

Broadcasting Jan 3



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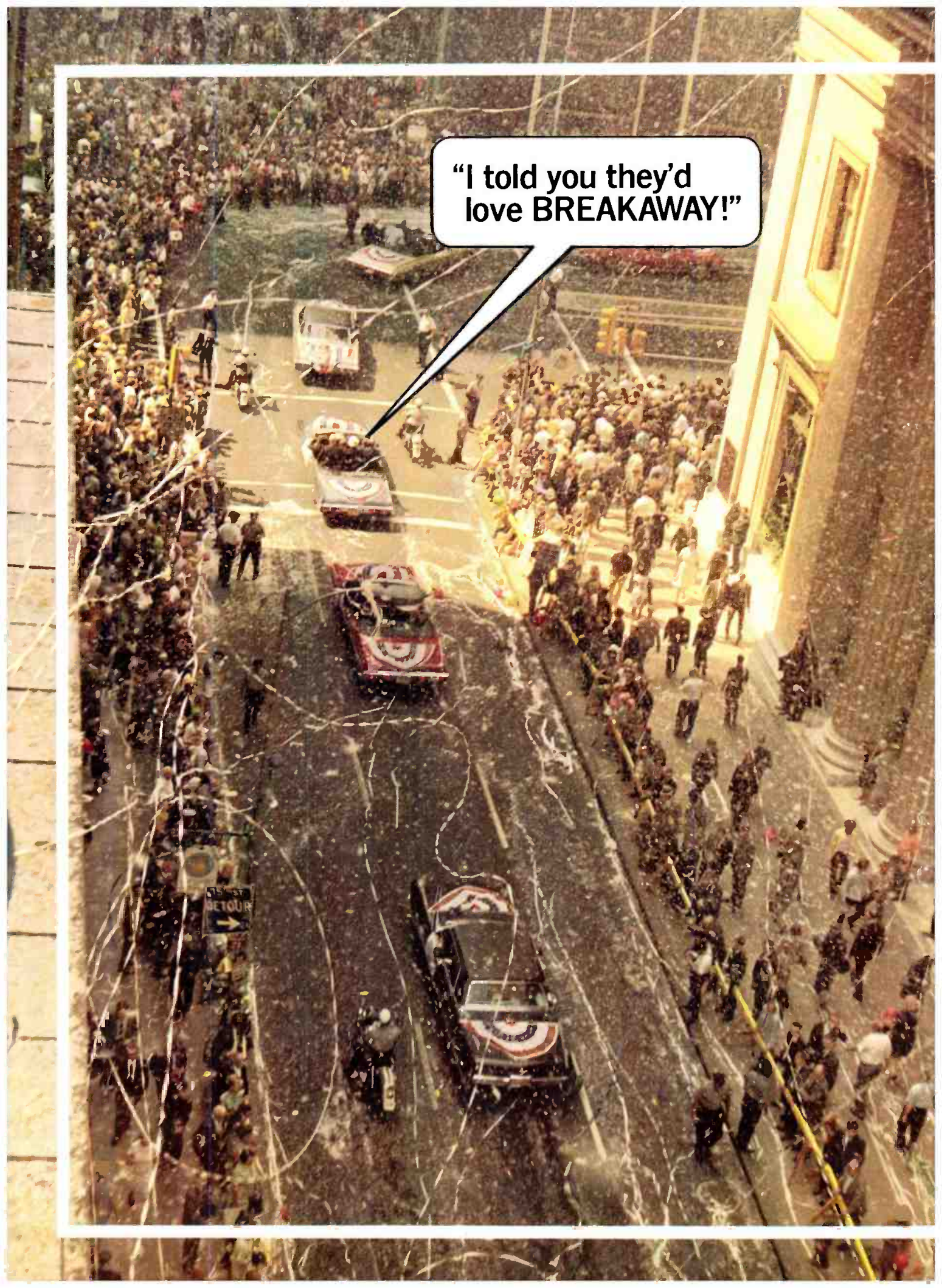
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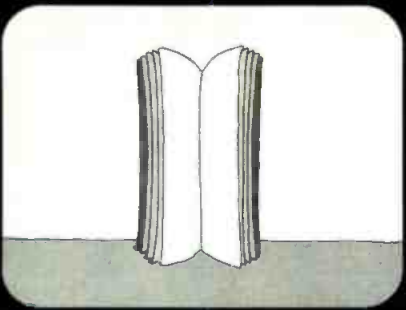
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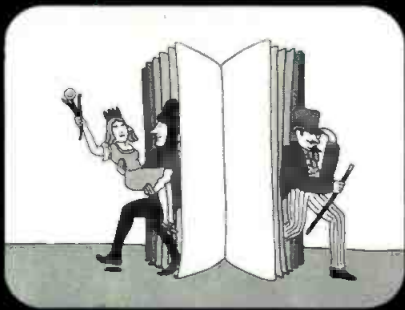
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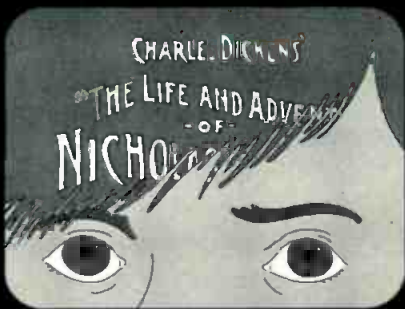
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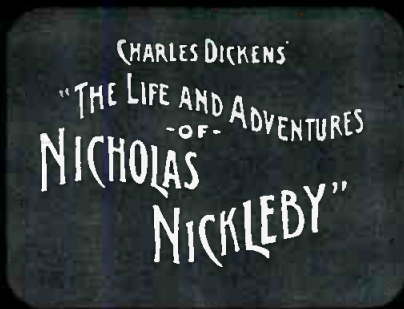
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Broadcasting Jan 3

BROADCASTING takes a look back and a look ahead □ Lewis leaves Reagan cabinet to head Warner Amex □ Turner wins time in rate fight with CRT □ The bids are in to wire Philadelphia

REPRIEVE □ Ted Turner gains 10 more weeks in fight to stop cable rate increase mandated by Copyright Royalty Tribunal. **PAGE 31.**

AS EXPECTED □ Warner Amex's new cable chief is Reagan's transportation secretary, Drew Lewis. **PAGE 32.**

LAST LAME-DUCK WADDLES □ Radio Marti falls by wayside for time being, WARC provisions make it through in final minutes on Capitol Hill. **PAGE 33.**

PHILLY BIDS □ Eight applicants vie for four cable franchises in City of Brotherly Love. **PAGE 34.**

CHANGES AT CBS NEWS □ Chandler named senior vice president, documentaries and operations, with Percelay succeeding him as senior vice president for administration. Goldberg appointed vice president and assistant to Sauter. **PAGE 35.**

ZAPPED □ More bad news for Warner as it is revealed Atari executives sold stock prior to lower earnings announcement on Dec. 8. **PAGE 37.**

MOBIL MAD □ Oil company's Schertz upset by reports of network pressure on affiliates to reject Mobil's *Nicholas Nickleby*. One station says its decision was based on anticipated low ratings. **PAGE 38.**

SPECIAL REPORT 1982 □ It was a year in which gates to the marketplace opened wider, thanks largely to an FCC determined to encourage new services and newcomers. The NAB lost its code and its president of 17 years, Vincent Wasilewski, but none of its ardor in the fight for First Amendment parity for the Fifth Estate. Station trading again involved breath-taking payments. These and other major events are chronicled as BROADCASTING moves further into its second 50 years. **PAGE 50.**

SPECIAL REPORT 1983 □ Members of the Fifth

Estate and others will be watching Washington with mixed emotions in 1983 as the FCC, Congress and federal agencies embark on a year that promises more drastic changes in ground rules. **PAGE 62.**

Journalism will be hard pushed this year to match its accomplishments of 1982, but observers note that battles against restrictive rules and regulations will continue without letup. **PAGE 65.** Leading advertisers expect the softness of the economy to alter buying strategies at the beginning of 1983, but say media revenues will continue their climb. **PAGE 68.** The world of entertainment is in turmoil at the beginning of 1983, with growing demand for innovation in delivery and financing. Radio is turning back to top-40 personalities. **PAGE 72.**

Cable again will grow in respectable numbers this year. Less certain, however, are answers to questions about regulatory relief, operators' ability to live up to their promises and ability to meet competitive challenges within and from outside cable. **PAGE 74.** Standards will be the focus of broadcasting's technical community this year. The success of new services and equipment is dependent on specifications that emerge. **PAGE 80.** View from Wall Street: Overall, the Fifth Estate is healthy, but some parts are susceptible to deterioration. And analysts tend to think 1983 will be strong year for television, certainly better than for other media. **PAGE 82.**

FIFTH ESTATE GLOSSARY □ Here's a description of those sometimes confusing acronyms and initials for the newer communications services. **PAGE 75.** And to help further, a mini-dictionary of terms in use. **PAGE 76.**

MAN OF TOTAL VISION □ Concern about opportunities in communications for minorities and women hasn't lessened Henry Rivera's ability to carry out all his responsibilities as an FCC commissioner. It's a story of an Albuquerque lawyer who believes in complete involvement. **PAGE 103.**

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Outstanding Editorials and Commentary
Commentator Award
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TODAY'S 4 GROUP **WBZ**

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By their fruits

Sleeper issue before FCC's Mass Media Bureau is how to permit broadcasters to use excess spectrum capacity to offer nonbroadcast services, question it must confront in its teletext proceeding, which would open up use of vertical blanking interval for any service; and in TV stereo proceeding, which proposes to open up use of TV aural subcarriers; and in FM proceeding proposing to drop restrictions on services offered with subsidiary communications authorizations, and in proceeding aimed at permitting resale of excess capacity on channels used for studio-transmitter links and inter-city relay stations. Each proceeding could permit broadcaster to offer common carrier-like, or private carrier-like, service, and common and private carriers have argued that broadcasters offering those sorts of services must be subject to same ground rules. Mass Media Bureau, in consultation with Office of General Counsel and Common Carrier Bureau, is said to support that contention—at least somewhat. It is expected to propose in each proceeding that way broadcasters choose to use their excess capacity defines way they are regulated. In other words, broadcaster that chooses to devote SCA to common carrier-like service would be regulated as common carrier; broadcaster that chooses to devote vertical blanking interval to broadcast use would be regulated as broadcaster.

Must-carry march

National Association of Broadcasters may strike out on its own to get some form of must-carry protection ("Closed Circuit," Dec. 13, 1982). With demise of cable copyright bill (H.R. 5949), NAB is considering number of options (executive committee will discuss them this week). There is possibility association may seek to attach must-carry protection to broadcast deregulation bill (former S. 1629) which is expected to be reintroduced in 98th Congress.

Ted's target

Superstation entrepreneur Ted Turner—who considers 11th hour congressional compromise on distant signals as win for his side—plans new assault on Capitol Hill when 98th Congress begins. And this time Turner will be out not just to halt advance in rates paid for distant signals but to roll present rates back to lower levels. He and Washington strategist Charles Ferris (former FCC chairman) believe

case can be made that 1976 copyright law mandated lower rates for each additional distant signal carried by a cable system, not higher ones imposed by Copyright Royalty Tribunal.

Despite congressional strategy, main immediate thrust of cable industry attack will be through courts, with hopes of achieving expedited review before March 15 deadline.

Brisk business

Two major programming conventions—Jan. 15-19 Association of Independent Television Stations in Los Angeles's Century Plaza and NATPE International, March 17-22, in Las Vegas's Hilton—will exceed last year's totals in both registration and exhibitors. INTV pre-registrations are above 600 (versus last year's final count of 650) and suite total is at 47 (versus last year's 32). NATPE pre-registrations are some 10% ahead of last year, which drew 3,652 paid delegates and 5,551 participants overall. Screening suites are expected to total 225 this year, up from 177 in 1982. Additional space in exhibit hall, to 53 companies, has been sold out since August.

Take it to the chief

FCC Chairman Mark Fowler will take appeal for more funding for agency directly to White House, asking for total of \$85.7 million for fiscal 1984 (which begins Oct. 1). Office of Management and Budget had originally recommended \$77.4 million ("Closed Circuit," Nov. 29). Fowler asked OMB for more, but last week OMB told him it would add but \$1.2 million to that figure, tops. Under continuing resolution, FCC is funded at \$79.8 million level for remainder of current fiscal year.

