lotteries). The FCC proposed using lotteries for other services when the qualifications of competing applicants were so close "that no material difference between their ability to serve the public interest can be differentiated."

Under the proposal, entities that are 50%-or-more controlled by minorities would get a two-to-one preference before the dice were rolled; applicants that control no other media interests would get a two-to-one media preference, and applicants that controlled anywhere from one to three mass media outlets would receive a 1.5-to-one preference. For LPTV contests, an applicant's qualifications wouldn't be examined until after the lottery is held.

The National Association of Broadcasters said its basic opposition to the lottery scheme remains unchanged: Random selection of initial licensees is "fundamentally inconsistent with the commission's public interest obligation to select the best qualified—not minimally qualified—applicant from among competing applicants." As a result, NAB said the commission shouldn't consider using the lottery for any broadcast proceedings except LPTV.

NAB also urged the commission to modify its diversity preference standard for that service. "The commission should devise and adopt geographic standards

which narrow the scope of the diversity preference, so that the preference is restricted to applicants who have ownership interests within the same geographic location," NAB said. "The current effect of diversity preference under the proposed rule is to disadvantage broadcasters who have no co-located interests. The policy goal of promoting diversification can be achieved without the commission subscribing to patently unfair and discriminating rules."

Like NAB, CBS urged the commission to drop its proposal to use random selection techniques to break apparent ties in comparative proceedings. "CBS believes that the use of a chance method to choose between competing license applicants after there has already been a hearing on the relative merits of the competing applications is illogical and not at all comparable to the use of random lotteries as an alternative to comparative hearings, where parties are fully on notice at the time of filing their applications that a random lottery procedure will be utilized to select the licensee," CBS said.

Cox Communications Inc. urged the commission not to use lotteries in proceedings for major changes in existing broadcast facilities. "The use of a lottery and of the attendant preference scheme for minority applicants and those with few media interests has no relevance to FCC consideration of the merits of proposals to change authorized facilities," Cox said. "Major change applications customarily are filed to upgrade facilities and are a means of improving service to the public. Exposing major change applications to a random selection process would undermine licensees' legitimate business judgments and work as a disincentive to stations proposing improved facilities and enhanced service to the public," Cox said.

KIRO Inc., licensee of KIRO-AM-TV and KSEA(FM), all Seattle, agreed. "There is no rational justification for the commission to adopt a policy which would actively discourage licensees from seeking to improve their facilities," KIRO said. "Under no circumstances should major change applications be treated as initial applications for lottery purposes."

The Corporation for Public Broadcasting urged the commission to expand its proposals to consider nonprofit corporations for minority and diversity preferences.

"If a majority of the board of directors of a nonprofit corporation are minorities, preference should be granted. Similarly, eligibility for the diversity preference should be determined by whether a majority of the members of the applicant's board constitute a majority of the board on other media of mass communications,"

CPB said.

The American Newspaper Publishers Association argued that newspaper publishers shouldn't be placed at a disadvantage in applying for LPTV's because of their newspaper properties. "The commission should exercise its discretion and exercise the selection prejudice proposed against daily newspapers," ANPA said.

Henry Geller, former head of the National Telecommunications and Information Administration, said that "total reliance" on lotteries for LPTV wouldn't be in the public interest. Instead, Geller said, the commission initially should take a "hard look at the mutually exclusive applications (and accompanying pleadings), and see whether it is possible and desirable to make an immediate public interest judgment on them—for example, to grant one and deny the others, or to exclude from the lottery one or several and then to hold the lottery among the remaining applicants."

The law firm of Paul, Hastings, Janofsky & Walker said it opposed the commission's proposal altogether. "There is no justification for this effort by the commission to abdicate its responsibilities to the public," it said. "If anything, deregulation of communications industries, in the sense of day-to-day oversight of licensee activities, which has now been put in place by the commission, virtually compels the commission to scrutinize initial license qualifications, which is essentially the only remaining control it has kept over the electromagnetic spectrum."

The law firm of Daly, Joyce, & Bosari opposed the commission's proposal to wait until after the lottery to consider an LPTV applicant's qualifications.

"The commission staff should be required to determine that an applicant is qualified prior to allowing him to participate in a lottery," the firm said. "Otherwise, potentially unqualified applicants may file numerous mutually exclusive applications at random, thereby burdening the procedures and resources of the commission," the firm said.

International Broadcasting Network, a minority-controlled, nonprofit LPTV applicant, said it thought the best way to select among mutually exclusive applicants is a "simplified paper hearing employing a multitiered set of comparative criteria designed to pick the best-qualified applicant in every instance."

The National Latino Media Coalition, Black Citizens for a Fair Media, the Telecommunications Research and Action Center, the National Association for Better Broadcasting and the League of United Latin American Citizens said Congress had not authorized random selection as a process to be preferred to comparative hearing, but only as a mechanism that,



"in certain circumstances," could be used to achieve the objectives of the comparative process. The groups urged "the commission to insure that these legislative intentions are not frustrated."

The National Conference of Black Lawyers said the minority preference didn't go far enough. With its two-to-one preference, a minority firm competing with four nonminority firms would have twice the probability of being selected as any of the individual nonminorities, but it still would only have a one-out-of-three chance of being selected overall, the group noted. "Under the existing comparative criteria, a fully integrated, locally based, minority-owned applicant that does not own a controlling interest in another media outlet would, in almost every instance, be awarded the permit at the end of a comparative hearing, no matter how many fully qualified nonminority applicants participated in the proceeding," the group said. "Therefore, the FCC's lottery system should be designed in such a way so as to achieve the same probability of success for minority applicants."

The Frontier Broadcasting Companies—minority-owned LPTV applicants—asserted that the commission's proposals failed to provide a "significant" preference for minorities. "Assigning a minority controlled applicant such as Frontier a two-to-one preference . . . where dozens of other applicants have filed—is statistically insignificant," Frontier said. "Having two chances out of 10 rather than one chance out of 10 is hardly the 'significant preference' that Congress has mandated." Frontier said.

AT&T urged the commission to use its lottery authority sparingly. "In particular, the commission should not use this authority to award licenses for common carrier services," AT&T said.

The National Association of Regulatory Utility Commissioners asked the FCC to refrain from using lotteries to award mobile radio common carrier licenses.

Microband Corp. of America urged the commission to exclude the multipoint distribution service as well. "If the commission fails to do so, it will not only be turning its back on its own recognition that the awarding of preferences in MDS lotteries is irrational, but also will be contravening Congress's mandate that preferences only apply to those services where the licensee substantially controls programing," Microband said. □

## Differing opinions over STV on PTV

The FCC's proposal to allow public broadcasters to offer subscription television service has drawn mixed reviews.

While some commenters booed, others cheered. Nonetheless, many seemed to think that public broadcasters should be allowed to turn profits with STV—but only if the commission keeps some strings attached.

The National Telecommunications and

**Waiting.** FCC Common Carrier Bureau has agreed to keep its proceeding on hold while networks and other interested parties attempt to negotiate differences over how much AT&T should charge for television program transmission service—and how those charges should be allocated among various service users. Nonetheless, bureau noted that it had already postponed proceeding one and expected "any possible settlement to be negotiated" before Dec. 6. Last time around, bureau had given parties until Oct. 21 to settle differences on their own (BROADCASTING, Sept. 6). □

**Legal maneuvers.** Retired U.S. Army General William Westmoreland, pushing his \$120-million libel suit against CBS (BROADCASTING, Sept. 20, et seq.), has asked U.S. District Court in Greenville, S.C., where suit was filed, to compel CBS News to turn over full report on its in-house investigation of its documentary, *The Uncounted Enemy: A Vietnam Deception*. Westmoreland's suit claims documentary libeled him. CBS News's in-house investigation, touched off by charges in *TV Guide* article, was conducted by Burton Benjamin, CBS News senior executive producer. CBS News has refused to make public Benjamin report, but did release conclusions that it said Benjamin agreed with—among them, that some CBS standards had been violated in production of documentary (BROADCASTING, July 19). Westmoreland's effort to obtain full Benjamin report is part of pre-trial discovery proceedings. CBS has denied Westmoreland's charges and is also seeking to have case dismissed or moved to another court, claiming Greenville is "improper venue" for it (BROADCASTING, Oct. 11). □

**Financial reporting form affirmed.** FCC has affirmed its action eliminating annual financial reporting requirement for broadcasters (BROADCASTING, March 15). In denying petition for reconsideration by Media Access Project, commission noted it had already determined that cost burden annual financial reporting placed on broadcast industry outweighed benefits of retaining requirement. It said petition established no basis warranting reconsideration. At same time, commission denied petitions by Stern Community Law Firm, National Citizens Committee for Broadcasting and Citizens Communications Center seeking public access to annual financial reports. FCC said past reports had been filed in confidence and commission must retain their confidentiality. Commission also denied separate petition by law firm of Cole, Zylstra & Raywid seeking public disclosure of specific line items in annual financial form. □

**Atlantic blocked.** U.S. Court of Appeals in Washington has summarily rejected appeal of FCC's decision authorizing NETV Inc., subsidiary of New England Television Corp., to operate television station on channel 7, Boston. Appeal had been filed by Atlantic Television Corp., potential contender for frequency. Channel 7 had originally been occupied by RKO General Inc.'s WNAC-TV, but commission in 1980 denied RKO renewal of license in decision that appeals court affirmed and Supreme Court in April refused to review. NETV's WNEV-TV has been on air since May. New England has been formed from merger of two applicants that had originally challenged RKO renewal in 1969. Atlantic contended that, after so many intervening years, others interested in applying for frequency should be allowed to do so. Commission, however, said long-term applicants were entitled to protection against new applicants. Cutoff date for filing applications was 1969; Atlantic did not attempt to file one until 1980. Appeals court granted FCC's request for summary affirmance in order that was not accompanied by opinion. □

**Pursuing pirates.** Wometco Home Theater, STV programmer based in Miami, has filed suit in New York federal district court against 19 manufacturers or distributors of pirate STV decoding equipment in New York area. Wometco operates STV stations in Newark, N.J., and Smithtown, N.Y., both in New York market. Temporary restraining order was granted against five of defendants. Wometco is asking for total of \$30 million in damages—\$10 million compensatory and \$20 million punitive. □

**NBMC objection.** National Black Media Coalition has petitioned FCC to deny proposed sale of KSEE(TV) Fresno, Calif., by San Joaquin Communications Corp. to Meredith Corp. for \$17,611,230 (BROADCASTING, Aug. 16). According to NBMC, San Joaquin had received station at "bargain price" in 1980 when original owner sold to avoid further comparative renewal hearings. Although San Joaquin made number of programing promises, promised to establish minority and women training programs and to adopt "rigorous" equal employment opportunity program, instead of meeting those promises, it made it known station was for sale, "the price to be considerably more than it had paid for the station just a year previously," NBMC said. "Such a practice makes us sick at heart, for this is not the way the comparative hearing process is supposed to work," NBMC said. "The commission should signal, in the clearest possible terms, all competing applicants that they will be expected to make good their promises upon becoming licensees—otherwise they should stay away from broadcasting. The way to do this is to designate this application for hearing, deny the application, and remove an opportunistic ex-challenger from broadcasting at the next opportunity," NBMC said.

Information Administration said public broadcasters should be given a free hand in their STV authorizations. "We believe that subscription television operations are one of several reasonably available means by which the present revenue shortfall potentially affecting public broadcasting could be ameliorated," NTIA said. "The commission should thus act promptly to permit such operations to commence."

The Subscription Television Association concurred. "Such a policy will encourage the addition of pay television outlets along with greater diversity in pay TV programming," STVA said.

One group of public broadcasters—including the Chicago Educational Television Association, Metropolitan Pittsburgh Public Broadcasting Inc., and the Rochester (N.Y.) Area Educational Television Association Inc.—said it "strongly" supported the commission's proposal. "The FCC's proposal represents another significant step in the development of meaningful revenue-producing opportunities for public television entities," it said.

Another group—including the Lake Central (Ind.) School Corp., the Kansas Public Telecommunications Service Inc., and the St. Louis Regional Educational and Public Television Commission—urged the commission to give public licensees broad STV authority. "STV would help distribute the support obligation for public television service more evenly among actual users, instead of among the 10% of viewers who now choose to make a contribution," it said.

KQED Inc., licensee of noncommercial KQED-FM-TV and KQEC(TV), all San Francisco, urged the commission "to permit public television stations to institute subscription service in such a manner as the licensee determines to be most appropriate in the circumstances of its community."

Public Broadcasting of Northwest Pennsylvania, licensee of noncommercial WQLN-FM-TV Erie, Pa., said that allowing public broadcasters to offer STV without conditions would "enable public broadcasters to safeguard their noncommercial status."

The National Association of Public Television Stations said the commission should allow public stations to apply for STV authority, but asked the FCC to "make it clear" that that STV authority is only meant to allow stations to increase financial support for their traditional offerings. "By clarifying this purpose, the commission will place STV in its proper context as a supplement to public television's existing sources of revenue, not as a primary means of sustenance," NAPTSS said.

The Corporation for Public Broadcasting said that grants of STV authority needed to be consistent with the mission of public broadcasting and the policies that support the commission's decision to reserve channels for noncommercial broadcasting. "Subscription television operations must be limited so that they support public broadcasting, rather than occurring at the expense of either the quantity or quality of the noncommercial services provided to the public on reserved channels," CPB said.

Cox Communications Inc. urged the commission to "carefully" consider whether it would be feasible to preserve noncommercial broadcasting's "essential public character" while permitting STV operations. Nonetheless, Cox said, if the commission decided to open the door, it should permit STV operation only on a case-by-case basis.

The National Association of Broadcasters suggested that the commission permit public broadcasters to seek STV authority only through waivers. In considering waiver requests, the FCC should examine whether the proposed STV operation would interfere with the quality or quantity of the non-STV programming offered; whether the proposed STV operation would be likely to result in programming services that wouldn't otherwise be available, and whether the proposed STV authorization would be "consistent with operation of a television station licensed as noncommercial," NAB said.

Western Communications Research Institute Inc., filing, it said, in behalf of independent film and video producers and distributors, urged the commission to attach conditions. Public broadcasters offer-

ing STV should be obligated to present a minimum quality and quantity of standard programming and to "maintain or improve the quantity and quality of standard broadcast service currently provided," it said.

The Ohio Educational Broadcast Network Commission urged the FCC to seek a factual record upon which to base a decision. "At most, the commission might now authorize limited experimental utilization of [noncommercial] frequencies for STV broadcasting," the commission said.

The National Federation of Local Cable Programers asked the commission to limit STV programming to 25% of a station's schedule and to prohibit STV operation during prime time. The commission, the group said, also should require that revenues from STV operations be returned directly to the station, and that stations be prohibited from leasing their entire STV operations to an outside entity. "Because STV promises temporary, questionable financial rewards for noncommercial broadcasting, there is no point in risking a substantial change in its character by a hasty, overly simplistic rulemaking."

The Committee to Save KQED, a San Francisco group, opposed the commission's proposal altogether. "Such commercial activity would inevitably bring about the deterioration rather than the improvement of public broadcasting by directing the resources and energies of management away from public broadcasting's primary mission, namely the provision of programming services that offer the public an alternative to commercial program fare." □

## FCC law judge's Dakota FM grant overturned by Review Board

**It awards Fargo, N.D., station to competing applicant, citing preference for diversification**

The FCC Review Board has granted the application of Red River Broadcasting Corp. for a new FM station at Fargo, N.D., denying the competing application of Communications Properties Inc.

The board's action reverses an initial decision by Administrative Law Judge John Conlin.

In his initial decision, Conlin awarded Red River a preference for diversification, since its majority stockholder's only other media interests were small percentages of two distant cable TV operations. Communications, on the other hand, has interests in six radio stations, including KFGO(AM) Fargo.

Nonetheless, Conlin said Red River's diversification preference assumed less significance "in view of the unusually large number of broadcast services (for a community of Fargo's size) already located in the area."

Conlin said that Communications had

## In Sync

**Bird watcher.** Scientific-Atlanta Inc., has introduced new 2.8 meter antenna for receiving signals transmitted from Ku-band satellites (11.7 to 12.2 ghz), such as Anik and SBS birds. It's compatible with S-A's series 361 low-noise converter and model 6651 video receiver. New antenna will be available in March 1983. □

**Cordless converter.** Anixter Communications has begun marketing new cordless handheld remote 58-channel Hamlin convertor known as CRX-5000. Remote channel selector operates on infrared frequency and features instantaneous frequency selection and favorite-channel memory device. □

**Mind meeting.** European Broadcasting Union, as confused by presence of three incompatible small-format recording systems in marketplace as U.S. broadcasters, has set up committee to evaluate systems and recommend one for use by European broadcasters. In meantime, it has urged EBU members to refrain from investing in any format. Incompatible half-inch tape formats have been advanced by Matsushita and Sony and a quarter-inch format by Bosch Fernseh.



been preferred in four qualities considered to be indications of an ability to provide better public service needs and interests of the community—ownership integration, superior coverage, broadcast record and an auxiliary power source. "None of these preferences is considered to be decisive in itself but together they give [Communications] a clear-cut advantage in terms of providing 'the best practicable service to the public,'" Conlin said. "Since the facility at issue in this case would be the 12th broadcast station assigned to Fargo and the 16th in Fargo-Moorhead, it is concluded that quality of service is a more significant consideration than the need for an additional independent voice in the community."

Nonetheless, the Review Board, in an opinion written by Board Chairman Joseph Marino, said that while the weight of Red River's diversification preference was diminished by the existence of other media in the Fargo area, the applicant was still "entitled to a substantial preference because it would provide a new voice in the Fargo area whereas Communications would not."

"Although the choice is close, weighing these preferences, the scale tips in favor of Red River because it received a substantial preference on one of the primary comparative objectives," the Review Board said. "While Communications has been awarded a larger number of preferences, none of them is substantial, and their combined weight under the best practicable service heading does not equal the substantial preference accorded Red River for diversification."

Red River's 97% stockholder, president treasurer and director is F. Gordon Fuqua. Owner of the remaining 3%, vice president, secretary and director is Herbert R. Hunt. It has no other media interests, but Fuqua, at the time of the initial decision, owned 2.5% of Cable One, a cable company serving Trenton and Ewing, N.J., and 5% of AREA Communications Inc., a cable company in Jacksonville, Fla.

Communication's officers are Philip T. Kelly, president, treasurer and director; Richard C. Voight, vice president and director; Harold Gellman, director, and M.D. Price Jr., secretary. Kelly owns 61.7% of the voting stock, and Voight owns 38.3%.

Communications owns stations KFGO(AM) Fargo, N.D.; KATE(AM)-KCPI-FM Albert Lea, Minn.; WDBQ(AM)-KIWI(FM) Dubuque, Iowa; and WNFL(AM) Green Bay, Wis. □

## Canada charges Amway with import fraud

Amway Corp., along with its ownership of the Mutual Broadcasting System, is one of the largest companies selling products through home sales. For years, it has been embroiled in a controversy with the Canadian government over duties paid on products imported into Canada. Last week, the government toughened its position by bringing criminal charges of fraud

against the company and four top executives.

Inspector Philip Murray of the Royal Canadian Mounted Police said Amway had defrauded the government of more than \$28 million by underpaying customs duties over a 15-year period beginning in 1965. The charges are the result of an investigation begun in May 1979. They follow a series of civil suits filed by the government against Amway.

An Amway spokesman, Jack Wilkie, said that Amway officials "deny the charges and say the company owes the Canadian government no money." He also described the government's action as "incredible," coming when Amway is "negotiating in very good faith with Canadian customs officials in a civil matter." The charges, he said, "complicate the negotiations, which have been going on for 17 years. It is just mind-boggling."

Murray said the two issues are unrelated. The civil suit "is between Revenue Canada and Amway. This is dealing with the criminal fraud aspects," he said. Revenue Canada is Canada's equivalent of the U.S. Internal Revenue Service.

The four officials named in the indictment—and who face prison sentences of up to 10 years if convicted—are Jay Van Andel, the chairman; Richard DeVos, the president; C. Dale Discher, vice president of investments, and William J. Halliday, executive vice president of corporate services.

Revenue Canada's actions against Am-

way involve a series of suits filed over the past two years seeking \$147.8 million from Amway in a dispute over its imports. In another related matter, Amway is contending in court that Canadian authorities in 1980 overvalued a smaller amount of imported items. □

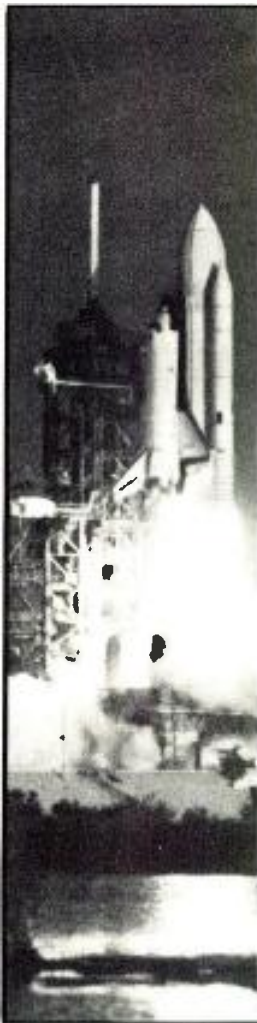
## Producers may sue distributors for 'block-booking,' says appeals court

**In reversal of district court decision, U.S. appeals court says producers have right to sue on antitrust grounds**

The U.S. Court of Appeals for the Ninth Circuit says that motion picture and television producers are among those entitled to file antitrust suits against distributors who "block-book" their films and programs. Producers say the practice costs them money.

The appeals court's ruling overturned a decision of a district court that only competitors of the distributors or possibly consumers of the products involved can sue. The appeals court said that decision was "too narrow."

Producers contend that distributors who require a station to purchase a package of



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programs in order to acquire one or two it wants are able to transfer sales proceeds from desirable programs to less attractive ones in which they have a greater financial interest. Thus, producers say, the distributors are able to enrich themselves at the producers' expense.

The practice is illegal under the antitrust laws. And the appeals court held that the producers' "standing" to sue is based on language in the Clayton Act asserting that "any person who shall be injured...by reason of anything forbidden in the antitrust laws may sue therefore" and shall recover triple damages.

The appeals court acted in a case brought by the producer of *Bonanza* and

*The High Chaparral*, which ran for years on NBC and are now in world-wide syndication. The defendants include NBC; National Telefilm Associates Inc., the syndication firm, and Tele-Communications Inc., a cable television company that owns a majority of NTA. At the time of the alleged offense, NTA was under the control of the president of one of NBC's affiliates, KUTV(TV) Salt Lake City.

David Dortort, creator and producer of both *Bonanza* and *High Chaparral*, contends the defendants, eight in all, block-booked the two series throughout the 1970's and is seeking more than \$50 million in damages. The suit is expected to go to trial next year. □

## Rivera says FCC should examine lack of programs for children

**Commissioner tells lawyers there is 'benign neglect'; chastizes broadcasters for not supporting deregulation**

Broadcasters haven't been paying enough attention to the needs of children, FCC Commissioner Henry Rivera said last week. As a result, the commission should "renew its interest" in children's television, Rivera told the Albuquerque (N.M.) Bar Association.

"Children are our foremost natural resource," Rivera said. "And yet there is virtually no programming on television designed to meet the special needs of this important segment. In economic terms, the reason for this situation is fairly obvious. Children do not exert much purchasing power as a distinct group. It is simply more lucrative for broadcasters to air other programming for which there is substantial advertiser support."

"From a financial standpoint, I cannot blame them," Rivera said. "But as a regulator entrusted with guarding the public interest, I think we must examine and address the benign, almost embarrassing neglect of this vital part of the viewing audience. To me, providing for the needs of our children is as fundamental as the FCC's obligation to insure that there is spectrum to meet the communications needs of fire, police and other safety-related services.

"The sad shape children's television is in today serves to remind me that although reliance on market forces is normally preferable to regulation, blind, unthinking or rhetorical reliance on the marketplace is an abdication of our duty to the public under the Communications Act," Rivera said.

Rivera also noted that he had been surprised by the "lukewarm" reaction of some industry members to deregulation.

"As much as broadcasters may have complained about the intricate web of FCC rules governing them, not all welcome deregulation with unbridled

enthusiasm," Rivera said. "Frankly, I am almost shocked that broadcasters have not rallied around the deregulatory marketplace flag more than they have. But in a sense, the FCC's historic relationship with that industry was a little like an old shoe—nothing to brag about publicly, but privately very comfortable. Many of the rules may have been purely ritualistic, but at least they were familiar," Rivera said.

"Some of the industry's hesitation may also be due to the fact that as the FCC sweeps its rulebooks clean, it will inevitably be eliminating rules and policies that were used to thwart competition in the past," Rivera said. □

## NAB's Fritts writes to Senate on Cuban interference

**Association president lobbies for financial compensation to stations with interference**

National Association of Broadcasters President Edward Fritts last week asked Senate members to support a change in the Radio Marti authorization bill that would grant mandatory financial compensation to U.S. broadcasters suffering from Cuban radio interference.

"In the Radio Marti authorization bill now pending before the U.S. Senate, there is a provision intended to provide financial help to U.S. broadcasters for expenses incurred in mitigating the effects of Cuban interference. The bill gives discretionary authority to the FCC to direct government reimbursement to affected broadcasters," Fritts wrote. But he said that the NAB is asking the Senate to "support a change in the current provision to make such compensation mandatory."

He argued that it is appropriate to include such a measure in the bill "since the relationship between Cuban interference and the establishment of the station is becoming increasingly clear."

"On Aug. 30, at least 22 U.S. stations on five frequencies were the victims of jamming generated by Voice of Cuba broadcasts on U.S. AM frequencies. Cuba stated that its actions were in retaliation to the Radio Marti proposal," Fritts said.

## Geller suggests new category of cable channels

**Former NTIA head asks FCC to set up number of channels over which operator would have limited control, with no EEO, fairness and libel responsibility**

To promote a diversity of sources of information for the public, the FCC should launch a rulemaking aimed at creating a group of cable TV channels whose programming wouldn't be controlled by cable operators, according to Henry Geller, former head of National Telecommunications and Information Administration.

In a petition for rulemaking filed at the FCC last week, Geller also said the commission should make clear that equal opportunity obligations, the fairness doctrine and libel actions wouldn't apply to the cable operators for those channels.

Under Geller's proposal, operators of systems with 30 or more channels would have the right to control the content of programs on a "significant" number of channels—he suggested from six to 12 of these "cablecasting origination channels." And those channels would be fully subject to equal opportunities and fairness doctrine obligations.

But the cable operator wouldn't control the content of programs on the other channels—the "only overall control" channels—even though he would retain other sorts of control including the right to decide who would use those channels and how much they would cost.

Geller contended that the commission could—and should—make clear that equal opportunity obligations wouldn't be applied to the cable operator for these channels, since the cable operator wouldn't control the individual programs.

Although the programmer itself would be subject to libel and slander actions, it wouldn't be subject to equal opportunities obligations, since, according to Geller, the programmer is beyond the reach of that law. And since the cable operator wouldn't be responsible for the programming, he would be "immunized" from libel or slander suits himself, Geller said.

This OOC (for "only overall control") approach to cable regulation wouldn't interfere with a cable operator's ability to succeed in the major markets, Geller said. "It does interfere with the operators' right to root out (or try to) all 'R' movies—a purpose asserted by one operator," Geller said. "It is one thing for a TV station to be the editor on one channel—or the cable operator on several—and to eliminate material judged to be in poor taste. It is quite another thing for one entity to have such power over 119 channels. It is one thing for a cable operator to control the content of one or two videotext or information-based channels, and another thing to have control over all videotext or information bases transmitted on the system," Geller said. □



## CTAM's marketer

**Track day session features  
Atlanta consultant's five  
steps toward selling success**

The Cable Television Administration and Marketing Society, differing from previous formats, brought in an outsider to discuss cable marketing for its track day session held last Tuesday between the NCTA programming conference and the Western Cable Show. Track days in the past have consisted of concurrent panels where cable marketers would give the same speeches on what worked for them. This time CTAM decided to bring in some fresh blood, in the form of Jerry Gardner of the Atlanta-based marketing consulting firm of C.A. Gardner & Associates.

Gardner spent the day running through the development of the marketing plan. The key elements in marketing are to focus on the consumer, integrate the sales functions and make a profit. Gardner was quick to add, however, that focusing on the consumer's needs was paramount. If that step was done correctly, he said, profits would flow easily. U.S. industry has been criticized for being too bottom-line oriented, Gardner said, and he repeated a theme raised at CTAM's July meeting in Chicago—that customer service can't be measured on the bottom line.

Gardner went into a brief history of marketing. The first step, production, came during the Industrial Revolution in the 1860's. Selling didn't come into vogue until 1900. Marketing, or as Gardner defined it, the identification and fulfillment of customer needs, didn't come

**The search for truth.** "Basically, we should use substantiation to police the market for information, thereby assuring that it functions more efficiently. Particularly when determining the truth of a claim is difficult, consumers value an advertiser's assurances that testing has been conducted or that other evidence indicates that the product possesses a certain feature. Although strong market incentives exist to provide the information that consumers desire, firms sometimes benefit from misleading consumers about the amount of evidence supporting an advertised product feature, just as firms sometimes benefit from deceiving consumers about the characteristics of their products," said a 33-page memo to Federal Trade Commission Chairman James Miller from the director of the commission's Bureau of Consumer Protection, Timothy J. Muris. Miller has expressed an interest in reviewing the agency's ad substantiation policies and is proposing to publish a Federal Register notice soliciting public comments on the policy.

about until the 1950's. The next breakthrough Gardner could not predict, though he indicated it may be societal marketing, marketing to the needs of today's consumer and future societies.

Gardner cited many external factors beyond the control of cable marketers: competition, consumer disposable income, economics and technology. But marketers can fight the uncontrollables by utilizing the four p's: product, price, promotion and place.

Gardner then proceeded to the heart of his lecture: the development of the marketing plan. In a theoretical framework he told cable operators to follow five steps. Undertake a situation analysis. Then set realistic but challenging objectives. Develop strategies to meet those objections. To put those strategies to work, an action plan must be implemented to instruct marketers how to carry out the plan. The final step was to compare the effort to the original plan. This enables midcourse corrections, Gardner said.

Whether CTAM's attempt to bring in an outsider's view was a success was unclear. The all-day session drew about 75 people

and an informal discussion at lunch provided mixed reviews. While some thought the information to be valuable, others said a quicker pace or the use of case studies would improve CTAM presentations. To that end, CTAM is thinking about providing both the lecture/panel session format (lecture in the morning, panel sessions in the afternoon) for the next scheduled track day during the Texas Cable Show in February. One point of near-unanimous agreement was that eight or 10 regional meetings a year would be more cost-efficient than national gatherings. □

**Dollar signs.** Political spending on TV and radio for the just-completed 1982 elections appears to have more than doubled that spent in the 1980 presidential race. Exact figures are difficult to obtain, in part because sensitive issues often surround political advertising and because stations are reluctant to reveal revenue figures to competitors, but TV sales managers contacted in a number of markets last week said they were "surprised" and even "shocked" at the election season boom in advertising.

Spending levels varied widely from markets where hotly contested races were waged, such as Detroit, where woiv-tv General Sales Manager Duane Kell said 1982 spending tripled that of the last off-year election, and markets where issues and races were relatively quiet. In Portland, Ore., where races were more hotly contested in 1980 than they were this year, spending was up about 10% to 15%, according to Mike Gehring, general sales manager, kgw-tv. In Phoenix, where issues and races were also hotter in 1980 than this year, spending was up 230%, according to Mike Schweitzer, general sales manager, ktvk-tv, who said there was less spending this year than in 1980 by national political action committees and more by individual candidates.

In New York, where one of the nation's most hotly contested races took place, total political spending for October alone has been estimated at \$5 million for the market as a whole. There the political windfall should substantially boost TV revenues for the year, according to Robert Fennimore, general manager, wor-tv, who found the level of spending this year "staggering."

For the nation as a whole, political spending in spot TV has been estimated at more than \$70 million by a leading rep firm, which noted volume was "considerably above that of 1978." In spot radio, McGavren Guild has estimated spending totaled \$11 million, a figure that dwarfs the slightly more than \$5 million spent in 1978.

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## CBS-TV affiliates throw support to repeal of financial-interest rules

### Action, taken at board meeting, calls FCC rules 'unnecessary' in light of prime time access

The television networks picked up some crucial support last week in their battle for repeal of the FCC's network syndication and financial-interest rules: The board of directors of the CBS Television Network Affiliates Association unanimously endorsed repeal.

The decision was conveyed to CBS officials in a letter leaving no doubt that it hinges on an FCC rule that affiliates definitely don't want repealed—the prime time access rule. With PTAR in place, the letter said, the FCC's ban on network participation in domestic syndication and program ownership is "unnecessary and counterproductive."

James G. Babb Jr. of Jefferson-Pilot Broadcasting, chairman of the affiliates board, disclosed the board's decision in a letter to Gene F. Jankowski, president of the CBS/Broadcast Group, at the outset of the board's meeting with CBS officials at La Quinta, Calif. Text of the letter was distributed by CBS to all CBS-TV affiliates.

"The action of the board was taken following a poll of the full membership [of the CBS affiliates association]," Babb wrote. "Although the affiliates were not unanimous in their views, a significant majority expressed clear support for rescinding the rules.

"We believe it is important to reaffirm that this support comes in view of the effectiveness of the prime time access rule in developing diversity of program sources and programing options for video outlets. The programing and syndication industries have clearly become more vigorous and viable as a result of PTAR. Accordingly, the financial-interest and syndication rules are now unnecessary and counterproductive.

"As joint venturers with the network, the affiliates are intimately concerned with the long-term vitality and quality of network programing. In this instance, the rules impose across-the-board costs and constraints, which in our view needlessly inhibit the network's competitive capabilities. For local television stations and the networks to be able fully and freely to compete in the open market is decidedly in the public interest."

Babb said afterward that the board's poll brought written or in some cases oral responses from approximately 80% of CBS-TV affiliates and that "over two-

thirds" of those favored CBS's efforts for repeal of the rules.

He said there was no present plan for the board to make a formal filing in the FCC proceeding in which repeal is being considered. "I imagine the commission will hear about the position we've taken," he said, but he did not rule out the possibility that a formal filing may be considered later.

The board's vote was seen as a clear win for the networks in their ongoing battle with the Committee for Prudent Deregulation and others opposing repeal of the rules. It helped to balance the negative position taken, most recently, by the Association of National Advertisers' television committee. That committee recommended opposition to repeal, but the ANA's official position isn't to be decided until January (BROADCASTING, Nov. 15).

Going into last week's meeting, the CBS board had been expected to favor repeal if

it took any position at all ("Closed Circuit," Nov. 15). The NBC and ABC affiliate boards are currently canvassing their own affiliates, trying to decide what position, if any, they should take. Whether either group, or both, would follow the CBS affiliates' lead was far from clear, though the CBS board's action did seem likely to make a pro-repeal position easier for them to make and an antirepeal position harder.

The board's stand, decided in a closed meeting before the opening of sessions with CBS officials, dominated news out of La Quinta last week, but officials said many other topics were covered in the three days that followed. Board Chairman Babb offered a quick summary: "It's a very positive meeting. We have a strong feeling that [CBS-TV has] secured prime time leadership; daytime is improving, and we're looking for a strong turnaround on Saturday mornings in the first and second quarters next year." □

## Severino comes to the defense of broadcast television

### He claims that 'only national medium' deserves more respect

John C. Severino, president of ABC Television, told those attending a meeting of the Broadcasting Advertising Club in Chicago last week that "it's a time to stop underrating the performance of the three television networks . . . to stop undervaluing their positive contributions."