Mixed verdict

Some broadcasting industry representatives were happily passing word of results of seminar of lawyers and social scientists that had been assembled in Washington on Dec. 10 by National Academy of Sciences' National Research Council. According to word in New York and Washington, there was criticism of National Institute of Mental Health study asserting that television violence leads to aggressive behavior in children (BROADCASTING, May 10, 1982) and general view that no further studies on subject were warranted. But NRC staffer who arranged seminar, at request of Justice Department's National Institute of

Justice, has different version. Dr. Susan Martin says "fragile consensus" was reached that there are questions for further research—but not by NIJ, given its concern with crime and crime prevention.

Television, Martin noted, affects wide range of social attitudes and violence would have to be separated from other "anti-social behavior," such as lying, cheating, infidelity ("Have you ever watched the soaps?").

Code's case to Congress

NAB—bound and determined to keep some form of television advertising code—may take its case to Capitol Hill. Association's TV and radio code boards meet this week to discuss fate of code, banned by U.S. District Judge Harold Greene's consent decree. Code boards may recommend that association seek exemption from antitrust laws through Congress. NAB feels its members want advertising self-regulation and think there may be enough support on Capitol Hill to gain some form of legislative relief.

Different strokes

If Senate becomes arena for developing cable copyright legislation—and it may (see page 31)—approach would be entirely different from that taken in House, in view of some Senate committee staffers. Representative Robert Kastenmeier's (D-Wis.) effort, in H.R. 5949, to reconcile differences of contending parties resulted, one aide said, in "mishmash" of protectionist provisions. Senate Judiciary Committee is not seen as dedicated to maintaining compulsory license as cable interests might like. And Senate Commerce Committee, which would consider communications aspects of copyright bill, has not shown any enthusiasm in writing must carry and syndication exclusivity—broadcasters' goals—into law.

Jumped or pushed?

Announcement last week (page 32) that Secretary of Transportation Drew Lewis would become chief executive officer of Warner Amex Cable Communications refueled speculation about voluntary nature of Gustave Hauser's decision to vacate that post (BROADCASTING, Nov. 29, 1982). It was acknowledged at time that search was underway for successor. Now it emerges that Hauser contract was up for renewal, and it's believed that Lewis availability may have been factor in decision to let Hauser lapse.

Cable castings

New York agenda

As expected, the Warner Amex board of directors approved the compromise worked out by New York City officials three weeks ago, resolving a year-long dispute over the geographical makeup of franchises in Brooklyn. Cablevision, the other cable company involved in the dispute, voiced its approval of the compromise at a city Board of Estimate meeting last month when the compromise was hashed out (BROADCASTING, Dec. 20, 1982). The agreement calls for Warner to receive a franchise composed of slightly less than one-third of Brooklyn, skewing north and west, with Cablevision getting the rest of the borough. The board will adopt a resolution at its Feb. 10 meeting setting a date (hopefully in March) for a hearing on the final contract. If the remaining contractual details are worked out by then, such as public access requirements and construction schedules, and the city remains optimistic that they will be, approval by the state cable commission is expected in April. Cable company officials estimate that service will be inaugurated about a year after approval by the state, although it may be five years after that until system construction is complete.

Cox line of command

"Cable is a people-driven business and our future is dependent on our ability to have strong executives in key positions throughout the company." So saying, Cox Cable President Robert C. Wright announced the following appointments. David R. Van Valkenburg, retaining his title of executive vice president-operations, was appointed chief operating officer of Cox Cable. Van Valkenburg, whose track record includes service with United Cable Television and American Television & Communications, was earlier elected a vice president and officer of corpo-

rate parent Cox Communications Inc.

Six current Cox Cable vice presidents were promoted to senior vice president status: G. Lewis Davenport, Eastern division; Arthur Dwyer, marketing and programming; Robert C. O'Leary, finance; Garold S. Tjaden, engineering and technology; Paul C. Waring, corporate development, and Gary Weik, development division.

President Wright said the moves reflect the growth of the cable business and the "solidifying of Cox Cable's organization."

ESPN in the news

Mixing business with pleasure is in the plans of ESPN—the sports network last week said it will add a Monday-Friday morning two-hour news block to its lineup during the first quarter of 1983. The move will allow ESPN to "capitalize on the strength of its predominantly male audience," the network said, adding that "more than 150 daily newspapers in the United States combine sports and financial news in the same section for sound editorial and advertising reasons." Nor will the addition of a business and financial reporting block be a complete departure from ESPN's sports orientation, says ESPN—updates of sports scores and news will appear in the business segment. The segment will be produced by New York-based Business Times.

Meanwhile, the "Total Sports Network," as ESPN calls itself, has drawn accolades from various quarters for some of its sports mainstays—tennis and horse racing. *Tennis* magazine's readers' poll, conducted in October and November, ranked ESPN number one over (in order) CBS, USA Network, NBC, PBS, HBO, ABC and the syndicated *World Championship Tennis*. ESPN's color analyst, Cliff Drysdale, edged out CBS's Tony Trabert as the favorite tennis broadcaster, and the network secured top marks for the best single telecast—coverage of the Davis Cup

Free see

The Movie Channel has slated its first national preview—basic subscribers on participating TMC affiliates will get a free sample of the channel's offerings on the weekend of Jan. 21, 22 and 23.

quarter final McEnroe-Wilander match.

Separately, *Down the Stretch: ESPN's Horse Racing Weekly* won the 1982 Eclipse award for national television achievement. Sponsors of that award are the Thoroughbred Racing Association, *Daily Racing Form* and the National Turf Writers Association.

Showtime menu

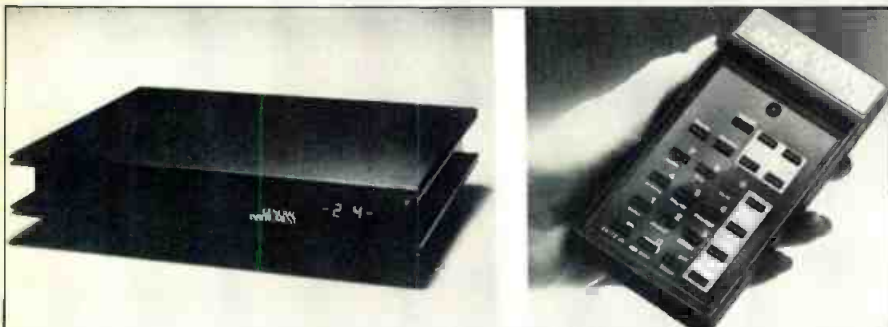
There's more than one way to skin a cat, or announce program listings. Showtime, demonstrating that point, says it is the first pay network to offer subscribers current monthly program information via a computer time-sharing network. Compuserve's 30,000 subscribers in 400 cities will now be able to access Showtime listings with the help of their home computer terminals. Showtime says it will "closely monitor consumer usage of the new electronic listings for research purposes and to determine consumer acceptance of the idea."

Stay the course

The National Cable Television Association has asked the FCC to reject a petition by the United States Independent Telephone Association seeking repeal of the rules prohibiting telephone companies from owning collocated cable systems. "USITA's petition... is based upon telco self-interest, rather than upon credible evidence and analysis," NCTA said in comments at the FCC. "In fact, the rules were justified when they were adopted. They have contributed to the exponential growth of the cable industry. They are justified today."

Apollo action

Inner City Broadcasting has scuttled plans to renovate New York's Apollo Theater, a former showcase for many talented and successful black entertainers, and convert it into a production center for a planned cable television network. Inner City was not able to secure mortgage insurance from a state agency in time for an end-of-year deadline when a new law took effect barring tax-exempt status on the type of revenue bonds to be used in part to finance the project. A spokesman for the mortgage agency, known



New gear. As if there weren't enough jargon to contend with in the satellite business, the RF Systems Division of General Instrument has decided to call its new earth station a "Satellite TV Reception System." Nonetheless, GI's new low-cost unit, intended for the SMATV and home markets, is loaded with high-priced features, including a programmable, motorized mount, infrared remote control of receiver and mount, parental lock out device and compatibility with videocassette recorders and stereo audio systems. Prices start at under \$5,000 for earth stations with 10-foot dish. Units are also available with 12-foot and 15-foot dishes.

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as Sonny Mae, said that Inner City failed to provide critical information about the project, such as a full business plan and an appraisal report, "in a timely enough fashion." Percy Sutton, chairman of Inner City, blamed the agency for "nickeling and diming us to death" for additional information not sought in the original application. Finally, said Sutton, "we took the position that the Apollo is not essential" to the company's plan to start a pay cable service, and that another production facility will be sought. Plans for the new cable service, originally scheduled for launch in late 1982 as an advertiser-supported network, have now been pushed back to 1984. Inner City will eventually sell the Apollo for a price believed to be in the \$500,000 range.

Basketball score

The Dec. 11 Georgetown-Virginia college basketball (BROADCASTING, Dec. 20, 1982), carried by Turner Network Television (on an ad-hoc broadcast station lineup and WTBS[TV] Atlanta, seen on cable systems across the U.S.) received a 9.2 national rating and a 16 share, based on a Nielsen Television Index survey. The game was available to 92% of U.S. TV households, according to Turner. TBS was guaranteeing 11 million viewers per quarter hour (roughly equivalent to a 13 rating) to advertisers purchasing time during the telecast and makeups will be offered on WTBS as well as CNN and CNN Headline News. Thirty-second spots during the contest were sold for \$65,000.



Detroit bidders. Some of the principals of Detroit Inner-Unity Bell Cable Systems personally submitted their bid for the Detroit cable franchise last month ("Cablecastings," Dec. 20, 1982). They are (l-r): Mark LoPatin, KL Ventures; Eugene Jackson, Unity Broadcasting Network Inc.; Percy Sutton, Inner City Broadcasting; Wendell Cox, Bell Broadcasting; Sydney Small, Unity Broadcasting; Oscar King, KL Ventures, and Brad Catherman, Cox Cable Communications, which has agreed to build and operate the cable system should Detroit Inner-Unity win the franchise. Two other companies have applied for the franchise, which is expected to be awarded this June.

Adams-Russell results

The 1982 cable television earnings picture of Adams-Russell was virtually a "wash," company president John J. Lynch told analysts in New York, with the \$2 million earned by the MSO's mature systems almost totally offset by the \$1.8 million in startup losses for new systems coming on-stream. But "we make no apology" for that performance, Lynch added—"it's part of our game plan." When Adams-Russell completes its con-

struction program in 1984, the company's chief financial officer, David McLaughlan, later added, "the financial picture changes radically."

Telecommunications, which includes cable systems and the CableShop venture with J. Walter Thompson (WYTV[TV] Youngstown, Ohio, is carried as a discontinued operation), accounted for 21% of Adams-Russell's 1982 sales of \$71 million, but only 1% of the operating margin of the company. Lynch expects the announced sale of WYTV for \$9 million to be approved in three to six months. The Electronics Products division's sales should grow 20% in 1983, according to Lynch, but cable will grow 60% this year, following 1982's 50% revenue growth rate. "When that subsides in 1984," he said, cable revenue growth will continue at a 20% to 25% rate, even without new services or programming. "It's difficult to predict what or when" such new elements might do for the company, Lynch maintained, although he noted that he expects "advertising will be a lucrative revenue stream" for Adams-Russell's cable operations.

To that end, Lynch reviewed plans for the expansion of the CableShop experiment beyond the MSO's Peabody, Mass., system ("Cablecastings," Sept. 27, 1982). As that experiment rolls out starting in July to over 200,000 cable subscribers, 36 national advertisers will pay about \$75,000 each to "determine if the [favorable] Peabody results are duplicative... to see if they are truly nationwide." Lynch said he believes 11 of the 17 national advertisers currently in the Peabody test will participate in the July-December national test.

Looking down the road, Adams-Russell intends to spend \$22 million on cable construction this year, up from \$18 million in 1982, which in turn was almost double 1981 expenditures. Adams-Russell currently has 92,000 subscribers, Lynch said, is adding 3,000 a month, and by 1984 thinks it will saturate 55% of 350,000 homes passed, for 185,000 to 200,000 basic subscribers. Right now, Adams-Russell is logging 200% to 270% pay to basic penetration, Lynch indicated, although some of the latter figures "churn down." The Peabody system had 192% pay to basic at last count, he added.

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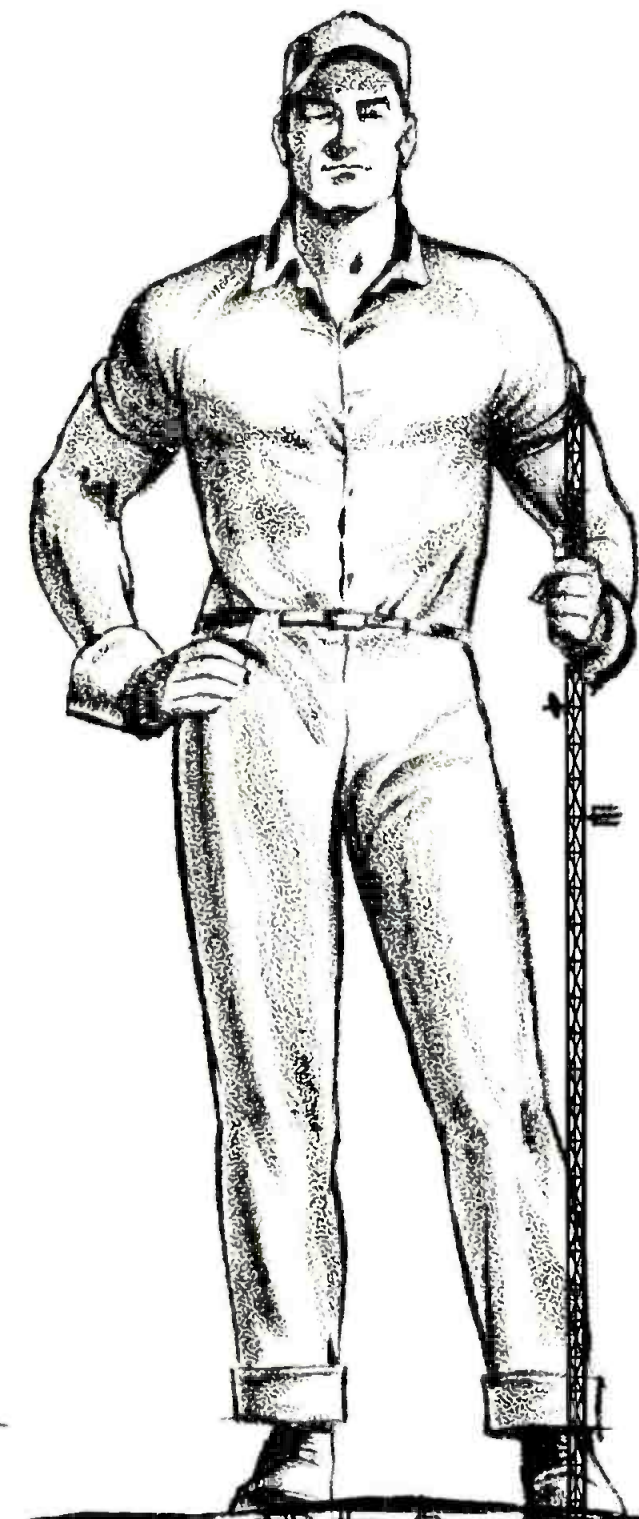
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Business Briefly

TV ONLY

Del Monte Co. □ Campaign for Patio brand burritos and line of Mexican dinners begins Jan. 17 for three weeks and will resume Feb. 28 for additional two weeks. Burritos will run in 20 markets, while dinners will be in 15 markets. Spots will air in day, early fringe and late fringe times. Target: women, 18-49. Agency: Young & Rubicam, New York.

G.D. Searle & Co. □ Campaign for

Equal sugar substitute begins this week in 72 markets. Four-week flight will air in early news times. Target: women, 25-49. Agency: Tatham Laird & Kudner, Chicago.

Genesee Brewing Co. □ Campaign for 12 Horse Ale begins in January in Providence, R.I., and Harrisburg-Lancaster, both Pennsylvania. Flight will run through January in fringe, prime access, prime and sports times. Target: men, 18-49. Agency: William Esty Co., New York.

Witco Co. □ Campaign for Kendall motor oil is currently running on Entertainment Sports Programming Network (ESPN). Commercials will run through January during live coverage of NCAA college basketball games, college bowl games, Davis Cup tennis finals and professional boxing. Theme of commercial is "protect your investment with Kendall confidence." Target: men, 18-49. Agency: Al Paul Lefton Co., New York.

Washington State Apple Commission

□ Campaign for fresh apples begins Jan. 17 in 80 markets. Flight will run through second week in March in early and late news times in majority of spots, while larger markets in Chicago, New York, Dallas and San Diego will air in all dayparts. Target: men and women, 25-54. Agency: Cole & Weber, Seattle.

Shasta Beverages Inc. □ Campaign for Capri Sun fruit drinks begins in January in about 160 markets. Flight will run throughout month in about 68% of U.S. households. Spots will air in prime, early

Advantage

Lucky 13. Hearst/ABC Video Enterprises reports 13 advertisers have signed for its Arts and Daytime programing. Five new clients for Arts are Taylor California Cellars, AT&T Long Lines, Yves St. Laurent, Prudential-Bache and Piper-Heidsieck champagne. Renewing for Daytime are Chevrolet Motors Division, Ore-Ida, Golden Grain Macaroni Co. and Universal Pictures (Chevrolet also has renewed on Arts). New to Daytime schedule are Ralston Purina, Dow Chemical, American Home Products and Kikkoman.

□

Y&R, Dentsu alliance. Young & Rubicam Inc. and Dentsu Inc. have agreed to form joint venture in U.S., Young & Rubicam/Dentsu Inc., with billings of more than \$100 million. This is third venture between companies, following Dentsu/Young & Rubicam Tokyo in 1981 and Young & Rubicam/Dentsu, Kuala Lumpur, Malaysia in 1982. Y&R/Dentsu will be 50-50 ownership split and will have offices in New York and Los Angeles. Partial list of clients of Y&R/Dentsu includes: Canon USA Inc., Japan Air Lines, Monex International, Pacific Telephone & Telegraph, Security Pacific Bank, 20th Century-Fox Television, United Vintners (Inglenook/Colony) and U.S. Suzuki Motor Corp.

□

Extravaganza. Nabisco Brands Inc., New York, was exclusive sponsor of Tournament of Roses parade carried on both CBS-TV and NBC-TV on New Year's Day. Estimates are that Nabisco spent from \$3 million to \$4 million for privilege. It was king-sized venture for Nabisco: 80, 30-second commercials were produced and 40 each were carried on networks (NBC, 11 a.m. to 1:30 p.m. NY and CBS, 1:30 a.m. to 2 p.m.). Commercials were shown for 20 different Nabisco brands, including Oreo cookies, Chips Ahoy! cookies, Cream of Wheat cereal, Baby Ruth candy bars and Fig Newton cakes. Introduced on Rose parade telecasts was Nabisco's new corporate television signature set to music, consisting of three-note melody accompanying three syllables of Na-bis-co. Nabisco has six agencies; Rose parade buy was made by Parkson Advertising, New York.



Put-down. WABC-TV New York is carrying package of four 30-second spot TV commercials that criticize news operations of competitive stations in market, claiming they have "bland style" in their newscasts while its *Eyewitness News* is "different as city we report to." One spot shows teacher (played by TV commercial director Steve Horn) instructing three "news clones" to recite "Good Evening. Here is the news." Would-be newscasters are compared to *Eyewitness News* team of Storm Field, Rose Ann Scamardella, Roger Grimsby, Bill Beutel and Spencer Christian who are referred to as "unique." Another spot shows typical sportscasters reciting "Cubs 3, Mets 2. Give me a break," apparent reference to Warner Wolf, former WABC-TV employe now with WCBS-TV New York. Voice-over on all commercials proclaims: "Today television seems to be producing newscasters who all look and sound the same. But one news team has never lost its touch... *Eyewitness News*."



THE BECK-ROSS COMMUNICATIONS STATIONS
Dynamic...Vibrant...In Touch.

WBLI-FM
LONG ISLAND, N.Y.

WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

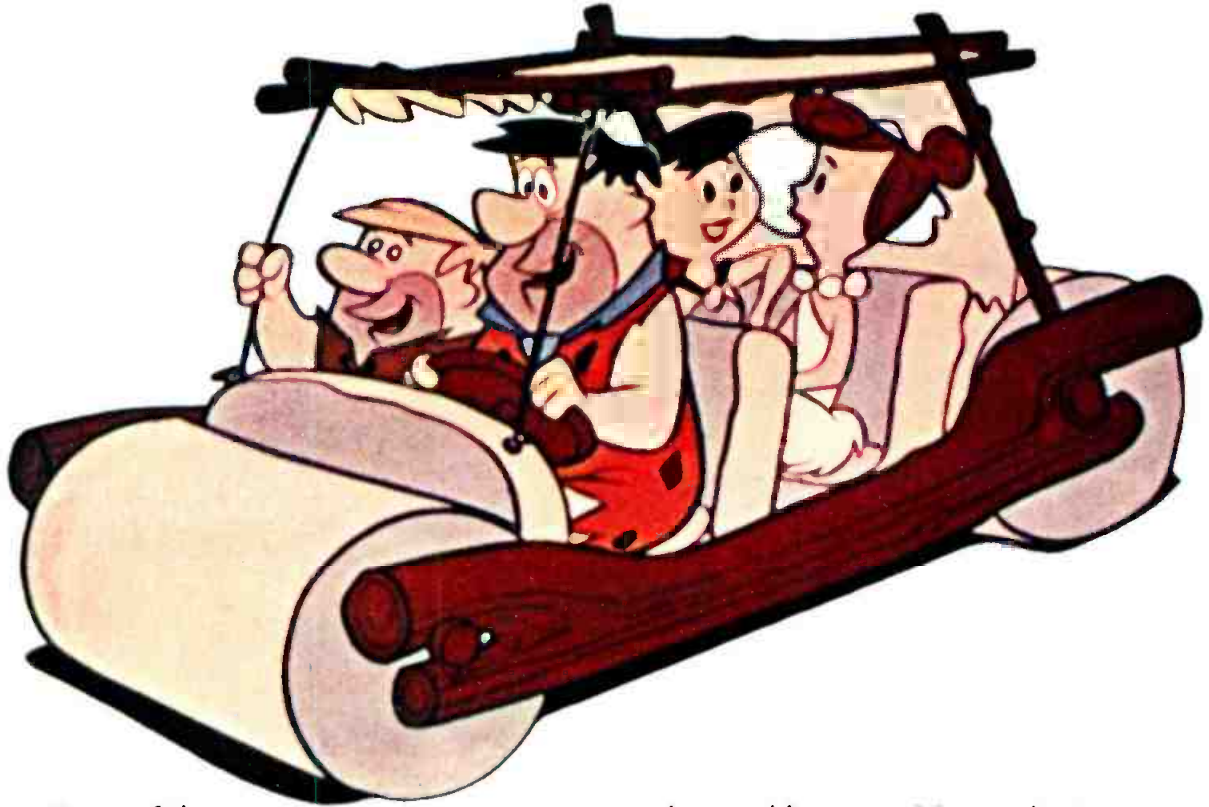
WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

YABBA DABBA DOO YOURSELF A FAVOR

Build up your children's
programming ratings with "The Flintstones."



One of the most popular and longest running kids' series (also a big hit with parents), is available on a 100% trade basis. The DFS Program Exchange offers *exclusive* syndication rights to "The Flintstones," at no extra cost to you.

There are 166 half-hour episodes, fully animated by Hanna-Barbera. Fred, Wilma and their neighbors, the Rubbles, are

cleared in over 80 markets (including the top 10), covering more than 65% of U.S. TV households.

For further information, please contact either Sue Radden, Wally Chateauvert or Tim Strosahl at DFS Program Exchange, 405 Lexington Avenue, New York, New York 10174, or call (212) 661-0800.



PROGRAM
EXCHANGE

Warner Bros., for more than
two decades, has consistently
supplied the greatest number
and the most important
features for syndication.

Volume 23 not only continues
that tradition, but also
establishes a new era of
commitment to supply you
with the best.



Warner Bros. Television Distribution
A Warner Communications Company

Volume 23, and our
new concept, has already
been bought in the
following markets:

New York

Los Angeles

Chicago

Boston

Cleveland

Houston

Atlanta

Denver

Sacramento

Portland (Ore.)

San Diego

Charlotte

Memphis

Oklahoma City

Tucson



Warner Bros. Television Distribution
A Warner Communications Company

fringe and children's times. Target: children, 6-11 and women, 25-49. Agency: Needham, Harper & Steers, Chicago.

Welch Foods Inc. □ Campaign for bottled and frozen grape juice begins in January in about 24 markets. Flight will run about three weeks in first quarter in early fringe, fringe and weekend times. Target: women, 25-54. Agency: Jordan, Case McGrath, New York.

American Dairy Association □ Campaign for milk begins Jan. 10 after hiatus from original campaign which began last year. Campaign will run for varying flights in about 65 markets. Spots will air in day and prime times. Target: adults, 18-49. Agency: D'Arcy-MacManus & Masius, New York.

RADIO ONLY

Nationwide Insurance Co. □ Insurance campaign begins in January in about 75 markets. Flight will run about 11 weeks during 6 a.m.-7 p.m. times. Target: men, 25-49. Agency: Ralph Johnson Associates, Raleigh, N.C.