Network television "is our only truly national medium," he said, "a medium with such enormous reach that it has assumed a unique place in our lives."

While Americans have "never quite been comfortable" with the impact that television has had on their lives, Severino urged viewers to accept the positive contributions that television has made. "It's time to make our peace with the medium . . . to recognize the good the medium does."

Acknowledging that there are now more programing alternatives to the three broadcast networks than ever before, Severino said it did not go follow that the end of the television network reign was near at hand. "Competition can be an incentive for us to be more imaginative and

to improve our performance," he said. "We will compete for viewers by providing the kind of news and entertainment programs that will attract the audience."

Although cable-advertising revenues are growing rapidly, Severino said that in 1981 they equalled less than two-tenths of 1% of the broadcast television revenues. He also projected that in 1990 advertising sales for basic cable would equal 7% of broadcast TV revenues, while pay-cable sales would amount to 14% of over-the-air sales.

"What cable tells us," said Severino, "is that we are going to leave the era of the single mass market. There will still be a market. But for advertisers and network broadcasters, it may look quite different. It may well be the market in which concepts are sold as often as products."

And network television will reach the mass market of the future, as it does today, said Severino. "Even if you take the most pessimistic forecasts of the three-network share of American Households in 1990, network broadcasting will still reach more people every day than it does in 1982. And it will continue to do so more efficiently than any other medium." □



# The bidders in Baltimore

## It's a local group and an MSO in the battle for 300,000 homes

The contest to win the 300,000-home Baltimore cable franchise is under way between two applicants who submitted their bids last week: Caltech Cablevision of Baltimore City Inc., a local group that operates the 73,000 subscriber cable system in surrounding Baltimore county, and Cox Cable PortVision Baltimore City, a partnership of the fourth largest MSO and a group of local investors. Both applicants propose 100-plus channel systems with potential addressable and interactive services. Both applicants also show substantial local minority ownership.

Caltech proposed a monthly rate of \$5.95 for its 35 channel basic service, while Cox proposed \$6.95 for 51 channels. The Cox basic service proposal includes 23 public access channels and four satellite service channels. Cox said its institutional loop, called Compline, will pass about 1,000 businesses and government institutions with a 174 mile network and provide 25 upstream and 25 downstream channels for "program origination, videoconferencing, data transfer, telemetry and energy management." Caltech said that two years after its franchise grant it would provide access to national teleconferencing and other services.

Expanded basic services are the second tier of services each applicant proposes, with Caltech weighing in at \$7.50 for 81 channels and Cox at \$11.95 for 74 channels. Expanded basic services are to include the superstations, CNN, ESPN, and satellite cable networks like HBO, USA Network, Nickelodeon, Home Theater Network and other premium services.

Studios for public access are also proposed, with Caltech offering one studio and two mobile vans and Cox offering three studios and three mobile vans. Cox also is tossing in a mobile ENG van for use by Baltimore city agencies. Caltech will set aside about 20% of its residential and institutional network channel capacity for public access. Beginning in the fourth year, Caltech will grant \$200,000 annually for support of public access channels and, profit permitting, that amount will increase to \$300,000 annually. In its summary, Cox said it will donate \$3.25 million for public access and local origination equipment, and another \$2.1 million in grants to support community programming. Both will provide free training in video and studio equipment.

Caltech according to its summary, is 60% owned by Calvert Telecommunications Corp., and 20% each by two minority-owned companies, Community Communications of Baltimore and Baltimore Electronics Cablevision. CCB is headed by Lester L. Green, president, who also is chairman of Community Communications System Inc., a satellite master antenna television system serving Cold-spring New Town, a Baltimore city townhouse development. Green also will

be the general manager of Caltech's Baltimore City franchise. BEC is headed by Robert Douglas, who also is president of Baltimore Electronics Inc., a firm specializing in training and employing "hard core" unemployables. Caltech of Baltimore will also make a public offering of its stock to Baltimore minorities; if it is not fully subscribed, then the offer will be tendered to local and then state residents. Caltech said the company has designed its stock proposal to ensure that at least 25% of its shares will be minority owned.

The Cox application is a partnership owned two-thirds by Cox Cable Baltimore Inc. and one-third by PortVision Communications. PortVision is a local minority-owned firm of 38 stockholders, including Dorothy Brunson, owner of WEBB(AM) Baltimore; Henry Parks and Raymond Haysbert, executives Baltimore-based Park Sausages, and John Murphy, chairman of the Afro American Newspapers. Cox Cable Baltimore is owned 95% by Cox Cable Communications, Atlanta, and 5% by local investors, including Washington attorney and Baltimore Orioles owner Edward Bennett Williams; Ted Venetoulis, former Baltimore county executive, and chief executives from Crown Central and the Rouse Co., the latter a Baltimore-based real estate developer.

The mayor of Baltimore, Donald Schaefer, has appointed the city's former purchasing agent, Stanley Zemansky, to head the citizens committee charged with reviewing the bids and making a recommendation to the Baltimore City Board of Estimates next February. □

## Paley renews call for First Amendment equality with print

**CBS Chairman says fairness, equal time, political access do not serve public interest**

"It is indeed time for Congress to place the print and broadcast media on the same footing," said William S. Paley, chairman of CBS Inc., at a dinner gathering of the

Council of Churches of the City of New York last week. "This means, among other things, eliminating the provisions for equal time, the fairness doctrine and the criteria for access."

Paley was the recipient of the church group's 1982 Family of Man Award, presented to him by former Secretary of State Henry Kissinger. Also receiving awards at



Paley

the dinner last Tuesday night were Patricia Harris, former secretary of Health and Human Services (the human relations award) and Rabbi Arthur Schneier (clergyman of the year award).

Noting the lead time it usually takes to repeal laws in place, Paley called on Congress to suspend the political broadcasting laws in time for the 1984 elections.

"Judged by the intent of these regulations," he said, "they have achieved the opposite result. The broadcasting of diverse public and political programming has been diminished because of them. If these three restrictions were eliminated, I have no doubt that broadcasting would produce a greater abundance of diverse and informative programming."

Paley noted that current rules require broadcasters to sell time to presidential candidates as soon as they formally announce, even though there has been an "alarming tendency" to make that move as much as 18 months before the general election. "It matters not how serious the candidacy," he said. "It matters not how many candidates exist or that there is a very real possibility that they will disrupt and consume too much programming time. It matters not that we cannot influence or edit the material candidates submit. It does not even seem to matter whether such results serve the public interest." □

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# Changing Hands

## PROPOSED

**WLVI-TV Cambridge (Boston), Mass.** □ Sold by Field Enterprises Inc. to Gannett Co. for \$47 million ("Closed Circuit," Nov. 15). **Seller** is Chicago-based publisher of *Chicago Sun-Times* and group owner of five TV's, all independents. Field, which last summer announced it would sell all its TV's, has reached agreements to sell, subject to FCC approval, WFLD-TV Chicago to Metromedia for \$136 million (BROADCASTING, Aug. 20) and KBHK-TV San Francisco to United Television for \$23 million (BROADCASTING, Nov. 15). Field also owns Field Newspaper Syndicate, cable TV system in southern California, and STV and electronic publishing joint ventures. Don Curran is president of Field broadcast group. **Buyer** is Rochester, N.Y.-based newspaper publisher and group owner of six AM's, seven FM's and seven TV's. It also bought, subject to FCC approval, KRON-TV San Francisco for \$100 million plus swap of KOCO-TV Oklahoma City (BROADCASTING, Oct. 4) and WTCN-TV Minneapolis for \$75 million (BROADCASTING, Aug. 20). Gannett also is selling KARK-TV Little Rock, Ark., to

local group for about \$25 million. Allan Neuharth is chairman. Alvin Flanagan is president of Gannett Broadcasting. Gannett will have to spin off one of its two U's to comply with FCC multiple ownership rules. WLVI-TV is independent on channel 56 with 1,660 kw visual, 166 kw aural, and antenna 1,186 feet above average terrain.

**WOTV(TV) Grand Rapids, Mich.** □ Sold by Time Inc. to LIN Broadcasting Corp. for \$32 million ("In Brief," Nov. 15). **Seller** is publicly traded, New York-based publisher of *Time* and other magazines, owns American Television & Communications, MSO with 122 cable systems and franchises in 33 states serving more than two million basic and 1.8 million pay subscribers, and Home Box Office, among other properties. Jerry Levin is group vice president in charge of video. **Buyer** is publicly traded New York-based group owner of five AM's, five FM's and four TV's. Donald Pels is chairman and president. WOTV is NBC affiliate on channel 8 with 282 kw visual, 56.2 kw aural and antenna 970 feet above average terrain.

**WLIX-TV Onondaga, Mich.** □ Sold by Fig-

gie Communications to Adams TV of Lansing Inc. for \$20.5 million. **Seller** is subsidiary of Figgie International Inc., publicly traded, Willoughby, Ohio-based company with interests in recreation and safety equipment which bought WLIX-TV four years ago for \$12 million (BROADCASTING, Oct. 23, 1978). Harry E. Figgie Jr. is chairman and 6.52% owner. He has no other broadcast interests. **Buyer** is principally owned by Stephen Adams, who is principal in KIVA-TV Farmington, N.M., and KKCS-AM-FM Colorado Springs. He also is part of group that bought WGTU(TV) Traverse City and its satellite, WGTQ(TV) Sault St. Marie, both Michigan, for \$1.8 million (BROADCASTING, June 14). Adams also is former part owner of KTYL-AM-FM Tyler, Tex., which was recently sold for \$1.6 million (BROADCASTING, Oct. 25). WLIX-TV is NBC affiliate on channel 10 with 309 kw visual, 61.7 kw aural, and antenna 970 feet above average terrain.

**WWVA(AM)-WCPI(FM) Wheeling, W. Va.** □ Sold by Columbia Pictures Radio Stations Inc. to Wheeling Broadcasting Inc. for \$8.8 million. **Seller** is subsidiary of Coca-Cola Co., which merged with Columbia Pictures Industries earlier this year (BROADCASTING, April 5) and also sold, subject to FCC approval, KCPX-AM-FM Salt Lake City to same buyer (see below). **Buyer** is owned by John Price and family, who own KROW(AM) Reno and KKR(D)FM Wichita, Kan. They also bought, subject to FCC approval, KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno for total of \$4.5 million. (BROADCASTING, May 24). They are spinning off KOH for \$950,000 (BROADCASTING, Oct. 11). WWVA is on 1170 khz with 50 kw full time. WCPI is on 98.7 mhz with 50 kw and antenna 390 feet above average terrain.

**KCPX-AM-FM Salt Lake City** □ Sold by Columbia Pictures Industries to Crossroads Broadcasting Inc. for \$2.95 million. **Seller** also is selling WWVA(AM)-WCPI(FM) Wheeling, W. Va., to same buyer (see above). **Buyer** is owned by John Price and family. KCPX is on 1320 khz with 5 kw full time. KCPX-FM is on 98.7 mhz with 27 kw and antenna 2,930 feet above average terrain.

**KBWD(AM)-KOXE(FM) Brownwood, Tex.** □ Sold by Brown County Broadcasting Co. to Ultimate Radio Corp. for \$1.4 million. **Seller** is owned by William Jamar Jr. (51%) and wife, Jane (49%), who own KBIL(FM) San Angelo, and are part owners of KSNY-AM-FM Snyder, both Texas. **Buyer** is owned by Lawrence Ludka and wife, Susan (50% each). Lawrence Ludka is Brownsville, Tex., attorney. Susan Ludka owns 10% of CP for new TV at Tyler, Tex. KBWD is on 1380 khz with 1 kw day, 500 w night. KOXE is on 101.5 mhz with 100 kw and antenna 490 feet above average terrain.

**KFAT(FM) Gilroy, Calif.** □ Sold by KFAT-Levin Radio Inc. to Western Cities Broadcasting Inc. for \$900,000. **Seller** is owned by estate of Harvey Levin, which also owns KUIC(FM) Vacaville, Calif. William

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Horwich is executor. **Buyer** is owned by Peer Pedersen and Howard C. Warren (30% each), Richard C. Phalen (21.23%) and brother, William R. Phalen (18.77%). They own KMJJ(AM) North Las Vegas and KLUC(FM) Las Vegas; KZZP-AM-FM Mesa, and KNST(AM)-KRQQ(FM) Tucson, all Arizona. KFAT is on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

**WDVH(AM) Gainesville, Fla.** □ Sold by Ray L. Danner to Larry Edwards for \$710,000. **Seller** has no other broadcast interests. **Buyer** is general manager and 10% owner of WDVH. WDVH is 5 kw daytimer on 980 khz.

**WYVE(AM) Wytheville, Va.** □ Sold by WYVE Radio Inc. to April Inc. for \$500,000 plus \$35,000 for assumption of liabilities and \$100,000 for consultancy and noncompete agreement. **Seller** is principally owned by Arthur Gates, who has no other broadcast interests. **Buyer** is subsidiary of Mountain Security Savings and Loan Association, owned by 175 stockholders. P. Wesley Hambrick Jr. is president. WYVE is 2.5 kw daytimer on 1280 khz.

**KFST(AM)-KPJH(FM) Fort Stockton, Tex.** □ Sold by KFST Inc. to George A. Day and Roy E. Parker for \$550,000. **Seller** is principally owned by James E. Hawkins, president. He also owns 10% each of KVL(FM) Alpine, KULM(FM) Columbus and KIILB(AM)-KMRB(FM) Burnet, all Texas. **Buyers** own KIUN(AM)-KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Frederick, Okla. Parker also owns 60% of KCOM-AM-FM Comanche, Tex. KFST is 250 w daytimer on 860 khz. KPJH is on 94.3 mhz with 3 kw and antenna 235 feet above average terrain.

**WBKB-TV Alpena, Mich.** □ Fifty-one percent sold to Stephen A. Marks for \$500,000. **Seller** is group of 21 stockholders headed by Frederick T. Johnston, president and 14% owner. **Buyer** is consultant with WONN(AM) Lakeland and WPCV(FM) Winterhaven, both Florida, and has no other broadcast interests. WBKB-TV is CBS affiliate on channel 11 with 316 kw visual, 63.2 kw aural, and antenna 665 feet above average terrain.

**KRKY(FM) Castle Rock, Colo.** □ Sold by Douglas County Broadcasting Service Inc. to Baker Broadcasting Inc. for \$445,000. **Seller** is principally owned by Richard L. Vandenberg, who has no other broadcast interests. **Buyer** is principally owned by James Baker and family. Baker is loan officer with Los Angeles financial institution and has no other broadcast interests. KRKY is on 92.1 mhz with 3 kw and antenna 299 feet above average terrain.

**KSTR(AM) Grand Junction, Colo.** □ Sold by Limcom Partners Inc. to Media Financial Corp. for \$400,000. **Seller** is partnership of nine stockholders, none of whom have other broadcast interests. **Buyer** is

owned by Marshall Hambric, president, and 11 others. Hambric is president and 40% owner of KOOO(AM)-KESY(FM) Omaha, which has been sold, subject to FCC approval, for \$3 million (BROADCASTING, Nov. 1). KSTR is 5 kw daytimer on 620 khz.

**WRNW(FM) Briar Cliff Manor, N.Y.** □ Sold by WRNW Inc. to FM 107 Stereo Inc. for \$400,000. **Seller** is owned by Fred A. Schreier, who has no other broadcast interests. **Buyer** is owned by Michael E. Schwartz and Donald L. Wilks (50% each), who own WIXY(AM) Easy Longmeadow and WAQY(FM) Springfield, both Massachusetts, and WKRZ-AM-FM Wilkes Barre, Pa. They also each own 37.5% of WKZE-AM-FM Orleans, Mass., and 35% each of applicant for new TV at Middletown, Conn. WRNW is on 107.1 mhz with 2.45 kw and antenna 330 feet above average terrain.

**WAAC(AM) Terre Haute, Ind.** □ Sold by Marchild Inc. to The Oak Ridge Boys Broadcasting Corp. for \$300,000. **Seller** is owned by Martha Foulkes, who has no other broadcast interests. **Buyer** is owned by William Golden, Duane Allen (30% each), Richard Sterban and Joseph Bonsall (20% each), who are The Oak Ridge Boys, Hendersonville, Tenn.-based popular music performing group and owners of co-located WPCR(FM), which they bought earlier this year for \$577,500 (BROADCASTING, July 5). WAAC is 500 w daytimer on 1300 khz.

**KMSR(FM) Sauk City, Minn.** □ Sold by Country Broadcasting Inc. to Garamella Broadcasting Co. for \$250,000. **Seller** is owned by Melvin E. Paradis and Eugene G. Randolph (50% each), who each also own 50% of KLGR(FM) Redwood Falls, Minn. **Buyer** is owned by Joseph J. Garamella and son, Todd Garamella. Joseph Garamella is Hopkins, Minn., physician. They also bought, subject to FCC approval, KBMO-AM-FM Benson, Minn. (see "For the Record," page 71). KMSR is on 94.3 mhz, with 3 kw, and antenna 585 feet above average terrain. *Broker: Blackburn & Co.*

□ Other proposed station sales include: WEIS(AM) Centre, Ala.; KARZ(AM) Phoenix (BROADCASTING, Nov. 8); KUBA(AM)-KXEZ(FM) Yuba City, Calif.; KYUC(FM) [CP] Yucca Valley, Calif.; WJOE(AM)-WGCU(FM) Port St. Joe, Fla.; WIZY-AM-FM (BROADCASTING, Nov. 1); WSOJ(FM) Jesup, Ga.; KASM(AM) Albany, Minn.; KBMO-AM-FM Benson, Minn.; KLSM(AM) Springfield, Mo.; WMID(AM) Atlantic City and WGRF(FM) Pleasantville, N.J. (BROADCASTING, Oct. 4); WKAK(TV) (CP) Syracuse, N.Y.; WGGF(TV) (CP) Lebanon, Pa.; KPEP(FM) Gatesville, Tex.; KRSC(AM) Othello, Wash.; WRJQ(AM) (CP) Clintonville, Wis.; and WCQL(AM) Pewaukee, Wis. (see "For the Record," page 71).

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**WHTT(AM) Miami** □ Sold by Metroplex

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Communications to Herbert Levin, Julio Rumbaut and Eduardo Caballero for \$2.2 million. **Seller** is Cleveland-based group of two AM's and four FM's owned by Norman Wain and Robert Weiss, who bought WHTT in 1979 for \$1.54 million plus \$200,000 for noncompete agreement (BROADCASTING, Feb. 26, 1979). **Buyer** Levin is vice president and general manager of WQBA-AM-FM Miami, where Rum-

baut is station manager. Caballero owns KNEZ(AM) Lompoc, Calif., and is president of Caballero Spanish Media Inc., New York-based representative firm. WHTT is on 1260 khz with 5 kw full time.

**KBCN(FM) Anchorage**  Sold by Alaska Continental Inc. to Pacific Rim Broadcasters Inc. for \$775,000. **Seller** is owned by Jerry Nichols, Bret Allard and Jack

Gwaltney (25.9% each) and Robert Palmer and David Olson (11.1% each). Olson owns 10% of applicant for new TV at Anchorage but rest have no other broadcast interests. **Buyer** is owned by Howard Trickey, president, and seven others. Trickey owns 50% of KVOK(AM) Kodiak, Alaska, and is applicant for new FM at Kodiak. KBCN is on 100.5 mhz with 25 kw and antenna 178 feet.



## Embassy seeking partners for joint ventures

**Television unit plans to expand its production and distribution activities by working with independents, says newly named Embassy President Lieberthal**

According to the newly promoted president of Embassy Telecommunications, Gary Lieberthal, the fast-growing independent production company is "in the process of becoming a major studio" and Lieberthal's new duties are a reflection of that move.

Lieberthal, who also has the title of vice president, Embassy Communications, told BROADCASTING the company plans to take a "firmer and more aggressive" posture in all aspects of the entertainment industry, including theatrical films, broadcast television, cable television and syndication.

Lieberthal's recent promotion from his previous post as senior vice president for syndication expands his responsibility to include worldwide television sales and distribution of product produced either by Embassy Television and Embassy Pictures or acquired from others. The appointment is the latest step in Embassy Communications' reorganization and expansion program, which has included relocation from the Metromedia production lot in Los Angeles to Universal Studios following the Tandem/T.A.T. takeover of Avco/Embassy late last year. (Tandem/T.A.T. Productions was renamed Embassy Television shortly after the acquisition of Avco/Embassy Film Co.)

According to Lieberthal, the television unit is actively seeking independent producers and distributors interested in joint ventures with Embassy. In the past, he noted, the company has almost exclusively produced and distributed its own product. Embassy's plate has been full, he pointed out, with its current schedule of eight half-hour situation comedies.

"We are taking a hard look at the way we've been distributing feature films," Lieberthal said. No specific changes are contemplated immediately, he continued, adding that Embassy Pictures is seeking

outside features to distribute along with films made in-house.

Other venues being expanded include first-run syndication, which would also include productions from outside the company. Lieberthal said Embassy is developing at least one series for first-run distribution on pay TV and is involved in other projects for cable. Low-power television, he said, "is another new programming marketplace we want to develop and ex-

plot" as Embassy broadens horizons.

On network television, Embassy is seeking to broaden its image with stepped-up production of children's shows, movies-for-television, and other programs that are "broader in both content and format" than the company's traditional comedy fare.

"The welcome sign is out for independent producers and production companies at Embassy," Lieberthal concluded.

## AP announces 1983 rate hike

**Wire service will charge subscribers additional 9.5%**

The Associated Press plans to assess its members an extra 9.5% of their annual dues in 1983 to cover operating expenses and help finance the purchase of new equipment (BROADCASTING, Nov. 15). The assessment, which company officials say is in line with annual assessments over the past 10 years, is the first to include a percentage, 3.1%, for capitalization, a circumstance made necessary by the AP's lenders to allow the organization to increase its present indebtedness. Past annual assessments have gone only toward covering operating expenses.

Glen Serafin, deputy director of AP broadcast services, said the approximately \$4 million to be raised by the 3.1% in-

crease will go in part toward updating AP's computer system, much of which was purchased in the late 1960's. The AP is in no financial trouble, he said, but because it is a not-for-profit cooperative, it does not have a large reserve of capital on which to borrow additional funds. The AP's outstanding debt now totals \$13 million, nearly equal to the \$14 million the organization expects to spend in 1982 on capital expenditures. Banks are requiring that a high percentage of AP's capital spending come from internally-generated funds until the proportion of outstanding debt to capital spending can be reduced.

To assure its members of its financial stability, AP plans to mail a detailed explanation of its financial condition to each as soon as possible, probably, according to Serafin, in about a month.

## Bottom Line

**Signal's go.** Signal companies and Wheelabrator-Frye Inc. announced merger agreement in stock swap estimated at \$946 million. La Jolla, Calif.-based Signal owns Ampex Corp., manufacturer of audio and video products, and 49.9% of Golden West Broadcasters, group owner of five AM's, three FM's and two TV's. Last month Signal announced it was pulling out of Golden West and transferring its interest to Gene Autry, owner of balance of Golden West stock, for \$225 million (BROADCASTING, Nov. 1). Wheelabrator is Hampton, N.H.-based engineering concern that also owns Pullman Inc., maker of railroad cars and trailers.

**Taking stock.** AT&T has revealed plans for underwritten public common stock offering to raise up to \$1 billion. Proceeds will be used for general corporate purposes, advances to subsidiary and associated companies and for equity investment in those companies. Offering will be made through prospectus, and AT&T said it expects to file registration statement with Securities and Exchange Commission shortly. Last year company also raised about \$1 billion through sale of 18.5 million common shares in single underwritten offering.



# Stock Index

Exchange and Company	Closing Wed. Nov 17	Closing Tue. Nov 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	50 3/8	54 3/8	-4	-7.35	9	1,449
N Capital Cities	112 1/4	116 1/2	-4 1/4	-3.64	17	1,471
N CBS	56 3/8	52 1/4	+4 1/8	+7.89	9	1,577
N Cox	41 1/4	44	-2 3/4	-6.25	19	1,168
A Gross Telecasting	33	33 3/4	-3/4	-2.22	9	26
O LIN	32 1/4	35	-2 3/4	-7.85	19	334
N Metromedia	258	269	-11	-4.08	17	870
O Mooney	4 1/4	4 1/4			4	3
N Outlet Co.	43	43 1/2	-1/2	-1.14	68	116
O Scripps-Howard	20	20			11	207
N Storer	32 1/2	32 1/2			17	532
N Taff	41 1/8	44 1/4	-3 1/8	-7.06	11	394
O United Television	9 5/8	10 1/4	-5/8	-6.09	14	116

Exchange and Company	Closing Wed. Nov 17	Closing Tue. Nov 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	28 5/8	32 5/8	-4	-12.26	20	113
A Affiliated Pubs.	37 3/8	31 1/8	+6 1/4	+20.08	13	194
O A.H. Belo	30	30			14	282
N American Family	14 3/4	15 1/8	-3/8	-2.47	13	199
O Associated Commun.	18 1/4	18 3/4	-1/2	-2.66		44
N John Blair	38 1/2	40	-1 1/2	-3.75	9	147
N Charter Co.	13	14	-1	-7.14	16	285
N Chris-Craft	53 1/2	55 1/2	-2	-3.60	19	116
N Cowles	47 3/4	47 1/4	+1/2	+1.05	28	190
N Dun & Bradstreet	92 3/4	91 1/2	+1 1/4	+1.36	20	2,512
N Fairchild Ind.	16 3/4	18 1/2	-1 3/4	-9.45	8	218
N Gannett Co.	58	56	+2	+3.57	18	3,077
N General Tire	27 1/4	28 7/8	-1 5/8	-5.62	10	642
O Gray Commun.	36	35 1/2	+1/2	+1.40	9	18
N Gulf United	24 5/8	25 1/8	-1/2	-1.99	9	681
N Harte-Hanks	37 7/8	36 3/4	+1 1/8	+3.06	14	371
N Insilco Corp.	21 3/4	19 5/8	+2 1/8	+10.82	11	330
N Jefferson-Pilot	31 5/8	33 1/2	-1 7/8	-5.59	7	678
O Josephson Intl.	15	16 7/8	-1 7/8	-11.11	13	58
N Knight-Ridder	45 1/8	44 7/8	+1/4	+1.11	15	1,457
N Lee Enterprises	34 3/4	34 1/2	+1/4	+1.47	12	239
N Liberty	14 3/4	14 3/4			8	189
N McGraw-Hill	70 1/4	67 7/8	+2 3/8	+3.49	17	1,748
A Media General	46 1/4	46 5/8	-3/8	-0.80	10	321
N Meredith	79 1/2	79 5/8	-1/8	-0.15	9	246
O Multimedia	44 1/2	44 3/4	-1/4	-0.55	17	453
A New York Times Co.	52 7/8	52 1/4	+5/8	+1.19	11	662
A Post Corp.	31 1/4	31	+1/4	+0.80	16	57
N Rollins	14 1/2	14 1/2			9	384
N Schering-Plough	36 7/8	38	-1 1/8	-2.96	12	1,961
N Signal Cos.	23	24	-1	-4.16	9	1,664
O Stauffer Commun.*	43	43			10	43
A Tech Operations	16 7/8	16 7/8			8	16
N Times Mirror Co.	63 3/4	65 3/4	-2	-3.04	17	2,177
O Turner Bcstg.	16	16 3/4	-3/4	-4.47	26	326
A Washington Post	60	54	+6	+11.11	20	847
N Wometco	29	28 3/4	+1/4	+0.86	16	395

Exchange and Company	Closing Wed. Nov 17	Closing Tue. Nov 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	8 3/4	9 1/8	-3/8	-4.10	80	44
N American Express	67 1/2	66	+1 1/2	+2.27	12	6,278
O Burnup & Sims	12 5/8	14 5/8	-2	-13.67	13	110
O Comcast	24 3/4	24 1/2	+1/4	+1.02	21	110
N General Instrument	51 7/8	50 7/8	+1	+1.96	16	1,606
N Heritage Commun.	11 1/2	11 7/8	-3/8	-3.15	20	84
O Rogers Cablesystems	7 1/8	7 1/4	-1/8	-1.72	30	157
O Tele-Communications	27 1/2	27 3/8	+1/8	+0.45	60	581
N Time Inc.	45 3/4	46	-1/4	-0.54	16	2,314
O Tocom	12 1/4	13 1/4	-1	-7.54	12	64
N United Cable TV	25 5/8	25 5/8			19	280
N Viacom	33 7/8	33 5/8	+1/4	+0.74	22	384

Exchange and Company	Closing Wed. Nov 17	Closing Tue. Nov 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Barris Intl.	3 1/8	3	+1/8	+4.16	31	17
N Coca-Cola	46	49 1/2	-3 1/2	-7.07	12	6,245
N Disney	64 3/8	67	-2 5/8	-3.91	19	2,146
N Dow Jones & Co.	64 1/8	66 7/8	-2 3/4	-4.11	23	2,013
O Four Star	3 1/2	4 1/4	-3/4	-17.64	19	2
N Getty Oil Corp.	51	52 1/4	-1 1/4	-2.39	6	4,127
N Gulf + Western	17 1/8	17 7/8	-3/4	-4.19	5	1,267
N MCA	70 1/2	76 3/8	-5 7/8	-7.69	19	1,682
N MGM/UA	6 3/4	7	-1/4	-3.57	14	336
N Orion	14 1/2	16 1/4	-1 3/4	-10.76	3	84
O Reeves Commun.	38	39	-1	-2.56	13	311
O Telepictures	12 7/8	12 1/4	+5/8	+5.10	44	71
O Video Corp. of Amer.	4 5/8	4 7/8	-1/4	-5.12	24	8
N Warner	56 7/8	55 1/2	+1 3/8	+2.47		3,612
A Wrather	22 1/2	22	+1/2	+2.27	25	50

Exchange and Company	Closing Wed. Nov 17	Closing Tue. Nov 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	58 1/4	57 1/2	+3/4	+1.30	11	169
O Compact Video	5 1/8	4 3/8	+3/4	+17.14	5	17
N Comsat	86 1/2	91	-4 1/2	-4.94	20	692
N Doyle Dane Bernbach	17	18 1/2	-1 1/2	-8.10	9	97
O Foote Cone & Belding	40 1/4	41	-3/4	-1.82	9	110
O Grey Advertising	73	73			7	42
N Interpublic Group	41 5/8	40 1/4	+1 3/8	+3.41	10	193
N JWT Group	23 7/8	24 7/8	-1	-4.02	19	125
O MCI Communications	37 1/4	38 1/2	-1 1/4	-3.24	41	3,581
A Movielab	3	3			5	5
O A.C. Nielsen	60 1/2	60 1/2			17	679
O Ogilvy & Mather	41	41			11	174
O Telemation	5	5			13	5
O TPC Communications	2 1/4	1 7/8	+3/8	+20.00	2	2
O Unitel Video	8 1/4	8 1/4			14	11
N Western Union	47 1/8	47 1/8			13	948

Exchange and Company	Closing Wed. Nov 17	Closing Tue. Nov 9	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	17	16	+1	+6.25	7	33
N Arvin Industries	17	18	-1	-5.55	14	117
O C-Cor Electronics	33 1/4	35	-1 3/4	-5.00	30	100
O Cable TV Industries	6 1/4	8 1/2	-2 1/4	-26.47	12	19
A Cetec	5 3/8	5 3/8			13	12
O Chyron	28	26 3/4	+1 1/4	+4.67	22	76
A Cohu	6 1/2	6 1/8	+3/8	+6.12	11	11
N Conrac	35	31 7/8	+3 1/8	+9.80	18	77
N Eastman Kodak	92 1/8	93 7/8	-1 3/4	-1.86	13	14,969
O Elec Missile & Comm.	13	12 3/4	+1/4	+1.96	76	36
N General Electric	89	91 3/8	-2 3/8	-2.59	12	20,165
N Harris Corp.	36 1/4	38 3/4	-2 1/2	-6.45	13	1,134
O Microdyne	11 7/8	13 1/4	-1 3/8	-10.37	17	54
N M/A Com. Inc.	23 3/8	24 1/4	-7/8	-3.60	21	914
N 3M	73 1/2	77 1/4	-3 3/4	-4.85	13	8,642
N Motorola	84 7/8	89 3/4	-4 7/8	-5.43	17	3,056
N N. American Philips	46 1/2	48 5/8	-2 1/8	-4.37	8	638
N Oak Industries	14 7/8	16 3/8	-1 1/2	-9.16	7	242
A Orrox Corp.	11 1/2	13 1/4	-1 3/4	-13.20	19	26
N RCA	25 3/4	25 1/2	+1/4	+0.98	13	1,943
N Rockwell Intl.	42 1/8	44 1/8	-2	-4.53	11	3,214
A RSC Industries	5	4 5/8	+3/8	+8.10	38	16
N Scientific-Atlanta	14 7/8	15 7/8	-1	-6.29	14	347
N Sony Corp.	16 1/8	16 1/8			14	3,719
N Tektronix	50 3/8	52 3/4	-2 3/8	-4.50	12	945
O Telemet (Geotel Inc.)	2 3/4	2 5/8	+1/8	+4.76	14	8
A Texscan	20 1/8	20 5/8	-1/2	-2.42	30	119
N Varian Associates	58 1/2	55	+3 1/2	+6.36	25	478
N Westinghouse	36 5/8	39	-2 3/8	-6.08	7	3,142
N Zenith	13 5/8	14 5/8	-1	-6.83	227	258

Standard & Poor's 400 Industrial Average 152.69 159.06 -6.37

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: \* Stock did not trade on given day, price shown is last traded price. \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split 2 for 1. + Stock traded at less than 12.5 cents. \*\*\*\* Stock inactive due to limited bidding.

## Two-minute drill called to salvage NFL season

**Networks quickly adjust to bobtailed schedule, though major conflicts loom during January playoffs; Super Bowl gives money break to NBC-TV; local affiliates appear to be hardest hit**

Pro football was scheduled to return to the nation's television screens and radio sets over the past weekend, after representatives of National Football League players and club owners reached an agreement ending the strike that had halted NFL play for eight weeks.

The NFL teams—and therefore the networks covering them—were to pick up the game schedule originally laid out for what's left of the season. That runs through Monday night, Dec. 27. Then the regular season will be extended to include Sunday, Jan. 2, which was originally scheduled as a wild-card playoff date but will be used instead to let each team make up one regular-season game missed during the strike. There'll also be one make-up game Monday night, Jan. 3. Then will come a series of play-offs running through the following three weekends and leading to the Super Bowl, as originally scheduled, on Jan. 30 on NBC-TV.

The third round of playoffs, determining the National and American Conference champions and therefore the teams that will meet in the Super Bowl, will be played Sunday, Jan. 23, which would have been an open date if there had been no strike.

The playoff series will start with 16 teams playing eight games on Saturday and Sunday, Jan. 8-9, which means that CBS-TV and NBC-TV will each carry two games on each of those days (but each will regionalize one appearance to avoid conflict). The eight winners will play the following Saturday and Sunday, with CBS and NBC each carrying one game each day, and from these four contests will emerge the contenders for the conference championship games to be played Jan. 23.

CBS-TV and NBC-TV also expect to carry the Thanksgiving Day games scheduled for them—Detroit vs. New York Giants on CBS and Cleveland-Dallas on NBC. Each also had three regular-season doubleheader dates left—yesterday and Dec. 5 and 26 for CBS, and Nov. 28 and Dec. 12 and 19 for NBC.

For ABC-TV, whose NFL schedule focuses primarily on Monday nights, play resumes tonight (Nov. 22) and runs at least through Dec. 27—perhaps through the following Monday (Jan. 3), a spokesman said, since the regular season is being extended a week, but he emphasized that

this point remained to be clarified by the league tonight (Nov. 22). ABC will also have prime time NFL games on Thursday, Dec. 2, and Sunday, Dec. 19.