Feudor Co. □ Campaign for disposable lighters begins in first quarter in about 12 markets. Flight will cover two-month span. Target: adults, 18-34. Agency: Keyes Martin, Springfield, N.J.

Pacific Coast Canned Pear Service □ Campaign for canned pears will begin in March or April for varying flights in 18

markets. Spots will run in morning, afternoon and evening drive times. Target: women, 25-54. Agency: David W. Evans, Seattle.

RADIO AND TV

National Railroad Passenger Corp. □ Begins campaign Jan. 17 in 29 TV markets and 14 radio markets. Television flights will run through March 27 in fringe, prime and sports times. Radio spots will run through Feb. 6 and resume Feb. 28 and run through March 13 in all drive times. TV target: adults. Radio target: ethnic groups. Agency: Needham, Harper & Steers, New York.

Rep Report

WTOL-TV Toledo, Ohio: To MMT Sales from Blair Television.

□

WKYT-TV Lexington, Ky.: To Harrington, Righter & Parsons from Avery-Knodel Television.

□

WRFD(AM) Columbus, Ohio: To Pro Radio from McGavren Guild.

□

WREN(AM) Topeka, Kan.: To Eastman Radio from Pro Radio.

□

ABC Video Enterprises'Home View Network: To Grey Advertising (no previous rep).

□

WXRT-FM Chicago: To Selcom Radio from Masla Radio.

□

KCCW(AM)-KLLS(FM) San Antonio, Tex. To Selcom Radio from RKO Radio Sales.

□

WXRY(FM) Columbia, S.C.: To Hillier, Newmark & Wechsler from Major Market Radio.

□

KTXI-FM Mercedes, Tex.: To Bernard Howard & Co.(no previous rep).

□

KERN(AM)-KQXR(FM) Bakersfield, Calif.: To Hillier, Newmark & Wechsler from Major Market Radio.

□

WVNJ-AM-FM Newark, N.J.: To Lotus Representatives from Roslin Radio Sales

□

WEHH(AM) Elmira Heights, N.Y.: To Lotus Representatives (no previous rep).

□

WOAY(AM) Oak Hill, W. Va.: To Lotus Representatives from Savalli & Schutz.

**REGIONAL RADIO NETWORKS . . .
SATELLITE DELIVERY IS NOW AFFORDABLE!!**



. . . and you thought you could not afford your own Network . . . then look again at our R-SAT System!

MODULATION ASSOCIATES, the high tech innovators, is now in the production of its R-SAT Receiver for the Louisiana State Network. This "optimized" Single Channel Per Carrier (O-SCPC) makes it possible for ALL Regional Networks to cut space segment power requirements and costs . . . from \$11,400 per month (the average 19dBW space tariff) to UNDER \$1,900 PER MONTH. That savings is more than a FREE MAI 3.7 meter R-SAT installation per month. Uplinking can be from anywhere in the United States. For as little as \$50,000 to \$70,000 a Regional Network can own its own uplink . . . **THAT'S AFFORDABLE!!**

. . . so if you are looking for dedicated program audio transmission professionals and field proven satellite radio network systems, contact Terry Sheffield, Vice President of Marketing at:



Modulation Associates
897 Independence Avenue
Mountain View, CA 94043
(415) 962-8000

Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of December 1982, 325 clear-channel applications were on file with commission. However, commission stopped accepting applications for unlimited stations last March to complete ongoing negotiations with Canada over future use of clears. FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels. Petitions for reconsideration are pending before commission.

FCC has instituted rulemaking to open spectrum to additional commercial FM's. It proposes two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission doesn't expect to act on proposal until second quarter of 1983. In combined notice of proposed rulemaking and notice of inquiry (BROADCASTING, Aug. 9, 1982), FCC proposed to permit daytimers to broadcast at least from 6 a.m. to 6 p.m. all year. It also proposed to permit stations that now reduce power at night to extend hours they can operate at full power, but doesn't expect action proposals until late this year.

□

AM stereo. After five years of deliberation, FCC last spring decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desire. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers who feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, is sitting on sidelines, hoping receiver manufacturers will eventually recognize merits of its system and adopt it. Kahn system, first to win type-acceptance, was first on air, last July—at KDKA Pittsburgh and K TSA San Antonio (BROADCASTING, Aug. 2, 1982). Harris system went on air two weeks later at WOXI Atlanta (BROADCASTING, Aug. 9, 1982). And last fall, wowo Fort Wayne, Ind., began broadcasting with Magnavox system and WIRE Indianapolis with Motorola system. Despite commencement of AM stereo broadcasting at some three dozen stations, and endorsement of Motorola system by Delco Electronics, largest domestic receiver manufacturer, marketplace seems no closer to decision.

□

Antitrust/TV code. U.S. District Court Judge Harold Greene has accepted settlement of antitrust suit Justice Department filed against National Association of Broadcasters' TV code restrictions on commercial time and on multiple-product ads in spots of less than one minute. Parties reached settlement after Greene issued summary judgment in favor of Justice on multiple-product rule and set other elements of suit for trial. NAB's radio and television code boards will meet in January to consider creating new codes within restrictions imposed by consent decrees.

□

Cable copyright and CRT. Compromise copyright bill (H.R. 5949), painstakingly put together and passed in House last fall (Sept. 28), fell apart in Senate, however, and never made it out of 97th Congress. While lack of time in lame-duck session, when H.R. 5949 went to Senate, certainly contributed to measure's demise, barrage of new interests and issues concerning bill surfaced, and effectively held bill hostage (BROADCASTING, Dec. 6 and 13). Sports organizations joined by low-power television operators, Spanish-language broadcasters and direct broadcast satellite applicants, among others, began seeking some form of protection in measure. After joint hearing by Senate committees, where more than 20 witnesses testified (majority spoke against bill), H.R. 5949 lay fallow, while committee members asked parties involved to work out agreement, particularly with sports.

Parties involved in original compromise ironed out in House include National Association of Broadcasters, National Cable Television Association, Motion Picture Association of America, National Religious Broadcasters and National Association of Public Television Stations.

Fate of measure, however, was truly sealed when recent ruling by Copyright Royalty Tribunal, that would increase rates cable operators must pay for broadcasting distant television signals, became primary concern of cable community (BROADCASTING, Oct. 25). Ruling diverted attention from H.R. 5949 and eventually split compromise apart. CRT's new rate schedule would require cable operators to pay 3.75% of their basic revenue for each distant independent signal and one-fourth that amount for each distant signal that they would not have been allowed to carry under the distant-signal rules by Jan. 1.

NCTA is appealing CRT decision and asked Court of Appeals for stay (BROADCASTING, Nov. 29). Cable association also worked out agreement with NAB to include provision in H.R. 5949 to stay rate hike although NAB along with MPAA, sports organizations and copyright holders, originally asked CRT for 5% rate hike. NAB, however, was willing to accept provision because of broadcaster's primary concern to see H.R. 5949 pass.

Meanwhile cable programmer Ted Turner, whose superstation WTBS is distant signal and may suffer most from CRT ruling, began his own campaign to get amendment attached to Congressional funding measure that would

stay effective date of ruling indefinitely (see story, "Top of the Week"). Turner was only partially successful. Congress attached amendment to continuing resolution but granted stay until March 15. MPAA and NAB are claiming victory despite loss of H.R. 5949.

In other CRT action, tribunal last month announced distribution of 1980 royalty fees. Distribution rates for broadcasters are same as in 1979 with TV broadcasters collecting 4.5% of total royalty fees but commercial radio would not receive any fees. NAB has issued statement opposing distribution. NAB asked for 13.25% of distribution for television broadcasters and .5% for radio broadcasters.

□

Cable regulation. FCC lifted rules on distant signals and retransmission consent in July 1980, and action survived court appeals, final one being Supreme Court's refusal to review Malrite Broadcasting's unsuccessful appeal of FCC action. One major cable bill (S. 2172) was introduced in 97th Congress but bill died in face of more pressing Hill legislation and differences between National Cable Television Association and National League of Cities. Bill would set national guidelines on extent cities and states can regulate cable operators by affording franchise winners renewal expectancy and prohibiting rate regulation. Although bill died, NLC and NCTA continue to work out differences (BROADCASTING, Dec. 20, 1982) in likelihood similar legislation will be introduced next year.

□

Canadian border problems. White House asked 97th Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress stated that if mirror legislation did not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliation will be taken. However, bill died in committee as Congress ended.

□

Children's television. FCC's formal rulemaking on children's television, with wide range of options including imposition of mandatory program requirements to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational programming on commercial television (BROADCASTING, Dec. 24, 1979) is not priority item for commission. Chairman Mark Fowler has frequently maintained that FCC won't involve itself with program content regulation. And although Larry Harris, Mass Media Bureau chief, has stated that commission hopes broadcasters would pay attention to children's programming, "we will not get into content regulation," he said (BROADCASTING, March 29, 1982). Action for Children's Television in May filed suit in federal court against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year old children's television proceeding" (BROADCASTING, May 24). Court threw out suit but ACT refiled suit in U.S. Ap-

peals Court in Washington.

□

Closed captioning. National Captioning Institute, which provides closed captioning services to programmers, suffered setback last year when NBC decided to stop paying NCI to caption some of its programming. Since CBS has refused from start to cooperate with NCI in belief captioning should be part of comprehensive teletext service, ABC and Public Broadcasting Service remain only networks committed to NCI. In compromise of sorts, NBC agreed to continue to broadcast captions—they're transmitted during Line 21 of vertical blanking interval of regular programming and special decoders are required to receive and display them—if others could be found to pay for them. With that promise, NCI has lined up additional (mostly corporate) funds and is promising its hearing-impaired viewers 40 hours of captioned programming per week excluding sports and specials, five hours more than 1982. According to NCI, more than 60,000 decoders attached to or built in television sets have been sold by Sears and more than 225,000 people regularly watch captioned programming.

□

Communications Act. Many communications bills were introduced in 97th Congress but few made it to law. Among those that did was one that reduced size of the FCC from seven commissioners to five. On June 30, seats of Steve Sharp and Joseph Fogarty will be eliminated. Bill giving FCC guidelines for lottery to choose among rival license applicants, authorizing commission to establish minimum performance standards for radio and TV set manufacturers to reduce citizen band interference and 1983 funding levels for NTIA also was passed. Tagged to end of tax bill which passed and signed by President Reagan was measure allowing RKO to relocate WOR-TV New York to New Jersey, move FCC approved last month.

Measures to lengthen license terms of stations (five years for TV, seven years for radio) passed Congress along with funding proposal for CPB and reduction of Corporation for Public Broadcasting board from 15 to 10.

□

Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. Nonetheless, FCC isn't expected to address proposal until third quarter of this year, having extended reply comment date until Feb. 7 to give parties opportunity to comment on new report by Office of Plans and Policy, "Measurement of Concentration in Home Video Markets."

□

Direct broadcast satellites. FCC opened skies last June to DBS service, adopting loose rules for licensing and operation of DBS satellites, and granted last fall first DBS construction permits to eight applicants.

In unanimous vote, adopting rules, FCC allocated 500 mhz of spectrum (12.2-12.7 ghz) for downlinks and another 500 mhz (17.3-17.8 ghz) for uplinks, and gave DBS operators broad

leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements, which will be worked out this June at Regional Administrative Radio Conference (RARC) in Geneva. Eight permittees have one year from grant of permit to begin construction of satellite system. They include CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp., Focus Broadcast Satellite Co. and United States Satellite Broadcasting (Hubbard Broadcasting). STC proposed three-channel subscription television service, but other applicants have taken different tacks, DBSC, Western Union and RCA plan to lease transponders, and CBS has dedicated its entire system to distribution to homes and broadcast affiliates of high-definition television (HDTV). Concept of DBS has come under attack from broadcasting industry in comments on DBS applications and before House Telecommunications Subcommittee (BROADCASTING, Dec. 21, 1981) and in comments on FCC's two DBS proceedings, one to prepare U.S. policy for RARC and one to formulate domestic U.S. policy. National Association of Broadcasters has already appealed FCC's order authorizing DBS.

□

Equal Employment Opportunity. Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking early last year item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB granted FCC extension to continue requiring filing of affirmative action reports through Jan. 31 this year. FCC has asked OMB for permission to continue requiring those forms for another two years (BROADCASTING, Dec. 6, 1982). Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity over all with available work force. Stations with more than 10 full-time employees must reach 50% parity over all and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

□

Family viewing. Ninth Circuit of U.S. Court of

Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission merely to state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

□

Federal Trade Commission. After more than 14 months at helm of FTC, leadership of Republican economist James Miller (Miller was named FTC chairman in October 1981) has been source of great debate and scrutiny by Congress and consumer activists. Since taking office, Miller consolidated many agency programs which, he maintains, makes for more productive office. That action and others, however, have brought scrutiny of House Energy and Commerce Subcommittee on Oversight (BROADCASTING, Dec. 20, 1982). Many subcommittee members, including House Energy and Commerce Committee Chairman John Dingell (D-Mich.), have voiced concern about FTC's activities in protecting consumers and enforcing law, questioning whether agency's enforcement was dwindling.