Extending the playoffs into both days of the Jan. 15-16 weekend and to Jan. 23 will create some scheduling conflicts for CBS and NBC, since the original NFL schedule provided open time that the networks have committed to fill with other sports.

NBC, for example, may find its coverage of the college Hula Bowl on Jan. 15 in jeopardy, according to a spokesman. Worse yet, perhaps, is the conflict posed for the following weekend, when NBC's coverage of the Bob Hope Desert Classic golf tournament is scheduled for both Saturday and Sunday (Jan. 22-23) while the AFC championship game is now set for that Sunday. Similarly, CBS finds itself with NFL playoffs conflicting with its coverage of the East-West Shrine football game and college basketball on Jan. 15 and Grand Prix Masters tennis and college basketball on Jan. 23.

Network sources appeared confident that these conflicts could be resolved "one way or another," as one put it. It seemed certain, however, that the NFL would be asked to take the failed or compromised commitments into account in establishing the rights fees owed NFL by the networks for this season.

CBS Radio and Mutual Broadcasting were also preparing to pick up their NFL coverage.

Mutual, which carries Sunday NFL games, was to resume yesterday with its weekly national game of the week, plus regional coverage of the Kansas City, Atlanta, Pittsburgh and Houston teams. During the strike, Mutual has offered *SportScan*, a call-in program, which officials said will now be withdrawn temporarily but will return in a new format.

CBS Radio centers primarily on Monday night games but also has a Thanksgiving doubleheader and will cover major playoff games as well. It resumes tonight.

While sports officials were deploying their forces to get game coverage going again, network sales officials were deploying theirs to get NFL advertisers back into the games. First indications were that they expected little trouble in doing so.

Although final accountings remained to be done, and probably would take weeks if not months, the consensus last week was that the networks had not lost money because of the strike.

They offered substitute programming—a variety of sports on CBS and NBC and movies on ABC—that drew nowhere near the ratings that NFL games normally attract. But the substitute programming also

cost far less than they would have paid in NFL rights. So while their revenues for the time periods were down substantially, network sources suggested that profits should not be significantly affected.

Some sources speculated—though others doubted—that network profits may actually be somewhat higher than without the strike, since this is the first year of the new NFL contract and the first year, networks say, is always the hardest to make a profit on.

Some well-placed sources estimated that, if this had been a normal NFL season, the networks together would have billed about \$425 million in pro football advertising (aside from advertising on the Super Bowl), as compared with an estimated \$414 million in NFL rights payments that would have been owed for the year.

The clearest winner from resumption of the season looked to be NBC, because it carries this season's Super Bowl. NBC officials had estimated that they should reap \$25 million or more in revenues from that one game and associated programming.

Less lucky than the networks have been their affiliates. For the most part, they have seen revenues plunge as the networks' substitute programming failed to approach NFL games in audience size. Spots that affiliates are accustomed to selling in NFL coverage for \$1,000, say, were often going for \$300 or so in the substitute programming—or were being supplemented with other spots to make up the difference. For affiliates, revenue reductions in such cases show up quickly in the bottom line.

To minimize the reduction, both affiliates and networks offered make-goods wherever possible so that advertisers could achieve their audience targets at customary rates. As one affiliate put it, "We're trying hard to work it that way, instead of giving any money back, but whether we lose money depends on how much we can make up later on."

The strike settlement came last Tuesday when representatives of the players' union and club owners agreed on a five-year contract said to assure the players \$60 million in bonuses for 1982 and \$1.31 billion in salaries and benefits for 1983-86. The contract extends through the 1986 season—also the termination date for the NFL's TV network contracts.

In the settlement, the players apparently failed to get several of the concessions they had demanded. At one point, for instance, they had asked for 50% of the club owners' TV revenues (which were originally estimated at \$2.07 billion for the five years of the contract, though the total will come down substantially because of the



eight weeks of missed games). Earlier, the union had demanded 55% of the owners' gross revenues.

The union strategy apparently was to establish the percentage principle for self-protection if rights fees go up in the future or if cable—not permitted under the current contract—becomes a significant factor in later contracts. In the final agreement, player costs were not fixed to any percentage.

One point almost ignored in the rush to get training restarted and the games going was that the agreement was subject to ratification both by a majority of the NFL's 500 players and by the owners of at least 1 of the league's 28 teams. The owners approved quickly and unanimously. The players are not scheduled to vote until tomorrow (Nov. 23), after the games resume. Nobody seemed to doubt that the players would also approve, but if they don't, it could mean back to the bargaining table and a return to more substitute programming on Sunday afternoons and Monday nights. □

## CBS wins week in photo finish

Less than rating point separates CBS from second-place ABC in seventh week of season

CBS won four out of seven nights in the seventh week of the 1982-1983 prime time season. But CBS, with decisive wins on Thursday and Friday and more than a 10 point lead on Sunday, the opening night of its mini-series, *The Blue and The Gray*, on the week with just under a rating point to spare. Accompanying its strong lead in the November Nielsen and Arbitron sweeps, CBS is predicting it will win only those contests, but the entire season as well.

For the week ended Sunday, Nov. 14, CBS averaged an 18.9 rating and 30.1 share against ABC's 18/28.4 and NBC's 14.2/22.6. ABC, which won its first Monday night this season, regained its place as the second-ranked network in season-to-date ratings, averaging a 16.5/27, barely ahead of NBC's 16.1/26 but a point and a half behind CBS's 18/29. NBC had displaced ABC in the number-two spot for three weeks when it won the third and fourth weeks of the season with World Series games.

Coupled with its strong lead in season-to-date ratings, CBS finished the first half of the Nielsen/Arbitron sweeps with an average 18.5 rating, 1.5 points ahead of NBC (17) and 3.7 points ahead of ABC (14.8). CBS researchers maintain their network's lead is now so commanding that NBC would have to beat CBS by 1.5 points every week through the end of December just to catch up.

The three-network rating and share rose more than three points during the seventh week of the season to 51.1/81.1, up from

48.2/77.4 the previous week and 48.7/80 the week before that.

ABC finished Monday night nearly two points ahead of second-ranked CBS, averaging a 19/29.3 for *That's Incredible* (18.5/28) and the movie *The First Time* (19.2/30). CBS averaged a 17.3/26.9 with its regular lineup. That lineup got the best of NBC's *Little House on the Prairie: a New Beginning* (16.9/26) and two specials, one hosted by George Burns (16/24) and another hosted by Loretta Lynn (14.2/24). NBC averaged 15.7/24.7 for the night.

As it has for most of this season, ABC also won Tuesday, Wednesday and Saturday. ABC crushed CBS's special drama, *The Scarlet Pimpernel* (15.7/25), with its regular Tuesday night lineup (20.8/33). NBC's lineup of *Father Murphy* (14.5/22), *Gavilan* (12.6/19) and *St. Elsewhere* (12.2/21) fell to both of the other network lineups, averaging 13.1/20.7. On Wednesday, again CBS's lowest night of the week, ABC finished more than six points ahead of NBC's average 16.2/25.6 and more than 11 points ahead of CBS's 10.5/16.8. ABC's average for the night was 22.7/36.2. Thursday's ratings for all three networks were depressed slightly by a press conference by President Reagan, aired from 8 p.m. to 8:30 p.m. But CBS finished the night far ahead of the other two networks, averaging a 21.4/32.9 with a special movie "Private Benjamin" (20.6/34), and a regular run of *Magnum P.I.* (21.9/23). ABC finished the night with a 15.6/23.7 and

NBC finished with a 15/23.

On Friday, ABC's lowest rated night, that network averaged an 11.2/18.3 against CBS's 20.6/34.3 and NBC's 14.1/23.7. ABC announced Monday it has put two series in that night's lineup, *The Greatest American Hero* and *Quest*, into "hiatus" for an indefinite period and would replace them with movies starting on Dec. 3. Saturday brought another victory to ABC which averaged 18/32.3 with its regular lineup against a Walt Disney special (13.1/22) and the movie, "Every Which Way But Loose" (18.6/33) on CBS (16.8/29) and NBC's regular lineup (11.9/26). *The Blue and The Gray: Part I* (26.9/40) and an even stronger lead-in from *60 Minutes* (30.4/46) brought CBS a 27.8/41.5 average for Sunday night compared with a 17.5/26.1 on ABC and a 14.0/20.7 on NBC. ABC aired the movie, "Superman" 18.9/28, against *The Blue and the Gray*, while NBC aired the movie "The Blue Lagoon" (17.1/24).

The week's top 20 programs were: *60 Minutes* 30.4/46, *The Blue and the Gray: Part I* 26.9/40, *Dynasty* 25.8/43, *Dallas* 24.7/40, *Three's Company* 23.8/36, *M\*A\*S\*H* 22.9/34, *9 to 5* 22.1/35, *Magnum P.I.* 21.9/33, *Fall Guy* 21.2/33, *CBS special movie "Private Benjamin,"* 20.6/34, *Falcon Crest* 20.4/36, *Love Boat* 20.2/35, *Laverne and Shirley* 20.1/31, *Happy Days* 19.8/30, *Newhart* 19.5/29, *Hart to Hart* 19.4/33, *ABC Monday Night Movie* 19.2/30, *ABC Sunday Night Movie*, 18.9/29, *CBS Saturday Night Movie*, 18.6/33, *That's Incredible* 18.5/28. □



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## Rating the fall season to date

**Network entertainment division presidents Thomopoulos, Grant, Tartikoff point to NFL strike, overused program formulas and competition from cable as reasons for new season's slow start**

The entertainment division presidents of the three commercial television networks have found explanations to pronounce the fall prime time season atypical, but not for the same circumstances that plagued them during the previous several years. Instead of entertainment industry strikes, the executives told the Hollywood Radio and Television Society in Beverly Hills, Calif., that the new lineup has been negatively affected by the NFL players' strike, alleged ratings service undercounts, impatience among viewers about too-rapid schedule changes and over-used program formulas, and increased competition from a variety of sources, including pay TV, cable, video games and independent stations. "If you're looking for a trend this season, it would be one of patience," ventured NBC Entertainment President Brandon Tartikoff during the annual "assessment" luncheon at the Beverly Hilton.

"It's been a different kind of season, and we're all trying to figure out why," he said. Tartikoff speculated that six weeks may no longer be enough time to gauge audience interest in new series, adding that competition from "alternative channels" in most markets may have had a considerable impact on the total network audience.

"The audience is trying to tell us something," Tartikoff contended. "Just cookie-cutting from the past will not work for us." He maintained that "without terrific casting and good writing," formula shows will not succeed. The burden is on the networks, he said, to produce quality shows, schedule them properly and "exhibit patience" while they build an audience.

Anthony D. Thomopoulos, ABC Entertainment president, said "the burning question" among network programmers is: "Where has the audience gone?" In answer to his own query, Thomopoulos attributed the declining shares to a number of factors, ranging from inroads made by Home Box Office to "residual effects" of strikes by the writers' and actors' unions in 1980 and 1981.

One unknown, he said, is whether viewers "went to the competition or simply got out of the habit of watching television altogether." Whatever the reason, Thomopoulos declared, "it's our challenge to get them back."

B. Donald "Bud" Grant, CBS Entertainment president, did not comment directly on the shrinkage of network audience totals, preferring to issue an often-heard appeal for "control of costs" by the production community. Grant cited recent industry employment surveys indicating that television production dwarfs theatrical

production in Hollywood. In 1981, according to Grant's estimate, 65% of Los Angeles location shooting was for television with the remainder for theatrical productions. He noted that while Hollywood's film output fluctuates dramatically, the networks distribute 22 hours of prime time programming, week after week.

During a question-and-answer session following their opening remarks, all three executives stressed the importance of keeping the networks economically healthy during the years ahead.

"You may create a have and have-not society when it comes to entertainment" if the networks are not allowed to succeed financially, Thomopoulos argued. He noted that championship boxing has all but disappeared from the networks as a result of pay TV's ability to outbid for such programming. Competition, he said, should increase diversity rather than reduce it.

NBC's Tartikoff said the networks must find ways "to adjust the economy" in order to compete on an equal footing with new entrants. He cited *Taxi* as an example of a network series that almost went to pay television because of the latter's newly found ability to bid competitively. □



**Silver jubilee.** Starting tomorrow (Nov. 23) the Museum of Broadcasting in New York is hosting a five-week exhibit of programming produced by Hanna-Barbera Productions, Los Angeles, to mark its 25th anniversary. Joseph Barbera, H-B president, is shown with Yogi Bear, H-B character, at anniversary celebration.

## Monitor

**Oak's new branch.** Oak Media Development Corp. has announced formation of new subsidiary, Oak Media Distribution Corp., which will acquire and distribute programming (but not ON TV programming) to other STV operations, cable, SMATV and DBS systems, domestic and foreign syndicated services and home videocassette and videodisk markets. New subsidiary is based in New York and Salvatore Campo, most recently with Viacom Enterprises as head of pay-TV distribution, has been tapped to manage operation. □

**ABC reinforcements.** ABC-TV has added movie "China Syndrome" to its cache of special programming for November sweeps, which has begun in over 200 TV markets. Film is to air Sunday, Nov. 28, at 9 p.m. In other sweeps program change, ABC moved movie *Electric Horseman* from Sunday, Nov. 14, to another, as yet undesignated, date and in its place aired movie "Superman" from 8 to 11:45 p.m. Thinking ahead to February sweeps, ABC has lengthened its mini-series *Winds of War* from 16 to 18 hours. That series is set to begin Sunday, Feb. 6, and run every day that week except Saturday in two- and three-hour episodes.

## Brazil aiming at U.S. to sell programs

**Country's largest commercial network, Globo, announces plans to expand its marketing to U.S. Spanish-speaking viewers through SIN and GalaVision services**

Brazil's largest television network is planning to expand its marketing of program to the U.S. next year and increase its production activities in this country. That, according to Globo TV Network's director of government and international relations, Luiz E. Borgerth, follows distribution of Globo's programming, dubbed or subtitled from Portuguese to Spanish, to the Spanish-speaking market in the U.S. via the Spanish International Network and GalaVision.

Borgerth told BROADCASTING the network, believed to be the fourth largest commercial network in the world, plans to increase its annual news budget from \$5 million to \$10 million during the next few years. Globo opened a Washington news bureau last year and recently increased its news-gathering staff in Europe. The company has also made an agreement with United Press International to share new material.

"Within the next year, we will be able to do more sophisticated dubbing and introduce more programming to the U.S. market," Borgerth explained. "Our intention is to enter the syndication, and perhaps the cable markets." Globo is currently distributing some programming to Canada and England that has been subtitled, but, according to Borgerth, the American viewer does not respond well to subtitled foreign-language material.

Borgerth said Globo is likely to enter the U.S. program market by offering one-hour, 50-episode serials, produced in Rio de Janeiro on videotape. Globo, which off-commands 75% to 80% prime time share of the Brazilian audience, produces about 35 hours of original programming each week. There are no cable or pay television services available to that nation's estimated 15 million sets.



## Cellular applicants pour into FCC

**Deadline for second 30 markets finds 396 mobile phone applicants**

Cellular radio has tickled the entrepreneurial fancies of more aspiring entrants to the mobile telephone business. While the top-30 markets drew about 200 applications (BROADCASTING, June 14), 396 applications made it to the FCC before the deadline fell on Nov. 8 for markets 31 through 60 (BROADCASTING, Nov 15).

As expected, most of the competition for franchises will be for the nonwireline allocations. According to a list of applicants put out by the FCC, there was a total of 69 applicants for the wireline franchises, which are reserved for use by telephone companies, while there were 327 for the nonwirelines (an average of about two applicants for each wireline franchise and about 11 for each nonwireline).

On the wireline side, Advanced Mobile Phone Service Inc., AT&T's wholly-owned subsidiary, filed for 26 of the metropolitan areas—all but Honolulu; Hartford, Conn.; New Haven, Conn., and Rochester, N.Y. GTE filed for 10.

According to the commission's list, two applicants applied for all 30 markets on the nonwireline side. Graphic Scanning Corp., which also applied for all of the top-30 markets, repeated its performance in the second largest 30. Cellular newcomer Henry C. McCall, president and chairman of Financial Institution Services Inc., a Nashville-based bank marketing firm, applied for all 30 markets as well under the name of American Cellular Systems Inc.

According to the list, Metro Mobile CTS, a partnership of subsidiaries of Bass Brothers Enterprises Inc. and Lindemann Enterprises Inc., applied for 28.

Another new entrant is Figgie International Inc., a Willoughby, Ohio-based company with extensive interests in sporting goods, recreation and safety equipment. Through its wholly-owned subsidiary, Figgie Communications Inc. (which last month sold WILX-TV Onondaga, Mich., its sole broadcast property), the company applied for 13 licenses.

Broadcasters and cable firms took an interest as well. Charisma Communications Group, a Starkville, Miss.-based owner of three radio stations, applied for 16 markets, two of those through joint ventures with Midwest Mobilphone, a radio common carrier. Metromedia Inc. applied for seven markets, some of those through joint ventures with radio common carriers it has been given permission to buy.

LIN Broadcasting Inc., with four TV and 10 radio stations, applied for three markets on its own, and for one more market as majority interest in a joint venture with Metromedia and Radio Broadcasting Corp., a Philadelphia-based RCC that Metromedia has agreed to buy. Cox Communications Inc. applied for the Oklahoma City franchise in a partnership with the CyberTel Corp., an RCC.

Cellnet Partnership, a partnership between Field Enterprises Inc., publisher of the *Chicago Sun-Times* and owner of five TV stations, and Paging Network Inc., an RCC, applied for 18 markets.

American Television & Communications Corp., the nation's largest cable company, applied for three markets on its own—Honolulu, Rochester, N.Y., and Orlando, Fla. Knight-Ridder Newspapers Inc., which also own five TV stations, applied for two franchises through partnerships: Orlando and Jacksonville, Fla.

The Washington Post Co., which announced it has agreed to become a partner in Interstate Mobilphone Co.—which has applications pending for Portland and Seattle—applied in five markets through a variety of joint ventures.

Also demonstrating a significant presence on the nonwireline side was Millicom Inc., which applied for 20 markets in partnership with Mid-America Cellular Systems, a company set up by Kansas City Southern Industries. Cellular Communications Inc., a New York-based company that also applied for franchises in the top 30 markets, applied for nine this time around. It also has a majority interest in a joint application with McClatchy Newspapers for the Sacramento franchise, and is participating in two other applications as a minority partner.

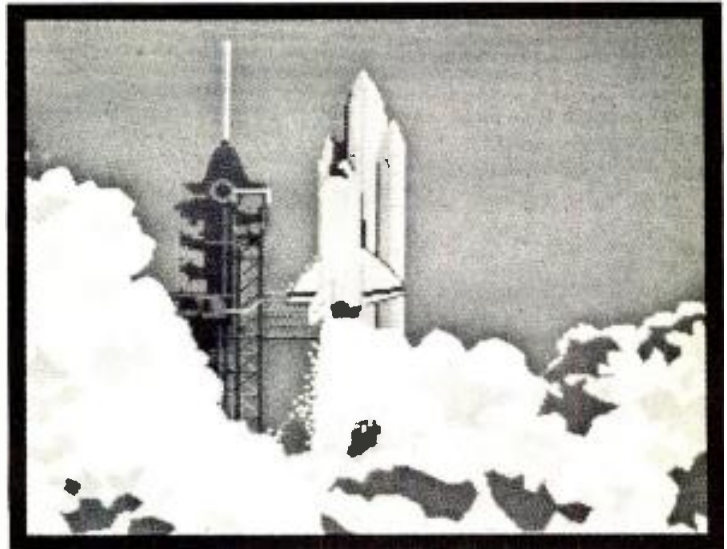
Western Union applied for a total of 27 markets, two on its own, and the others through a variety of joint partnerships.

MCI Airsignal Inc., MCI Telecommunications Inc.'s new RCC subsidiary, applied for 18, several through joint ventures. □

## Teletext test in Florida

**ATC cable system and Orlando paper offer 24-hour service using Telidon**

A major cable operator and a newspaper publisher have joined hands and launched an electronic publishing venture over the cable operator's Orlando, Fla., cable system. The Denver-based American Television & Communications Corp., and the *Orlando (Fla.) Sentinel* have started News Sketch, a videotext service that feeds news and display advertising over Orange Seminole



Cablevision's 80,000-subscriber Orlando, Fla., system, owned by ATC. The project utilizes the Telidon system to generate a 24-hour news and information channel that is updated every 20 minutes and allows for as many as 80 screens a cycle. Each screen can feature a short news story or display advertisement. Stories are displayed for 20 seconds, and advertisements are displayed for 15.

"We're doing everything Reuters was doing and taking it right down to the local level," said Tim Brennan, manager of electronic information services for the Sentinel Star Co., publisher of the *Sentinel* which is owned by the Tribune Co., Chicago. Brennan said 19 people are currently employed on the project, working as

editors, operators, salesmen and graphic artists. Up to three advertisements can appear head-to-head, Brennan said, and packages run anywhere from 24 hours (72 displays) for the shortest run, to 31 days for the longest. Brennan also said the advertising rates paralleled those of radio, ranging from \$1.75 to \$2.35 for a spot. News Sketch began with five advertisers—one department store, one bank, Coca-Cola and two automobile distributors. Part of the advantage of Telidon's graphic illustration capability, Brennan explained, is that an advertiser can feature its logo.

According to Mel Tinney, manager of cable publishing services for ATC, the Orlando project is one of several videotext services that ATC intends to test in various markets. ATC is looking into different cable publishing technologies, Tinney said, because each market requires its own particular system. The attributes of Telidon, he said, are its high resolution quality and its ability to create and store pages. □

### Videotext requests

Newspaper publishers would be wise to investigate videotext publishing. That is a conclusion that could be drawn from a survey conducted by the College of Journalism and Communications of the University of Florida.

According to that survey, 31% of the respondents said they would stop buying newspapers if they could get the same information through some form of videotext. A majority of respondents said they would find a one-way teletext service useful for weather, news, restaurant price comparison and entertainment information, but not for video games, sports or stock market information. Most respondents also said they liked the concept of having two-way service for paying bills, making travel reservations, buying tickets and taking school courses, but not for balancing their checkbooks, buying groceries or playing video games.

The survey also indicated that people were most interested in videotext for national news and weather information and least interested in stock information. □

**Data duo.** National Public Radio and Dataspeed Inc., Burlingame, Calif. announced plans to form a joint venture to launch a national paging and information service.

The service would use portable FM receivers that are being developed by Dataspeed. The hand-held receivers, which are capable of receiving digital information broadcast over FM subcarrier frequencies, would enable subscribers to transmit and receive a variety of information services, including electronic mail, stock quotes and news headlines.

According to the plan, the new service would use NPR's satellite-linked radio network of more than 200 downlinks and 17 regional uplinks.

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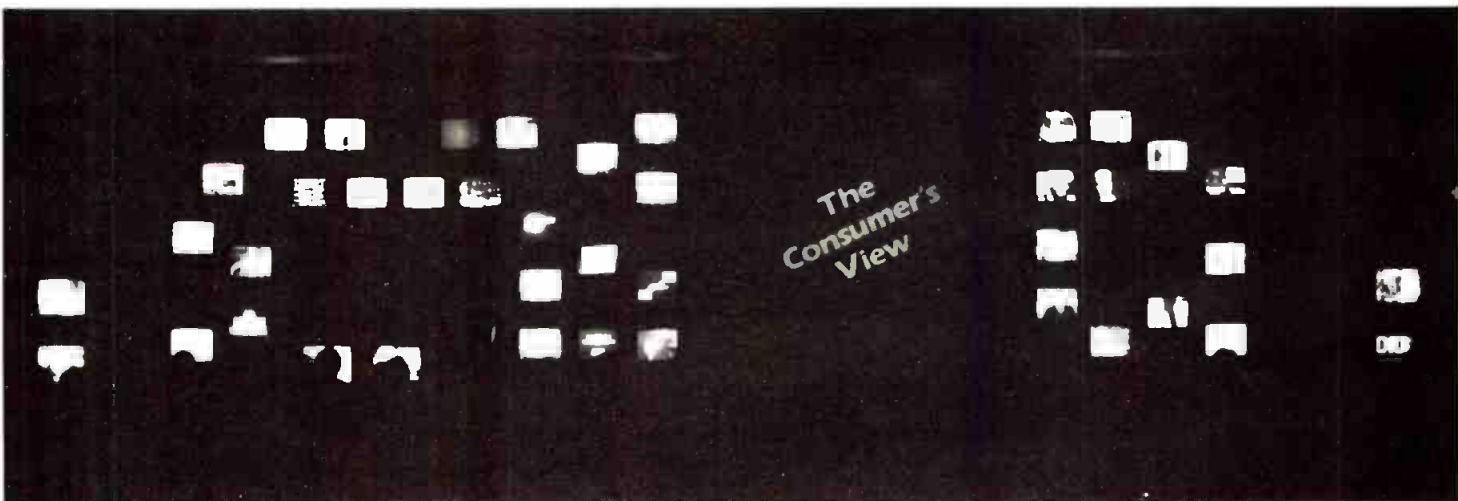
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# Special Report

## NATIONAL CABLE PROGRAMING CONFERENCE



Conference opener: turning on cable's pay and basic services one channel at a time

*The National Cable Programing Conference, culminating with the nationally cablecast presentation of the Awards for Cable Programing Excellence last Monday evening (Nov. 15), found itself at the Biltmore hotel in Los Angeles.*

*The identity crisis that marked the first conference in New Orleans last year subsided during the meeting's three days as the more than 1,600 registrants came to realize that it was primarily a place to discuss the problems of cable programing and to meet with the Los Angeles production community.*

*What the conference was not was a place for the more than 40 cable networks and program syndicators, who took suites in the hotel, to sell their services or programing to cable operators. Operators looking to fill empty channels were rare.*

*The dearth of operators upset some of the program suppliers who had taken suites. But the more sophisticated knew coming in what to expect. Showtime, which took a suite and had a big reception for the press, didn't even bother bringing its affiliate personnel to the conference.*

*The 24 panel sessions that formed the heart of the conference effectively addressed the currents and crosscurrents now affecting the cable programing business. There were plenty of operators on the panels and their vital and sometimes strained relationship*



NCPC discussants Wheeler, Silverman, Levin

*with the programers was a pervasive theme. The program also underscored the tenuousness of advertiser-supported cable networks, the shifting makeup of the pay television business and the success cable programers have had in meeting the challenge of their toughest competitors—the three major broadcast networks.*

*The ACE awards were televised nationally over superstation WTBS(TV) Atlanta.*

## Quantifying the network erosion

### **Wheeler, Nielsen, Taylor offer statistics, explanations for the increasing shift in audience from networks to cable**

In a very real sense, the National Cable Programing Conference in Los Angeles last week was a party held at the expense of the "big three" broadcast networks. As NCTA President Tom Wheeler said in his opening remarks, the conference was a "celebration" of the viewership gains the dozens of cable networks have experienced over the past few years and, as a growing and indisputable body of research shows, those gains account in large part for the losses suffered by the broadcast networks.

The latest evidence of the relationship between the broadcast networks' loss and the cable networks' gain was supplied at NCPC's opening session by none other than Arthur C. Nielsen Jr. His research found that over the past three years viewers steadily have been leaving the broadcast networks and switching to pay

and basic cable channels and, to a lesser extent, other broadcast signals (independents, noncommercial and STV).

Although the national ratings of such top cable networks as Home Box Office, superstation WTBS(TV) Atlanta and Cable News Network are dwarfed by those of the broadcast networks, Nielsen said, the impact of cable's presence becomes apparent when the sample is restricted to homes receiving cable services. In those homes, Nielsen found, the cable networks' ratings were "significantly higher:" HBO (12.2), WTBS (4.1) and CNN (1.5).

As Wheeler noted in his speech, the broadcast networks have seen their total audience share slip about 10 points to around 80 and industry experts expect another 10-to-20-point loss before the decade is out.

A couple of top former broadcast executives stated their beliefs that broadcast viewership would continue to erode, perhaps at an even greater extent than Wheeler had dared to predict. The networks' "hysterical pursuit of the mass au-

dience ... will continue," said Arthur Taylor, president, The Entertainment Channel, and the former president of CBS Inc. "Their general quality level and audience level will continue to decline and create a large opportunity for pay services." Fred Silverman, president, Inter-Media Entertainment Co., and former president of NBC, said predictions that the networks' share would drop to just 60 were "quite conservative." He predicted that the "attrition" would be "much greater than anybody thought."

There was general agreement that the networks were hurting, but no consensus as to why. "People are not turning away from watching the network television," said Mel Harris, president, Paramount Video, Paramount Pictures Corp. "They

are turning away from individual programs they don't find as much to their liking." Taylor, on the other hand, attributed the networks' loss to viewers' general dissatisfaction. According to the survey, he said, half the networks' audience are either "very disappointed" or "disappointed" with the programming.

Taylor suggested the cable industry might prepare for countermeasures the networks might take. The networks, he reminded the cable operators and programmers, have lost 11% of their market in the last five years. "I would suggest to you that there is no industry in the world that would permit itself to lose market share that rapidly without taking draconian emergency measures at whatever cost to reverse that."

While Taylor was unsure whether the networks would take any measures, others felt they already had taken some important ones. "The three networks are very actively trying to get [the financial interest and syndication] rules changed," Harris said, "to allow them to own the subsequent rights of the programs that appear on their networks and therefore control a lot of the syndication market and a lot of the talent we would like to have available for pay television." At a later session, Harris's boss, Michael Eisner, president and chief executive officer, Paramount Pictures Corp., urged the cable industry to join the program suppliers in fighting revision of the rules. It's in the industry's interest, he said, "to preclude the concentration of talent" in the three broadcast networks. □

## Rallying 'round the flag of basic cable services

### Cable programmers and operators are worried about possible lack of programming if expected 'shakeout' becomes reality

A growing concern over survival of the cable industry's satellite-fed and advertiser-supported basic services began to manifest itself in Los Angeles last week, as speaker after speaker at the National Cable Programming Conference hammered away at what almost became the meeting's theme: that cable needs the basic services as much as they need cable, and that the industry must be willing to adjust its own business practices to manage the newcomers through their formative years.

By week's end, the notion that a "shakeout" among the basic networks was inevitable—or that such a winnowing-out was primarily for the programmers to worry about—seemed to be giving way to a new mutuality of interest. As Jeffrey Reiss, president of the Cable Health Network, put it during one panel: "In the long term, empty channels can be as large a problem [for the cable industry] as crowded channels are today."

One of the pioneer basics, Getty Oil's ESPN, was represented on that same panel by its president, J. William Grimes, who noted that he had acquired a reputation as a "doomsayer" in the basic services area. "As we enter our fourth year of no profits"—and with current annual losses running an estimated \$20 million—Grimes said three things must change if the ad-supported networks are to continue operating:

(1) There must be new revenue generation, which, in the absence of broadcast-style ratings, must come from persuading advertisers to accept criteria other than cost per thousand.

(2) There must be a better way to control costs—particularly in sports in which ESPN deals. Grimes noted that rights to the National Hockey League and National Basketball Association games on the USA Network had risen 600% in one year, and



**Getting down to basics.** These three among many of the sessions during the National Cable Programming Conference concerned themselves with various aspects of the basic cable networks problem. **Above** (l to r): moderator Paul Kagan with panelists Jeffrey Reiss, Cable Health Network; Robert Johnson, Black Entertainment Television; J. William Grimes, ESPN, and Bill Scott, Satellite News Channels. **Below:** Burt Stanier, Group W Cable; Gene Cameron, Chiat/Day; Graham Moore, G&P Cable Consultants, and (speaking) Charlotte Schiff Jones of Schiff Jones & Co. **Bottom:** Barbara Ruger, The Disney Channel; Brad Johnson, Showtime; Jack Willis, CBS Cable; and Martin Lafferty, Cox Cable Communications.







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**Adwise.** The advertising community, too, gave its attention to basic cable during NCPA, as did these panelists (l to r): Robert Alter of the Cabletelevision Advertising Bureau, Arnie Semsky of BBDO, Jeff Lawenda of USA Network and Michael Yudin of Reeves Cable Communications.

that he was seeing a 30% to 40% increase in rights to tennis games.

(3) There must be a reversal of the trend to affiliate compensation. Moreover, Grimes said, some revenues must be generated from the cable systems to come back to the networks if networks are to survive.

"After four years," Grimes said, ESPN could not be as optimistic as Cable Health and other services represented on the panel, two of them less than a year old.

Reiss had begun his remarks by relating how much of his time is spent fending off questions about Cable Health Network's viability—only four and a half months after the service began and while adding new subscribers at the rate of 700,000 each month. Showtime, the pay cable service, had operated five years before going into the black, Reiss noted, without attracting such alarm over its future. Reiss said basic services have now joined the pay services as a threat to the conventional TV networks, with a 91% gain in audience this July over a year earlier.

Bill Scott, president of Satellite News Channels, said that 24-hour news service, which had projected three million subscribers by year's end, would exceed five million by then. Addressing the viability issue, he said that parent Group W had approved his budgets through 1987.

Robert Johnson, president of Black Entertainment Television (BET), displayed a laid-back attitude on the question of survival; he conceded his service's future was still ahead of it, when cable begins to wire the large urban markets in earnest. He disagreed, however, with earlier suggestions that cable would be an upscale medium; he believes it will be a middle- and lower-income medium. Speaking of advertisers, he said: "If they are dumb enough or smart enough to buy us at two million they'll be dumb enough or smart enough to buy us at 15 million." And he echoed Reiss's earlier admonition about how important the basic channels are to the industry's future as a whole. "The programming networks will have to survive if cable is to survive," Johnson said.

The concern over basic was evident during several other panels on the NCTA Programming Conference agenda. Charlotte Schiff Jones, late of CBS Cable and now a consultant (Schiff Jones & Co.), said that "it's the strengthened basic subscriber that will make the difference in competing with alternate delivery systems"—the

STV's, SMATV's, DBS's, MDS's and other media vehicles whose presence is growing ever larger on the Fifth Estate horizon. The entry fee is too high for anyone to do it alone, she said, citing \$100 million as the entry fee for a successful operation. Jones spoke of a "four-sided triangle" comprising the cable operator, the program supplier, the advertiser and the subscriber as being necessary to bring off success in basic cable.

Still another speaker, Gene Cameron of Chiat/Day, said that agency "really believes that basic is the engine that drives cable," and that its penetration is the primary measure of how the medium is being accepted in society. The glamour is being grabbed by the premium (pay) services, Cameron noted, but the challenge is in increasing clout in the basic area.

Other agency-advertiser representatives weren't so helpful, however. "The advertisers' job is to sell product, not to support the medium," said Michael Yudin, executive vice president of Reeves Cable Communications—who added that "it's our job to provide the rationale so that the medium helps sell the product." He was joined in a panel on the advertisers' role in programming by Jeff Lawenda, vice president, advertising and commercial program development, USA Network; Arnie Semsky, vice president, director, media and network services, BBDO, and moderator Bob Alter of the Cabletelevision Advertising Bureau.

Among other thoughts on the part advertisers play in programming was Lawenda's recollection of some of the "paranoia and short-sighted concerns" evidenced a few years ago by cable programmers and operators worried about the potential for advertiser dominance of their medium. Those concerns ignored the "symbiotic needs" cable and advertisers have for viewers. USA's experience, he asserted, demonstrates that cable networks have maintained control of their programming and at the same time have been successful in co-development of product with advertisers. Key elements for cooperation he said, are the sharing of common objectives and expectations, "a business arrangement that works for all of us," and "comparable energy commitments."

BBDO's Semsky, speaking for advertisers, said the single biggest advantage of cable today is that it offers viewers more choices—against a media background where advertisers find it's easy to miss

their prime prospects.

Perhaps the strongest indictment of cable operator reluctance to face up to programming obligations in basic cable came from Doug Jarvis, president of Jack Barry Cable, who said several major MSO's are "doing [their] darndest to extract the last ounce of blood [from program supplier in the form of upfront payments, launch support assistance, co-op advertising dollars and forgiveness of subscriber fees. Jarvis admitted that "for a large MSO these dollars are significant and cannot be ignored," but he concluded that "the represent the life blood of a group of services that the industry needs desperately in the urban markets, and it strikes me as being incredibly short-sighted to play a game of brinksmanship when a longer term view seems to be in order."

Jarvis and the others seemed to voice sentiment in common with that of NCTA President Tom Wheeler, who in his opening remarks to the programming conference (BROADCASTING, Nov. 15) reminded delegates that "the more basic subscribers a system has, the more potential per subscribers it has. Or, to put it another way, if we don't meet the consumer sense of value received per dollar invested in basic services, we're going to have a shrinking base of consumers to whom we can market premium and enhanced services and a shrinking viewership base to sell to advertisers."

Wheeler, too, spoke of cable's new competitors. "These new services have copied cable's pay programming, but not its basic programming. Because of their limited capacity our competitors can't offer what cable systems can offer in terms of unique advertiser-supported programming. Competitive strategy should dictate that we not only offer those services, but expand basic offerings where possible and promote them vigorously."

## Pay cable: a moving target

**No one yet knows what the final formulation will be but most are certain a number of new partnerships will emerge in near future; most of immediate movement is around Showtime; pay-per-view is big factor in maneuvering of all parties**

"In six months, the pay TV industry will be realigned ... there are new alliances being formed. But right now, I can't say anybody can say, just what that industry will look like then."

That word from John Cooke, president of the Spotlight pay service, a consortium of five major MSO's, shows that even an enlightened insider's perspective on the changing face of the pay cable structure can't yet have a sharp focus on the future. Cooke confirmed that Spotlight has had conversations with Viacom regarding some possible "alliance" between his se-





**Pay per view.** Robert Wright of Cox Cable Communications had the microphone (and the big screen) at this moment during an NCPC general session. His fellow panelists (l to r): moderator Trygve Myhren of

American Television & Communications, Andrew Wald of 20th Century-Fox's pay television division and Eddie Einhorn of the Chicago White Sox professional baseball team.

vice and the currently Viacom-owned Showtime. At the same time, Cooke says, Spotlight is talking to "every one" of the emerging players in the field.

Showtime is the most active ground at the moment, with the question of who, if anyone, will buy into Showtime yet to be resolved. Viacom's Ken Gorman says his company hasn't decided whether it will indeed sell a portion or portions of Showtime though it is talking to a number of parties. Viacom, he says, doesn't need to sell off part of the channel, a half interest in which it bought back from Group W last August. But he reiterates a point the company has made publicly before—that what interests it might have in bringing another partner into Showtime would be tied to a desire on its part to pursue pay-per-view opportunities: Viacom would be looking for someone who had something to contribute toward the realization of that goal.

And pay-per-view is a reason ABC has engaged in discussions with Viacom, according to those familiar with the discussions, although pay-per-channel is its own attraction. ABC already has a pact with Getty Oil's ESPN to explore pay-per-view programming, although nothing has come of that venture so far. And ABC's separate joint venture with Cox Cable (a Spotlight partner) has given it access to valuable software for pay ventures.

Sources indicate that both Columbia Pictures and 20th Century-Fox are talking to Viacom as well; they are the two major movie producers that haven't gotten

together in a pay service to date. MCA and Paramount have recently concluded their own preliminary agreement with Warner Bros. to buy interests in The Movie Channel (BROADCASTING, Nov. 15). Some clarification on that deal was made available last week during the NCPC.

Although The Movie Channel will now legally be sundered from its former owner, the joint venture, Warner Amex Satellite Entertainment Co. (Warner Communications Inc. and American Express are the partners), WASEC will continue to manage, market and distribute the service. A spokesman for the new TMC ownership consortium said the current WASEC senior management team will remain in place. Warner Communications' holding in TMC will now be through its production subsidiary, Warner Bros.

The four partners will have the following ownership interests: American Express 12.5%; the three movie companies 29.1% each. However, the spokesman wouldn't confirm that the three movie companies together plan to put up to \$75 million in new equity into the venture. Once again, it was said that the producers would offer their films to all pay services, and that TMC would not secure exclusivity on product through the deal.

TMC was in no danger of folding lest this new arrangement was made, it was said, this fourth quarter will mark the first time TMC has edged into the black.

Why then, if TMC gets no exclusivity, and it wasn't in imminent danger of folding, were new partners brought in? The

answer given pointed directly toward rival HBO—"if you look at the industry, competitive strength is more weighted toward one corporation."

Viewed from the other side of the equation, the producers, including those interested in Showtime, are very interested in securing some avenue other than HBO for their product. That, in turn, could give them some eventual leverage in attempting to force up the prices HBO in particular pays for films. HBO has long enjoyed, by virtue of its sheer size, what amounts to a volume discount if licensing fees were calculated, as the movie companies would like, on a per subscriber basis. Securing a change in the pricing structure was part of the impetus behind the ill-fated Premier, the pay venture that once united MCA, Paramount, Fox and Columbia with Getty Oil.

Some observers also suggest that the producers' moves into pay service ownership reflect a desire to press ahead with the development of the pay-per-view exhibition of their product. Pay-per-view is something that HBO, although saying it is studying the matter, has shown no rush to develop. Curiously enough, MCA and Paramount are partners with HBO's parent Time Inc. in the advertiser-supported USA Network. At the time those two producers bought into USA, they said they were interested in exploring its use as a pay-per-view vehicle. MCA and Paramount thus are both partners with and competitors of Time in cable program distribution, and the USA Network deal



**Are sports heading to pay?** That was the subject for panelists (at left) Kay Koplovitz of USA Network, Representative Mickey Leland (D-Tex.), Robert Schmidt of Communications Technology Management and D. Eric Hultman, general counsel of the Senate Judiciary Committee.

**Life after movies: what else will make pay?** That was the question to be debated and answered by panelists Frank Biondi of Home Box Office, Mel Harris of Paramount Video and Arthur Taylor of The Entertainment Channel.

would seem to preclude moving TMC into pay-per-view for the time being.

But anyone interested in pay-per-view had to take note of a message cable operators delivered to the production community last week via a panel at the NCPC. The word from ATC Chairman Trygve Myhren and Robert Wright, president of Cox Cable, was that under the present configuration of pay-per-view deals, they just aren't worth the cable operator's time and effort.

"Right now," Myhren said, "pay-per-view isn't going to drive the [cable] industry to addressability" something which everyone seems to agree is a necessary prerequisite to a healthy pay-per-view business. "We can't make any money in this business," Myhren said, presenting a series of figures that calculated likely returns to cable operators based on scenarios that ran from a blockbuster movie with a 50% of gross revenue license fee to a championship fight with a 60% of gross fee. After calculating all the costs the cable operator has to meet, even an operator with an addressable system would lose \$1.50 per PPV subscriber on the movie, and make only 50 cents per PPV subscriber on the fight. Operators with nonaddressable systems would be operating deeply in the red, losing at least \$5.33 on the fight, \$7.33 on the movie. The results Myhren presented were better for limited sports packages, however.

Wright of Cox Cable said he felt "I

don't know if its [PPV] got a lot of profit potential." With current deals, "millions flow through the system" in the exhibition of a PPV event, but those dollars largely "come in one door and go out another." Wright offered his own unfavorable comparison of the deals cable gets with those for theatrical distribution of product. While those deals may seem similar in terms of what cable operators and theater owners get to keep of gross revenues, Wright noted that for the theater owner, gross revenues include a healthy \$1.10 average per head from concession sales out of an average \$4.25 per head gross. In cable though, even Cox's Indax addressable technology "can't sell popcorn," Wright said.

He criticized as well the lack of allowance program suppliers make for operators' promotion and other expenses, and the hefty guarantees some suppliers demand before licensing a PPV showing.

For pay-per-view to have a future, Wright asserted that "the studios have to participate in growing pay-per-view with us... we've got to learn this together." As part of that participation by suppliers, Wright suggested a 70/30 split of gross revenues with operators keeping the larger chunk. He also said that systems will "have to get the human content" out of their PPV operators, that "pay-per-view must be national, probably through a middleman" (an approach the studios have resisted) and that improved technology is

needed as well.

On the same panel, 20th Century-Fox Pay Television President Andrew Wald ran through some case histories of PPV events—from the recent exhibition of "Star Wars" which attracted 1.5 million STV and cable customers, to the upcoming Who concert. Wald claimed PPV gives operators a chance to market something that can increase penetration, and predicted "we'll move on to greater things; I think they're going to work."

Chicago White Sox owner Eddie Einhorn was another panelist, and Einhorn's thesis was that a great amount of sports will end up on pay because "people are paying for the right to stay home and have more people over" to watch a game. He also stressed the importance of pay television revenues to sports franchise owners, saying during a question and answer period that "we are fast approaching the situation where pay (television) is our major source of income." Einhorn also argued that the different nature of sports product justifies a higher percentage of cable gross than do theatrical films. His product, he said, was the live game, the value of which disappeared after one exhibition.

To a great degree, Einhorn's observations applied not only to pay-per-view sports but also to pay sports programming in general—such as the Midwest Pay Sports Network in which he is involved. Einhorn predicted an evolution in pay sports, with regional networks composed of local units linked together to share costs. In each market, he said, there will be only one successful sports tier, and Einhorn argued that cable should welcome a team owner as the provider of such a package, rather than a middleman, saying "the rights holder can put out a more effective package," and has a greater economic incentive to do so.

Sports received further attention as a pay vehicle during NCPC last week, with a separate panel devoted to a discussion of whether sports is heading to pay. Congressman Mickey Leland (D-Tex.) sees pay sports as potentially imposing "a tremendous economic burden" on poor people, but he reluctantly concluded that sports programming is going to pay—"but I don't like it."

What shape future sports exhibition might take on pay still seems to be a matter of some debate. Certainly, many would agree with Kay Koplovitz, USA Network president, who maintained that the more local and regional a pay sports network, the more successful it would be. But when the focus shifts to the big ticket events, "the crown jewels" such as the Super Bowl and World Series, there are competing theories whether they could or should be pay offerings, whether their licensing expense can justify pay status.

At the same time, Robert Schmidt of Communication Technology Management suggested that while sports is "definitely a pay TV product" it won't exclusively move to pay, because its not in the best interest of rights holders and distributors to forego the promotional benefit to their pay

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packages that accrues from some broadcast television exposure. Ultimately, Schmidt argued, the public will benefit because "the distribution system now in place doesn't give the maximum exposure of product."

The future of pay sports will also be affected by the effects of the recent Copyright Tribunal decision (see "Top of the Week") panelists agreed. And one question raised during the session concerned a matter that could have profound implications for team owners such as Einhorn—whether the Premiere decision's apparent prohibition on exclusive distribution by a rights holder can be applied in the pay sports area as well. It's something the panelists including Senate Judiciary Committee general counsel, D. Eric Hultman, agreed would be looked at closely in the future.

Some other thoughts on the future of pay programming emerged from various panels and sessions at NCPA. There was Paramount President Michael Eisner's push for original pay series in the closing conference session (see below). Although pay won't "rewrite the fundamentals of drama," Eisner said pay will offer the creative community "a freedom to do drama ... that's not at the networks. The opportunity in pay," he said, "is the lack of restrictions." While they may mean some failures, Eisner added "I look forward to great failures because of the chance of great successes."

The Entertainment Channel's president, Arthur Taylor, said he believed that the structure of the pay industry will remain unchanged for the near future—that there are few single players who can afford the entry fees involved in a major pay network, and that "only when subscribers begin to pay higher monthly fees, will cable begin the age of pay narrowcasting."

## Future for cable is made-for-pay, advise panelists

**Representatives of Paramount, Lorimar, Warner Amex, ABC Video and TBS warn cable not to imitate broadcasting but to step up creation of original productions**

Cable programming has not yet lived up to its promise, and it's an open question whether it will be able to do so in the coming decade. That was a sobering thought heard during the closing panel session of last week's NCTA Cable Programming Conference. The panel comprised Lee Rich, president, Lorimar Productions; Michael Eisner, president, Paramount Pictures; Herb Granath, president, ABC Video Enterprises; John Schneider, president, Warner Amex Satellite Entertainment Co., and Ted Turner, Turner Broadcasting chairman.

Lee Rich, speaking as a producer, answered a flat "no" to the question raised in the title of the session: "Is Cable



**The last words.** Whether cable will be the programming catalyst of the 1980's was discussed at NCPA's closing session Monday morning. L to r: moderator John Saeman, chairman of the NCTA (and chief executive of Daniels & Associates); Lee Rich, Lorimar Productions; Michael Eisner, Paramount Pictures; Herb Granath, ABC Video Enterprises; Jack Schneider, Warner Amex Satellite Entertainment, and Ted Turner, Turner Broadcasting.

the Programming Catalyst of the '80's?" Cable, he said, "has a long way to go ... No basic services seem to be ongoing profitable operators ... Movies may be the only pay TV success story." And what some thought would be a logical format for original pay production—theatrical plays—has yielded "results that are less than satisfactory," in Rich's assessment.

Cable "can't feed warmed-over rejects from the networks" to its subscribers, Rich warned, adding: "They will turn you off as they turned off the three major networks." Yet in the 18 months since the settlement of the production strikes that focused largely on pay television related issues, "there has been no major increase in the creation of original productions" for cable.

But Rich wasn't totally without some hope to offer those looking for catalytic developments from cable—provided that pay networks ante up with cash. "The pay networks must invest in the business and in the future," Rich asserted, saying that "we're prepared to move ahead with this medium ... we've invested, and you have to invest."

"There can be no adversarial relationship with production companies," Rich told the cable representatives, at the same time calling on cable to recognize that the producers "are in business to make a living." Rich asserted that "in the past, there was no hesitancy [on the part of cable networks] to ask for deficit financing." Now producers want to know "where do we make it back?" Given such "stringent restrictions" on the financing of pay productions, "many of the strong creative forces are standing on the sidelines," Rich said. To change that situation, he concluded, cable will have to provide "enough dollars and a flexible attitude," one that recognizes the studios' "need to survive."

Paramount's Eisner, in his remarks, advocated the production of made-for-pay series saying that, as in broadcasting, cable will find "made-for-TV-movies are much

less important than regular series, at a regular time." Pay movies, he contended "must still be built on the theatrical system ... the motion picture theater and motion picture company are clearly friends of cable."

Early on in his comments, Eisner made a pitch for cable's support of the efforts to block the broadcast networks' attempt to rescind the financial interest and syndicated exclusivity rules. "It's in cable's interest," he said, "to preclude the concentration of talent in three hands."

In the question-and-answer session Eisner voiced some thoughts about financing similar to those Rich had expressed. "We are prepared to invest in programming for pay television," he said, but "we also want to participate on the upside," once the product makes money for the cable programmer.

Granath of ABC Video said: "Cable has done little to deserve the title of catalyst." Instead, he said, it has been largely "imitative of broadcasting." Cable has created some new forms for "well-defined small audiences" but, said Granath, a real challenge that it now faces is that "advertiser-supported basic cable still needs to prove [its viability]."

Still, Granath voiced a belief that "cable and other technologies will be catalysts" opening more options, which "I hope will mean growth."

WASEC's Schneider began by "subtly redefining" the session's opening question, asking instead, "What will drive programming in the '80's ... will it be cable?" Or: "Will programming drive cable in the '80's?"

Schneider said he's not sure the industry has performed an essential task of "explaining what cable is" and suggested one reason cable penetration in major markets is "stuck in the mid-40's" is that cable simply is "being offered as more TV." "I believe cable just offers more," Schneider argued "it will just find a place in a window in the programming stream ... To find cable's real



potential, we must market, sell and promote 'different TV' ... When we do that, and we're starting, we'll have our place carved out."

Ted Turner, the final speaker on the panel, opened by reviewing some ABC Television Network projections of cable growth vis-a-vis broadcast television that predicted "gradual" cable growth compared with 12% to 14% revenue gains for broadcast networks over the next several years. Turner then asserted that "for cable to reach its full potential, it must define its competition," and that, he said, is the three networks. "Two things we've got to do," Turner stressed, are "make our programs stronger and make the networks weaker."

He then took some cable operators to task for putting broadcast affiliates of the three networks in basic cable packages while placing advertiser supported cable services in tiers: "If operators continue to squeeze and charge the services," Turner warned, "the promised land [for cable] will be far distant indeed."

Offering his own assessments, Turner said his research indicates cable is "already number one in news in homes where CNN and CNN Headline news are available. Cable is also number one in sports quantity, if not quality, Turner maintained, although he added that by the end of the decade, that would change, as cable acquires local pay sports networks, and top national events. The one area in which Turner said he wonders whether cable will be able to compete in this decade is in the acquisition of "high budget series." □

## **NCPA consensus favors freeing TV media from regulatory bonds**

**Five congressmen are almost unanimous on extending First Amendment rights to broadcast cable, although they continue to waffle on fairness doctrine; regulatory mood strong**

In balance, the five congressmen assembled by NCTA to address its national programming conference came down on the side most delegates hoped they would: in favor of extending First Amendment protections to the television media and against hampering growth of the new communications technologies through undue regulation at any level of government—local, state or federal. If there were an undercurrent that might have caused concern of the Fifth Estate, it was with the problems the congressmen as politicians had in getting re-elected, as all five had recently been.

That problem was put most forcefully by Matthew Rinaldo (R-N.J.), who won with the smallest majority (56%) enjoyed by any of the five. He questioned whether

television ought not be required to provide a certain amount of free time to candidates for campaign purposes, while at the same time setting a limit on the time candidates could purchase on their own. Rinaldo's concern was markedly higher than that of his colleagues for one apparent reason: His New Jersey constituency could be reached only by New York TV stations, where the lowest-priced spots came in the \$7,500-\$10,000 range. Rinaldo spent only \$80,000 for TV time during his campaign, but said "we couldn't get much for our money," not only because of the high prices but also because there was a limited amount of time available to buy. His opponent spent some \$500,000 on TV.

Rinaldo also was critical of packaging candidates like commercial products and relying on 30-second spots as the principal communications vehicle. He commented favorably on the European system of providing free time to candidates. A ban or limit on paid political spots not only would curtail the "shocking" costs of campaigning but also would "make candidates reach the voters with something intelligent," he said, "instead of just a jab at the gut." Rinaldo noted as a counter to his proposition that a number of the larger spending candidates failed to win.

Rinaldo's comments seemed not to strike a responsive chord among his fellow panelists—all members of the House Commerce Committee, and all but one members of its Telecommunications Subcommittee. Most come from districts where the top spots sell for \$500 or less, and one—Thomas Tauke (R-Iowa)—comes from one (Dubuque) with a cable system that has 95% penetration and sells spots for \$10 to \$15. All five agreed that TV was the best way for politicians to reach voters.

The best news of all for cable delegates was the laissez-faire attitude toward regulation expressed without exception by the panel. Edward R. Madigan (R-Ill.) put it most succinctly, when asked by moderator Brian Lamb, president of C-SPAN, whether the communications industry is too important to leave unregulated. "Let it fly," Madigan replied. "Congress is a continuous body," he said, and will always be there if necessary to reapply regulation should a new need appear. "It would just be wonderful if government would get out of the way [of the new communications technologies] and let it explode."

Representative Billy Tauzin (D-La.) said the explosion is occurring, without government telling the media what to do. So far, he said, there has been only a small glimpse of what may happen. The people can be relied upon to make whatever programming judgments about the media are necessary, he said.

Congressman Tauke also said regulation should be eliminated. The government's only concerns should be to insure diversity and prevent monopoly, he said. Representative Thomas J. Bliley (R-Va.) cautioned only that "egregious" cases of media concentration, all media power in a community in the hands of a single entity, for example, should be avoided. Beyond

that, "they ought to get the shackles off and let it go," he said.

Congressman Rinaldo's concurring view was that government should stay out of the way while keeping an eye on the situation through congressional oversight.

Rinaldo also raised a minor alarm over the quality of TV news. "One of the biggest complaints [he receives from constituents] is that all they show is the bad news. There is no week when I receive fewer than a dozen letters on that subject," he said. As an example, he cited the plethora of news stories before Halloween warning about the insertion of dangerous objects or poisons in trick-or-treat candies or fruits. "It became the number one news item on New York TV," Rinaldo said, adding that "this does a disservice; people copycat that kind of behavior." He said there were only 15 cases of such doctoring across the country.

Those remarks were followed by a round of discussion on the application of First Amendment rights to television. The unanimous verdict favored it. Madigan: "I don't believe technology changes the situation." Tauzin: The concern of the founding fathers was with *interfering* with the communicator. There is more diversity today, he said, and "the founding fathers would have been delighted." Tauke: "If there was a reason for denying First Amendment rights to broadcasters, it was out of fear that there hasn't been enough diversity." In Dubuque, he said, where there had been three TV channels, there are now 30 or 33. Bliley: The founding fathers would have been concerned about the restrictions that have been placed on broadcasting. "They would have said welcome to TV and welcome to radio and treated them just like the printed media." Rinaldo: "We must see that TV and cable are guaranteed their rights."

The congressmen's opinions were not so clear-cut when questioned on the fairness doctrine. Bliley said he would like to see how things would work without it. Tauke expressed mixed emotions, saying it might still be needed in those markets without media diversity. Tauzin took a similar tack, saying: "The chance for mischief in markets where there is a monopoly is still real." Madigan was uncompromising, saying "we haven't applied [such a doctrine] to newspapers and we shouldn't have to in radio and TV." The present law should be eliminated, he said.

A question from the floor about must-carry rules drew the final round of congressional comment. Said Tauke: They should be used to encourage diversity but not to limit diversity (by overburdening the cable operator). Bliley said it was impossible to draft a national law to address all local situations; he said must-carry should be eliminated. Madigan noted that the broadcast and cable media are competitors, and said that to impose upon one the obligation to carry the other is unfair. Rinaldo expressed confidence that the problem would be solved by itself, and that while Congress should remain watchful, it should be "very wary" of regulating in that area. □

arts



# The grand finale: Cable acclaims i

This was the scene in the Beverly Theater at the conclusion of the 1982 Awards for Cablecasting Excellence presentation, as winners and presenters took a final bow. Thus ended this year's National Cable Programming Conference—part of the “celebration”

NCTA President Tom Wheeler had promised when he opened the NCPA activities two days earlier. Among dignitaries who can be identified at center stage: NCTA Chairman John Saeman, CSPAN President Brian Lamb, Daniel Schorr of Cable News Ne

## Division I: Excellence in Community Programming

- Viacom Cablevision**, San Francisco, Barrett Giorgis, director of programming □ Excellence and diversity in programming by or for the community.
- Miavision/Dynamic Cablevision** (Colony Communications), Hialeah, Fla., Jose Yedra, program director □ Excellence in programming for a special audience.
- Southwestern Cable TV** (ATC), San Diego, Peter Oliver and David Wagner for *Whale Song* □ Excellence in documentary or public affairs.
- Cross Country Cable**, Warren, N.J., Marcia Henning, executive producer, Raymond Herbert and Kevin Mihaly for *Sports Round Up* □ Excellence in sports programming.
- Group W Cable**, Newport Beach, Calif., Steve Bosze, producer for *Madrigal Festival* □ Excellence in entertainment programming.
- Warner Amex Cable**, Reston, Va., Reston Repertory Television Theater, producer for *Shenandoah Night Train* □ Excellence in entertainment programming.

- Vision Cable Television Co.** (Vision Cable Communications), Palisades Park, N.J., Bergen County Dept. of Health Services and Susan Brender Enterprises for *Est Defensively* □ Excellence in educational or instructional programming.
- Cape Cod Cablevision Corp.**, South Yarmouth, Mass., Beth Hiron, producer for *One Hundred Thousand Roses* □ Excellence in community events coverage.
- Warner Amex Qube**, Cincinnati, Alan Fomorin, producer for *Swordquest* □ Excellence in innovative programming genre.
- Viacom Cablevision**, San Francisco, Diane T. Friedman and Dr. Rose Resnick for *Upbeat* □ Excellence in documentary or public affairs.
- Suburban Cablevision** (MacLean-Hunter), East Orange, N.J., Bruce Beck, producer for *Action Arena* □ Excellence in sports programming.
- Memphis Cablevision** (ATC), Memphis, Tenn., Marius Penczner, producer for *Blow the Fuse* □ Excellence in entertainment programming.
- Cox Cable Television**, Jefferson, La., Brett Ward, producer for *The Jefferson Report-Channel 7 News; Greater Fall River Ca-*

- ble TV Inc.** (Colony Communications), Fall River, Mass., Ann Cabrera, news director for *Local News 13* □ Excellence in New programming.
- Vision Cable Television**, Palisades Park, N.J., Jay Comras II, producer for *College Entrance Examination Refresh Course* □ Excellence in educational or instructional programming.
- Syracuse Cablesystems** (Rogers/UA), Syracuse, N.Y., Abt Lazar, Stan Orzel and Today's Kid Stuff Inc. for *Kid Stuff* □ Excellence in children's programming.
- Vision Cable of Pinellas**, Clearwater, Fla., Don Mains, executive producer, Robin Dorian, producer for *Pinellas County Sunplace Special* □ Excellence in community events coverage.
- Cablevision of Chicago**, Oak Park, Ill., Brian K. Read, producer for *Extra Help* □ Excellence in innovative programming genre.

## Division II: Excellence in National Programming

- Cable News Network**, Atlanta, James Alan Miklaszewski, correspondent for *El Salvador/M-16; Home Box Office*, New York, Consumers Union in association with Alvin H. Perlmutter





## Best and brightest with ACE awards

work and Lou Cioffi of Satellite News Channels, NCTA President Wheeler, mistress of ceremonies Cloris Leachman, Mike Douglas and Barbara Feldon, Melba Moore and Mickey Mouse. Forty-one awards (listed below) were presented, including two distinguished

service awards (to Warner Amex Cable Communications for its Qube system and to the Cable Satellite Public Affairs Network). The awards ceremonies were telecast nationwide to cable systems via superstation WTBS(TV) Atlanta.

**ABC**, for *Consumer Reports Presents the All-Around-The-House Show* □ Excellence in public affairs, news or special events coverage.

**howtime**, New York. Les Haber and Ken Weinstock, producers for *Marvin Hamlisch: They're Playing My Song* □ Excellence in music general entertainment.

**TBS(TV)** Atlanta. R.T. Williams, executive producer, Bonnie Turner and Terry Turner, producers for *Tush—Late Night TV parody* □ Excellence in comedy general entertainment.

**howtime** New York. Robert Thiel, producer for *Purlie* □ Excellence in theater programming.

**howtime**, New York. Ellen Krass and Iris Merlis, producers for *Iughie* □ Excellence in dramatic presentation.

**SPN**, Bristol, Conn., Bruce Connal and Ralph Mole, producers of *1981 Davis Cup Finals: McEnroe/Fleming vs. Clerc/Vilas*;

**TBS(TV)** Atlanta. R.T. Williams and Bob Neal, producers for *981 Masters Waterski Championship* □ Excellence in sports events coverage.

**BS Cable**, New York. The New Film Co. Inc., producer for *American Challenge*; **HBO**, New York. NFL Films with Steve

Sabol for *Sports Illustrated: The First 25 Years* □ Excellence in programs about sports.

**Nickelodeon** (Warner Amex Satellite Entertainment Corp.), New York. Janet Cohen and Charles Sessoms, producers for *Pinwheel No. 38* □ Excellence in children's programming.

**ARTS** (Hearst/ABC Video), New York. ABC Video Enterprises, Ann Shanks and Robert Shanks producers for *The Avant-Garde in Russia—1910 to 1930: New Perspectives* □ Excellence in educational or instructional programming.

**CBS Cable**, New York. Merrill Brockway, executive producer, Catherine Tatge, producer for *Twyla Tharp: Confessions of a Cornermaker* □ Excellence in innovative programming genre.

**HBO**, New York. Consumers Union in association with Alvin H. Perlmutter Inc., producer for *Consumer Reports Presents* □ Excellence in public affairs, news or special events.

**HBO**, New York. Round Hill Productions and Arthur Holch for *War Series* □ Excellence in documentary program series.

**CBS Cable**, New York. Horant J. Hohlfeid, Harry Krant, executive producers. David Griffiths, producer for *Bernstein/Beethoven* □ Excellence in general music entertainment.

**HBO**, New York. Tim Braine, producer for *Wimbledon '81* □ Excellence in sports coverage.

**USA Cable Network**, Glen Rock, N.J. Bob Seizer and George Wallach, producers for *Sports Look* □ Excellence in programming about sports.

**Nickelodeon** (Warner Amex Satellite Entertainment Co.), New York. Janet Cohen and Charles Sessoms, producers for *Pinwheel* □ Excellence in children's programming.

**ARTS** (Hearst/ABC Video), New York. ABC Video Enterprises and Frank Moriarty, producer for *Great Painters* □ Excellence in educational or instructional programming.

**Warner Amex Satellite Entertainment Co.**, New York. Julian Goldberg, producer for *MTV: Music Television* □ Excellence in innovative programming genre.

### Distinguished Achievement

**C-Span**, Washington, D.C. for "its determination and commitment to bringing government closer to the people." □ **Warner Amex Cable Communications' Qube** for "pioneering two-way technology and exploring its creative applications" through the Qube system.

# For the Record

As compiled by BROADCASTING, Nov. 8 through Nov. 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### AM applications

- Young Harris, Ga.—WZEL Inc. seeks 1380 khz, 500-w-D. Address: 2675 Cumberland Parkway, Atlanta, Ga. 30339. Principals: Zell Miller (66.67%) and William Carver (33.33%). Filed Nov. 5.
- New Hampton, Mo.—Jerrell A. Shepherd seeks 870 khz, 250 w-D. Address: 300 West Reed, Moberly, Mo. 65270. Principals: Shepherd owns KWIX-FM Bethany, and KRES(FM) Moberly and KREI(AM)-KTJJ(FM) Farming-

ton. all Missouri. Filed Oct. 26.

- Madisonville, Tex.—Madisonville Media Co. seeks 1220 khz, 500 w-D. Address: 609 North Shipp, Madisonville 77864. Principals: William F. Carter and Robert F. Richey (50% each). Richey is principal owner of KRJH(AM) Hallettsville, Tex. Filed Oct. 29.

### FM applications

- Conway, Ark.—KCON Broadcasting Inc. seeks 92.7 mhz, 3 kw, HAAT: 99 ft. Address: 829-831 Parkway, P.O. Box 1406, Conway 72032. Principals: Madge W. Clayton (35%), Billy F. Johnson (25%), Rosanne H. Johnson (20%) and Adair S. Howell and Paul W. Logan (10%), who own KCON(AM) Conway, Ark. Filed Nov. 4.

- Eureka Springs, Ark.—Tier III Media Inc. seeks 100.9 mhz, 794 w, HAAT: 517 ft. Address: 902 Court Street, Fulton, Mo. 65251. Principals: Donald R. Stimple and wife, Anne (100% jointly), are applicants for new LPTV's, but otherwise have no other broadcast interests. Filed Nov. 1.

- Evergreen, Colo.—Sterling Recreation Organization seeks 96.5 mhz, 100 kw, HAAT: 1,525 ft. Address: P.O. Box 1723, Bellevue, Wash. 98009. Principal: Frederic A. Danz, president (22.7%) and others, who own two AM's, two FM's and hold additional interests in two AM's and three FM's. Filed Nov. 3.

- Augusta, Ga.—Augusta Radio Fellowship Institute Inc. seeks 89.3 mhz, 3.25 kw, HAAT: 800 ft. Address: 3213 Huxley Drive, Augusta 30909. Principal: Noncommercial corporation; C. T. Barinowski is president. He is vice president of Augusta agriculture business and has no other broadcast interests. Filed Nov. 2.

- Louisiana, Mo.—Thomas T. Sanders seeks 101.7 mhz, 1.86 kw, HAAT: 387 ft. Address: 18511 Autumn Leaf Lane, Houston 77072. Principal: Sanders is former operations manager at KFOG(AM) San Francisco. Filed Oct. 25.

- Chinook, Mont.—Rick O. Davies seeks 101.3 mhz, 100 kw, HAAT: 677 ft. Address: Box 1415, Chinook 59523. Principal: Davies has no other broadcast interests. Filed Nov. 5.

- Following applications were filed for facilities of WHBI(FM) Newark, N.J., whose license was lifted by FCC in 1979 for violations of licensee-control, lottery, logging and other rules.

- Jersey City, N.J.—Antonin & Garcia seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 19 Belmont Ave., Jersey City, N.J. 07304. Principals: Frances L. Antonin and Mary Garcia (50% each), who have no other broadcast interests. Filed Nov. 8.

- Jersey City, N.J.—Jersey City Broadcasting Co. seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 207 Sinclair Place, Westfield, N.J. 07090. Principals: Donna M. Patt (one-third) and four others, none who have other broadcast interests. Filed Nov. 8.

- Jersey City, N.J.—Jonder Associates seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 300 Winston Drive, Cliffside Park, N.J. 07010. Principals: Percell L. Johnson Jr. (51%) and Robert Schneider (49%). Schneider owns one-third of WWHB(FM). Hampton Bays, N.Y. Johnson owns 25% of applicant for new FM at Olympia, Wash. Filed Nov. 8.

- Jersey City, N.J.—Rugers Communications Co. seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 1906 35th Place, N.W. Washington, D.C. 20007. Principal: Michael A. Rugers (100%), who has no other broadcast interests. Filed Nov. 8.

- Jersey City, N.J.—Selig Associates Inc. seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 141 S. Harrison St., Box 880, East Orange, N.J. 07018. Principal: Sharon Giles-Alexander (100%), who has no other broadcast interests. Filed Nov. 8.

- Newark, N.J.—An-Tel Inc. seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 3122 North Sheridan Road, Chicago 60657. Principal: Joseph P. Antelo (100%), who has no other broadcast interests. Filed Nov. 8.

- Newark, N.J.—Caprice Broadcasting Group Inc. seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 320 East 58th Street, New York 10022. Principal: Arlen Kantarian (88%), and four others, none who have other broadcast interests. Filed Nov. 8.

- Newark, N.J.—City Broadcasting Corp. seeks 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 60 Park Place, Newark,

N.J. Principals: Gustav Heningburg, president (12.5%) and seven others. Filed Nov. 8.

- Newark, N.J.—Coastal Communications Co. seek 105.9 mhz, 10 kw, HAAT: 390 ft. Address: 38 Melrose Ave. East Orange, N.J. 07018. Principals: Glenn F. Scotlan (65%) and Donald J. Moore (35%). Moore owns 20% c applicant for new TV at Alvin, Tex. Filed Nov. 8.

- Shallotte, N.C.—Oceanside Broadcasting Co. seek 106.3 mhz, 3 kw, HAAT: 300 ft. Address: Box 1550 Whit Street, Shallotte 28459. Alvin E. Milliken Sr. (100%), who is partner and general manager of WVCB(AM) Shallotte Filed Oct. 20.

- Atoka, Okla.—Drew Ballard seeks 103.1 mhz, 1.5 kw HAAT: 427 ft. Address: 900 North Key Ave., Lampasas Tex. 79417. Principal: Ballard owns KCYL(AM) KLTDFM) Lampasas and 40% of KLFB(AM) Lubbock and 40% of KRGT(FM) Taylor, all Texas. He also bought, subject to FCC approval, KEOR(AM) Atoka. Filed Nov. 4.