Miller asked Congress to amend commission's "unfair and deceptive" advertising and trade practices standards. He proposed \$60.8-million fiscal 1983 budget that would consolidate even further activities in FTC's three major bureaus, reduce the number of commission employees and allow for closing of four of its 10 regional offices.

Congress, however, failed to go along with those proposals. It appropriated \$63.6 million for FY 1983 and said only one regional office (Denver was selected) should be shut down.

While House and Senate Commerce Committees authorization legislation included Miller's proposed amendment to agency's "unfairness" standard, they did not address his proposed deception standard. Senate measure also included two provisions that weren't included in House measure: permanent exemption for advertising from FTC's jurisdiction under unfairness standard and exemption for state-regulated professional groups from FTC enforcement of antitrust and consumer protection laws.

During lame-duck session, Congress stripped FTC authorization of any language including these measures and only provided appropriation for 1983.

Also during lame-duck session, Austin, Tex., economist George Douglas's nomination to FTC was confirmed by the Senate (Dec. 16, 1982). Douglas fills seat left vacant by Commissioner Robert Pitofsky, who resigned in April 1981. Douglas, a Democrat, was second

nominee for that post. Democrat F. Keith Adkinson was nominated by White House in late 1981 and his name was later withdrawn by White House (BROADCASTING, April 5, 1982).

□

Financial interest-network syndication. In wake of stiff lobbying from networks, FCC has launched rulemaking proposing repeal of its financial interest and network syndication rules (BROADCASTING, June 28, 1982). Former prohibits television networks from acquiring financial interests in independently produced programming. Latter bars networks from domestic syndication. Networks have been arguing that rules have increased concentration in program supply, are anticompetitive, have increased programming costs, reduced diversity and are injuring networks' ability to compete in new video marketplace. Networks have received support from their affiliates. Nonetheless, network affiliate associations have linked their support to retention of prime time access rule (BROADCASTING, Dec. 13, 1982). Those for status quo, however, are arguing that rules have accomplished what they were designed to do—generate competition and diversity in program marketplace—and that their repeal would undo those gains. Forces opposing repeal have formed Committee for Prudent Deregulation to represent their views (BROADCASTING, May 17, 1982). CPD's members include Goodson-Todman, Association of Independent Television Stations, 20th Century Fox, NATPE International and Warner Brothers. Comments are due Jan. 26; reply comments are due April 26.

□

Home videotaping and copyright. Supreme Court has agreed to Sony petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law (BROADCASTING, June 21, 1982). Legislative proposals were introduced in 97th Congress to exempt home taping from liability. Also introduced were proposals to compensate copyright holders through compulsory license on sale of audio and video cassette recorders.

□

License renewal forms. FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Mass Media Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration. FCC rejected reconsideration, and Geller filed appeal with U.S. Court of Appeals for D.C. Circuit Dec. 4, 1981.

□

Low-power television. FCC gave birth to new broadcast service March 4, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). To date it has licensed 150 LPTV stations and granted 178 construction permits. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,000 existing translators that can rise to LPTV status simply by notifying FCC. Commission has granted CP's for another 866 transla-

tors. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Freeze imposed in 1981 to deal with backlog of about 8,000 applications will remain in place for foreseeable future. Applications for new LPTV stations proposing to serve areas now unserved or served by one full-service station are exempt from freeze. FCC expects to receive about 1,200 freeze-exempt applications each year and hopes to dispose of them and existing backlog at rate of 600 per month once new computer system comes on line in early 1983.

□

Minority ownership. FCC has extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates. It also agreed to pass along to Congress committee recommendations to permit use of tax certificates for nonbroadcast facilities and to increase amount of used equipment that can be written off when buying existing facilities. FCC, three years ago, adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority-enterprise, small-business investment corporation) has invested \$5 million in 17 radio ventures and two TV ventures. Value of station's funded through MESBIC investments now totals \$24.3 million. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

□

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Talks continue on new contract with likelihood that old contract will run until new one is negotiated. Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and Decem-

ber 1981 (BROADCASTING, Dec. 14, 1981). In decision eight months later, presiding Judge Lee P. Gagliardi sided with stations but left implementation of his ruling to be worked out in further proceedings (BROADCASTING, Aug. 23, 1982). ASCAP and BMI said they would appeal to higher courts. Judge ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% less than in 1982 (BROADCASTING, Dec. 20, 1982).

□

Network standings. Prime-time TV rating averages, Oct. 5, 1981-Sept. 26, 1982: CBS 16.8, ABC 16.2, NBC 13.8; Sept. 27-Dec. 19: CBS 18.5, ABC 16.5, NBC 15.5.

□

Noncommercial broadcasting rules. In effort aimed at helping public broadcasters make up for erosion of federal funding, FCC has proposed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offerings would be all right (BROADCASTING, Nov. 22, 1982). FCC also has launched rulemaking proposing to permit noncommercial broadcasters to use their FM subsidiary communications authorizations to turn profits (BROADCASTING, Jan. 18, 1982). Comments have been received, and proposal is expected to be addressed early this year. FCC amended its rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under new rules, identifications could be run without limit and public broadcasters could promote goods and services on air as long as no consideration was received—with proviso that they make determination that such promotion serves public interest. Although National Association of Broadcasters had petitioned FCC to reconsider decision, commission dismissed that—and similar petitions—in reaffirming its order (BROADCASTING, July 19, 1982). In response to petition for declaratory ruling, FCC, however, said it would permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood.

□

Prime time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC argued that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in largest 50 TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31,

Continued on page 83.

Datebook

This week

Jan. 5 "How to Start a Satellite TV Dealership" session sponsored by *Satellite Center and Channel Guide*. Frontier hotel, Las Vegas.

Jan. 5—Deadline for entries in Vanguard award competition, sponsored by *Women In Communications*. Information: WIC. (512) 345-8922.

Jan. 5-7—*Arbitron Television Advisory Council* meeting. Doral, Miami Beach, Fla.

Jan. 6—*Society for Private and Community Earth Stations (SPACE)* seminar on private cable. Frontier hotel, Las Vegas. Information: SPACE (202) 887-0605.

Jan. 6-9 Consumer Electronics Show, sponsored by *Electronic Industries Association's Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas.

■ **Jan. 7**—Deadline for entries in George Polk Awards for discernment of news story, coverage and resourcefulness in gathering information and skill in relating story. Sponsored by *Long Island University*, Brooklyn, N.Y.

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—Deadline for entries in eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*. Information: Louanne Theune, NYMRAD, (212) 935-3995.

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

Also in January

Jan. 9-11—*California Broadcasters Association* mid-winter meeting. Palm Springs Spa hotel, Palm Springs, Calif.

Jan. 11—Deadline for entries in George Foster Peabody Awards for public service in radio and TV, sponsored by *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens.

Jan. 11-12—*Edison Electric Institute*, association of investor-owned electric utilities, seminar on potential for electric utility diversification into cable television. New Orleans. Information: Dorothy Hovey, (202) 828-7460.

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

Jan. 12—*New York Women In Communications* luncheon with Diane Sawyer, co-anchor, *CBS Morning News*. Essex House, New York.

Jan. 12—*Ohio Association of Broadcasters'* "super sales blitz." Dublin Stouffer's, Columbus, Ohio.

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. 13—*Women in Cable* workshop/seminar. American Television and Communications headquarters, Englewood, Colo. Information: Margy McKenna, (303) 740-9700.

■ **Jan. 13**—*Colorado Broadcasters Association* law day seminar. Luncheon speaker: FCC Mass Media Bureau chief Larry Harris. Writers Manor, Denver.

Jan. 13-14—*Virginia Association of Broadcasters* winter meeting. Hyatt Regency, Richmond.

Jan. 14-16—*Florida Association of Broadcasters* mid-winter conference. Holiday Inn Melbourne Oceanfront, Indialantic, Fla.

Jan. 15—Deadline for entries in *Texas Medical Association's* annual Anson Jones Award competition honoring outstanding coverage of health topics by Texas news media. Information: Jon Hornaday or Mark Meyer, (512) 477-6704.

Jan. 15—Deadline for entries in *American Women in Radio and Television's* Commendation Awards for programs that portray women in positive light, enhance their image and professionalism and contribute to society's image of women by presenting them in realistic situations. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

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

Jan. 16-21—PTC '83, *Pacific Telecommunications Council* conference, "Telecommunications for Pacific Development." Sheraton Waikiki, Honolulu.

Jan. 17-21—*National Association of Broadcasters* joint board meeting. Posada Vallarta hotel, Puerto Val-

larta, Mexico.

■ **Jan. 18**—*Telecommunications Research and Action Center* conference "The Future of Prime Time Television." Capital Hilton, Washington.

■ **Jan. 18**—*Southern California Cable Club* luncheon. Speaker: Pat Weaver, television consultant. Proud Bird restaurant, Los Angeles.

Jan. 18-20—38th annual *Georgia Radio-Television Institute*. Macon Hilton, Macon, Ga.

■ **Jan. 19**—*New Jersey Broadcasters Association* super sales seminar. Marriott hotel, Somerset.

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.

■ Indicates new or revised listing

Major Meetings

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

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

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.

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

March 17-22—*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—*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 17-21—*National Public Radio's* annual conference. Hyatt Regency, Minneapolis.

April 22-28—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

May 3-7—*American Women in Radio and Television* 32d annual convention. Royal York, Toronto. Future conventions: May 30-June 2, 1984, Palmer House, Chicago; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

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

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

May 18-21—*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—*CBS-TV* affiliates annual meeting. Century Plaza hotel, Los Angeles.

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

June 12-15—*National Cable Television Associ-*

ation annual convention. Astro Hall, 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 13-July 15—Regional Administrative Radio Conference for planning of broadcasting-satellite service in Region 2, sponsored by *International Telecommunication Union*. Geneva.

June 23-27—*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—*National Association of Broadcasters' Radio Programming Conference*. Westin St. Francis, San Francisco.

Sept. 8-10—*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. 22-24—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conference: Dec. 3-5, 1984, San Antonio, Tex.

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—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future convention: Sept. 23-26, 1984, Kansas City, Mo.

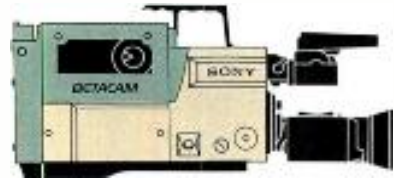
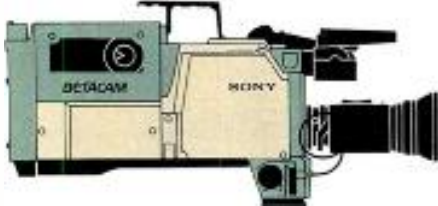

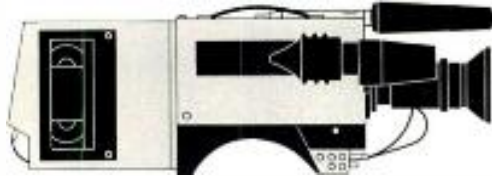
Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

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

Nov. 7-10—*AMIP '83, American Market for International Programs*. Fontainebleau Hilton, Miami Beach. Information: Perard Associates, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

VERY VITAL FOR PRUDENT

Camera/Recorder Drawn In Scale	Weight In Pounds*	Length In Inches*
One Tube 	17.8	14.9
Three Tube 	21.9	17.
Three Tube 	24.7	17.5
Three Tube 	27.6	21.5

*Includes camera, lens, viewfinder, recorder, battery. †Lens excluded. **Camera, lens, battery, battery charger, recorder, playback unit.

Logic dictates that before you invest in a camera and 1/2" recorder system you should shop around. Carefully comparing such criteria as size, weight, image-making capability and price.

So we arranged a little shopping guide based on specifications from our competitors' 1982 brochures and our own. The results are quite revealing.

For news-gathering, the Sony Betacam™ one-tube with 400 resolution lines has striking advantages over the

alternatives. While for field production the Sony Betacam three-tube with 650 resolution lines and 58dB signal-to-noise is superior to them all.

Of course, both Betacams have still more advantages that have not been included in the chart.

Physical advantages like the removal of most of the troublesome cables from the viewfinder, lens, mic to camera and camera to recorder.