- Sisseton, S.D.—Lake Region News Corp. seeks 102.5 mhz, 100 kw, HAAT: 527 ft. Address: 117 East Oak Street Sisseton, S.D. 57262. Principals: John A. Adams, Larry F. Ingalls and Charles L. Card (one-third each), who are also applicants for new AM at Sisseton.

- Cuero, Tex.—J.B. Broadcasting of Texas Inc. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Highway 87 South Cuero 77954. Principal: J.B. Broadcasting of Texas Inc. is licensee of KEWS(AM) Cuero. Filed Oct. 26.

- Greysbull, Wyo.—Quality Public Broadcasting Corp. seeks 100.3 mhz, 100 kw, 478 ft. Address: 5712 Massachusetts Ave., Bethesda, Md. 20816. Principals: Eugene R. Bestermann, Lowell Bush and George R. Douglas Jr. (one-third each), who also are applicants for new noncommercial FM at Marianna, Fla. Filed Nov. 5.

### TV applications

- Oroville, Calif.—T.V. Tech Systems Inc. seeks ch. 21 ERP: 446 kw vis., 44.6 kw aur.; HAAT: 1,619 ft.; ant. height above ground: 164 ft. Address: 11196 Pleasant Valley Road Penn Valley, Calif. 95946. Principals: Principally owned by John F. Craven Jr. and Thomas V. Daigle. Craven own 12.2% of Lake Wildwood, Nev., cable system. Filed Oct. 26.

- Cape Coral, Fla.—Florida Family Broadcasting Ltc seeks ch. 36; ERP: 5 kw vis., 500 w aur.; HAAT: 970 ft.; ant. height above ground: 966 ft. Address: 201 W. Marion Avenue, Punta Gorda, Fla. 33950. Principals: Group of tw general and four limited partners. Ronald Kays and Peter Ta are general partners. Filed Nov. 3.

- Honolulu—Janesville Broadcasting Co. seeks ch. 31 ERP: 665 kw vis., 66.5 kw aur.; HAAT: -90 ft.; ant. height above ground: 262 ft. Address: 1815 Glendon Avenue, Lc Angeles 90025. Principals: Brian Friedman (75%) and Ke W. Russell (25%), who are applicants for new TV's at Marchester, N.H., and Portsmouth, Ohio (see both below). Filed Nov. 8.

- Norwell, Mass.—Pepsi Bottling Co. of Alton Inc. seek ch. 46; ERP: 2,937 kw vis., 293 kw aur.; HAAT: 313 ft.; ant. height above ground: 271 ft. Address: 2523 Broadway Avenue, Alton, Ill. 62002. Principals: Nikita G. Maggos (75% and Robert E. Howe (25%). Filed Oct. 27.

- Manchester, N.H.—Janesville Broadcasting Co. seek ch. 60; ERP: 818 kw vis., 81.8 kw aur.; HAAT: 1,056 ft ant. height above ground: 214 ft. Address: 1815 Glendo Ave., Los Angeles 90025. Principals: Brian Friedman (75% and Ken W. Russell (25%), who are applicants for new TV at Honolulu (see above) and Portsmouth, Ohio (see below); Filed Nov. 8.

- Goldsboro, N.C.—Group H Broadcasting Corp. seek ch. 17; ERP: 3,302 kw vis., 330 kw aur.; HAAT: 1,165 ft ant. height above ground: 1,1157 ft. Address: P.O. Box 604 Hardeeville, S.C. 29927. Principal: Randall G. Harve (100%), who has no other broadcast interests. Filed Oct. 28

- Portsmouth, Ohio—Janesville Broadcasting Co. seek ch. 30; ERP: 665 kw vis., 66.5 kw aur.; HAAT: 665 ft.; ant. height above ground: 262 ft. Address: 1815 Glendon Ave Los Angeles 90025. Principals: Brian Friedman (75%) an Ken W. Russell (25%), who also are applicants for new TV at Honolulu and Manchester, N.H. (see both above). Filed Nov. 8.

- Ponce, P.R.—Alvarez & Escabi seek ch. 48; ERP: 5. kw vis., 986 ke aur.; HAAT: 104 ft.; ant. height above

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## Broadcasting

The News Magazine of the Fifth Estate

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ground: 52 ft. Address: 129 Calle Balboa, Mayaguez, P.R. 0709. Principals: Humberto E. Escabi and J.J. Alvarez (50% each), who have no other broadcast interests. Filed Nov. 5.

■ San Sebastin, P.R.—Mothers for Television Co. seeks h. 38; ERP: 75.5 kw vis., 14.56 kw aur.; HAAT: 767 ft.; ant. height above ground: 52 ft. Address: 119 Aguila Street, Mayaguez, P.R. 00708. Principal: Nydia T. Gonsalez (100%), who has no other broadcast interests. Filed Nov. 5.

■ Greenville, Tenn.—Medium Rare Inc. seeks ch. 39; RP: 644 kw vis., 64.4 kw aur.; HAAT: 288 ft.; ant. height above ground: 275 ft. Address: P.O. Box 692, Pulaski, Tenn. 38478. Principals: Jay D. Austin and Robert H. Lochie (50% each), who own WMGL(FM) Pulaski, Tenn. Filed Oct. 20.

## FM action

■ Monroeville, Ala.—HUB City Broadcasting Inc. rented 1510 khz, 5kw-D, Address: P.O. Box 841, Monroeville 36461. Principals: Jack R. Bates (74%) and James F. Kelley (26%). Bates is former announcer and advertising director at WFMC(AM) Monroeville, where Kelley is currently announcer and salesman. BP-820614AF). Action Oct. 28.

## FM actions

■ Alamosa, Colo.—Equal Representation of Media Advocacy Corp. granted 88.7 mhz, 20 kw, HAAT: 2,450 ft. Address: 314 11th Street, P.O. Box 879, Alamosa 1101. Estimated construction costs: \$98,400; first-year operating cost: \$15,000. Principals: Noncommercial corporation; John Schwartz, president. He is program director at KBDI-TV Broomfield, Colo. BPED-820329AS). Action Oct. 29.

■ Immokalee, Fla.—Umberger Communications Inc. rented 98.3 mhz, 3 kw, HAAT: 136 ft. Address: 2225 Jersey Road 14-203, Clearwater, Fla. 33516. Estimated construction cost: \$26,500; first-quarter operating costs: \$13,500; first-year revenue: \$120,000. Principal: Applicant is principally owned by Benjamin L. Umberger, resident, and family. He is chief engineer at WCKY(FM) Clearwater, Fla., and has no other broadcast interests. (BPH-820118AG). Action Oct. 29.

■ Preston, Idaho—Cache Country Inc. granted 96.7 mhz, 3 kw, HAAT: 232 ft. Address: P.O. Box 235, Preston 83263. Principal: Michael B. Lish (100%), who is president and owner of KACH(AM) Preston BPH-820413AC). Action Oct. 29.

■ Canton, Ill.—Metrocom Communications Inc. rented 100.9 mhz, 3 kw, HAAT: 300 ft. Address: 150 Wesley Road, Creve Coeur, Ill. 61611. Principal: F.W. Bannell (100%), who has no other broadcast interests. BPH-820331AP). Action Oct. 29.

■ Garnavillo, Iowa—Clayton Country Broadcasting Co. granted 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 61 Copper Kettle Lane, East Dubuque, Ill. 61025. Principals: Lloyd O. Berg and Bonnejo A. Berg (50% each). Lloyd is engineer at WDBQ(AM)-KIWI(AM) Dubuque, Iowa. (BPH-820406AF). Action Oct. 29.

■ Haysville, Kan.—Bell County Communications dispensed application for 105.3 mhz, 100 kw, 1,100 ft. BPH-820415AV). Action Oct. 27.

■ Somerset, Ky.—Western Kentucky University granted 89.9 mhz, 35 kw, HAAT: 1,350 ft. Address: College Heights, Bowling Green, Ky 42101. Estimated construction costs: \$153,900, first-year operating cost: \$13,500. Principal: Western Kentucky University is licensee of WKYU(FM) Bowling Green. David T. Wilkinson is station manager. (BPED-820507AX). Action Oct. 29.

■ Alexandria, La.—Louisiana State University rented 88.3 mhz, 100 kw, HAAT: 1,244 ft. (BPED-11216AB). Action Oct. 29.

■ Shreveport, La.—Louisiana State University Agriculture & Mechanical College granted 89.9 mhz, 20 kw, HAAT: 966 ft. Address: 99 University Lakeshore Drive, Baton Rouge, La. 70803. Estimated construction costs: \$266,368; first-year operating cost: \$145,000. Format: Educational Principal: Noncommercial corporation. M.D. Woodin is president. LSU is also licensee of WWNO(FM) New Orleans and WPRG(FM) Baton Rouge. (BPED-811216AB). Action Oct. 19.

■ Boothbay Harbor, Me.—Robert J. Cole granted 96.7 mhz, 3 kw, HAAT: 300 ft. Address: Brackett Road, Brunswick, Me. 04011. First-quarter operating cost \$15,000; first-year revenue: \$100,000. Principal: Applicant is Portland, Me., producer of trade shows and concerts and has no other broadcast interests. BPH-820208AN). Action Oct. 29.

■ North Muskegon, Mich.—LDM Broadcasters Inc. granted 98.3 mhz, 2.6 kw, HAAT: 321 ft.. Address: 175

West Apple, Muskegon, Mich. 49443. Principals: Lee A. Gorbach, David S. Czurak and Michael M. Knowlton (one-third each). Czurak owns 12% of WLK(FM) Angola, Ind. Others have no other broadcast interests. (BPH-820208AN). Action Oct. 29.

■ Freer, Tex.—William W. Fulgham granted 95.9 mhz, 394 w, HAAT: 404 ft. (BPH-820625AO). Action Oct. 29.

■ Smithfield, Utah—M&M Broadcasting Inc. granted 103.9 mhz, 3 kw, HAAT: minus 116 ft. Address: 605 West Haven Drive, Logan, Utah 84321. Estimated construction costs: \$56,000; first-quarter operating cost: \$12,000; first-year revenue: \$100,000. Principals: Applicant is principally owned by G. Gregory Merrill and David J. Miller. Merrill is Logan, Utah, media broker with Chapman Associates. Miller is news director and salesman at KBLQ-AM-FM Logan. (BPH-820422AB). Action Oct. 29.

## TV actions

■ Hopkinsville, Ky.—Doxa Communications Inc. granted ch. 51 (BPCT-800402KE). Action Oct. 26.

■ Fajardo, P.R.—Ana G. Mendez Educational Foundation granted ch. 40; ERP: 4.21 kw vis., 420 w aur.; HAAT: 2,807 ft. (BPET-820507KH). Action Nov. 4.

## Ownership changes

### Applications

■ WEIS(AM) Centre, Ala. (990 khz, 250 kw-D)—Seeks assignment of license from Cherokee County Broadcasting Inc. to WEIS Radio for \$165,000. Seller is principally owned by James M. Davis, who also owns WTXN(AM) LaFayette, Ala. Buyer: Winfred B. Russell Jr., and wife, Mary J., who have no other broadcast interests. Filed Oct. 27.

■ WHOD(AM)-WHOI(FM) Jackson, Ala. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 104.9 mhz, 1.7 kw)—Seeks transfer of control of Vogel-Ellington Corp. from William R. Vogel (64% before; none after) to William R. Vogel Jr. (89% after). Consideration: \$30,000. Principals: William Vogel Sr. is selling majority interest in licensee to son. Filed Nov. 5.

■ KARZ(AM) Phoenix, Ariz. (960 khz, 5 kw-U)—Seeks assignment of license from Stauffer Communications to KOOL(AM) for \$2 million (BROADCASTING, Nov. 8). Seller is Topeka, Kan.-based publicly traded publisher and owner of six AM's, three FM's and two TV's. Company is headed by Stanley Stauffer, president. Buyer owns KOOL-FM Phoenix and earlier this year sold his 51% interest in co-located KOOL-TV for about \$48 million to Gulf United (BROADCASTING, Aug. 16). Chauncey also is former owner, along with Gene Autry and Homer Lane, of KARZ, which they sold to Stauffer Communications in 1979 for \$2 million (BROADCASTING, April 23, 1979). Filed Oct. 27.

■ KFAT(FM) Gilroy, Calif. (94.5 mhz, 1.15 kw, HAAT: 2,580 ft.)—Seeks assignment of license from KFAT-Levin Radio Inc. to Western Cities Broadcasting Inc. for \$900,000. Seller: Subsidiary of KUIC-Levin Radio Inc., which is owned by estate of Harvey Levin. Estate also owns KUIC(FM) Vacaville, Calif. William Horwich is executor. Buyer: Peer Pedersen and Howard C. Warren (30% each), Richard C. Phalen (21.23%) and brother, William R. Phalen (18.77%). They own KMJJ(AM) North Las Vegas and KLUC(FM) Las Vegas; KZZP-AM-FM Mesa, and KNST(AM)-KRQQ(FM) Tucson, all Arizona, and KZAP(FM) Sacramento, Calif. Filed Nov. 5.

■ KUBA(AM)-KXEZ(FM) Yuba City, Calif. (AM: 1600 khz, 5 kw-D, 1 kw-N; FM: 103.9 mhz, 3 kw, HAAT: 110 ft.)—Seeks assignment of license from Leroy J. Neider and Eugene Mills to Ridge L. Harland for \$775,000 (BROADCASTING, Nov. 15). Sellers have no other broadcast interests. Buyer: Harland is Hillsborough, Calif., business consultant whose son, Robert Harland, is general manager of stations. Filed tk.

■ KYUC(FM)(CP) Yucca Valley, Calif. (106.9 mhz, 5.7 kw, HAAT: 1,176 ft.)—Seeks assignment of license from Lee R. Shoblom to Lambda Broadcasting for \$20,000. Seller: Shoblom owns KFWJ(AM)-KBBC(FM) Lake Havasu City, and KUUK(AM) Wickenburg, both Arizona. He also is applicant for new FM's at Wickenburg and Lahaina, Hawaii. Buyer: Courtney L. Flatau and Robert W. Davis (50% each). Flatau owns 30% of KSIT(FM) Rock Springs, Wyo. Filed Nov. 1.

■ KRKY(FM) Castle Rock, Colo. (92.1 mhz, 3 kw,

HAAT: 299 ft.)—Seeks assignment of license from Douglas County Broadcasting Service Inc. to Baker Broadcasting Co. for \$445,000. Seller: Subsidiary of Frontier Broadcasting Corp., which is principally owned by Richard L. VandenBergh, who has no other broadcast interests. Buyer: James Baker and wife, Carleen Baker (47.01% jointly); James Baker's parents, Claude and Robetta Baker (19.87%); Steve Ellis and wife, Dolores (19.87% jointly); and Mike Finerman and wife, Gail (13.25% jointly). None have other broadcast interests.

■ KSTR(AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Seeks assignment of license from Lincom Partners to Media Financial Corp. for \$400,000. Seller is partnership of nine stockholders, none of whom have other broadcast interests. Buyer: Marshall R. Hambric, president (32.7%) and 11 others. Hambric is president and 40% owner of KOOO(AM)-KESY(FM) Omaha, Neb., which has been sold, subject to FCC approval, for \$3 million (BROADCASTING, Nov. 1). Filed Oct. 26.

■ WDVH(AM) Gainesville, Fla. (980 khz, 5 kw-D)—Seeks assignment of license from Ray L. Danner to Dae Broadcasting Co. for \$710,000. Seller: Danner has no other broadcast interests. Buyer: Larry Edwards (100%), who is general manager and 10% owner of WDVH, and has no other broadcast interests. Filed Oct. 26.

■ WJOE(AM)-WGPU(FM) Port St. Joe, Fla. (AM: 1080 khz, 1 kw-D; FM: 93.5 mhz, 1.85 kw, HAAT: 160 ft.)—Seeks assignment of license from Bay County Land and Abstract Inc. to Brown Broadcasting of Florida Inc. for \$175,000. Seller: Donald Crisp (100%), who has no other broadcast interests. Buyer: John Brown University (100%), Siloam Springs, Ark.-based educational institution that owns one AM and three FM's. It sold, subject to FCC approval, KMCK(FM) Siloam Springs, Ark., and is permittee of noncommercial station at Siloam Springs. John Brown University also is applicant for new FM at Naples Park, Fla. Filed Oct. 28.

■ WIZY-AM-FM Gordon, Ga. (AM: 1560 khz, 5 kw-D; FM: 107.1 mhz, 850 w, HAAT: 565 ft.)—Seeks assignment of license from Sun Coast Radio Inc. to Broadcast Services Inc. for \$550,000 (BROADCASTING, Nov. 1). Seller is owned by Marshall Rowland and wife, Carol, who also own WVOJ(AM)-WQIK(FM) Jacksonville, Fla. They recently bought WVOJ for \$600,000 (BROADCASTING, Sept. 27). Buyer is principally owned by Charles E. Giddens. He is general manager of WPGC-AM-FM Morningside, Md., and has no other broadcast interests. Filed Nov. 2.

■ WSOJ-FM Jesup, Ga. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Wings Broadcasting Inc. to Lowell S. Logan for \$30,000. Seller: C. Salen Herke is president. No other broadcast interests. Buyer: Logan is former account executive at WJCL-TV Savannah, Ga. Filed Oct. 26.

■ WAAC(AM) Terre Haute, Ind. (1300 khz, 500 w-D)—Seeks assignment of license from Marchild Inc. to The Oak Ridge Boys Broadcasting Corp. of Indiana for \$300,000. Seller: Martha Foulkes, president (100%) who has no other broadcast interests. Buyer: William L. Golden, Duane Allen (30% each), Richard A. Starnan and Joseph S. Bonsall (20% each), who are the Oak Ridge Boys, Hendersonville, Tenn.-based popular music group that also own WPFM(FM) Terre Haute. Filed Oct. 22.

■ KILJ(FM) Mt. Pleasant, Iowa (105.5 mhz, 3 kw)—Seeks transfer of control of KILJ Inc. from Paul L. Dennison (100% before; 50% after) to Paul L. Dennison & Joyce E. Dennison (none before; 50% after). Principals: Paul Dennison is transferring 50% interest to his wife. Filed Nov. 5.

■ WBKB-TV Alpena, Mich. (CBS, ch. 11, 316 kw vis., 63.2 kw aur.; HAAT: 665 ft.)—Seeks transfer of control of Thunder Bay Broadcasting Corp. from stockholders (100% before; 49% after) to Stephen A. Marks (none before; 51% after). Consideration: \$500,000. Principals. Seller consists of closely held group of 21 stockholders; Frederick T. Johnston is president and 14% owner. None have other broadcast interests. Buyer is consultant with WONN(AM) Lakeland and WPCV(FM) Winterhaven, both Florida, and has no other broadcast interests. Filed Oct. 29.

■ KASM(AM) Albany, Minn. (1150 khz, 1 kw-D)—Seeks transfer of control of Stearns County Broadcasting Co. from Urban J. Keppers and Andrew Glatzmaier (50% before; none after) to SVM Enterprises (none before; 50% after). Consideration: \$150,000. Principals: Sellers have no other broadcast interests. Buyer is owned equally by Norman C. Skalicky, Roger J. Voit and William J. McGuire, who have no other broadcast

interests. Filed Nov. 5.

■ **KBMO** Benson, Minn. (1290 khz, 500 w-D)—Seeks assignment of license from North Star Broadcasting Inc. to Joseph John Garamella for \$270,000. Seller is principally owned by George McCarthy and Robert J. Cheralier, who also are principal owners of KSMM(AM) Shakopee, Minn. Buyer: Garamella is Hopkins, Minn., physician and also bought KMSR(FM) (see below). Filed Oct. 13.

■ **KBMO-FM** Benson, Minn. (93.5 mhz, 3 kw, HAAT: 165 ft.)—Seeks assignment of license from North Star Broadcasting Inc. to Todd Jonathan Garamella for \$270,000. Seller is principally owned by George McCarthy and Robert J. Cheralier, who are principal owners of KSMM(AM) Shakopee, Minn., and are also selling KBMO(AM) to Joseph J. Garamella (see above). Buyer is son of Joseph J. Garamella, who is buying co-located KMBO(AM). Filed Oct. 13.

■ **WGGR(FM)** Duluth, Minn. (105.1 mhz, 100 kw, HAAT: 750 ft.)—Seeks assignment of license from ComRad Broadcasting Corp. to Midwest Radio Company of Duluth for \$375,000. Seller: Gordon H. Ritz (75%) and John W. Bartikoski (25%), who have no other broadcast interests. Buyer: Subsidiary of Midwest Radio Co., which is owned by Media Company of America, which in turn is owned by Larry Lakoduk and brother, James Lakoduk (50% each). They own KQWB(AM) West Fargo, N.D.; KQWB(FM) Moorhead, Minn.; WEBC(AM) Duluth, Minn.; and KQBR(AM) Brainerd, Minn. Filed Nov. 1.

■ **KMSR(FM)** Sauk Centre, Minn. (94.3 mhz, 3 kw, HAAT: 286 ft.)—Seeks assignment of license from Country Broadcasting Inc. to Garamella Broadcasting Co. for \$250,000. Seller: Melvin E. Paradis and Eugene G. Randolph (50% each), who each also own 50% of KLGR(FM) Redwood Falls, Minn. Buyer: Joseph J. Garamella has bought, subject to FCC approval, KBMO(AM) Benson, Minn., and Todd Garamella bought subject to FCC approval, KBMO-FM Benson, Minn. (see both above). Filed Nov. 1.

■ **KLDN(FM)** Eldon, Mo. (92.7 mhz, 790 w, HAAT: 585 ft.)—Seeks assignment of license from Eldon Broadcasting Inc. to Southwest Communications Inc. for \$150,000. Seller is principally owned by Dalton C. Wright and James N. Myers, who each own one-third of KVCM(AM) Montgomery City, Mo. Wright also owns WLCO(AM) Eustis, Fla. Buyer: Subsidiary of Southwest Truck Body Co., which is owned by Dennis M. McDaniel, who has no other broadcast interests.

■ **KLSM(AM)** Springfield, Mo. (1060 khz, 500 w-D)—Seeks transfer of control of Dixon Broadcasting Inc. from Herbert R. Thelma A. Cohen (57.2% before; none after) to Revcom Inc. (none before; 100% after). Consideration: \$60,000 plus cancellation of debt. Principals: Sellers have no other broadcast interests. Buyer is owned by Bruce E. Thiebauth (60%) and Sam L. Amenta (40%), who have no other broadcast interests. Filed Nov. 8.

■ **WMID(AM)** Atlantic City and **WGRF(FM)** Pleasantville, N.J. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 99.3 mhz, 3 kw, HAAT: 290 ft.)—Seeks assignment of license from WMID Inc. to Amcom Inc. for \$1 million (BROADCASTING, Oct. 4). Seller: Julann E. Griffin (100%), also owns WENE(AM)-WMDR(FM) Endicott, N.Y. Buyer: John Mullen (70%), Robert Dome (20%) and Harry Sparks (10%). Dome owns Dome & Associates, Philadelphia station representative firm. Sparks is former general manager of WFPG(AM)-WINN(FM) Atlantic City, N.J. Filed Nov. 5.

■ **WRNW(FM)** Briarcliff Manor, N.Y. (107.1 mhz, 2.45 kw, HAAT: 330 ft.)—Seeks assignment of license from WRNW Inc. to FM 107 Stereo Inc. for \$400,000. Seller: Fred A. Schreier (100%), who has no other broadcast interests. Buyer: Michael E. Schwartz and Donald L. Wilks (50% each), who own WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts, and WKRZ-AM-FM Wilkes-Barre, Pa. They also each own 37.5% of WKZE-AM-FM Orleans, Mass., and 35% each of applicant for new TV at Middleton, Conn. Filed Nov. 5.

■ **WKAK(TV)** [CP] Syracuse, N.Y. (ch. 62, ERP: 1,000 kw vis., 100 kw aur.)—Seeks assignment of license from The Great Onondaga County Telecasting Corp. to Syracuse Channel 62 Inc. for \$45,500 for stock. Seller: CP was obtained by corporation owned by George Fritzingler as minority stockholder and National Health Enterprises Inc. as majority stockholder. NHE was acquired by another corporation active solely in medical field that did not want to continue NHE's broadcast interests. Buyer: Douglas F. Ruhe (70%) and Home Security Financial Corp. (30%). Home Security

Financial Corp. is owned by George Fritzingler. Ruhe is director of United Press International. Filed Oct. 19.

■ **WGGF(TV)** [CP] Lebanon, Pa. (ch. 59, ERP: 1,197 vis., 119.7 kw aur.; HAAT: 1,458 ft.)—Seeks assignment of license from The Great Lebanon County Telecasting Corp. to Greater Harrisburg Channel 59 Inc. for \$45,500 for stock. Seller: CP was obtained by corporation which was owned by George Fritzingler as minority stockholder and National Health Enterprises Inc. as majority stockholder. NHE was acquired by another corporation active solely in medical field that did not want to continue NHE's broadcast interests. Buyer: William Geissler (70%) and Home Security Financial Corp. (30%). Home Security Financial Corp. is owned by George Fritzingler. Geissler is director and part owner of Focus Broadcasting, applicant for various low power and full power TV's. Geissler also is substantial minority owner of United Press International. Filed Oct. 19.

■ **WRQ(AM)** Mt. Pleasant, Tenn. (1460 khz, 500 w-D)—Seeks transfer of control of Radio Maury County Inc. from Robert L. Vinson (50% before; none after) to Carlton D. Swafford (50% before; 100% after). Consideration: \$5,000. Principals: Vinson is transferring interest to other partner and seeking waiver of three year rule on grounds of ill health. CP was granted Nov. 12, 1981, and license was granted May 6, 1982. Vinson and Swafford also own WLIC(AM) Adamsville, Tenn. Filed Oct. 26.

■ **KBWD(AM)-KXKE(FM)** Brownwood, Tex. (AM: 1380 khz, 1 kw-D, 500 w-N; FM: 101.5 mhz, 100 kw, HAAT: 490 ft.)—Seeks assignment of license from Brown County Broadcasting Co. to Ultimate Radio Corp. for \$1.4 million. Seller: William Jamar Jr. (51%) and wife, Jane E. (49%), who own KBIL(FM) San Angelo, Tex., and are part owners of KSNY-AM-FM Snyder, both Tex. Buyer: Lawrence Ludka and wife, Susan (50% each). Lawrence Ludka is Brownsville, Tex., attorney. Susan Ludka owns 10% of CP for new TV at Tyler, Tex. Filed Nov. 1.

■ **KFST(AM)-KPJH(FM)** Fort Stockton, Tex. (AM: 860 khz, 250 kw-D; FM: 94.3 mhz, 3 kw, HAAT: 235 ft.)—Seeks assignment of license from KFST Inc. to George A. Day and Roy E. Parker for \$550,000. Seller is principally owned by James W. Hawkins, president. He also owns 10% each of KVLV(AM) Alpine, KULM(FM) Columbia and KHLB(AM)-KMRB(FM) Burnet, all Texas. Buyer: George Day and Roy Parker (50% each), who own KIUN(AM)-KPTX(FM) Pecos, Tex., and KTAT(AM)-KYBE(FM) Frederick, Okla. Parker also owns 60% of KCOM-AM-FM Comanche, Tex. Filed Nov. 5.

■ **KPEP(FM)** Gatesville, Tex. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Monarch Communications Inc. to C.D.L.R. Communications Co Inc. for \$150,000. Seller: Station is in receivership; Jean Harris is receiver. Buyer: Robert F. Ritchey, Allen Lilley, E. Milton Dooley, Johnelle Colura (25% each). Ritchey is president and 40% owner KRJH(AM), Hallettsville, Tex. Others have no other broadcast interests. Filed Oct. 27.

■ **KCPX-AM-FM** Salt Lake City (AM: 1320 khz, 5 kw-U; FM: 98.7 kw, 2,930 ft.)—Seeks transfer of control of KCPX Inc. from Screen Gems Broadcasting Corp. (100% before; none after) to Crossroads Broadcasting Inc. (none before; 100% after). Consideration: \$2.95 million. Principals: Seller is subsidiary of Columbia Pictures Industries Inc., which earlier this year merged with Coca-Cola Co. It is also selling WVVVA(AM)-WCPI(FM) Wheeling, W. Va. Buyer is subsidiary of Price Broadcasting Co., which is owned by John Price and family, who own KROW(AM) Reno and KKRD(FM) Wichita, Kan. They also bought, subject to FCC approval, KBEE-AM-FM Modesto, Calif., and KOH(AM)-KNEV(FM) Reno for \$4.5 million (BROADCASTING, May 24) and are spinning off KOH for \$950,000 (BROADCASTING, Oct. 11). They are also buying WVVVA(AM)-WCPI(FM) Wheeling, W. Va., for \$8.8 million (see below). Filed Nov. 5.

■ **WYVE(AM)** Wytheville, Va. (1280 khz, 2.5 kw-D)—Seeks assignment of license from WYVE Radio Inc. to April Inc. for \$500,000 plus \$35,000 in assumption of liabilities plus \$100,000 consultancy and non-compete agreement. Seller is principally owned by Arthur Gates, who has no other broadcast interests. Buyer: Subsidiary of Mountain Security Savings and Loan Association, closely held group of 175 stockholders. Daniel W. Bird Jr. is chairman and P. Wesley Hambrick Jr. is president. It has no other broadcast interests. Filed Oct. 22.

■ **KRSC(AM)** Othello, Wash. (1400 khz, 1 kw-D,

250 w-N)—Seeks assignment of license from Bas Broadcasting Corp. to Gregory D. Zaser, Victorene Zaser and J.K. Alexander Zaser for \$190,000. Sell: R.D. Leary (100%), who owns 51% of KWNC(AM) Quincy, Wash. Buyer: Gregory D. Zaser (52%) as sisters, Victorene L. Zaser and J.K. Alexandra Zaser (24% each). They each are part owners of Zaser Longston Inc., licensee of KTUU(TV) Anchorage a KTTU(TV) Fairbanks, both Alaska. Filed Nov. 5.

■ **WVVA(AM)-WCPI(FM)** Wheeling, W. Va. (A) 1170 khz, 50 kw-U; FM: 98.7 mhz, 50 kw, 390 ft.) Seeks transfer of control of Columbia Pictures Rad Inc. from Columbia Pictures Radio Stations Inc. (100 before; none after) to Wheeling Broadcasting Inc. (none before; 100% after). Consideration: \$8 million. Principals: Seller is subsidiary of Colum Pictures Industries Inc., which earlier this year merged with Coca-Cola Co. It is also selling KCPX-AM-F Salt Lake City. Buyer is subsidiary of Price Broadcasting Co., which is owned by John Price and family, w own KROW(AM) Reno and KKRD(FM) Wichita Kan. They also bought, subject to FCC approval: KBEE-AM-FM Modesto, Calif., and KOH(AM) KNEV(FM) Reno for \$4.5 million BROADCASTING, May 24) and are spinning off KOH for \$950,0 (BROADCASTING, Oct. 11). They are also buying KCPX-AM-FM Salt Lake City for \$8.8 million (s above). Filed Nov. 5.

■ **WRJQ(AM)** [CP] Clintonville, Wis. (1380 khz, kw-D, 2.5 kw-N)—Seeks assignment of license from Jeff Smith to Clintonville Broadcasting Inc. for \$124,000. Seller: Smith owns 10% of WJJQ(AM) Tomahawk, Wis., and is applicant for new LPTV at new FM, both at Tomahawk. Buyer: Thomas Besch (51%) and Wayne Arnold (49%). Besch is president and 54% owner of WAQE-AM-FM Rice Lake, W Filed Oct. 27.

■ **WCQL(AM)** Pewaukee, Wis. (1370 khz, 500 D)—Seeks assignment of license from S.K.R. Inc. Dri-Four Inc. for \$65,000. Seller: Andrew M. Spher receiver. Assignment is initiated by court order. Buyer: Gayle Dvorak, Harold C. Lardinois and S. Armag (one-third each). Dvorak and Lardinois each own 25% of WAZF(AM) Yazoo City, Miss., and WVLR(FM) Sauk City, Wis. Dvorak also owns 40% of WROC(AM)-WQAZ(FM) Cleveland, Miss. Armag has no other broadcast interests. Filed Oct. 29.

## Facilities changes

### AM applications

#### Tendered

■ **WTTR** (1470 khz) Westminster, Md.—Seeks CP change hours of operation to U by adding 1 kw-N; install DA-N; and make changes in ant. sys. Ann. No 10.

■ **KVEG** (1400 khz) Broadcast Associates, Inc. Nort Las Vegas.—Seeks CP to increase D power to 5 kw Ann. Nov. 12.

■ **KOJO** (1490 khz) Laramie, Wyo.—Seeks CP change frequency to 1210 khz; increase D power to 2 kw; N power to 1 kw; install DA-2. Ann. Nov. 9.

#### Accepted

■ **WHHQ** (1130 khz) Hilton Head Island, S.C.—Seeks MP (BP-20830 as mod.) to reduce tower height Ann. Nov. 10.

■ **WTBN** (560 khz) Brentwood, Tenn.—Seeks M (BP-800307AE) to change TL; contingent upon grant of BAP-820527ER. Ann. Nov. 12.

### FM applications

#### Tendered

■ **\*WZMB** (91.3 mhz) Greenville, N.C.—Seeks CP change ERP to 3 kw; change HAAT to 154 ft.; change type transmitter, transmission line and make change in ant. sys. Ann. Nov. 10.

■ **WBEX-FM** (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 19.9 kw; change HAAT to 634 ft. Ann. Nov. 8.

■ **KEXI** (93.3 mhz) Walla Walla, Wash.—Seeks CP to change TL; change HAAT to 1695 ft. and make changes in ant. sys. Ann. Nov. 12.

#### Accepted

■ **KOPO(FM)** (98.3 mhz) Marana, Ariz.—Seeks modification of CP (BPH-801222AF, as mod.) to change TL; increase HAAT to 300 ft. and change TPO



Ann. Nov. 9.

■ WCOD-FM (106.1 mhz) Hyannis, Mass.—Seeks CP to increase ERP to 50 kw; increase HAAT to 500 ft. and change TPO. Ann. Nov. 9.

■ \*WJSU-FM (88.5 mhz) Jackson, Miss.—Seeks modification of CP (BPED-810424AN) to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 204 ft. and change TPO. Ann. Nov. 9.

■ WMBN-FM (96.7 mhz) Petoskey, Mich.—Seeks CP to change HAAT to 910 ft.; change trans. and make changes in ant. sys. Ann. Nov. 8.

■ KTIS-FM (98.5 mhz) Minneapolis—Seeks CP to increase ERP to 100 kw; increase HAAT to 278 ft. and change TPO. Ann. Nov. 9.

■ WADB (95.9 mhz) Point Pleasant, N.J.—Seeks CP to change TL; increase HAAT to 238 ft. and change TPO. Ann. Nov. 10.

■ WPXY (97.9 mhz) Rochester, N.Y.—Seeks CP to increase ERP to 15.3 kw. Ann. Nov. 9.

■ WZVC (103.3 mhz) Newport, N.C.—Seeks modification of CP (BPH-10.420 as mod.) to change TL; increase HAAT to 459 ft. and change TPO. Ann. Nov. 10.

■ WYYS (94.9 mhz) Fairfield, Ohio—Seeks CP to decrease ERP to 31 kw; increase HAAT to 640 ft. and change TPO. Ann. Nov. 10.

■ WIMT (102.1 mhz) Lima, Ohio—Seeks modification of CP (BPH-801222AE, as mod.) to change type ant.; increase ERP to 8 kw; decrease HAAT to 1,055 ft. and change TPO. Ann. Nov. 8.

■ KCKR (93.5 mhz) Crockett, Tex.—Seeks modification of CP (BPH-811103AB, as mod.) to change TL and SL; and change TPO. Ann. Nov. 10.

■ \*KSBJ (88.1 mhz) Humble, Tex.—Seeks modification of CP (BPED-800327AD) to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 835 ft. and change TPO. Ann. Nov. 9.

■ KPEC-FM (90.9 mhz) Tacoma, Wash.—Seeks CP to change TL; and decrease HAAT to 167 ft. Ann. Nov. 10.

■ WTBZ (100.9 mhz) Grafton, W.Va.—Data filed 10-26-82 in accordance with FCC's 1st report and order adopted 1-23-81 and released 1-29-81 in doc. 80-47, showing proposed opera. on frequency of 95.9 mhz. Ann. Nov. 10.

**TV application**

*Accepted*

■ WZTV (ch. 17) Nashville, Tenn.—Seeks CP to change ERP to 2,340 kw vis., 234 kw aur; change HAAT to 1,160 ft., change TL; also change type of ant. transmission line. Ann. Nov. 8.

**AM actions**

■ WOKJ (1550 khz) Jackson, Miss.—Granted CP to change fill-in on D and N directional antenna; change ant. sys. Action. Oct. 27.

■ KKBK (1340 khz) Aztec, N.M.—Granted CP to in-

crease height of tower from 300 to 460 ft. Action Oct. 28.

■ WPTR (1540 khz) Albany, N.Y.—Granted CP to add MEOV's to directional pattern; delete 96,123,173 and 196 monitoring points and add new MP at 54 true. Action Oct. 27.

**FM actions**

■ WJSR (91.1 mhz) Birmingham, Ala.—Granted CP to increase ERP to 120 w; change HAAT to 195 ft. Action Oct. 29.

■ \*WVSU-FM (91.1 mhz) Birmingham, Ala.—Granted CP to increase ERP to 125 w; change HAAT to 88 ft. Action Oct. 29.

■ \*KUOP (91.3 mhz) Stockton, Calif.—Granted CP to change TL; change ERP to 6.966 kw and make changes in ant. sys. Action Oct. 29.

■ KBOB (98.3 mhz) West Covina, Calif.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 3 kw; increase HAAT to 574 ft. and change TPO. Action Oct. 29.

■ KOTO (91.7 mhz) Tulluride, Colo.—Granted CP to change TL; increase ERP to 280 w and operate RC. Action Oct. 29.

■ WFYN-FM (92.5 mhz) Key West, Fla.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 546 ft.; change type trans and make changes in ant. sys. Action Oct. 29.

■ WHIA (92.1 mhz) Dawson, Ga.—Granted CP to change TL. Action. Oct. 29.

■ WTXR (94.3 mhz) Chillicothe, Ill.—Granted CP to change TL; change ERP to 3 kw; change HAAT to 300 ft.; change type trans.; and make changes in ant. sys. Action Oct. 29.

■ WHME (103.1 mhz) South Bend, Ind.—Granted CP to change TL/SL; change HAAT to 300 ft. and make changes in ant. sys. Action Oct. 29.

■ \*WCSG (91.3 mhz) Grand Rapids, Mich.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 9 kw; increase HAAT to 580 ft. and change TPO. Action Oct. 28.

■ \*KNFR (91.5 mhz) Albuquerque, N.M.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 2,295 kw; decrease HAAT to 4,048 ft. and change TPO. Action Aug. 2.

■ WDBN (94.9 mhz) Medina, Ohio— Granted modification of CP (BPH-790725AG) to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 37.2 kw; increase HAAT to 811.4 ft. and change TPO. Action Oct. 29.

■ WQOD (93.3 mhz) Youngstown, Ohio—Granted CP to increase ERP to 50 kw and change type transmitter. Action Oct. 29.

■ WXRF-FM (106.9 mhz) Guayama, P.R.—Granted CP to change TL; decrease power to 25 kw; increase HAAT to 1,994 ft. and make changes in ant. sys. Action Oct. 29.

■ KIOZ (102.9 mhz) Laramie, Wyo.—Granted CP to utilize former ant. as aux. at main TL; to be operated on ERP of 38.3 kw; change HAAT to 1,088 ft. and change TPO. Action Oct. 28.

**TV actions**

■ WMCF-TV (ch. 45) Montgomery, Ala.—Granted MP (BPCT-800826KF) to change ERP to 3,100 kw vis., 570 kw aur; change T.; change HAAT to 632 ft. Action Nov. 1.

■ KCBR (ch. 17) Des Moines, Iowa—Granted MP (BPCT-790727KE) to change ERP to 3,110 kw vis., 311 kw aur; and change HAAT to 1516 ft. Action Oct. 29.

■ \*WUNM-TV (ch. 19) Jacksonville, N.C.—Granted MP (BPET-790606KG) to change ERP to 3,036 kw vis., 286.4 kw.aur; change HAAT to 1838 ft.; and ant. sys. Action Oct. 29.

■ KTXH (ch. 20) Houston, Tex.—Granted MP to change ERP to 5,000 kw vis., 500 kw aur; change TL; and change ant. sys. Action Nov. 5.

Call letters

**Applications**

Call	Sought by
	<b>New AM's</b>
KABR	Alamo Navajo School Board Inc., Alamo Community, N.M.
WXEZ	Webber College, Babson Park, Fla.
	<b>New FM's</b>
KNLB	New Life Christian School, Lake Havasu City, Ariz.
KCTN	Clayton County Broadcasting Co., Garmavillo, Iowa
KZZA	Dove Broadcasting Inc., Glenwood, Minn.
XXPO-FM	KGPC Co., Grafton, N.D.
KGWY	Quality Communications Inc., Gillette, Wyo.
	<b>New TV</b>
KLDH	Mid-America Broadcasting of Topeka Inc., Topeka, Kan.
	<b>Existing AM's</b>
KOOL	KARZ Phoenix
KPAK	KRDG Redding, Calif.
KSES	KYUC Yucca Valley, Calif.
WJBU	WJOE Port St. Joe, Fla.
WFXX	WIZY Gordon, Ga.
KOOQ	KAHL North Platte, Neb.
WGSN	WSWM North Myrtle Beach, S.C.
KMMM	KOKE Austin, Tex.
KRBE	KENR Houston
	<b>Existing FM's</b>
KBUL	KCNQ Brush, Colo.
KTES-FM	KDRW-FM Silverton, Colo.
WJST	WGCV Port St. Joe, Fla.
WFXX-FM	WIZZY-FM Gordon, Ga.
KHTR	KMOX-FM St. Louis
WFSK-FM	WRFN Nashville, Tenn.
KDNG-FM	KGAF-FM Gainesville, Tex.
	<b>Existing TV</b>
WAXA	WAIM-TV Anderson, S.C.

**Grants**

Call	Assigned to
	<b>New FM's</b>
KHPQ	Weber-King Radio, Clinton, Ark.
WNBB	Mark S. Manalo, Grifton, N.C.
	<b>New TV</b>
WJKA	Wilmington Telecasters Inc., Wilmington, N.C.
	<b>Existing AM</b>
KENZ	KROY Sacramento, Calif.
	<b>Existing FM's</b>
KROY	KROY-FM Sacramento, Calif.
WDND	WLMT Wilmington, Ill.
WMAG	WMFR-FM High Point, N.C.
WROC	WLYT Cleveland Heights, Ohio
KRNB	KWAM-FM Memphis, Tenn.
	<b>New TV</b>
WVNY	WEZF-TV Burlington, Vt.

Summary of broadcasting

**FCC tabulations as of Aug. 31, 1982**

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	138	4,806
Commercial FM	3,379	1	0	3,380	316	3,696
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	538	9,698
Commercial TV						
VHF	525	1	0	526	12	538
UHF	271	0	0	271	137	408
Educational TV						
VHF	103	1	3	107	9	116
UHF	163	0	0	163	15	178
Total TV	1,062	2	3	1,067	173	1,240
FM Translators	492	0	0	492	268	760
TV Translators						
VHF	2,750	0	0	2,750	269	3,019
UHF	1,642	0	0	1,642	403	2,045
Low power						
VHF	97	0	0	97	141	238
UHF	4	0	0	4	75	79

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Sales Manager** - opportunity with AM/FM combo in 700,000 plus TSA market. Group owner offers good salary, bonus and override to an aggressive sales manager or salesperson with track record. Send resume to Box J-112.

**Station Manager**-expanding radio chain seeks sales-oriented manager. Good market, pay, benefits and excellent future. Must be stable hitter whose background can take complete examination. Send complete resume to: Bob Zimmerman, 160 Clearview Ave., State College, PA 16801.

**Sales Manager needed** to lead a seasoned staff in medium Northeast market located in East's major resort area. Strong credentials in local sales a must to develop sales to their share potential at highly-rated station. Send resume, references, and salary requirements. Write Box J-123. EOE.

### HELP WANTED SALES

**Room to grow** and stretch out, on the ground floor with a new group. Station is run-away No. 1, located in Rockies, with solid staff, that needs imaginative direction and strong sales leadership. Can you motivate? Reply to Box J-108. E.O.E.

**Well-established FM station** in West Virginia seeks aggressive individual with proven sales background. Good salary with opportunity for advancement to managerial position. Send resume in confidence to Box J-98. EOE.

**Senior account executive** for one of the mid-South's & nation's dominant AM stations. Need creative, aggressive, strong closer. Excellent benefits with group owner. Minority candidates encouraged. EOE, M/F Write Box J-33.

**Professional salesperson** needed for new 100,000 watt FM station in northern Wisconsin. Must be aggressive and willing to work. Good Compensation package and benefits. Write Box J-133.

**Strong, experienced sales manager** and sales people needed for Toledo AM/FM combo. Great opportunity with great rewards for right people. Write Box J-135.

### HELP WANTED ANNOUNCERS

**Drive-time mouth!** Do you want to put your jaws to work being an entertainer? Do you enjoy live telephone interaction? Can you be fun and glib and do it all live? Then this major market station wants you! Send resume to Box H-144. EOE.

**Announcer-sports director** wanted for 100 KW FM in northern Wisconsin. T&R to Roger Utneher, WRLO, PO. Box 509, Antigo, WI 54409. EEO.

**Texas opening for announcer/production!** Good pay for good talent! Play by play an asset! Tape and resume to Dick Hoff, KXIT, PO. Box 1350, Dalhart, TX 79022.

**WLKW FM/AM, Providence**, seeks resumes and tapes for qualified announcers, experienced in beautiful/easy listening and MOYL formats. Send to Tony Rizzini, PD, WLKW, Providence, RI 02904. E.O.E.

**Morning drive** personality wanted. Must be an experienced, talented, adult communicator/entertainer. No beginners. AC/Oldies format. Start December in Goshen, IN 46526. Send replies in care of Bill Musser, WKAM/WZOW, POB 497. An EOE.

**New York City classical** music station is looking for a part-time and relief announcer. Must have knowledge of 18th, 19th & 20th Century music and be able to present it with a contemporary and conversational approach. Resume to Box J-136.

**Live and work** on the world's most famous beach. Music Of Your Life format needs an experienced professional. Tape, resume and salary to: Program Director, WROD, PO. Box 991, Daytona Beach, FL 32015.

**Announcer needed** for N.E. Colorado stations. Must know Harris System 90 automation. Good wages and benefits. KSTC, Box 830, Sterling, CO 80751.

**Basketball, football** play-by-play/announcer needed immediately! Call General Manager John King or Program Director Harry Dierks at KBIM, Roswell, NM 505-623-9100.

**Small market station** group in northern Illinois is looking for a morning personality for one of its stations. Applicants should have at least one year's experience, commercial production abilities, and be familiar with an MOR/information format. Talented first-timers will be considered. Automation experience a plus. Send resumes and tapes to: WPOK AM/FM, Rural Route 2, Pontiac, IL 61764. Attention: David Whiskeyman.

**We're building a team.** Looking for experienced announcers with strong production. Must be stable, hard working team player, able to communicate with adult rock audience. Tape, resume and salary requirements to Rick Singer, WINW/WOOS, PO. Box 9217, Canton, OH 44711. An equal opportunity employer.

### HELP WANTED TECHNICAL

**San Juan, PR.** Chief operator for a 50 KW FM and 5 KW DA leading stations. Must have first class license, broadcast experience and best references. We offer good pay and benefits. Send resume and salary history to Box J-91.

**Small market chief engineer, AM/FM,** heart of the Rockies, beautiful place to raise kids, solid growing operation. Salary negotiable, benefits. Time is of the essence. Call Steve Benedict, 406-728-1450. E.O.E.

**Electronics maintenance engineer.** Looking for a maintenance engineer with strong electronics experience. FCC 1st or General License required. 3 years' experience in major broadcast market. Send resume and references to David Hammer, WFAA-AM/KZEW-FM, Communications Center, Dallas, TX 75202. An equal opportunity employer.

### HELP WANTED NEWS

**News person wanted!** Must have experience. KBJT/AM and KQEW/FM, Forgyce, Arkansas. Position must be filled by November 30th. Call Gary Coates, 501-352-7137.

**News Director** - contemporary FM. Must be able to organize, train, supervise and motivate department. Tape, resume and salary requirements to Steve Christian, 156 Broadway, Long Branch, NJ 07740. All replies in confidence. EOE.

**Announcer-sports director** wanted for 100 KW FM in northern Wisconsin. T&R to Roger Utneher, WRLO, PO. Box 509, Antigo, WI 54409. EEO.

**WORD/Spartanburg** is looking for a full-time sports journalist. Strong anchor and reporting skills necessary, play-by-play a plus. Plenty of growth potential and excellent facility and staff to work with. Evening and weekend work necessary. Tape and resume to: Gary Sparber, WORD Radio, Box 3257, Spartanburg, SC 29304.

**Morning Anchor** for top rated, news-oriented AM/FM serving market of 600,000 between Chicago and Milwaukee. Four person department. Winner of multiple Wisconsin AP awards. The winning candidate will have major market sound and impeccable news judgement. Minimum one year experience. Excellent pay and support from professional staff and management. Resume and tape to: David Kole, WLIP/WJZQ, PO. Box 659, Kenosha, WI 53141. E.O.E.

**News person to gather,** edit and deliver in relaxed style on one of the Southeast's top easy listening stations. Tape and resume to Bill Breland, WXTC, PO. Box 186, Charleston, SC 29402. EOE, M/F

**News Director**-Good isn't good enough! We're looking for an excellent News Director, able to manage award winning staff of six, be aggressive, enterprising able to dig hard-hitting, investigative pieces and series reporting. Be half of double anchor morning news team. \$20,000 AFTRA. Tapes and resumes and all facts in first and only letter to Bob Pantano, WICC 177 State St., Bridgeport, CT 06604. EOE.

### SITUATIONS WANTED MANAGEMENT

**Programer** with some sales experience looking for opportunity to manage small/medium station. Reply Box J-38.

**Experienced, professional General Manager** Proven sales & audience builder. Organizer, teacher & motivator. Good with goals, budgets, bottom line and people. Knowledgeable all phases of station operation. First Phone. Good references. Box J-101.

**GM looking.** Experienced all phases. Morning man PD, sales, SM, and fully capable CE. 7 years at same station. Excel in promotion and turnaround while maintaining bottom line. Write Box J-93.

**High performing** General Manager with in-depth knowledge of radio covering 20 years of successful management. Specializing in strong sales and profit development ability. Organizational and basic management skills. If you are an owner who wants an achiever and can afford quality, write Box J-110.

**22 years in radio & TV** sales. Looking for management position. Salary open, stocks possible. Contact 702-883-6355, or 111 Kentuck Lane, Carson City, NV 89701, Robert Holland.

**Young 7-year veteran** ready to motivate your sales GM/SM background. 1st class. 607-432-8555, after 5.

### SITUATIONS WANTED SALES

**Marine Corps Officer,** communications specialist BA Broadcasting Marquette Univ, looking for sale position leading to management. Young, intelligent aggressive. First I'll sell your station, then I'll run it. 1s Lt. Leo Clark, MOQ 3147, Camp Lejeune, NC 28542 919-353-0829.

### SITUATIONS WANTED ANNOUNCERS

**Just starting out.** College experience; AOR, top-40 MOR, adult contemporary, news, RRT permit. Strong production. Will relocate. Michael Selk, 212-543-9428.

**1981 college graduate,** enthusiastic broadcaster willing to work hard. Experienced in country, A/C personality, play-by-play, and news. Neil Isaacs, 616-798-4613.

**Ford Mullins,** 6-year pro (WZBC, WCFR, WPOE WKZE), KUIS grad., BA psych, seeks swing/prod. So CA coast. 714-859-6381.

**1-year experience** in public radio. DJ-newscape looking for 1st professional break. Calif, preferred. Ca Ron Stetler, 415-771-0762, evenings.

**Experienced sportscaster** looking for all-sport job. I can make you the sports leader. 214-729-8310

**Announcer/sportscaster.** Six years' experience know rock format. Southern Rockies, West Coast respond anytime. 303-651-3549.

**Channeled enthusiasm:** "the employer comes first was the organizing principle of my training. My tape is to the point. Joe Ferraro, 215-535-3151, 922-2530

**Philadelphia calling**-6 year on-air vet, (2 years in Philadelphia). AM/FM top 40/AOR, Music Director Program Director, with 1st phone. Looking for any above in a permanent position. Will relocate anywhere Available immediately. Excellent refs-let's talk 609-772-1971, late evenings. Clint Walker, 307 Lincoln Dr., Voorhees, NJ 08043, phone check.



## SITUATIONS WANTED ANNOUNCERS CONTINUED

**Recent PD at college** commercial operation looking for an opening at AC or AOR station. Broadcasting degree with post-grad in business. Five years production-announcing experience. 303-243-0132.

**Personality Country DJ**, 37 years' experience. 24 hr station. Best recommendations, never been late. Missed 10 days in 24 years. Desires morning drive show with top station. Contact Bill Buchanan. 919-76-2539.

**Years on-air**, mature, conversational voice. Very versatile. 515-573-8250.

**Don't call me**, if you're happy with beginners because "they don't cost as much." Married man, eight years' experience in all facets, wants to settle family. 419-668-4020. Excellent references!

**Female broadcaster**-writer, light experience, extensively trained. DJ/newscaster, good production and equipment skills. Meticulous, dedicated worker. Write Box J-130.

**Lucky!! Won't regret investment!!** Intelligence, potential, great diction, attitude. Announcing, production, news, copywriting. Degree, broadcast grad, third endorsed, light experience. Janet Lynch. 3743 Deepdale Lane, Louisville, KY 40207. 502-895-5208, except weekday afternoons EST.

**Ken McCartney**, 10 yrs' experience in CHR. Ready to return to California as PD., M.D., or air talent. 213 Seehatchee Ave., Las Vegas, NV 89110. 702-32-1371.

**Young, dependable announcer** wants to begin audio career with your station. For tape and resume. ad Les Williams, 312-597-8461.

## SITUATIONS WANTED TECHNICAL

**Experienced AM FM technical** director seeking new challenge in broadcasting. Prefer southern California as home base. Cost and quality conscious. SEE. Will travel. Write Box J-142.

## SITUATIONS WANTED NEWS

**News, enthusiastic sports/news** reporter wants to move into medium market. PBP all sports. Steve, 15-298-4850.

**Experienced, enthusiastic, honest**, and hard working young man desires position as a Sports Director, sportscaster, or News Director. Please call 13-833-3056 or 513-698-6560, and ask for Bill.

**Female, 35, experienced** all phases radio news. seeks position. Eastern states. 504-395-4027.

**Ombo-man-broadcaster** (employed 5 years). Re-int FCC General License (690 hours electronics). sportscaster-D.J.-sportscaster. Flexible geographically. Financially. Write Box J-138.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Big Bands! I love it.** You want to program big bands now, I've been doing it for years. Twelve-year pro looking for opportunity in medium or major market. Lively, reasonable air work, creative production from the zany to the classy. Currently in small market. Program big and standard music with someone who knows how. For resume/tape, call Steve, 401-884-1370 or 11-295-8152.

**Available immediately!** Seven years full time radio experience, public/commercial. Proven ability programming country/AC/automation, B.A., music-classics. Prefer West/Midwest. Charles Marston, P.O. Box 150, Logan, UT 84321. 801-752-5672.

# TELEVISION

## HELP WANTED MANAGEMENT

**Assistant Business Manager** for TV/FM station. Need aggressive individual with broadcasting accounting experience. In-house computer system. Emphasis on collection of receivables. Involvement with personnel activities of the station. BS accounting desired. Salary in upper \$20's, based on ability. Top 20 market. Equal opportunity employer. Located East coast. Send resume to Box J-106.

**Controller**—WCSC, Inc., Charleston, SC, a diversified communications company, seeks qualified financial officer with broadcasting experience to coordinate financial aspects of various divisions. High energy level required due to company's growth plan. Confidentiality assured. Respond: D. W. Coyle, WCSC, Inc., Box 186, 29402. 803-723-8371.

**Chief Financial Officer.** Kelly Enterprises, a closely held group of several companies engaged in television broadcasting (KCRA/Sacramento and KCPQ/Tacoma), banking and real estate, seeks CFO. Duties would comprise the management of the accounting and financial control functions of the various companies, including development of and monitoring of operational and capital budgets, represent the companies to financial community and counsel operating management on financial matters. Applicant must be an MBA and/or CPA and have a minimum of five-years broadcasting experience. Resume to: Don Saraceno, General Manager, KCRA-TV, 310-10th St., Sacramento, CA 95814-0794. EOE, M/F.

**Promotion Manager:**—applicant should be a creative person with good writing ability and organizational skills. Person selected will have to be able to work well with all departments within the station, as well as advertising agencies and organizations outside the station. Send resume to Gary R. Chapman, General Manager, WLNE-TV Inc., 430 County Street, New Bedford, MA 02741. No phone calls. An equal opportunity employer.

**TV sales traffic supervisor.** For major market independent, minimum, 3 years' experience in spot booking and inventory control. Must be sales-oriented and have a working knowledge of BIAS or BCS computer systems. Send resume and salary requirements in confidence to Box 1111, Grand Central Station, NYC 10163.

## HELP WANTED SALES

**Local TV sales manager**—an excellent opportunity for an aggressive sales person. Small market in the heart of the Sunbelt. Please send complete resume to Box J-88. EEO.

**KYEL-TV, Yuma, Arizona**—El Centro, California, is looking for an experienced local TV account executive. An opportunity to grow rapidly in a fast-growing market. Send resume to Keith Lewis, KYEL-TV, PO Box 592, Yuma, AZ 85364. EOE.

**Top 50 mid South**—Independent looking for national sales manager. 3-5 years' national experience, either at station or rep. Independent station sales a must. Send resume to Box J-127. EOE.

**Local Sales Manager**—needed for NBC affiliate in Louisville, Kentucky. Please send resume and references to Vickie Mahoney, Personnel, WAVE-TV, Box 32970, Louisville, KY 40232. Equal opportunity employer.

**Television Syndication Sales.**—New York base. Minimum 5 years' experience with network, local station, rep sales, or syndication sales organization. Responsible for specific sales territory. Salary plus commission, plus fringes open. Resumes only. Box J-134.

## HELP WANTED TECHNICAL

**Career opportunity** with a group-owned station. Maintenance engineer for U.S. Virgin Islands TV station. 1-2 years' experience as broadcast maintenance engineer required. Salary commensurate with background. Two-year Associate degree or equivalent in job experience desirable. Contact Joe Potter, 809-774-0300. We are an equal opportunity employer.

**Wanted: experienced** CMX editors and video engineers familiar with RCA cameras. New York area. Write Box J-99.

**Telemation Productions unit 4** is in need of a remote maintenance engineer with experience in Ikegami cameras, Ampex & Sony 1" tape, Chyron, Ross & Utah switching, and more. Must be a self-starter. Contact: John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Avenue, Glenview, IL 60025. 312-729-5215.

**Chief Engineer**—KCRA-TV/Sacramento-Stockton, CA. NBC affiliate. Applicants must be experienced in administration, system layout, maintenance and transmission. Apply to: Bill Karpisek, KCRA-TV, 310 Tenth St., Sacramento, CA. 95814-0794. 916-325-3247. EOE.

**Maintenance Engineer**—administrative assistant for an NBC affiliate in south Florida. Supervise station on-air engineer/switchers to assure a smooth operation of master control and its equipment. Must be able to work well with people. First/general phone, on-air switching and routine master control/studio maintenance experience necessary. Salary open. E.O.E. Send resume to Bob Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901.

**Studio technical maintenance**—supervisor—duties include maintenance of studio technical plant facility as well as building annex; microwave and news dept. ENG. Reporting directly to Chief Engineer, maintenance supervisor may assist in system layout, equipment evaluation and installation of facilities. Applicants must have experience with ENG microwave truck, repairing Sony VCR and ENG cameras. Proper FCC documentation required. Person selected must join union. Qualified applicants contact: Don Duncan, Acting Chief Engineer, KCRA-TV, 310 Tenth St., Sacramento, CA 95814-0794. 916-325-3256. EOE, M/F.

**Washington, D.C. consulting firm**—is seeking an experienced radio and television engineer to develop inventory and pricing information for client stations. This is a pleasant position in a professional organization. Some travel is required. FCC First, college degree, and 3-5 years' engineering experience required. Please send resume and salary history, in confidence, to Box J-117.

**Studio Engineer**—minimum 3 years' experience in studio maintenance, especially format of VTR, ENG, EFP 1st phone required. Contact Chief Engineer, KTVX, 1760 Fremont Drive, Salt Lake City, UT 84104. 801-972-1776. Equal opportunity employer.

**Middle eastern major**—network affiliate in the top fifty is in need of a hands-on type maintenance person to assume the position of Assistant Chief Engineer. Applicant must hold FCC License, have working knowledge of digital electronics and be able to maintain VHF transmitter. Top salary and benefits for the right person. Send complete resume to Box J-122.

**Chief Engineer.**—UHF station in Southeast looking for chief who will become Director of Engineering. Applicant should be fully versed in all phases of television technology. Must have first class FCC license and working knowledge of FCC regulations. EOE. Send resume to Box J-126.

## HELP WANTED NEWS

**News Director.** Capable of leading young but growing staff. Must be accomplished producer and capable of doing it all. Good position within group. Write Box J-45. E.O.E.

**Reporter.** 2 positions open. Must be aggressive and experienced. We're looking for strong communicators, with proven small to medium market track record. Write Box J-46. EOE.

**Where is the small market news producer** with warm, declarative writing, total program feel, and motivational organization? Top 40 Midwest station is looking. Send script and resume to Box J-115. EOE.

**News Director.**—Top flight news director needed for ABC affiliate in beautiful coastal city in S.E. This is a turn-around situation requiring a skilled professional. Salary and incentive most attractive for right person. All responses held in strict confidence. E.O.E. Write Box J-124.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## HELP WANTED NEWS CONTINUED

**Photo Journalist.** Must have full working knowledge of ENG shooting and editing. Medium market positions with room for growth. Write Box J-47. EOE.

**Talkshow co-host.**—My client seeks an experienced, bigger-than-life personality to co-host a morning program at a major market California station. Send your resume to: Primo People, P.O. Box 116, Old Greenwich, CT 06870. Equal opportunity employer, M/F.

**News Director:**—Strong administrator, budgeter and recruiter with solid news background needed to take over CBS affiliate news operation with strong commitment to quality journalism. Forward resume, statement of news philosophy, and salary history in first reply. No phone calls. Ronald Philips, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

**Assignment Editor**—seeking person with at least three years news desk experience handling assignment chores. Should be experienced in day-to-day and long-range planning and coordinating live shots. Will be directly responsible to Assignments Mgr. Apply to: Jim Drennan, KCRA-TV News, 310 Tenth St., Sacramento, CA 95814-0794. EOE, M/F.

**Small market CBS network**—affiliate is auditioning talent for a weather anchor position. We are seeking an individual with good on-air presence and personality. Send tape and resume to Bill Jones, News Director, WBOC-TV, P.O. Box 2057, Salisbury, MD 21801. An equal opportunity employer.

**Nation's no. 1 independent**—has opening for outstanding feature reporter. Tape must demonstrate intelligence, creativity and production skills. Tony Burden, News Director, KMSP-TV, 5975 York Ave. S., Minneapolis, MN 55435. Please, no calls. Equal opportunity employer.

**Reporter:**—three years as television news reporter. Experience with longer magazine-type pieces preferred. Tapes & resumes to Tom Wayne, WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33702. A division of Hubbard Broadcasting. An equal opportunity employer.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Photographer/editor/field producer** to join 10-person staff of a top rated PM Magazine show. If you have experience shooting and editing top quality PM Magazine style stories, send your resume to Box J-54. E.O.E.

**Major production company that has expanded** to the Southwest is looking for qualified CMX 340 editor who has at least two years' experience editing CMX 340 or similar keyboard editor. Evening work may be required. Experience with digital video effects a plus. Send resumes and tapes (no calls accepted) to: Dan Rogers, Telemation Productions, 5016 N. 6th St., Phoenix, AZ 85012.

**PM Magazine seeks** videographer/editor. Shoot, edit, and produce PM program segments. Experience with electronic production equipment necessary. PM Magazine experience preferred. Top salary in scenic center of the South. Reply to Julie O'Reagan, WRCB-TV, 900 Whitehall Road, Chattanooga, TN, 37405. EEO.

**Talkshow Co-host.**—My client seeks an experienced bigger-than-life personality to co-host a morning program at a major market California station. Send your resume to: Primo People, P.O. Box 116, Old Greenwich, CT 06870. Equal opportunity employer, M/F.

**Commercial Producer/Director:**—Need experienced person to join award winning creative services department. New editing suite is representative of management's commitment to quality. Send tape and resume to Barry Tevis, Production Manager, KTVL, P.O. Box 10, Medford, OR 97501. Equal Opportunity Employer.

**Promotion Manager.**—Top 50 NBC station in number 1 position in market. Applicant should be very strong in on-the-air promotion. Send resume and examples of production to P.O. Box 2115, Huntington, WV 25721. EEO.

**Writer/Director/Producer**—Superb opportunity for a creative television writer/director producer in industrial television applications, Washington, D.C. area. Must be qualified to write, direct and produce video, film, and multi-image productions. Must also have demonstrated public relations writing and/or journalism experience. College degree in audio-visual communications preferred. Two to five years' experience in related audio-visual-writing areas required. Starting salary—high 20's, with excellent benefit package. Resume to Box J-131.

## SITUATIONS WANTED SALES

**22 years in radio**—& TV sales. Also some production & on camera work. Salary open. Contact Robert Holland, 702—883-6355, or 111 Kentuck Lane, Carson City, NV 89701.

## SITUATIONS WANTED NEWS

**Let me help you** with my on-camera, writing, and producing skills. Theater, film, broadcast experience. Professional, creative, hardworking. Will consider any size market. Ray Troha, 216-481-0437.

**Award winning sportscaster** looking for new challenges. Four years' experience in small markets. Seeking anchor-reporter position at station with news commitment. Call Jim, 915-944-9786, mornings.

**Award winner**—anchorwoman/reporter. Several years' experience in top 10 market. Versatile—hard news, government affairs a specialty. Attractive, black UCLA grad. Anxious to relocate to top 20 market. Please reply Box J-103.

**Chief Assignment Editor.** Eight years' experience in top 25 markets. Energetic; looking for new challenge. Write Box J-107.

**Reporters can't glue** a sentence together? Effervescent female Phi Beta Kappa Ivy League grad leaving publishing, looking to get on camera. I have tape, will travel. Melody, 212-876-6395, or Box J-104.

**Experienced college grad** looking for TV or radio. Emphasis on sports, with strong writing and production skills. Authoritative news sound. Available now. Have audio and video audition tapes. 312-288-5031; Eric Clemons, 5108 S. Kimbark, Chicago, IL 60615.

**Blonde, but not without brains, female** in no. 1 mid-market station, weekend anchor/reporter, looking to join larger market dedicated news staff. Experienced, proven with the ratings. Write Box J-92.

**Sports: Rian Danz,** 206-236-2124. 8225-A West Mercer Way, Mercer Island, WA 98040.

**Sportscaster**—Do you share my dedication to quality, creative sportscasting? Write Box J-95.

**See Janet Lynch's ad,** situations radio announcers.

**Hard-working sports anchor/reporter/producer** seeks position with small to medium market station. Recent grad with 3 years professional experience. Excellent production skills. Mark, 607—748-8591.

**Black woman reporter/anchor** in top ten market. Want to relocate to same, Negotiable. Emmy award recipient. Ten years' experience in all phases on on-air work. Well educated, dependable, attractive. Reply Box J-90.

**Former International Network chief,** TV/Radio Mobile Unit Designer, wishes to acquire assignments. Write; P.O. Box 4031, Hampton, NH 03842.

**Reporter** for number one top-fifty station looking for greater challenge. Will perform, no excuses. Write Box J-129.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Computer editor/EFP specialist,** can also direct, light, switch, write—five years' experience. Joe LaRocco, 303—722-7802.

**Garage sale.** Our production company in the MW is going down the dumper. For Sale: entire crew. Includes 2 CMX editors, 2 post production audio engineers, 3 directors, 1 unit manager, 4 engineers, 3 videotape duplication operators, 1 camera person, and assorted management personnel. Act now while supply lasts. And they really, really work! Write Box J-139.

**Entry level**—ambitious individual seeks studio news photography position. Degreed in photography licensed and endorsed by the F.C.C. Willing to relocate and pay own traveling and relocation expenses. Please call or write, 215—879-0333; Hilliard Rees Jr., 5101 Wynnefield Avenue, Philadelphia, PA 191

**Producer/director,** 5 yrs' commercial experience. Background includes creative writing, one-inch, E and computer post-production systems. Excellent client rapport. Rick, 316—686-1590.

**Production management pro.** Strong background in studio and remote production worldwide. Hand national accounts and agencies. Consistently met budget and deadlines. Good people motivator & manager. Know business from both sides—client producer. Ready to relocate. Charles, 919—977-33

## ALLIED FIELDS

### HELP WANTED PROGRAMING, PRODUCTION OTHERS

**Photographer:** Phillips University, Enid, Oklahoma seeks a skilled photographer; work 20 hours weekly exchange for MBA degree fellowship. Fellowship includes cash stipend, plus waiver of tuition. Phillips University is an equal opportunity educational institution. Resumes, letters of interest by December 15, 1982. Bernard A. Loposer, Vice President for Development, Phillips University, Enid, OK 73702.

### HELP WANTED INSTRUCTION

**The American University School of Communication** in Washington, D.C. seeks graduate assistants v full-time journalistic experience to assist in teaching and professional duties while earning a Master's degree in its program in Journalism and Public Affairs. This is a one-year, full-time program. Includes internship. For information, write Graduate Admissions Committee, School of Communication, The American University, Washington, D.C. 20016. An equal opportunity and affirmative action employer.

**Ohio State University** seeks television news professor. Ph.D. desirable, Master's required. \$19,080 \$23,040 for nine months with additional for summer teaching possible. Apply by December 10. Write: Walter Bunge, Director, School of Journalism, Ohio State University, Columbus, OH 43210. Affirmative Action/Equal Opportunity Employer.

**Mass Media Chairperson.** Hampton Institute, Hampton, Virginia. Tenure-track. Administer department, teach undergraduate courses, develop grant proposals, and maintain department service commitments. Doctorate in communication arts required. Rank and salary negotiable. Send application, resume and three letters of recommendation to: Dr. Finis Schneider, Department of Mass Media Arts, Hampton Institute, Hampton, VA 23668. March 15, 1983 closing date. Begin Summer or Fall semester, 1983. Equal opportunity employer.

### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM transmitters.** Guarantee Radio Supply Corp., 11 Iturbide Street, Laredo, TX 78040. Manuel Flic 512—723-3331.