Technical advantages like a recording format with both

Sony and U-matic are registered trademarks and Betacam is a trademark of the Sony Corp. Dolby is a registered trademark of Dolby Labs.

STATISTICS CAMERAMEN

Power Consumption In Watts*	Signal To Noise Camera dB	Signal To Noise Recorder dB	Price**
22	54	Lum Chrom 48/50	\$38,500
31	58	Lum Chrom 48/50	\$51,500
27	58	Lum Chrom 47/48	\$62,000+
40	55	Lum Chrom 47/48	\$70,000+

timebase corrector, carrying case. Based on estimated suggested manufacturer's retail price. All figures based on Saticon* Tubes.

a chrominance bandwidth and signal-to-noise performance greater than the competitions'; wideband chrominance components with no crosstalk or other artifacts; built-in Dolby® C noise reduction for high-quality audio; and most important, the playback unit has built-in TBC (an option on the competitions' units) providing full broadcast-quality output.

Betacam also offers major financial advantages beyond those shown. Namely, sparing you from having to

invest in a whole new editing suite. It interfaces perfectly with the Sony U-matic® and one-inch suites you use now.

Betacam was planned as the logical progression of the total Sony Broadcast system. To find out just how logical, contact your Sony representative in New York/New Jersey at (201) 368-5085; in Chicago at (312) 860-7800; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; **SONY.** Broadcast or in Dallas at (214) 659-3600.

A Fifth Estate commentary from James Rupp, president and chief operating officer of Midwest Communications

Making the name fit the business

In October of 1982, Midwest Radio-Television Inc. changed its name to Midwest Communications Inc. We are just one of several companies, such as Cox Broadcasting Corp. (now Cox Communications), Capital Cities Broadcasting (now Capital Cities Communications), Storer Broadcasting Co. (now Storer Communications), to have changed its name.

These new names better reflect the new businesses a traditional broadcasting company can now find itself involved in. These new business opportunities can run the gamut from cable to cellular radio to satellite program services. The evolution of Midwest Radio-Television into Midwest Communications is not unlike what many other companies are experiencing in a rapidly changing communications environment.

Midwest Communications, up until a few years ago, was basically a company operating radio and television stations in Minneapolis-St. Paul, Green Bay, Wis., and Escanaba, Mich., with some cable system ownership. Today we are a company involved in those same businesses but, in addition, Midwest programs two cable channels (WCCO II and WCCO Cable Weather Channel), owns a common carrier company (providing uplink transmit facilities, teleconferencing and other satellite delivered services), is a regional affiliate of Satellite News Channels, is involved in a pay-TV cable sports service and an interconnect network, and is a major partner in Satellite Music Network, leaseholder of a protected 36 C band transponder on SpaceNet One.

Our involvement in these various satellite/cable-related businesses also has an influence on our traditional broadcast properties. As an example, WCCO-TV is now the largest user of daily satellite time of any television station in the country. A brief explanation might be in order on each of these new communication services from Midwest.

WCCO II and WCCO Cable Weather Channel. Both of these program services are made available to all of the Minneapolis-St. Paul cable systems. WCCO II broadcasts 16 to 18 hours a day providing a simulcast of our regularly scheduled news programs and a "replay" of these same programs one hour later. For example, you can watch the 6 PM Report at 7 p.m., the 10 PM Report at 11 p.m. Other program material includes the Financial News Network, Monday through Friday, 9 a.m. to 4 p.m., and a "replay" of the last hour of FNN 7:30 to 8:30 p.m., and a "replay" of ESPN's Sports Center twice a day. A mixture of other WCCO local programs, including *Incredible Kids*, *Rashad-Rosen NFL Report*, documentaries and syn-



James M. Rupp is president and chief operating officer of Midwest Communications and is responsible for all the operations of WCCO-AM-FM-TV Minneapolis; WFRV-TV Green Bay, Wis.; WJMN-TV Escanaba, Mich.; Midwest Cable & Satellite, and Rice Lake Cable Co. in Rice Lake, Wis. Midwest Communications is a partner in the Satellite Music Network and the Satellite Radio Network, as well as a regional associate in Satellite News Channels.

He joined Midwest as executive vice president in October 1976. He previously was group vice president and general manager of Cox Broadcasting Corp., Atlanta. Prior to joining Cox, he was a vice president and member of the board of directors of the American Research Bureau in Beltsville, Md.

Rupp serves on the board of directors of Midwest Communications and the First Trust Co., of St. Paul. He currently serves on the TV Cooperation Subcommittee of the U.S. Japan Conference on Cultural and Educational Interchange (CULCON), is a director of the Minnesota Safety Council and the National Conference of Christians and Jews.

dedicated programs specially licensed for cable, also appear on WCCO II.

The WCCO Cable Weather Channel runs 24 hours a day and is a video display service using high resolution color graphics to report on the national, regional and local weather conditions. In early 1983 this channel will be converted to live and replay video weather programming originating from the WCCO weather center.

Midwest common carrier services. Midwest Cable & Satellite was licensed as a common carrier in late 1982 as a result of our approved application for an uplink/transmit facility in Minneapolis-St. Paul. The uplink facility, initially designed to service Westar V, is fully capable of transmitting to all communication satellites within the North

American orbital arc. The Midwest uplink site has three satellite transmit pads in place and is designed for four additional pads. The common carrier company is currently marketing "teleconferencing" services to local corporations and providing daily news and weather graphic services to its sister station in Green Bay, Wis.

Satellite News Channel. Midwest was the first regional associate of SNC, the cable news channel started by Group W and ABC Inc. last year. A little known fact concerning SNC is that it was Midwest Communications' idea to regionalize the cable news channel and, as a result, it was not unusual that we became its first regional associate, assigned the upper Midwest covering nine states. As the regional SNC associate, we will be providing the *Midwest Report* feed to over 250,000 cable homes on a hourly basis by the end of 1983.

Midwest Cable Intertie. Starting in early 1983 "Cable Intertie" will interconnect all of the cable systems in the Minneapolis-St. Paul metropolitan area. The capability of "Cable Intertie" includes the distribution of up to 60 video and audio channels to the individual cable headends of these cable systems.

Midwest Sports Channel. In the fall of 1983, "Sports Channel" will provide via satellite a complete pay "sports channel" to cable systems in Minnesota and some adjacent states. Programming on the "sports channel" will include professional, university and high school sporting events in the Twin Cities.

Satellite Music Network. Satellite Music Network (SMN) distributes radio programming formats 24 hours a day via satellite from studios in Mokena, Ill., to radio stations throughout the country. At present the network broadcasts three separate and distinct formats known as "Country Coast to Coast," "StarStation" and "Stardust." As of December 1982, SMN has signed 220 affiliates and is adding 15 to 20 new stations each month.

As mentioned earlier, even our traditional broadcast properties have benefited from the new communication technologies. In October 1982, WCCO-TV introduced its new 10 PM Report newscast utilizing a tri-anchor concept. One anchor person is based in a news control center in the Twin Cities, another in the newsroom and the third anchor is based in our news center in Washington, interconnected to the Twin Cities by satellite. One yardstick of measuring the impact of this new "satellite anchor" concept is ratings performance, and they have been terrific.

What's in a name is in great part a reflection of what business you are in, and the new communication technologies, along with our tradition of being on the "leading edge," have made us Midwest Communications Inc. ■

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Donald V. West, *vice president*.
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The Fifth Estate
Broadcasting

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

Sol Taishoff, *editor-in-chief (1904-1992)*.
Lawrence B. Taishoff, *publisher*.

EDITORIAL

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Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Kathy Haley, *bureau news manager*.
Rocco Famighetti, *senior editor*.
Anthony Herrling, *associate editor*.
Stephen McClellan, *assistant editor*.

Vincent M. Dilingo, *senior editor: radio*.
Marie Leonard, Mona Gartner,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.
Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Teletesting* introduced
in 1946. *Television* acquired in 1961. *Cablecasting*
introduced in 1972. Reg. U.S. Patent Office. Copyright
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TELEVISION. Cablecasting.

Bringing It All Together in The Fifth Estate

1983 has been a long time coming at Broadcasting Publications Inc. Some 51 years, as a matter of fact. That's how long it's been since "BROADCASTING: THE NEWS MAGAZINE OF THE FIFTH ESTATE" made its bow on Oct. 15, 1931. None of those now on the premises was here for that beginning but we all consider ourselves legatees of the tradition that BROADCASTING developed in its first half century.

The question for our 52d year and beyond: Where do we go from here? It's one we're asked repeatedly these days, and one we're delighted to answer.

Let me begin by saying what BROADCASTING *is not* going to do.

First, we're not going to start a separate magazine to cover cable, even though that medium has matured to an importance that warrants a good deal of our editorial attention each week.

And, no, we're not going to start a separate magazine to cover radio, even though the new life in our oldest of media has made it necessary for BROADCASTING—for the first time in its history—to assign editors to cover that medium exclusively.

Nor are we considering an independent publication about satellites, despite the fact that news of that segment of the industry grows more abundant each day.

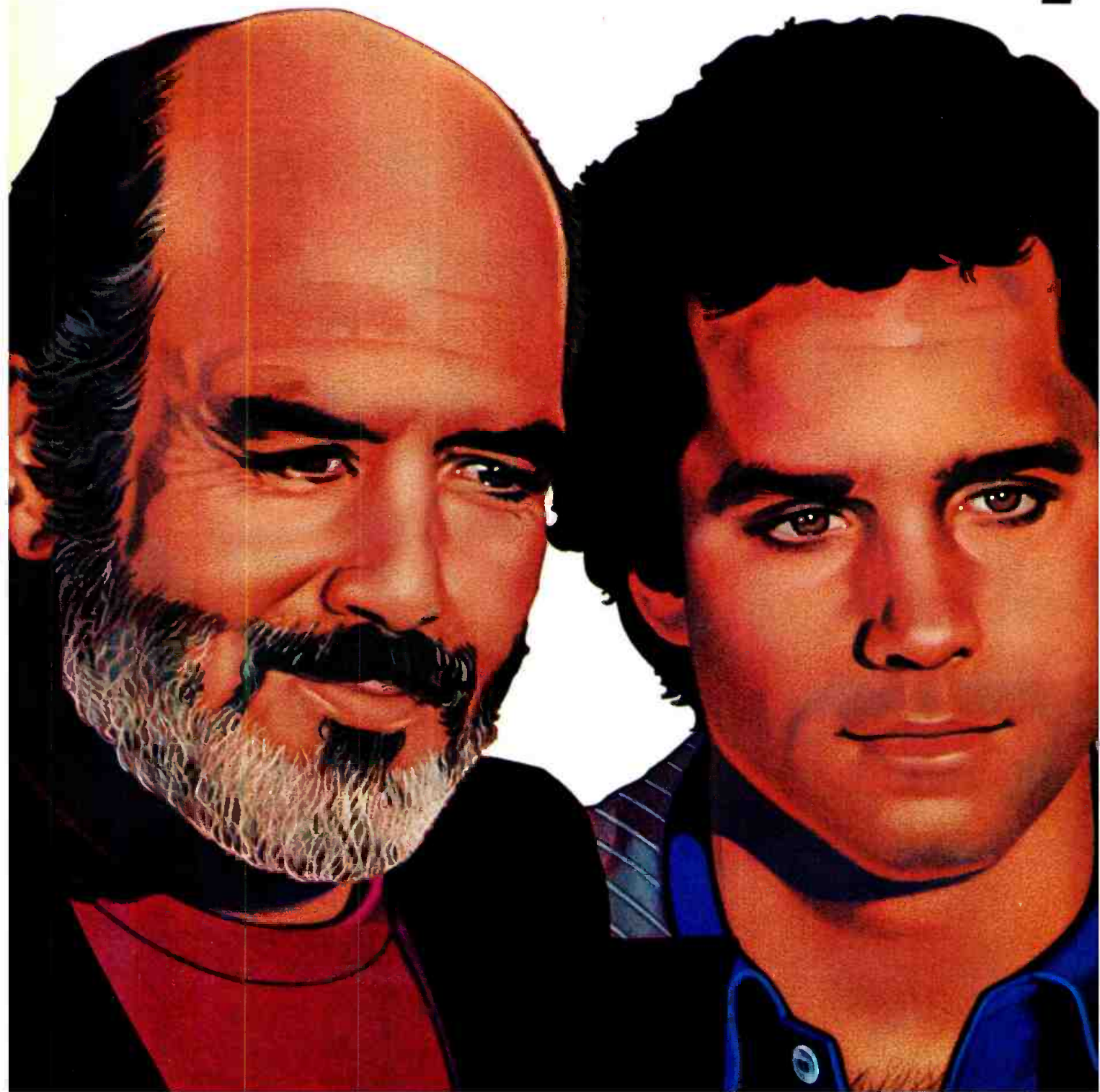
The short of it is that BROADCASTING intends to remain the book of record for *all* the FIFTH ESTATE—a title that has been moved to center stage on our front cover. Moreover, we've set for ourselves the additional challenge of going more and more beyond the record to report the not-yet-headline occurrences that so often foretell where and by whom tomorrow's record will be written. "Cablecastings" was the first example of that new kind of reporting. "Riding Gain" and "In Sync" followed in those footsteps. Still another new department—"Telecastings"—joins the crowd this week as we stretch our energies and our minds to be fully aware of both major and minor movements within our industry.