**Instant cash-highest prices** for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Kitchen, Quality Media Corporation, 404-324-127

**\$1,000 Reward** for UHF transmitters—for information which leads to our purchase of a UHF TV transmitter. Call Bill Kitchen, Quality Media Corporation 404-324-1271.

**Western Electric tubes,** amps, mixers, console drivers, speakers, horns, parts. 213—576-2642. Da PO Box 832, Monterey Park, CA 91754.

**Towers.** Need 1 to 3 used guyed 295'. Ra Engineering, 805—688-2333. P.O. Box 420, Sa Ynez, CA 93460.

**Want to buy** a used TV transmitter, channel 5. C five or ten KW. Contact G. Bonet, WORA-TV, Box Mayaguez, PR 00709. 809—832-1150.



## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**Complete SMC DP-2** automation system in service and A-1 condition. 6 carousels, 5 ITC playbacks, time announce, 6 stationary cart decks, automatic logging, remote control & more. Ready to roll. 813—769-2475. Dave or Gary.

**Quality broadcast equipment:** new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404—563-9331.

**20 KW FM AEL w/1976 310Z1 exciter.** On air w/proof. M. Cooper. 215-379-6585.

**AM transmitters:** CCA 5000D, 1977, on air, mint. RCA BTA-1R and Gates BC-1G, 1 KW AMs. M. Cooper, 215—379-6585.

**10KW FM CCA 10,000DS,** 1971, on air w/proof. Call M. Cooper, 215-379-6585.

**500 watt Gates Model BC 500 K** transmitter, in service, \$1000, as is, where is. WQDI, Homestead, FL 305—247-9444.

**Complete color remote studio package**—Over a million dollars worth of equipment at 1/3 of the new cost. Includes Norelco PC-100 Triax (5), Ampex VPR 2B (2), large Ampex switcher, excellent pulse, monitoring, audio, 2 vans, etc. All this can be financed for a well qualified buyer. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Quad VTR's**—Year-end clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Color Cameras**—Year-end clearance on Norelco 2-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**JHF transmitters**—RCA TTU-30, Emcee 1kw ranslator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Remote cruiser for lease**—beautiful Ampex cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$3,000 per month. Bill Kitchen, Quality Media Corporation, 104-324-1271.

**Film Cameras**—two RCA TK 27 film cameras, unbelievable year-end price. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Transmission Line**—3 inch 50 Ohm E.I.A., line 800 feet or more available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**New TV Startups**—Let us show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**RCA BTF20E1** 20 KW FM transmitter with solid state exciter. Price \$20,000, firm. 404—964-3764.

**Ampex UHF-30** kilowatt transmitter model BTA-30 with mid band klystrons, \$175K, 803—244-1616, ask or Director of Engineering.

**Buying EC-35,** must sell SK-91. 301—654-9192.

**Brass Valley 1600-1X** video production switcher with E-MEM; serial interface adapter. Two digital borderline generators; encoded chroma keyer; RGB chroma keyer; audio E-Mem; AFV system; auto transitions. Still in warranty \$53,200; new \$67,000 plus. For details, contact Jeff Van Pelt, 512—473-2020.

**Forty-two AM and FM transmitters** in stock, all have net FCC proofs. All powers from 1kw to 20kw FM and kw to 50kw AM. Continental, Collins, RCA, Harris/Gates, Sparta, CCA, and others. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—330-3600.

**1/4 edit system** ECS-1 & (2) 2860's w/framers and nterfacing, \$5,995. 301—65207800.

**Used broadcast television equipment.** Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

**(3) RCA TK-76B cameras,** each with 15x9.5D1 Angenieux zoom lens with remote operation adaptor kits, 5" studio viewfinders, AC power supplies, and shoulder pods. \$12,000 each. Call Bob Swayze, WJRT-TV, 2302 Lapeer, Rd., Flint, MI 48503. 313—233-3130.

**Audio console bargains!** Recording tapes. Cart machines. Limiters. Write for catalog. Box 213, Dunkirk, MD 20754.

**G.E. UHF Klystron xmitr.** 12 kw for 300kw ERP in service now; available January. \$50k F.O.B. Huntsville, AL, or \$95k installed at your site. Call or write M.D. Smith, Gen Mgr., 205—533-3131, P.O. Box 2555, Huntsville, AL 35801.

## COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letterhead). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

## CONSULTANTS

**Tired of lost air time,** make goods, lost spots, sloppy air look? Let us do a technical evaluation of your personnel & equipment. Tech/Resource, 702—825-6562.

**Slash radio ownership costs.** New FM frequency applications available. Radio Management Consultants, P.O. Box 88864, Atlanta, GA 30093. 404—925-0055.

**If you need video technicians,** call VTI. Trained techs available. No fee. 214—263-2613.

## MISCELLANEOUS

**Easy mellow voice** will record your special spots—still only \$19 per minute, also quantity discounts. Sample tape \$5, refundable first order. Send copy to: Vox Box, P.O. Box 27439, Las Vegas, NV, 89126.

**24 hot country production beds,** \$24.95. Send \$2.00 for demo cassette and be impressed! Canary Productions, 145 Barcladen, Rosemont, PA 19010.

**Professional Resume Services,** 1125 S. Cedar Crest Blvd., Allentown, PA 18103. Resume preparation for broadcasting professionals. Call or write. 215—433-4112. Prompt, confidential.

## RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288. Copyright, 1962.

## RADIO

### Help Wanted Management

#### RADIO STATION GENERAL MANAGER

Opportunity in exciting growth market with a highly successful, professional broadcasting organization. Responsible for overall station management of KOMO AM Seattle. 50 kw ABC Information Network affiliate. Must have strong managerial skills with proven record in medium to major market. Position requires programming experience and a successful sales background. Send resume with references and salary requirements to Personnel Dept., KOMO Radio, Seattle, WA 98109. EOE.

#### SEEKING GROUP PRESIDENT

Growing communications group seeks **strong people** to head radio and/or TV group. Experience in each field essential. Hdqtrs. can be NY or Atlanta—state preference. Should have mgmt. experience, sales and corporate finance experience and knowledge. Salary, benefits open. Please respond to: P.O. Box 96, New York, NY 10185.

## Help Wanted News



### PLAY-BY-PLAY ANNCR. for KGO AM/FM



KGO Radio in San Francisco seeks a sports broadcasting professional to handle play-by-play announcing for the new USFL and Oakland Invaders. Qualified candidates should forward their resume, salary history and tape to:

**Jack Swanson  
KGO Radio  
277 Golden Gate Ave.  
San Francisco, CA 94102**

We Are Proud To Be An Equal Opportunity Employer

## Help Wanted Announcers

### TOP RATED FM STATION

in the growing Midwest looking for professional air personality with a minimum of five (5) years' on-air experience, with the potential to be promoted to Program Director. You'll be working with state of the art equipment in an all new facility and a professional staff. Resume to Box J-125.

## Help Wanted Sales

### REGIONAL SALES EXECUTIVES

International news organization needs experienced service-oriented sales representatives to take responsibility for exclusive territories operating from major market cities. Applicants should have a minimum of three years direct selling experience and superior communications skills. Send resume and references to: J.P. Buckner, United Press International, 220 East 42nd St., New York, NY 10017.

**Help Wanted Sales  
Continued**

**Account  
Executives**

Rapidly-growing Katz Broadcasting Company has immediate openings for dynamic self-propelled salespeople with strong retail, small agency experience.

If you have a proven track record in a medium to major market and the desire and need to acquire a major account list, send resume to Janice R. English, Vice President, Administration, Katz Broadcasting Company, Park City Plaza, Bridgeport, CT 06604. Katz Broadcasting Company is an Equal Opportunity Employer.

**KATZ BROADCASTING COMPANY**  
America's Employee-Owned Broadcast Group

A SUBSIDIARY OF KATZ COMMUNICATIONS INC



**Katz. The best.**

**Situations Wanted Management**

**DYNAMIC  
EXECUTIVE**

**VICE PRESIDENT/  
GENERAL MANAGER**

proven major, medium market winner. Outstanding chain and single station successes in most competitive areas. Aggressive, creative, personable and bottom line oriented. Management generalist with leadership strategies which increase sales and influence audiences. Accomplishments include: red ink to black, CP to profit center, all in record time. A people motivator. Last five years VP/GM; seek same with company who rewards results. Best industry references. For resume, call 707-585-1483.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**Help Wanted Technical  
Continued**

**CHIEF  
ENGINEER**

To start up new full service, 100 plus market, UHF television stations in east Texas. Minimum five years' experience. Preferred BSEE or BSET degree. Know FCC rules and regulations. Prepare FCC engineering reports, etc. Good hands-on experience. Will be responsible for the designing, purchasing, and installation of equipment. Send resume and salary requirements to: Engineering Dept., KLMB-TV Inc., P.O. Box 38620, Houston, TX 77238. EOE, M/F.

**MAINTENANCE  
PERSON**

**For small production company**

Totally familiar with all Sony 3/4" equipment. Cezar and Videomedia editing, Fernseh CG, Ikegami cameras and Sony field recorders. Looking for creative, responsible team player. Salary: \$30K.

**DEPT 312410**  
1501 Broadway, N.Y., NY 10036

Equal opportunity employer. M/F/H

**SPFLD., MASS**

WAQY 50,000 watt exclusive AOR for the market WIXY exclusive full-time country for the market. Looking for good street salesmen interested in making good money. If you're working for a smaller market station now and you're good and you want to move up to a larger market and sell two good properties with good rates and good ratings, give me a call. Don Wilks-WAQY-45 Fisher Ave., E. Longmeadow, MA 01028. 413-525-4141.

**TELEVISION  
Help Wanted Technical**

**DIRECTOR  
ENGINEERING DEVELOPMENT**

PBS invites applications from qualified persons to become Director of Engineering Development and chief scientist for this industry leader. Successful candidates will have a strong broadcast background and advanced degree in related scientific/technical area, as well as solid management experience. Job responsibilities include policy development; industry representation; monitoring and developing new technologies and new applications designed to aid PTV in improving and expanding services and reducing operating costs; and leading this important public institution into the technological future. Salary is open and benefits are excellent. Qualified candidates should send resume and references to: PBS, Carole Dickert-Scherr, Director of Personnel, 475 L'Enfant Plaza, SW, Washington, DC 20024. EOE/AA.

**THIS PUBLICATION  
IS AVAILABLE  
IN MICROFORM**

**University Microfilms  
International**

300 North Zeeb Road,  
Dept. PR., Ann Arbor,  
MI 48106

Technical

**VIDEO CONTROL  
ENGINEER**

Golden West Broadcasters, a diverse company with on-air, video production and post-production facilities, seeks a skilled individual as Video Control Engineer. The successful candidate should possess six to ten years experience as a Video Control Engineer. Specific skills in NTSC color system, set up and operation of PC-70, TKP-45 cameras, microwave equipment and experience with on-air switching required. Salary to mid-thirties, based on level of experience. For consideration call or send your resume to:

**CHRIS EQUIHUA, PERSONNEL**  
**GOLDEN WEST BROADCASTERS**  
5858 Sunset Blvd.  
P.O. Box 710  
Los Angeles, CA 90028  
(213) 460-5547

Equal Opportunity Employer



**Help Wanted Sales**

**GENERAL SALES MANAGER**

Experience in both local and national television management necessary; unique opportunity to rebuild and develop your sales staff; organization, training and interpersonal skills a must; strong financial package; Southwest network affiliate, good rating. Send resume to Box J-120. Equal Opportunity Employer.

**SPECIAL NOTICE**

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid



## Help Wanted Management

### DIRECTOR BROADCAST RESEARCH & PLANNING

We're seeking qualified applicants for the corporate staff position of Director Broadcast Research & Planning. Persons applying should have broad knowledge of television operations, electronic communications, as well as business planning and research skills. Send resume to:

Box J-96

An Equal Opportunity Employer

### BUSINESS MANAGER

Excellent opportunity for experienced television business manager; network affiliate in Southeastern market needs an aggressive, self-starter; responsible for all financial and business affairs. Send resume to Box J-121. Equal Opportunity Employer.

### TELEVISION GENERAL MANAGER

WNCT-TV Greenville, N.C., is seeking an experienced General Manager who has the ability to work with figures and an understanding of the importance of controlling costs. Although a sales background is not essential, the candidate must have an understanding of sales and inventory control, as well as the knowledge and backbone to maintain price. Planning, organization, and leadership ability are essential as well as a desire to become active within the community. Resume and salary history should be sent in confidence to Box J-116.

### BUSINESS MANAGER

Major network affiliate in Southwest; excellent opportunity with group owner; minimum of (2) two years' experience as television business manager required; responsible for all financial, personnel, EEOC, and building maintenance functions; salary mid 30's. Send resume to Box J-118. Equal Opportunity Employer.

## Help Wanted Programing, Production, Others



### PM MAGAZINE PRODUCER WDTN DAYTON, OHIO

Seeking producer for established PM Magazine operation. Candidates must have extensive ENG field experience in addition to excellent writing skills. Our producer must have the ability to produce informative, entertaining and absorbing feature stories. Previous experience in managing a creative staff helpful. Prior PM Magazine experience required. Send tape, resume and salary history to Barbara Davis, WDTN TV2, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

## Help Wanted Programing, Production, Others Continued



### WEST PALM BEACH FLORIDA

has an immediate opening for a creative and talented co-host to join our current female co-host in one of south Florida's most exciting television shows. Previous PM Magazine experience is desirable, but not mandatory. We are looking for a professional who is a real go-getter and not afraid to roll up his sleeves and work long hours with a rather erratic schedule to achieve professional excellence. You must be organized, have a good personality and be able to work with a wide variety of personality types. Prior theatrical or television experience and administrative skills preferred. Writing, production and a background in journalism or theater a must. If you think that you have the talent and ability to grow both personally and professionally, then this is the opportunity you have been looking for. Send tape and resume to:

Personnel Director  
WPEC-TV 12  
Fairfield Drive  
West Palm Beach, FL 33407  
An Equal Opportunity Employer

### PROGRAM MANAGER

Top 25 Southwest market needs experienced Program Manager for network affiliate; program purchasing, public file, standards and acceptance, plus local program development important to this major group ownership station. Send resume and salary requirements to Box J-119. Equal Opportunity Employer.

## Help Wanted News

### SAN DIEGO

Aggressive news operation in America's finest city has openings for weekend anchor, general assignment reporter and show producer. Send tape/resume to Tom Moo, News Director, KCST-TV, 8330 Engineer Road, San Diego, CA 92111. A Storer Station and an equal opportunity employer.

## Help Wanted News Continued

### ANCHORS

Are you the best anchor in your market with several years of proven anchor experience? Are you a qualified journalist who can report, write and edit well? Are you interested in foreign, as well as national, news? Do you have a track record of mature journalistic judgement and professional reliability? Are you ready to work at any hour of the day or night with the nation's best anchors and producers? Do you like competition and have the will to win? If you can answer "yes" to those questions, send your tape and resume to:

Anne Lerner  
CNN Headline News  
1050 Techwood Drive, NW  
Atlanta, GA 30318

An equal opportunity employer; M/F.

### EXPERIENCED SMALL AND MEDIUM MARKET

News producers—Opportunity. Can you produce, write and edit well? Have you a reputation for professional integrity and reliability? Do you have news judgment and energy? Are you willing to work at any time of the day or night, any day of the week? If you meet these qualifications, have actual news program producing experience and want to join a winning team, write Box J-141. An equal opportunity employer, M/F.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

**ALLIED FIELDS**  
Help Wanted Sales

Broadcasting's *oldest* (29 years) *most successful* media-marketing concept is looking for three aggressive self-starters who want to become their own boss; earn commensurate with their ability.

Position executive level, involves full-time travel. Monday/Friday, *multiple state territories*. Substantial advance against substantial commission. Annual campaigns, many markets for over two decades, insures increasing financial success.

Prefer prior CCA involvement, station level, but require station (radio/TV) management or sales management experience. Territory residence required. Provide full broadcasting background, education, prior earning level. Personal interview arranged for qualified candidates.

**WANTED**  
**3 Regional**  
**Salesmanagers**

South (AL, GA, FL, MS)      Southwest (TX, LA, AR)  
Mid-Atlantic (NY, NJ, PA, OH)



Community Club Awards  
P.O. Box 151  
Westport, CT 06881  
Tel: (203) 226-3377

**Miscellaneous**

**WANT TO OWN A STATION?**

Full-day, individual seminar for broadcast investors given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 E. 44th St., NYC 10017. 212-599-3303.

**Business Opportunities**

**PENETRATE KANSAS CITY!**

Translator leasing for rebroadcasting, paging, electronic mail, medical information, dispatching and/or news-information services. Serious inquiries only. Ritzgen Broadcasting System, 5925 Brookside Blvd., Kansas City, MO 64113. 816-361-6254.

**S.M.A.T.V.**

We need help!! We have several exclusive rights contracts available and have some technical ability. These are 300 to 1,000 unit installations. Joint venture partner-technical back-up needed. Southeast Business Consultants Inc., 2804 Skimmer Pt. Dr., Gulfport, FL 33707. 813-381-7443.

**Help Wanted Management**

**DIRECTOR OF PUBLIC RELATIONS**

Catholic Diocese of Phoenix. Must have excellent writing skills and be able to deal effectively with media. Knowledge of ecclesiastical terminology and Church doctrine very desirable. Send resume and salary history: Catholic Diocese of Phoenix, 400 E. Monroe, Phoenix, AZ 85004. Attn: Monsignor Donohoe.

**Public Notice**

**TOWN OF WELFLEET PUBLIC NOTICE CABLE TELEVISION APPLICATION**

Applications for the Community Antenna License for the Town of Wellfleet will be received by the Board of Selectmen, Town Hall, Wellfleet, MA 02667. Applications must be filed on the Massachusetts CATV Commission Form 100 and accompanied by a fee of \$100.00. All responses shall be filed no later than 10:00 a.m. February 22, 1983. At least two copies must be filed with the Board and a copy must also be filed with the Massachusetts CATV Commission. On said February 22, 1983, responses and applications shall be opened and thereafter copies made available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This will be the only opportunity to bid. Benson R. Moore, Chmn., Warren H. Rhodes, Wilbur C. Rockwell, Wellfleet Board of Selectmen.

**Consultants**

**ATTORNEY—ILLINOIS**

has owned 2 stations, understands radio business. Careful contract will avoid pitfalls of closing. 312-668-6200.

**Employment Service**

**RADIO JOBS**

10,000 radio jobs a year for men & 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. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

**PUBLIC NOTICE**

The Executive Committee of Public Broadcasting Service will meet at 9:30 a.m. on Nov 30, 1982 at the PBS offices, 475 L'Entant Plaza, Washington, D.C. Agenda includes reports from officers; new ventures/technology applications; on-air announcements policy; corporate support for PTV; PBS role in program financing; Program Advisory Committee; membership application; Interconnection Committee report.

**Wanted To Buy Stations**

**HOUSTON, TEXAS**

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National Broadcast Talent Coordinators specializes in placing qualified D.J.'s; news, sports, PD's, sales and management. NBTC-works with radio stations from coast to coast. in all size markets. 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.**

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AM daytimer. Major market—Southern N.E. Buy for \$700K. Nets approx. \$125K. Will finance \$500K. Phone evenings, 401-728-9470.

**Books For Broadcasters**

**T51263 HOW TO BE A DISC JOCKEY**, by Dan Ramsey. THE complete manual on what a disc jockey really is—and isn't! If you want to be successful as a disc jockey, this is the book to have. Start off with a description of what it's all about, including great advice from three jocks who "made it". Then learn ways to increase your own chances of success, including advance planning and being adaptable. There's also info on developing an on-air personality, how to develop your voice and communication skills, how to be persuasive and how to speak "naturally" on a program. You also find out how to produce a radio show, how to put together a music programming format, how to conduct a survey, and how to produce radio commercials. And since a radio station is not a one-man operation, you'll also learn how to work with engineers, sales and traffic personnel, managers and others. This book shows you what it really takes to be a DJ and how you can achieve that goal. 224 pps., 63 illus.

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**T5798 CATV CIRCUIT ENGINEERING**, by William A. Rheinfelder. Here is a virtual treasurehouse of practical advice and techniques on CATV design. Shows how to avoid all the most common design pitfalls. Provides everything needed about CATV circuit design, including specifications: first-, second-, and third-generation design; and pricing policies for CATV equipment. A wide range of auxiliary equipment is also discussed: level monitors, combining networks, power supplies, etc. Four Appendices and a comprehensive glossary comprise a minihandbook of CATV data. 294 pps., 138 illus.

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- Daytimer. Good dial position. S. AL. \$85,000.
- Daytimer. Coastal SC near city. \$160,000.
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SE	Major	AM/FM	\$3,500K	\$1,000K	Bill Cate	(904) 893-6471
Mid.At.	Metro	AM/FM	\$1,500K	\$600K	Jim Mackin	(207) 623-1874
SE	Regional	C1.C FM	\$1,200K	Terms	Ernie Pearce	(615) 373-8315
SW	Medium	C1. IV	\$1,150K	\$300K	Bill Whitley	(214) 680-2807
MW	Small	AM/FM	\$725K	\$190K	Peter Stromquist	(612) 831-3672
SW	Small	Fulltime	\$495K	\$125K	Bill Whitley	(214) 680-2807
SE	Metro	AM	\$450K	\$112K	Bill Chapman	(404) 458-9226
SE	Small	AM/FM	\$300K	29%	Ernie Pearce	(615) 373-8315

To buy or sell, for appraisals or financing—Contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

#### CLASS A FM STEREO

Station in the heart of northwest Michigan's vacationland. Only station in county. Most equipment new within 4 years. \$390,000, with terms, or \$350,000, cash. Sale includes real estate. Write Box J-128.

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## SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

### BROADCASTING'S CLASSIFIED RATES

**Payable in advance.** Check or Money order only. Payment must accompany order.

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 forward-

able, and are returned to the sender.

**Rates:** Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

**Rates:** Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

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

**Tom Severino**, station manager, WXTZ(FM) Indianapolis, elected VP and director, FM stations, for parent Mid America Media. He will continue as station manager of WXTZ.

**James Mazur**, VP, finance, Warner Amex Cable Communications, New York, named to newly created position of VP, operations, for Warner's Pittsburgh system. **Jullus Litman**, director of research and special projects, government affairs department, Warner Amex Cable Communications, named director, market development and strategy, advanced services development group.



Baker

**I.W. (Bill) Baker**, VP, director of programing, Times Mirror Broadcasting, New York, named to newly created position of executive VP.

**Anthony Cervini**, VP, planning/affiliate services, NBC-TV, New York, named VP, affiliate relations, succeeding Pierson Mapes, who was named president of

NBC-TV (BROADCASTING, Nov. 15).

**George DeVault**, general manager, Holston/Alley Broadcasting Corp., licensee of WKPT-AM-TV Kingsport, Tenn., elected president of IVBC.

**Michael Conly**, VP, marketing, broadcasting and entertainment, Harte-Hanks Communications, San Antonio, Tex., named VP and general manager of Harte-Hanks's WFMY-TV Greensboro, N.C.

**David Olmsted**, national sales manager, Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul, named general manager of Hubbard's VTOG(TV) Tampa-St. Petersburg.

**Tom Moller**, station manager, KGFT(FM) Carlsbad, Calif., joins KBRN(AM) Brighton, Colo., as general manager.

**Paul Arnzen**, from WCCO-TV Minneapolis, joins WNYT(TV) Albany, N.Y., as VP and general manager.

**Michael Sims**, manufacturing director and executive assistant, components and materials group, Westinghouse, Pittsburgh, named Northwest regional VP, Group W Cable, Seattle.

**Lincoln Zeve**, general sales manager, WDSB(AM)-WSRK(FM) Oneonta, N.Y., named general manager.

**Lee Fowler**, president of own broadcast consulting firm in Pittsburgh, joins WGBS(AM) Miami as operations manager.

**Robert Towe**, president, Comserv, Phoenix, cable executive search firm, joins United Cable Television Corp., Denver, as VP, operations.

**John Felz**, senior assistant program director, WMPX(AM) Los Angeles, named operations director.

**Bob Reich**, VP and general manager, EZ Communication's WEZB(FM) New Orleans, assumes additional responsibilities as general manager of EZ's WBZZ(FM) Pittsburgh.

**Tim Cowden**, program operations coordinator, KTLA(TV) Los Angeles, joins co-owned KAUT(TV) Oklahoma City as director of broadcast operations. **Jane-Ellen Dawkins**, log programmer, KTLA, succeeds Cowden.

**Jeff Falewicz**, operations manager, WJMQ(AM) Norfolk, Mass., joins WMVY(FM) Tisbury, Mass., in same capacity.

**Carl Gardner**, program director, KNUS(AM) Denver, named operations director.

**Craig Cochran**, controller, KNUS(AM)-KBPI(FM) Denver, named station manager, KBPI.

**Bill Campbell**, general manager, WMJX(FM) Boston, named VP.

Elected group VP's, Christian Broadcasting Network, Virginia Beach, Va.: **Michael Little**, executive producer, *700 Club*; **Timothy Robertson**, VP and general manager, Middle East Television, CBN's owned station in Southern Lebanon, and **Edwin Van Hamm**, VP, operations.

**William Temple**, VP, finance and administration, NBC Radio, New York, joins ABC-TV there as VP, long-range planning. **James T. MacGregor**, director of corporate projects, ABC Corporate Affairs, New York, named VP, corporate projects.

## Marketing



Dixon

**Dan Dixon**, creative director, Haller Schwarz, Los Angeles, joins Ogilvy & Mather there as VP, creative director.

**George Zuckerman**, creative director, and **Joseph Maddox**, management supervisor, N W Ayer, New York, elected VP's.

**Larry Singer**, managing director, Chicago

office, Wells, Rich & Greene, named president of same office.

**Frank Rizzo** and **Bob Young**, associate creative directors, Tracey-Locke/BBDO, Dallas, named VP's.

**Terry Rosenquist**, president, Scannon Ltd., New York, joins SSC&B there as senior VP, management supervisor.

**Jerry Schnitzer**, administrative head, broadcast production department, Eisaman, Johns & Laws, Los Angeles, named senior VP, associate creative director-broadcast.

Appointments, John F. Murray advertising, New York: **Katie Coke**, director of radio negotiations, to VP, director of radio broadcast; **Tom Del Priore**, director of cable and new technology, to VP, and **Marianne McArdle**, director of network programming, to VP, director

of network television.

**Bill Corley**, copywriter, Ogilvy & Mather, Atlanta, named associate creative director, O&M, Wellington, New Zealand.

**Richard Riccelli**, creative director, Agawam Direct Marketing, Rowley, Mass., joins Quinn & Johnson, Boston, as VP, creative manager.

**Dick Damrow**, president, Mark Morris, Inc., Minneapolis direct marketing firm, joins Carmichael-Lynch advertising there in newly created position of VP, specialized marketing, responsible for setting up agrimarketing division.

**Sandra Hartge**, assistant account executive, Stolz advertising, St. Louis, joins Kenrick advertising there as account coordinator. **Marlene Babcock**, administrative assistant, Kenrick, named assistant account executive.

**Cynthia Huffman**, manager, gemini team, Seltel, Chicago, named manager, Philadelphia office. **William Beckwith**, from Peters Griffin Woodward, Detroit, joins Seltel there as account executive.

**Phil Newmark**, executive VP/Eastern division, New York, Hillier, Newmark & Wechsler, named president. During its first year company was managed by Newmark and Chuck Hillier, executive VP/central division, Chicago, and Ira



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Experts in Executive Placement  
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Wechsler, executive VP/Western division, Los Angeles, who continue in their posts. HN&W is part of Interep, McGavren Guild group of radio representatives.

**Steve Daniel**, media supervisor, Wyse advertising, Cleveland, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., in same capacity.

**Peter Doyle** and **George Pine**, co-regional managers, McGavren Guild Radio, New York, named VP's.

**Frank Muratore**, VP, media group head, and **Jack Caplan**, VP, planning, Time Buying Services, New York, to senior VP's.

**Earl Reilly**, manager of Seattle radio and television offices, Katz Communications, named divisional VP. **Richard Dorfman**, from National Basketball Association, New York, and **Roger Scott Furman**, from Miller Sports Enterprises, New York, join sports division, Katz, New York, as account executives.

**Ken Davidman**, account executive, Christal Radio Sales, New York, named office manager, Chicago **Kevin Smith**, account executive, sports manager, Eastman, New York, joins Christal there in same capacity.

**Gayle Rabon**, account executive, Blair Television, Atlanta, named manager, Blair's Charlotte, N.C., sales operations. **Kathleen Finlay**, from WPEC(TV) West Palm Beach, Fla., joins Blair Television, Miami, as account executive.

**Bethany Gorflne**, from Rolling Stone Magazine Productions, New York, joins Starfleet Blair there as director of marketing and program development.

**Liz Doyle**, media buyer for MCA Advertising, New York, and **Jeff Slatkin**, retail sales manager, WGBB(AM) Freeport, N.Y., join WKHK(FM) New York as account executives.

**David Ford**, account executive, WBZ-TV Boston, joins Group W Television Sales, Chicago, as account executive.

## Programming

**Christy Welker**, executive producer, novels and limited series, ABC Entertainment, Los Angeles, named VP, novels and limited series for television. **Seth Pearlman**, manager of comedy series development, ABC Entertainment, named program executive, current comedy programs.



Welker



Lieberthal

**Gary Lieberthal**, senior VP, syndication, Embassy, Los Angeles, named president, Embassy Telecommunications and VP, Embassy Communications.

**Steve White**, executive producer, motion pictures for television, ABC Entertainment, Los Angeles, joins NBC Entertainment there as VP, motion pictures for television.

**Bernard Barron**, VP, studio operations, 20th Century-Fox, Los Angeles, and **Robert Norvet**, VP, production facilities, assume additional duties as co-chairmen of CBS/Fox Studios, jointly owned production facility.

Appointments, Spotlight, Santa Monica, Calif., satellite delivered pay television service: **Bruce Rider**, VP, programming, to VP, acquisitions and programming; **Stephen Fields**, director of finance and planning, to VP, administration and finance; **Richard Cohen**, manager of budgets, forecasts and planning, to newly created position of director of acquisition and programming analysis; **Vince Scardina**, financial analyst, to manager of budgets and forecasts, and **Eloise Edmisson**, financial supervisor, to business manager.

**Merritt Sticker**, Eastern TV division manager, Avco Embassy, New York, joins D.L. Taffner/Limited there, responsible for sales in Northwest.

**Gordon Bossin**, VP for sales, Arista Records, New York, joins Vestron Video, Stamford, Conn., as VP, marketing.

**Timothy McNeel**, marketing manager, Warner Amex Satellite Entertainment, Denver, named marketing director, Rocky Mountain region there.

**Joseph Keaney**, VP, head of production and sales, Audio Productions, New York, joins Broadcast Programming Inc., distributor of Eros adult satellite programming service there, as Western region sales coordinator of broadcast programming.

**Ken Ross**, senior sales administrator, CBS/Fox Video, Farmington Hills, Mich., named assistant product manager.

**Vince Lloyd**, sportscaster, and **Jack Rosenberg**, sports editor, WGN(AM) Chicago, named co-general managers of Tribune Radio Syndication, new Tribune Broadcasting company to distribute radio product via network and syndication.

**Christopher Congalton**, from Diamond International Corp., New York, joins Children's Television Workshop there as VP and general counsel.

**R. Douglas McLarty**, VP and general manager, WPTF-TV Raleigh-Durham, N.C., joins Capitol Broadcasting Co. there in newly created position of general manager, music group companies, comprising Seeburg music library, Seeburg sound systems and Music Theater Network.

**Michelle Kearney**, international sales executive, Telepictures, New York, named director, Latin American sales.

**Willie Davis**, president, All-Pro Broadcasting, Los Angeles, named to board of directors, MGM/UA Entertainment there.

**Glenn Adamo**, production associate, NBC Sports, New York, named associate producer, NBC Sports.

**Michael Samet**, Vice president, manager of media services, Benton & Bowles, New York, joins Cable Health Network, there, as vice president, market development and sales, for

**By popular demand.** Lou Dorfsman, CBS Inc. vice president for corporate advertising and design, joins an elite group: the handful of top CBS executives who have been asked to stay past normal retirement at age 65. He's the third known member of that group; others are CBS Founder-Chairman William S. Paley, who at 81 is still on the job but says he'll give up the chairmanship next April, and William Leonard, who remained an extra year while his successor as CBS News president was being picked. A CBS spokesman says there are other over-65's still around—about 150 in all, including some executives (in work force of 35,500). In a memo, CBS President Thomas H. Wyman called Dorfsman "a rare corporate resource" and said "we are pleased that he has agreed to stay on... to help us sharpen and perpetuate the design consciousness which has been a distinctive CBS hallmark for so many years."

medical information cable service.

**Helen Terplak**, account executive, Cable Networks, New York, advertising agency, joins Viacom there as account executive, pay TV syndication, Viacom Enterprises.

**Arthur Starkey**, director of production, Ohio University Telecommunications Center Athens, Ohio, joins noncommercial New Jersey Network, Trenton, N.J., as program manager.

Appointments, WNBC(AM) New York: **Kevin Metheny**, program manager, to newly created position of director of programs and operations; **Jim Collins**, program operations coordinator, to administrator of programs and operations; and **Lyndon Abel**, music coordinator and producer, to administrator of programming.

**Santiago Rubin**, sales manager, WAPA-TV San Juan, P.R., named VP, sales and marketing for station and its production facility, Telecentric Films.

**Howard Bolter**, from Golden West Videotape Los Angeles, joins Metrotape there as production manager.

**Chris Jones**, manager, Place Riel Theater Saskatoon, Saskatchewan, joins Teletheater pay television network there as buyer, responsible for purchase and scheduling of programming.

**Bob McNeill**, research and assistant to program director for Viacom's KIKK-AM-FM Houston, joins co-owned WMZQ(FM) Washington as program director.

**Terry Dolan**, program director, WNEM-TV Bay City, Mich., joins KSTP-TV Minneapolis-St. Paul as program manager.

**Jane-Ellen Dawkins**, log programmer, KTLA(TV) Los Angeles, named program operations coordinator.

**Chris Gable**, program operations manager WPDG(AM)-WRKZ(FM) Elizabethtown, N.J., join WIOD(AM)-WAIA(FM) Miami as program director.

**Alan Anderson**, from WIOD(AM)-WAIA(FM) Miami, joins WPIX-FM New York as program director.

**Bill Watson**, VP, special programming director, Drake-Chenault Enterprises, Los Angeles



ns KMPC(AM) there as program director.

**Iren Hirschberg**, associate producer and producer of local programming, WDM-TV Washington, joins WCAU-TV Philadelphia as producer, *the Jane Whitney Show*.

**dy McNutt**, assistant program director and producer, KGB-FM San Diego, named associate editor, *The Friday Morning Quarterback*.

**hn Posey**, from KEZE-FM Spokane, Wash., ns KZOK-FM Seattle as air personality.

**n Wetterlow**, sports director, WOCB(AM)-OX-FM West Yarmouth, Mass., joins RC(FM) Barnstable, Mass., in same capacity.

**ian Geller**, head of music research department, KIOI(FM) San Francisco, named director music, research and management information development systems.

**rence Chick**, supervisor of sports, Cable News Network, Atlanta, joins WTVJ(TV) Miami sportscaster.

**te Stanley**, from WNRs(AM) Saline, Mich., is WSPD(AM) Toledo as air personality.

## ews and Public Affairs

**ry Lyon**, producer, Cable News Network, Angeles, joins KHTH(FM) Los Angeles as rager of news and public affairs.



Moore

**Richard Moore**, assistant news director, WSB-TV Atlanta, joins WHBQ-TV Memphis as news director.

**Richard Boggs**, regional executive, Wisconsin and northern Illinois, UPI, Chicago, named director of broadcast group sales. He will continue to be based in Chicago.