Can we be all things to all people? We very much hope so. What the FIFTH ESTATE needs most of all, from its trade journal, is one source from which it can learn everything of significance about the common universe. This is a time for planting flags all over the media landscape—and for keeping up with all the action everywhere. The 1980's will see the greatest scramble for position in the history of telecommunications. AM, FM, TV, CATV, MDS, DBS, SMATV, HDTV, LPTV, RCC's, DEMS, DITS—all those and more are the stuff our medium will be made of. The barriers to entry are fast tumbling down. The risk of being left behind in any one medium grows greater every day. From our point of view, this is no time to be television-only, or radio-only, or cable-only or anything-only. This is a time to take out citizenship in all territories of the FIFTH ESTATE.

For our part, BROADCASTING will continue to do its level best to bring it all home every Monday.

LAWRENCE B. TAISHOFF
Publisher

***The world's greatest
couldn't sweep***



Dearest lovers us off our feet.

The competition hit us with everything. Still we ended up #1 for 3 years straight.

They came at us with Hollywood's top romantic stars, comic film masterpieces, blockbuster action movies, TV mega-specials, sports spectaculars, you name it. And so it went, week after week.

Still we averaged a solid #1 in our time slot, with a 34 share.

Women found us irresistible.

We won them over from the start. For three years running, Trapper has scored #1 with women in our

time period.

And, just to prove it wasn't some fickle fling, the ladies made us their #1 primetime series of all summer reruns.*

Year 3 was our strongest yet.

Overall, we averaged a 19.4 rating, 34 share and ranked #13 among all network series.

And once more in our time slot, Trapper John was an even bigger #1 with the women.



And now, Year 4.

This season brought a 4th year of Trapper John's audience power to CBS stations across America. Stories full of the unexpected, alive with the comedy of real life. Irreverently entertaining. The charismatic appeal of Pernell Roberts and Gregory Harrison—well, it jumps right through the tube. Our guest personalities, spicy. And our supporting cast? They've built a following all their own.

Now, all this can be yours, because starting fall 1984, Trapper John will be available to your station. Call Fox now for complete information.

Available to your station in Fall '84.

Source: NTL 9/79-4/80, 10/80-4/81, 10/81-4/82
*NTI 9 weeks ending 8/23/81

Trapper John

#1 in our time slot.





Now. From LBS.
**"How The West
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**A major rating and critical success on ABC
Television Network.**

**The superb production from MGM, starring
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**And featuring an outstanding cast includ-
ing Ricardo Montalban, Bruce Boxleitner,
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**Now specially edited to 42 hours for
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**Available for broadcast starting
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Broadcasting Jan 3

Vol. 104 No. 1

TOP OF THE WEEK

Turner wins bid to delay CRT hike

He's successful in attaching amendment to funding bill postponing hike in fees for distant signals until appeals court verdict or March 15; effects of stay are mixed

Responding to pressure from the cable television industry, Congress passed a measure that postponed the effective date of the Copyright Royalty Tribunal's increase in cable operator's royalty payments for distant signals from Jan. 1 to March 15. But for some of the cable operators and superstations affected by the rate hike, it was a case of too little, too late.

The measure, which was conceived by superstation owner Ted Turner and which was fought for on Capitol Hill by Turner and the National Cable Television Association, was attached to Congress's stopgap funding bill, which was signed into law by President Reagan.

Without the stay, hundreds of large cable systems around the country would have been forced to drop some distant signals by last Saturday (Jan. 1) or face the prospects of paying millions of dollars in increased copyright fees for them. But even though cable interests were able to win the 75-day postponement, some cable operators still planned to limit their liability by dropping distant signals by last Saturday. Others, however, planned to take advantage of the stay and defer dropping signals until sometime before March 15.

Under the CRT's new rate schedule, devised to offset the dropping of the syndicated exclusivity and distant signal rules, large ca-



Turner

ble operators (those that generate more than \$214,000 in basic cable revenues during one of the CRT's six-month accounting periods) are required to pay 3.75% of their basic revenues for each distant independent signal and one-fourth of that amount for each distant network affiliate that they would not have been able to carry under the distant signal rules.

For those cable operators who planned to drop signals last Saturday the stay simply did not do enough for them. Because of the Copyright Office's refusal to prorate fees, the cable operators discovered, they will have to pay fees for signals under the current rates for the CRT's entire six month accounting period, which runs from Jan. 1 to June 30 even if they drop those signals prior to March 15 to limit their liability. "In other words," the NCTA told its members, "if you are now carrying any signal that you could not have carried prior to the repeal of the distant signal rules, you may continue to carry it through March 14... at the current... rates. If you drop the signal on or before that date, your total royalty will be calculated at the current rates as though the signal had been carried for the entire accounting period."

The NCTA petitioned the Copyright Office last Wednesday to reconsider its "non-prorotation policy" so that cable operators that drop signals prior to March 15 don't have to pay for empty channels for three and a half months after that date. The Copyright Office had yet to act on the NCTA petition when BROADCASTING went to press.

What the Copyright Office decided would have an impact on the plans of some MSO's. Richard Berman, general counsel, Warner Amex Cable Communications, said last Wednesday that the company planned to drop signals to avoid the increased rates prior to Jan. 1, but that it would reconsider those plans if the Copyright Office rules favorably.

Other MSO's that planned to drop signals last week simply thought it was pointless to defer their action for a few more weeks.

Amos Hostetter, president of Continental Cablevision, said that he has prepared communities and subscribers for the loss of certain channels on Jan. 1 and to leave the channels on just to yank them off two-and-a-half months later will only serve to frustrate everyone. And, he added, since it is unclear how the stay will apply, it is "not a risk that is prudent to take."

Some affected MSO's, of course, gladly received news of the stay. With the news,



Fritts

Daniels & Associates put all its plans to drop signals prior to Jan. 1 on hold. "We will make a decision on or before March 15," said President and Chief Executive Officer Thomas A. Marinkovich, "depending on the interpretations, rules and so forth." A spokesman for Cox Cable, which had considered dropping signals on up to 40 systems on Dec. 31, said the company was "delighted by the stay" since it will give Cox a chance to study the affected markets and make more reasoned decisions on what signals to drop. Arno Mueller, president of Storer Cable, said it too would put off until early this year a decision on dropping signals, giving it time more time to decide where it can raise subscriber fees in lieu of dropping signals.

Turner and NCTA had originally sought an amendment that would have stayed the rate hike pending the outcome of NCTA's appeal of the increase in the U.S. Court of Appeals for the District of Columbia. Senator Mack Mattingly, a Republican from Turner's home state of Georgia, was successful in getting the Appropriations Committee to attach the amendment to the Senate's funding bill and there was no opposition to it on the Senate floor (BROADCASTING, Dec. 20, 1982).

Mattingly's amendment, however, was challenged in the House-Senate conference committee where Representatives Vic Fazio (D-Calif.) and Jamie Whitten (D-Miss.) chairman of the House Appropriations Committee, led the opposition and managed to alter the Mattingly amendment, limiting the stay until March 15.

To the National Association of Broadcasters and the Motion Picture Association of America, who fought Turner's attempts, the amendment is a victory. NAB and MPA along with professional sports organizations and copyright holders, originally asked the CRT to raise the rates for distant television

signals and will be the recipients of the cable operator's new royalty payments. Consequently NAB and MPAA joined forces to thwart Turner.

National Association of Broadcasters' President, Edward Fritts, called the amendment a "major victory." Fritts said that the only thing that has changed is that cable systems have been given 75 days to decide what to do. The NAB, in working toward passage of the cable compromise bill, H.R. 5949, had agreed to support an amendment to the measure that would stay the CRT ruling.

It was only in the "spirit of compromise" that NAB supported that amendment, Fritts maintained. But when Turner launched his own campaign, the broadcasters turned away from H.R. 5949 and devoted their full

attention to defeating him. The MPAA opposed even the original CRT amendment proposed for H.R. 5949 (BROADCASTING, Dec. 13, 1982). H.R. 5949 fell to the way-side and never made it out of the 97th Congress.

MPAA's Vice President and counsel Fritz Attaway was also upbeat. He stated that cable operators "came away with very little." MPAA President Jack Valenti called it a "great victory for copyright owners." While the CRT's new rates for distant signals are stayed, the amendment has no effect on the CRT's new rates for cable systems carrying signals previously covered by the now repealed FCC syndicated exclusivity rules, which is a boon to the motion picture industry. □

committee comprising members of the boards with the help of Heidricks & Struggles, a New York-based search firm, prepared a list of candidates and Lewis's name was on the top. Although there was speculation that Lewis might take another job in the Reagan administration, Gerstner said, the committee approached Lewis and he accepted.

That Lewis comes from outside the cable industry has no special significance, Gerstner said. Names of cable executives were on the list as well, he said, but Lewis was thought to have just those qualities the search committee was looking for. "He is an extraordinary talent at managing complex businesses and leading talented people."

Gerstner refused to discuss what Lewis's salary will be with Warner Amex, but it will undoubtedly be considerably higher than the \$69,630 a year he now earns from the government.

The politically astute Lewis should be an asset to the cable industry as it pursues its legislative goals on Capitol Hill. Lewis's ability to function as a cable spokesman in Washington had no bearing on the decision to hire him, Gerstner said, but "I would suspect his talent and Warner Amex's position in the industry will make it inevitable."

Before being sworn in as the nation's seventh secretary of transportation in January 1981, Lewis had a long and successful career in the private sector, specializing in revitalizing faltering companies. Among his credits: turning around the fortunes of Snelling and Snelling Inc., a personnel placement firm, and Simplex Wire and Cable Co. He headed his own Philadelphia consulting firm, Lewis & Associates, from 1975-1981.

As secretary, Lewis was put to the test in August 1981, when President Reagan fired 11,000 striking air traffic controllers. Using a mix of nonstriking, nonunion and military controllers, Lewis was able to keep airports open, averting serious harm to the airline industry. In a letter accepting Lewis's resignation, Reagan commended Lewis for his "prudence and firmness" in handling the situation.

And it was Lewis who conceived and shepherded through a reluctant Congress the gasoline tax that will pay for the repair and construction of roads and bridges throughout

Drew Lewis to head Warner Amex

Transportation secretary takes over Hauser post on Feb. 1

The man responsible for keeping the planes flying during the 1981 air controller strike and for the nation's new five-cents-a-gallon gasoline tax is coming to cable.

Transportation Secretary Drew Lewis told reporters at a packed press conference in Washington last Tuesday that he would resign from the Reagan cabinet effective Feb. 1 to take over as chairman and chief executive officer of Warner Amex Cable Communications, a joint venture of Warner Communications and American Express, the nation's sixth largest MSO.

Lewis, 51, will replace Gustave Hauser, who surprised the cable industry with the announcement of his resignation from Warner Amex last November "to pursue private investment opportunities in electronic communications" (BROADCASTING, Nov. 29, 1982). At that time, Hauser said he would remain at the helm until his successor came on board.

In his new job, Lewis will also oversee Warner Amex Satellite Entertainment Co., the cable programming company whose services include Nickelodeon, Music Television and the Movie Channel, soon to be a joint venture with motion picture partners. WASEC President Jack Schneider will re-

port directly to Lewis.

That Lewis will be joining Warner Amex, said Louis V. Gerstner, "is a very exciting piece of news for the cable industry." Lewis could have "written his own ticket" in many businesses, he said, and "the fact he chose cable is a positive development for the industry and the fact that he chose Warner Amex is a positive development for the company."

Lewis will join Warner Amex at a critical time. Under the leadership of Hauser, the company has won, over the past few years, cable franchises for several large cities, including Pittsburgh, Dallas, Houston, St. Louis and Milwaukee. But each of the franchises represents a heavy financial commitment. Lewis's job will be to keep Warner Amex afloat in the sea of red ink that will be created by the wiring of large franchises until the new systems begin to turn a profit. "It's a difficult problem," Lewis said, "and I'm looking forward to addressing it." Lewis rejected the suggestion of one reporter that Warner Amex was in "financial trouble," asserting that the company was "well-financed" and in no worse condition than other high-growth companies.