**Peter Zollman**, from l, New Orleans, named regional sales executive, Orlando, Fla. **Joanne Leone**, audio fer, UPI, named overnight editor.

**ott Herman**, unit manager, WINS(AM) New k, named assistant news director.

**ve Fentress**, executive news producer, v(TV) Los Angeles, named managing editor.

**l Lerner**, news director, KHJ(AM) Los geles, named director of news operations for and co-owned KRTH(FM) there.

ointments, WASR(AM) Wolfeboro, N.H.: **hy O'Meara**, news director, to director of lic affairs and news consultant; **Chlp Unhill**, assistant news director and morning s anchor, succeeds O'Meara; **Chuck ney**, from WKBK(AM) Keene, N.H., to aftern news anchor-reporter, and **John Palmer**, n WLLH(AM) Lowell, Mass., to reporter.

**i Spaulding**, VP, public affairs, WPTF-TV igh-Durham, N.C., named head of opera- s, Durham bureau.

**nn Lambertz**, manager of own consulting i, G.H. & L. Associates, Denver, joins IO(AM) Seattle as news editor-producer. **ky Bullock**, from KUAL-TV Eugene, Ore., s KOMO-TV Seattle as reporter.

**iter Kraft**, producer, *Action News*, 5 p.m., 'z-TV Detroit, named executive producer, y editions, *Action News*.

**Dale Bennett**, production assistant, WBAL-TV Baltimore, joins WJLA-TV Washington as producer, *Seven on Your Side*, consumer affairs feature.

**Bill McConville**, cameraman, Visnews, London, retires.

**Michael Salort**, anchor-reporter, WBNG-TV Binghamton, N.Y., joins WKBW-TV Buffalo, N.Y., as overnight reporter. **Bill Naillos**, photographer, WKBW-TV, named chief photographer, *Eyewitness News*. **Mickey Osterreicher**, from defunct *Courier Express*, Buffalo, N.Y., joins WKBW-TV as news photographer.

Appointments, news department, WTHR(TV) Indianapolis: **Julie Carey**, from KCRG-TV Cedar Rapids, Iowa, to *Nightside* specialist; **Benjamin Strout**, freelance news producer, to associate producer, Probe unit, and **Paul Kasey**, from WIBC(AM) Indianapolis, to assignment manager.

**Jim Bowne**, master control operator, WNE-TV Hanover, N.H., named news photographer-editor.

**Ellsworth Edwards**, freelance writer and reporter, Philadelphia, joins KYW(AM) there as editor and writer-reporter.

**Charles Strome**, from WJMA(AM) Orange, Va., joins WVOX(AM) New Rochelle, N.Y., as news editor-anchor.

**Cathy Murphy**, consumer affairs and education reporter, WFBC-TV Greenville, S.C., joins wis-TV Columbia, S.C., as producer and co-host, *Carolina Today* public affairs program.

**Pat Giarrochi**, general assignment reporter, KYW-TV Philadelphia, named co-anchor, *Eyewit-*

*ness News* at noon and 5 p.m.

**Rick Mitchell**, from WKPT-TV Kingsport, Tenn., joins WCYB-TV Bristol, Va., as anchor-reporter. **Lynda Long**, from University of Kentucky, Lexington, Ky., joins WCYB-TV as reporter.

**Mike Walter**, sports director, KVIQ(TV) Eureka, Calif., joins KSBW-TV Salinas, Calif., as weekend anchor.

**Paula Childs**, reporter, WCVB-TV Boston, joins WBZ-TV there in same capacity.

**Renee Ridley**, news intern, WINA(AM) Charlottesville, Va., joins WPRW(AM) Manassas, Va., as morning news anchor. **Barbara Allen**, recent graduate, Dartmouth College, Hanover, N.H., joins WPRW as afternoon anchor.

**Rob Roblin**, from WBAL-TV Baltimore, joins WNGE(TV) Nashville as weather anchor.

**Theresa Lukenas**, reporter, evening anchor, KVEC(AM) San Luis Obispo, Calif., joins KSBY-TV there as news-weather reporter.

## Technology

**Andrew Marx**, from Consolidated Controls Corp. and Unimations Inc., Bethel, Conn., joins Times Fiber Communications, Wallingford, Conn., as VP and corporate controller.

**Troy Alders**, director, King Productions, San Francisco, joins Audio-Video Resources there as director of media services. AVR is post-production company.

**Howard Bolter**, lighting director and stage manager of Golden West Videotape, Los Angeles, joins MetroTape Productions there as

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production manager.

**James Mattix**, videoconference and satellite networking consultant, Washington, joins Western Union Videoconferencing, Upper Saddle River, N.J., as director of videoconference services.

**James Rulmyr**, from Braxton Associates, Boston management consulting firm, joins General Instrument, New York, as director of strategic planning systems.

**Eugene White**, district engineer, Stephenville, Tex., group, Warner Amex Cable Communications, named regional engineer.

**Rex Porter**, VP, sales, Capscan Cable Co., Adelphia, N.J., manufacturer of coaxial cable, joins Gilbert Engineering, Phoenix manufacturer of cable television equipment, as VP, marketing-sales. **Virgil Faulkner**, regional sales manager, S.A.L. Cable Communications, Indianapolis, succeeds Porter at Capscan Cable.

**Walter Werdmuller**, product marketing manager, Qume Corp., San Jose, Calif., joins ADDA Corp., Los Gatos, Calif., manufacturer and marketer of digital television equipment, as national sales manager.

**Craig Kemper**, Midwest regional sales manager, Emcee Broadcast Products, White Haven, Pa., joins Blonder-Tongue Laboratories, Old Bridge, N.J., as sales manager, LPTV-STV products. **George Freeman**, application engineer, systems engineering department, B-T, named Southeastern regional sales manager.

**Dale Gaydos**, operations manager and producer-director, Midwest Teleproductions, Richfield, Ohio, joins Edcom Productions, production and post-production facility, Euclid, Ohio, as VP, teleproduction services.

**Mike Crawford**, telephone services project manager, Continental Telephone, Atlanta, named to newly created position of director, network systems marketing, telco marketing department.

**J. Kevin Jordan**, from WLWT(TV) Cincinnati, joins WKRC-TV there as night photography supervisor.

**Bob Turner**, from Turner Communications, Rochester, N.Y., joins Devlin Productions, New York, as senior CMX editor.

**Richard Alexander**, product manager, Hitachi Denshi, New York, and **Craig Taylor**, sales engineer, Ashton Communications, Vestal, N.Y., join Sony Broadcasts Products there as sales engineers.

## Promotion and PR

**Bruce Welner**, director, affiliate advertising and promotion, CBS Entertainment, New York, named to newly created position of VP, same unit.

**Sandra Hermanoff**, senior account executive, Continental Public Relations, Toronto, joins W.B. Döner, Detroit, as public relations director.

**Susan Storey**, from Lanier business machines, Atlanta, joins The Weather Channel there as director of public relations.

**Larry Rifkin**, director of own public relations advertising and production firm, Ad-Vise, Waterbury, Conn., joins Connecticut Public Television, Hartford, Conn., as public information manager.

**Diane O'Brien**, managing editor, WROC-TV

**SMPTÉ slate.** Eastman Kodak's Leonard F. Coleman was elected president of the Society of Motion Picture and Television Engineers for the 1983-84 term. Coleman is currently financial vice president of the society. He succeeds Charles Anderson of Ampex.

Other newly elected officers of SMPTÉ include: Harold J. Eady (Novo Communications Inc.), executive vice president; Charles Ahto (Tape-Film Industries), conference vice president; Maurice French (Canadian Broadcast Corp.), editorial vice president; Carlos Kennedy (Ampex), secretary; Julian Hopkinson (Agfa-Gavaert), treasurer; Frederick Remley (University of Michigan), sections vice president; Blaine Baker (Motion Picture Laboratories), financial vice president, and Toni Roth (Image Transform Inc.), vice president, educational affairs.

Newly elected or re-elected governors include Thomas Keller (NAB); Joseph Semmelmayr (Kodak); Howard Wilkenson (Canadian Broadcast Corp.); Edward Blasko (Kodak); John F.X. Browne (Browne Associates); Richard Stumpf (Universal City Studios); Roderick Ryan (Kodak); Blair Benson (engineering consultant); Irving Rosenberg (CBS), and Irwin Young (DuArt Film Laboratory).

Rochester, N.Y., named promotion manager.

**Carol Senor**, acting director of advertising and promotion, KMPC(AM) Los Angeles, named director, advertising, promotion and publicity.

**Eva Goss**, newscast producer, WXIA-TV Atlanta, joins Fleishman Chatham & DiRico Public Relations there as account executive.

**Les Raebel**, from WJBK-TV Detroit, joins WXYZ-TV there as on-air promotion producer.

**Jessica Wise**, promotion coordinator, WXIX-TV Cincinnati, named assistant promotion manager.

## Allied Fields

**Herbert Granath**, president, ABC Video Enterprises, received alumni achievement award in broadcasting from Fordham College, New York. Recipient must have "contributed to his field . . . to such an extent and in such a manner as to set him apart from and above the other members of the field."

**Reuven Frank**, president of NBC News, received distinguished honoree award of University of Southern California's Journalism Association last week in ceremonies in Beverly Hills.

**Max D. Paglin**, former FCC general counsel, now Washington counsel to law firm of Weil, Gotshal & Manges, named senior conference fellow by Administration Conference of United States.

**Scott Wecker**, director of advertising and promotion, Showtime, New York, joins Vanguard Communications, Washington, as VP, marketing-applied technologies. Vanguard is telecommunications consulting firm.

Elected officers, Society for Private and Commercial Earth Stations, Washington: **Robert Behar**, Hero Communications, president; **Charles (Bud) Ross**, Birdview Satellite Communications, chairman of board; **Horton Townes**, National Microtech, treasurer; **Andrew Hatfield**, president, Avcom of Virginia, secretary, and **Richard Brown** of Brown & Finn, VP-general counsel.

Elected officers, Rocky Mountain chapter, Women in Cable, Denver: **Priscilla Walker**, American Television & Communications, president; **Anne Talbot**, Tele-Communications, vice president; **Betty Clark**, Daniels & Associates, chapter secretary, and **Janet Mann**, United Cable Television, treasurer.

**Andrew Fallor**, executive VP, director of marketing, Nielsen Television Index, Northbrook, Ill., elected to board of directors. **Connie**

**Mallick**, account executive, Nielsen Television Index, Northbrook, Ill., elected VP.

**Robert Bennett**, senior VP, television broadcasting and production for Metromedia Inc. received 1982 "Communicator of the Year" award from Boston's B'nai B'rith Communications/Cinema Lodge.

**John Bornholdt**, associate media director, Al & Gargano, New York, joins Jerry Fields Associates executive search firm there as director media and media sales division.

**Ann Muller**, director, engineering, CTCI Associates, Washington, joins The Bertman Group cable communications consulting firm, as director, gateway systems, responsible for development of institutional network communication services. **Hossein Sarrafzadeh**, from Georgetown University, Washington, joins Bertman Group as engineering associate.

**G. Griffith Johnson**, executive VP, Motion Picture Association of America, Washington will retire in February. **Walter Josiah**, V chief resident counsel, Paramount, New York succeeds him.

Elected officers, Association of Cinema and Video Laboratories, Bethesda, Md.: **J. Lanpert Levy**, Newfilm Laboratory, Los Angeles president; **Blaine Baker**, motion picture Lab Memphis, first vice president; **Robert Ring**, Ringer Video Systems, Burbank, Calif., second vice president; **John Newell**, Western Cinema, Denver, treasurer, and **Burton Stoner**, DeLuxe General, Hollywood, secretary.

**Mara Mayor**, administrator, National Endowment for the Humanities, Washington, joins Corporation for Public Broadcasting there as executive assistant to director of education.

## Deaths

**Robert Cinader**, 58, television producer such series as *Adam-12*, *Emergency* and more recently *Quincy* and *Knight Rider* for NBC died of cancer Nov. 16 in Los Angeles. He survived by his wife, Jean.

**William Baldwin**, 69, radio and television actor and announcer and one-time president American Federation of Television and Radio Artists, died of cancer Nov. 17 in Los Angeles. He is survived by his wife, Enid, son a daughter.

**Harry Merrick**, 79, chairman of executive committee and former president, Kal, Merrick & Salan Advertising, Bethesda, Md., died Nov. 12 of myasthenia gravis at his home Potomac, Md. He is survived by his wife, Mar and four children.



## The eyes of Belo's Moroney are on more than Texas

The baton marked chief executive officer will be thrust into Jim Moroney's hand on Dec. 31. At the Belo Corp., president and chief operating officer won't change running shoes. He'll just tighten the laces on the pair he's used for 36 years with the Dallas-based multimedia pioneer.

"I see my role changing a little bit," the 61-year-old Moroney explains, "but not a great deal—except for more concentration in the area of growth and perhaps less concentration in the area of operations."

Moroney will assume the additional CEO title from his 63-year-old cousin, Joe M. Dealey, who remains as chairman until retirement in 1984. It's noteworthy that someone in the family has run the A.H. Belo Corp. since 1885. That, in turn, poses the question: Just how was A.H. Belo, an unlikely sounding name on a family tree replete with Irish-English ancestors?

He was not family, Moroney says, but was responsible for the business roots that the Dealeys, Moroneys et al have kept in Texas. The story:

"After the Civil War, A.H. Belo, a North Carolinian who had served as a Confederate colonel, came down to Galveston, at that time probably the largest city in the state [and an important Confederate supply port during the war Between the States]. Belo bought into the *Galveston News*, published by a Willard Richardson, and eventually ended up owning the news."

"Then, in 1885, Belo sent my grandfather [George B. Dealey], a 26-year-old working for me in Galveston, to start the *Dallas Morning News*."

As Dallas grew, so did the newspaper. It prompted A.H. Belo to sell the *Galveston News* and move the company to Dallas. Though members of the Belo family occupied the chief executive slots, Moroney's grandfather ran the company for the Belos from 1885 to 1926.

That close association became a factor in the later years of that period, when just a couple of A.H. Belo's daughters survived and they wanted to return to the East.

"They sold out to my grandfather and a group of associates and he ended up with control of the company in 1926," Moroney relates. And there's been a Dealey or a Moroney in the slot ever since. Jim Moroney's father, who also had the same name and same birthday as his son, served the company from 1934 to 1968, rising to board chairman.

Moroney recalls that it was his grandfather's wish that all the grandchildren come back to work for the company. He adds with a laugh: "I'm glad he said that. I'm not very sure I could've gotten a job if he hadn't offered one to me."

It turned out to be the family's definition of work in the strictest sense. It started with a



James McQueen Moroney Jr.—president and chief operating officer of A.H. Belo Corp., Dallas, and chairman of subsidiary, Belo Broadcasting Corp.; b. Dallas, July 10, 1921; BBA, University of Texas at Austin, 1943; lieutenant, j.g., USNR, 1943-1946; reporter and then member of promotion and circulation department, *Dallas Morning News*, 1946-1948; in radio and TV departments of WFAA-AM-TV, 1948-1949; assuming corporate responsibilities at newspaper and supervisory role over broadcasting prior to becoming A.H. Belo Corp. vice president-treasurer in 1960, executive vice president in 1970, and president in 1980. In addition, he is president of *Dallas Morning News* (post to be relinquished next month); has been chairman of board, Belo Broadcasting Corp., since 1975; m. Helen (Lynn) Claire Wilhoit, March 2, 1954; children—Mary Molly, 27; James McQueen III, 26; Melinda Ann, 25; Michael Wilhoit, 23.

1946-1948 stint as reporter, then as a member of the circulation and promotion department of the *Dallas Morning News*. Indoctrination in broadcasting at Belo's WFAA-AM-TV Dallas followed, in 1948-1949. Then the business maturity of young Jim Moroney was quickened:

"They brought me back into the management structure with various responsibilities—actually operating responsibilities—at the newspaper. And, as I started up that ladder, about 1950, I had a supervisory position with the radio and television stations. That [the multiple corporate responsibilities] may not sound like good organization, but my father had kept oversight on the broadcast operations, even though Martin Campbell was general manager and later it was Alex Keese and then Mike Shapiro. They operated it, but he was—as we used to call him—the supervisor. And I have evolved into his position [with broadcasting] while working at the same time in an operating capacity at the newspaper in management."

However, the nostalgia and accomplishments of the past are merely prologue for

Belo's president. His eyes are ahead on growth, particularly since the corporation gained greater flexibility for expansion when it went public earlier this year. So far it's been a happy transition. Company revenues for the first nine months rose 10.3% to \$146 million and net earnings inched up to \$14.7 million, despite a lagging economy.

"Our first order of business now is to see if we can get a fuller complement of VHF's" Moroney says. "We now have three." \* He acknowledges "we haven't been successful yet, but we're talking to some people."

Moroney makes it clear the Belo Corp. doesn't have TV tunnel vision:

"We're interested in radio and newspapers, of course—although they're awfully hard to find these days—and we'd even like to be stronger in cable systems."

But, he reiterates, Belo has "just so many resources and we had to set precedence...so we chose TV as the first order of business."

Moroney sums it up: "Really, our overall game plan is to become a regional communications company through acquisitions and by growth in those markets we're already in."

Staying in the fast lane has cut into the Belo president's leisure activities. He says: "I used to do more hunting and fishing, but right now I don't do much more than play a little golf. I wish I had some hobby like gardening or painting—but I don't seem to be bent that way."

However, the way Jim Moroney is bent in business, charitable, religious and civic endeavors has offered a positive example to his children.

Fatherly pride is in his voice when he talks family. There's Jim, the older son, a graduate of Stanford. Jim started out in summer work at Belo, then progressed to TV sales for the company before going back to graduate school at Texas. Then there's Michael, the younger son, also a Stanford man, who has become particularly absorbed with FM at Belo.

"For some reason, radio is his bag," Moroney says. "Most kids want to go into TV, but he likes radio." Jim Moroney also has good reason to like radio. The Irish romanticist in him surfaces when he tells of a Northwestern graduate who sang professionally as Lynn Hoyt. Tiring of travel after a year on the road with an orchestra, she went to Dallas in the early 1950's. Alex Keese signed her on WFAA's *Early Birds* program, a live regional version of the network *Breakfast Club*.

"That's where we met," recalls the Belo president about Helen Claire Wilhoit, the girl he married in 1954.

\* Belo Corp.'s current broadcast holdings include WFAA-AM-TV and KZEW-FM Dallas; KFDM-TV Beaumont-Port Arthur, Tex., and WTVC-TV Chattanooga. In cable, Belo owns Queen City Telecommunications Inc., Clarksville, Tenn. Publications, in addition to *Dallas Morning News*, include seven community newspapers in the Dallas-Fort Worth area and the biennial *Texas Almanac*.

**CBS won first-round victory** last week in skirmishing over \$120-million libel suit filed against it by **General William Westmoreland**: Federal district court in Greenville, S.C., where Westmoreland filed suit, granted CBS motion to transfer case to New York court for trial. Change of venue was seen as depriving Westmoreland of possibility of sympathetic jury in his home state.

**Warner Amex Cable Communications** is moving into live regional sportscasting by having secured exclusive 10-year rights to cablecast all home games of Houston Astros baseball and Houston Rockets basketball teams to 500,000 subscribers in 21 counties surrounding Houston. New service, called Sports Channel, will air year-round and feature variety of sporting events including intercollegiate sports. Debut will take place Tuesday, Jan. 4, with live cablecast of Rockets' home game against Boston Celtics. General manager of sports channel will be Richard D. Barron, former general manager of Houston's Gulf Coast Cable Television. Warner Amex said it is "looking at the possibility" of launching sports channels in other markets.

Rumors that next **Group W Satellite Communications** cable service will involve **regional sports networking** appeared solidifying last week, and likely to bear fruit in month or so. But latest word is that GWSC first has another trick up its sleeve—**broadcast service** that should materialize in 10 days or two weeks.

**Justice Department's** antitrust division will look into proposal to **redive ownership** of **The Movie Channel**, now joint venture of Warner Communications Inc. and American Express. Under terms of agreement announced two weeks ago and elaborated on at Western Cable Show, in Anaheim (see page 63), Paramount Pictures, MCA Inc., Warner Bros. (subsidiary of Warner Communications) will each own 29.5% and American Express, 12.5%. Justice officials declined to elaborate on their interest in deal. But they noted that division investigated proposed pay cable Premier operation to have been formed by MCA, Paramount, Columbia Pictures, 20th Century Fox and Getty Oil. That project fell apart after Justice secured injunction from court barring start of company operations planned for January 1981.

**Satellite Syndicated Systems**, which formally launched **Keyfax pay teletext service** last Wednesday in partnership with **Field Enterprises, Centel and Honeywell**, was preaching gospel of teletext to satellite-delivered cable networks at Western Cable Show. More teletext services offered by networks, SSS believes, more likely consumers will invest

in teletext decoders and more likely entire teletext business will th Compatibility of equipment is necessary catalyst. All must fo Keyfax's lead and adopt British teletext technology so that all ser can be received on common decoders. C-Span President Brian L: one of those approached by SSS, expressed interest in launching text service containing congressional news and information, but d feel he could pull it off in near future.

FCC Mass Media Bureau Chief **Larry Harris** told Western Cable S panel session last Friday that he personally thought **federal pre- tion may be needed to stop local and state governments from r posing regulations on cable**. Harris thought chances for passage o 2112 in lame-duck session were slim and said cable legislation w not be high on list of matters next Congress will address. Neverthe cable operators should seek Congress's help on nonfederal regul issue. Harris, who briefed cable operators on position cable divi would have in new Mass Media Bureau, repeated present FCC ph ophy of deregulation and marketplace reliance. Harris said he th First Amendment arguments Mountain States Legal Foundation using in its suit against Mile Hi Cablevision and city of Denver "clever hook" but that equal cleverness on other side should d suit.

**Taft Broadcasting Co.** has been lobbying number of other g broadcasters to move quickly to inaugurate teletext services ar specifically pushing **British standard**. Taft's Electra teletext r zine, transmitted over company's Cincinnati television outlet, W Tv, is based on British standard. At recent board meeting of As ation of Maximum Service Telecasters in Williamsburg, Va., presented live demonstration of Electra, which was fed via ve blanking interval of WAVY-TV Norfolk, Va. Over last several weeks has demonstrated its Cincinnati teletext operation to 25 differ tion groups, including Bonneville, Metromedia, New York Times Koplars Communications, McGraw-Hill, Outlet Co., Tribune Co. Sunbeam. Taft is emphasizing localism in its approach to teletext sees it as a tool for enhancing stations's local news image.

**Solomon Weiss**, former assistant treasurer of **Warner Commu tions**, denied last week that he was involved in "**crooked scheme**" rounding Warner's purchase of stock in Westchester Premier Theat 1973 and denied he had delivered secret payments to Warner chair Steven J. Ross, or to Warner cash fund ("In Brief," Nov. 8). Weiss on witness stand at his trial on fraud, tax and racketeering charge U.S. Southern District Court of New York. Ross, who has not t charged with crime, has denied through spokesman that he know any secret cash fund at Warner.

## GE stations on the block

General Electric, which two years ago was unsuccessful in its \$500-million bid to acquire Cox Broadcasting, announced last week it is putting all eight of its radio stations and two of its three television stations up for sale. GE, which pioneered in radio when it put WGY(AM) Schenectady, N.Y., on air in 1922, and in television with official start of WRGB(TV) Schenectady in 1939 after years of experimentation, will keep only its KOA-TV Denver. The company would not say why it has chosen to divest itself of all but one of its broadcast properties. Ron Bongarten, vice president for radio in GE's consumer products division, said the company was "focusing on other businesses."

As for KOA-TV, Bongarten called it "an excellent property for growth," but added that the same was true for GE's other broadcasting properties. Although there have been a number of inquiries from prospective buyers of those properties, Bongarten said no agreements had yet been reached.

GE continues to own 13 cable television systems serving more than 300,000 subscribers. Bongarten would not comment on speculation that the company was getting out of broadcast-

ing to realign itself with cable.

Estimates on the value of GE's station portfolio varied slightly among brokers, ranging between \$90 million and \$100 million. The following is a breakdown of the prices GE was getting for the stations in 1979—when they were to be spun off as part of the proposed Cox acquisition—compared to broker estimates of what those stations could bring today.

Station	1979	1982
WRGB(TV) Schenectady, N.Y.	\$24 million	\$30-\$32 million
WNGE-TV Nashville	\$25 million	\$20-\$22 million
KOA(AM)-KOAQ(FM) Denver	retained	\$15-\$20 million
WGY(AM)-WGF(M)(FM)		
Schenectady	\$1.75 million (FM only)	\$7-\$10 million
WJIB(FM) Boston	retained	\$6.5-\$8 million
KFOG(FM) San Francisco	\$3 million	\$5-\$7 million
WSIX-AM-FM Nashville	\$3 million	\$3.5-\$4 million



ough 45,000 subscriber total released by Entertainment Channel ns miniscule in world of multimillion subscriber pay networks, ials of service remain confident they are building lucrative future ness. Break-even point for service's program mix is lower than two million point Showtime and Movie Channel have demonstrated needed for film-based services, says Entertainment Channel exive vice president Jack Diller. At same time, Diller believes Enterent Channel can gain eventual 30% penetration of basic subscrib- If cable has 50 million subscribers in 1990, that means Diller ld be looking for 15 million Entertainment Channel customers at point.

2 voted unanimously last week to issue rulemaking proposing to ire TV receiver manufacturers to reduce UHF noise figures from imum 14 db now allowed to 12 db. Commission had directed staff raft rulemaking at meeting last summer (BROADCASTING, July 26).

g Goldstein, executive vice president of Communications Satel- Corp., expects high rate of attrition among first batch of companies ted FCC authorization to offer direct broadcast satellite service. ival rate will be "more than one but less than eight" that received orizations, Goldstein said in remarks at Federal Communications Association luncheon on Thursday. "If there are two or three iving companies," he said, "that would be a reasonable thing to ct." Goldstein, who made what he said later was "total guess" in onse to question by FCC Commissioner Mimi Dawson, obviously cts Comsat's subsidiary, Satellite Transmission Co., which was DBS applicant to win grant last September (BROADCASTING, Sept. to be among survivors. Goldstein spoke on occasion of 20th versary of Communications Satellite Act, which authorized cre) of Comsat.

nologies available now, or which should be available in near e—such as cellular radio and amplitude compandored single side—are sufficient to meet capacity needs of private land mobile ervices, according to report filed at FCC last week. "In short, eed for reallocation with all of its attendant problems can be led if the commission remains true to the basic strategies that were down in the mid-1970's," report said. Report was prepared by N. Hatfield Associates for Association of Maximum Service asters and was included in comments on FCC proceeding examin- ature needs of private land mobile service. Hatfield is former chief CC Office of Plans and Policy.

voted 6-1 (with Commissioner Joseph Fogarty dissenting) last c to authorize Southern Pacific Satellite Co. to sell transpon- on Spacenet II on noncommon carrier basis. Nonetheless, com- ion said it wouldn't address company's proposal to sell transpon- on Spacenet III until it considered company's application for ch authority for the satellite.

Common Carrier Bureau has conditionally granted Advanced lle Phone Service Inc.'s application for cellular radio system in on. At same time, bureau designated for hearing competing ications of Yankee Telecom Corp. and Cellular Mobile Systems of achusetts Inc. for nonwireline franchise in Boston. AMPS is lly owned subsidiary of AT&T. FCC conditionally granted PS's cellular application for Chicago last month. Both grants were itioned on commission approval of AT&T's cellular capitalization

oger Moody, CBS's vice president in charge of development, is ng after 13 months in job. He has been replaced by James K. er, senior vice president and general counsel, who also continues ad of law department. President Thomas H. Wyman notified CBS ization last week that Moody resigned "to pursue other inter- " Moody told BROADCASTING "I truly miss" being on hardware

side of business and would like to get back into line operations. He also said he had been approached about "venture" projects. Exact departure date, he said, is to be worked out. Wyman's memo to CBS executives said departments that reported to Moody (acquisitions and planning, new venture development, technology and market research) will report to Parker, effective immediately.

NBC News President Reuven Frank received Distinguished Achievement award from University of Southern California Journalism Alumni Association in ceremonies Nov. 17 in Los Angeles. Annual award is given to "honor persons in a given year whose excellence at practicing their craft has made an outstanding contribution in the three disciplines: broadcasting, newspapers or periodicals."



To insure that nonwireline cellular systems will be able to provide timely alternative to wireline cellular systems, FCC should permit competitors for nonwireline franchises to join together to offer interim operations pending outcome of their comparative hearings, Western Union Telegraph Co. said last week. "Notwithstanding efforts to minimize the effect of a wireline headstart by streamlining the comparative process for nonwireline applicants, the sheer number of pending for nonwireline applicants, the sheer number of pending applications now raises the prospect that the separate frequency allocations policy may result in a de facto exclusive wireline allocation for the near future," Western Union said in petition for declaratory ruling. "Without such opportunities, Western Union submits that the commission's objective of prompt cellular service by nonwireline operating systems is in grave danger of being compromised.

In special comparative proceeding, FCC Review Board has granted application of Global Broadcasting Group for interim authority to operate facilities of former station WHBI(FM) Newark, N.J. At same time, board denied mutually exclusive applications of Newark Radio Broadcasters Association and Latino TV Broadcasting Services. Board said Global was only applicant with preferences under both diversification and best practicable service.

Senator Ernest Hollings (D-S.C.), who is assuming position of ranking minority member on Senate Commerce Committee, announced last week that once he accepts position, he will appoint his current legislative assistant, Ralph B. Everett, as Democratic staff director and chief counsel. Everett is first black to serve in that post.

Edmund Ansin owner of WCKT-TV Miami, and Harold Frank, vice president and general manager of WINZ-AM-FM Miami, have reached agreement to buy KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2.59 million. Seller is owned by Franz Alliana, who also owns WBAB(FM), Babylon and WGBB(AM) Freeport, both New York. Alliana bought KACY-AM-FM in 1979 for \$1.69 million (BROADCASTING, July 30, 1979). Blackburn & Co., Washington, was broker.

Common Wealth Award of Distinguished Service has been awarded to Bell Laboratories for its contributions to advancement of science, particularly in field of communications. Award is given in recognition of excellence and outstanding achievement in various fields. Bell Labs is first organization to receive award, and it had not previously been made in field of science. Sigma Xi, Scientific Research Society, nominated Bell Labs for honor, and final selection was made by Bank of Delaware, trustee of awards. Bell Labs president Dr. Ian M. Rose accepted award in ceremony at Smithsonian National Air and Space Museum on Thursday.

# Editorials

## All for all

Broadcasters and cablecasters, to their surprise, have acquired a powerful ally in their quest for First Amendment parity with the printed press. Without advance notice, Arthur Ochs Sulzberger, publisher of the *New York Times*, last week called upon his fellows "to join with their electronic brethren to close the First Amendment gap." Not only did he speak of "electronic brethren" but also of "electronic publishers." It wasn't very long ago that talk like that would have meant expulsion from the American Newspaper Publishers Association.

Sulzberger's unexpected declaration of support must have been particularly gratifying to William S. Paley, CBS chairman, who the night before, as he has repeatedly in his long career, made an eloquent argument for First Amendment freedoms. Paley and his colleagues have been used to going it alone. As Sulzberger himself noted in his speech, newspaper publishers have been "putting distance between themselves and electronic publishers when it comes to the First Amendment." The newspaper publishers have feared that if they joined the fray, the burdens of equal time, enforced fairness and political access would somehow be imposed on them.

"However," said Sulzberger, "I would argue the other side of the coin . . . The line between print and electronic journalism is thin at best and getting thinner. Any oversight of free speech is not the role of government."

The First Amendment was also on the agenda of the National Cable Programming Conference in Los Angeles last week. Five congressmen professed support for electronic parity, although they turned fuzzy when the subject of fairness and political broadcasting came up. The overall impression that delegates took away was that they would at least get a hearing if they presented their case to Capitol Hill.

In New York last Friday a stronger affirmation of First Amendment interest, on the Senate side, was on display. Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, held hearings on his proposal to adopt a new constitutional amendment assuring the electronic media freedoms equal to those of the printed press.

There just may be a possibility of mass movement by the mass media in behalf of equal freedoms. When a publisher at the pinnacle of his calling exhorts his kind to act, when members of the House Commerce Committee all but invite action by cable operators and when the chairman of the Senate Commerce Committee goes on the road in pursuit of equal rights, there is reason to believe that an active coalition can be formed. It's time for a conference call among principal organizations in the Fourth and Fifth Estates.

## Rush to judgment

A spectrum grab by land-mobile radio interests, forecast a couple of months ago (see "Early warning" on this page, Sept. 27), came to public view at the FCC last Thursday. Four commissioners who ought to know better voted for a rulemaking that could end in a land-mobile sharing of frequencies now assigned to UHF television broadcasting.

To vote that way, the majority of four had to assume that land-mobile is overcrowded in its present space and to ignore hard evidence that technical efficiencies currently available

could enormously enlarge land-mobile service in the space it now occupies. A day after the rulemaking action, the commission received a mass of comments it had invited in another proceeding to determine whether land-mobile needs more spectrum space. The timing bordered on administrative irresponsibility.

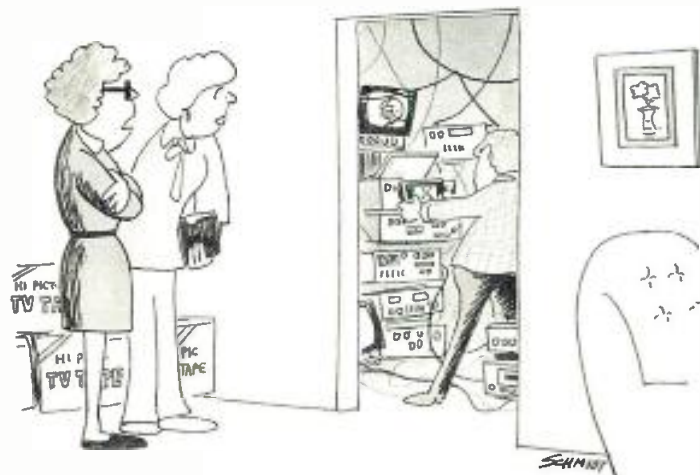
If the commission had waited to review the documents it had asked for, before passing judgment on the basic question those documents addressed, it would have found overwhelming evidence that the land-mobile spectrum now in use is being squandered. The efficiencies that were expected when the FCC gave blocks of UHF television space to land-mobile in the 1970's are generally unapplied. Widening land-mobile space now would merely perpetuate the disincentive to improve technology. Fortunately last Thursday's was not a final action. Perhaps a majority can be persuaded to read the evidence before a final vote is cast.

## Cause and effect?

General Electric is a large company, and its divisions sometimes must take actions or make decisions without the foreknowledge of the others. Outsiders will wonder, however, whether a connection can be drawn between the GE broadcasting division's announcement last week of its intention to sell off all of its stations but one and another division's announcement of a technique to double the capacity of cable and broadcasting television channels. In some corporate analyses, the relief of facility scarcity can be read as going too far.

Carried to its apparent extreme, the GE announcement in Anaheim, Calif., last week suggests that a given cable system of 12-channel capacity can easily upgrade to 24. It also seems to mean that twice the broadcasting stations can be accommodated in current television space. That kind of information quickly engages attention outside R&D.

No speculation will be indulged here now—beyond the obvious: When Bill Paley spoke of the proliferation of media outlets last week, he was underestimating.



Drawn for BROADCASTING by Jack Schmidt

"He's recording all the games he can find in case they ever go on strike again."



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