According to Gerstner, Lewis was the company's first choice. After Hauser told the boards of Warner Communications and American Express of his intention, a search



Lewis announcing his move to Warner Amex

the country.

Lewis worked for Gerald Ford in 1976 when Reagan challenged Ford for the GOP Presidential nomination, but he moved to Reagan's camp in 1980, becoming one of Reagan's most trusted campaign advisers. At one point, he seemed likely successor to Richard Richards as chairman of the Republican National Committee, but Lewis apparently withdrew from contention before Reagan named Senator Paul Laxalt (R-Nev.) to the post.

Lewis's political connections run deep and wide. He is a long-time friend of former Pennsylvania Senator and now Health and Human Services Secretary Richard Schweiker. His wife is a member of the Pennsylvania House of Representatives.

News of Lewis's going to work for Warner Amex began leaking out shortly after he notified the President of his plans Dec. 12 and became common knowledge a few days later when the *Washington Post* reported the rumors. Lewis said he decided not to comment on the rumors at the time for fear talk of his future would interfere with his efforts to push key pieces of legislation, including the gasoline tax, through the lame-duck session of Congress. □

Lame-duck wrapup

Legislation on Radio Marti falls by the wayside; WARC provisions make it through in final minutes

As Congress staggered to the conclusion of its lame-duck session in the week before Christmas, it managed to deal with a number of matters of interest to the communications industry. For cable programmer Ted Turner and cable interests generally, there was a limited victory, certainly one of smaller dimensions than they had hoped for, in the passage of legislation that stayed until March 15 the Copyright Royalty Tribunal's order raising the compulsory license fees of cable systems (see page 31). There was a setback, at least a temporary one, for President Reagan in the Senate vote to kill the Radio Marti bill. And there was a break for the Federal Trade Commission in the rejection of legislation to restrict its regulatory authority over doctors, lawyers and other professionals.

But perhaps the matter of the most fundamental importance to telecommunications in the U.S. swept through the Senate in its final hours with no debate: The treaty embodying the Final Acts of the World Administrative Radio Conference, held in 1979. WARC 79 reviewed the international regulations governing the use of the spectrum, and modified the manner in which it is allocated among the services (BROADCASTING, Dec. 17, 24, 1979).

The resolution with which the Senate approved the treaty also called on the State Department to strengthen the coordination of U.S. international telecommunications and information policy. The provision was included in the resolution at the request of outgoing Senator Harrison Schmitt (R-

PBS pledges up over 13%. Preliminary figures released by the Public Broadcasting Service (PBS) for its December national fund raising campaign show that viewers have pledged a total of \$15,023,145, a 13.6% increase over last year's figure of \$13,226,983. With the majority of participating stations (113) having completed their drives, pledges have increased 11.5% over last year, when 300,182 pledges were reported. This year's average pledge of \$44.88 is 1.8% above last year's \$44.06.

This year's December drive was extended one day, up from the usual nine-day campaign. PBS Senior Vice President Neil B. Mahrer said: "More viewers than ever are demonstrating their support for public television." He cited the slightly longer pledge period as one reason for the increase in both dollars and pledges and he said "now, more than ever, the stations' viewers are recognizing the improved program schedule and the importance of their continuing support, especially in light of federal cuts."

This year's drive featured such programs as *The Nutcracker*, *Nova*, *The Snow Queen: An Ice Ballet*, and *A Christmas Special with Luciana Pavarotti*.

N.M.), who had long criticized what he considered the government's lack of adequate policymaking machinery in international telecommunications.

The legislation providing for the two-and-a-half-month stay of the higher fees the CRT had imposed on cable systems—they were to take effect on Jan. 1—was contained in an amendment that emerged from a Senate-House conference in a form less generous than the one Turner—with the help of former FCC Chairman Charles D. Ferris—had lobbied for through the Senate as an amendment to the stop-gap funding bill needed to keep the government operating. The Senate version would have stayed the order, and the accrual of the higher fees, pending judicial review and a final order, which could be years in the future. Because of the changes forced by House conferees, Jack Valenti, president of the Motion Picture Association of America, said Turner had suffered a defeat, not won a victory.

It was during the final hours of debate on the continuing resolution in the Senate on Friday night (Dec. 17) that Radio Marti legislation was finally put to rest—and in a series of actions that appeared to be prearranged.

Senator Paula Hawkins (R-Fla.), whose Cuban-American constituents were passionately for the measure that would have authorized creation of an AM radio station to broadcast to Cuba in an effort to break what the Reagan administration says is the Cuban government's monopoly on news in that country, offered a motion to attach the bill to the continuing resolution. Such a move had been regarded as certain to set off a filibuster that would have further complicated the Senate leadership's efforts to complete work on the continuing resolution and move on to other things.

But after Hawkins, her Democratic colleague from Florida, Lawton Chiles, and some other backers spoke in favor of the motion, Senator Mark Hatfield (R-Ore.), floor manager of the continuing resolution, moved to table and thus kill the Hawkins motion. Senate Majority Leader Howard Baker (R-Tenn.) endorsed the proposal—but at the same time sought to assure Radio Marti supporters they had lost only a battle, not the war. Radio Marti legislation, he said, will be reintroduced and given "urgent priority" in the next Congress, Hatfield's motion carried on a voice vote overwhelmingly.

The vote was a victory for Senator Ed-

ward Zorinsky (D-Neb.), who had used the rules of the Senate and the time constraints under which the Senate was laboring in the lame-duck session, to block action on Radio Marti. His victory, in turn, was applauded by AM broadcasters in Nebraska and elsewhere who feared the operation of Radio Marti would lead to a radio war with Cuba, one in which they would suffer.

Zorinsky made it clear he was not against Radio Marti, as such. After the vote, he said, "I am going to work with Paula Hawkins and Lawton Chiles in order to arrive at some meaningful Radio Marti legislation which will better protect the broadcasting industry and will at the same time create a broadcast system more likely to reach the Cuban people."

Thus, in the space of some 30 minutes on the night of Dec. 17, Senators Hawkins and Chiles demonstrated to their constituents devotion to Radio Marti, Zorinsky won his battle and the Senate leadership got around what could have been another barrier to adjournment.

Legislation to restrict FTC authority over the professions was contained in the Senate version of the continuing resolution, which contained funds for the agency. The restriction, offered by Senator Warren Rudman (R-N.H.), would have barred regulation of professional standards but would have permitted regulation of professional practices where states do not regulate them. However, House conferees in the joint committee asked their Senate counterparts to drop the provision, and they did.

As for funding the FTC and FCC, the House accepted the amounts approved in the Senate bill—\$63,638,000 for the FTC and \$79,817,000 for the FCC. The conferees also agreed on \$12,667,000—the Senate figure—for the National Telecommunications and Information Administration. Of the total, \$503,000 will come from unobligated funds appropriated in previous years for the public telecommunications facilities grants program. The House earlier had voted \$79,500,000 for the FCC, nothing for the FTC (because the necessary authorization had not been passed) and \$12,417,000 (all of it new budget authority) for NTIA.

The Senate also completed action on two minor items and sent them to the President for his signature. One is designed to bring the Corporation for Public Broadcasting board, which now has 15 seats, within the 10-member limit existing law says will be

reached by March 1, 1984. The new act states that no vacancies will be filled after Oct. 1, 1983, as a step to reaching that goal, and declares that the terms of two unspecified, Republican terms will end on March 1, 1984, regardless of their statutory term, as a means of assuring Republicans no more than a 6-4 margin. With five Democrats scheduled to leave the board on March 1, 1984, the ratio would be 8-2 without the new legislation. The other minor bill eliminates the statutory requirement that the Communications Satellite Corp. offer common carriers first refusal on up to 50% of its shares. Except for the first years of Comsat, in the early 1960's, the carriers have shown little interest in stock interest; they now own only 1/10 of 1% of the corporation.

Other legislation of interest to the communications industry did not fare as well. Backers of a bill aimed at strengthening the U.S. in international telecommunications, both in terms of trade and politically (S. 2469), had hoped it would at least make it through the Senate (the House had not held hearings on similar legislation), but the Senate adjourned without acting on it.

Legislation backed by television broadcasters along the Canadian border and aimed at forcing Canada to abandon a tax law the Americans say discriminates against them also fell by the wayside in the final hours. The bill (S. 2051), requested by the administration, would have mirrored the Canadian law that denies a tax deduction to Canadians who advertise on American stations broadcasting into Canada. The bill never was the subject of a Senate Finance Committee mark-up session, but Senator Patrick Moynihan (D-N.Y.), one of the principal backers, sought to attach it to legislation working its way through the Senate last week, but was frustrated by an inability to get the unanimous consent necessary to attach it to an appropriate vehicle. A Moynihan aide said the Senator expected to pursue the matter in the next Congress. However, it was not clear whether he would also revive his controversial proposal to toughen the legislation by expanding its scope to deny a tax break to Americans who buy Canada's Telidon teletext and videotext technology. That proposal ran into heavy opposition from U.S. firms planning to use that technology.

Another measure that died with the 97th Congress was one that would have amended the Freedom of Information Act. In its original form, the measure (S. 1730) was regarded by journalists and writers generally as seriously weakening the rights they presently enjoy in gaining access to government information. However, with Senator Patrick Leahy (D-Vt.) leading the way, the bill was rewritten in the Judiciary Committee last May in a manner generally satisfactory to press and broadcast groups. That did not end the controversy. Senators Orrin Hatch (R-Utah), chairman of the subcommittee that handled the legislation, and Leahy disagreed on the language to be used in the report accompanying the bill. Finally, the last week of the Congress, they filed an abbreviated report which consisted largely of their statements pledging to work for a measure both could support in the 98th Congress. □

Brotherly bids

Eight applicants vie for four Philadelphia franchises

Eight companies filed 11 applications for four cable TV franchises in Philadelphia the week before Christmas. The bids are the third time in 16 years that Philadelphia has solicited franchise proposals and these include four major MSO's and four local entities.

The eight applicants are Cablevision Systems Philadelphia Corp., which applied for one franchise; Comcast Cablevision of Philadelphia Inc., which applied for two franchises; Rollins Cablevision of Philadelphia Inc., which applied for two franchises; Times Mirror Cable Television of Philadelphia Inc., which applied for one franchise; Cox Cable Philadelphia, which applied for one franchise; Independence Cablevision Corp., which applied for two franchises; Wade Communications Corp., which applied for one franchise; and Philadelphia Inner City Cable Systems Inc., which applied for one franchise.

Following the examples of other major urban builds, the Philadelphia applicants propose 100-plus channel systems with a wide range of interactive services, public access channels and institutional loops to serve business and government centers.

However, by the time the proposals weave their way through the Philadelphia city council, public hearings, consultants, citizens groups and legal squabbles, it could be at least a year before the first spool of coaxial cable is planted and another year before an appreciable number of Philadelphians begin to get cable television. At the moment, only a small portion of Philadelphia has cable service. Times Mirror operates a 35-channel, 12,000-subscriber system on the city's south side which it bought in 1979—a system whose franchise expired but that Times Mirror continues to operate without an official agreement, although it continues to pay a franchise fee to the city.

Cablevision Systems Philadelphia Corp. is a limited partnership organized by Charles F. Dolan's Cablevision Systems Corp., Woodbury, N.Y. Cablevision will put together a group of local investors to form a new

What they propose

Applicant	Franchise area	Total number of activated channels	Interactive	Cost of basic service	Institutional network	Miles of subscriber plant	Cost of construction
Cablevision Systems Philadelphia Corp.	4	122	Yes	\$2.00 for 50 channels	Yes	718	\$83 + million
Comcast Cablevision of Philadelphia	3	130	Yes	\$2.95 for 47 channels	Yes	633	\$61.3 million*
Cox Cable Philadelphia Inc.	4	128	Yes	\$5.95 for 51 channels	Yes	689	\$64.7 million*
Independence Cablevision Corp.	2	120	Yes	\$5.95 for 24 channels	Yes	840	\$45 million
Philadelphia Inner City Cable Systems Inc.	3	121	Yes	no charge for 24 channels	Yes	543	\$50.55 million
Rollins Cablevision of Philadelphia Inc.	2	116	Yes	\$2.00 for 50 channels	Yes	471	\$40 million
Times Mirror Cable Television of Philadelphia Inc.	3	128	Yes	\$1.95 for 36 channels	Yes	645	\$40 million
Wade Communications Inc.	4	128	Yes	\$10.90 for 37 channels	No	721	\$26 million
	1	109 (50 activated)	No	\$10.90 for 37 channels	No	445	\$26 million
	2	112	Yes	\$5.95 for 61 channels	Yes	637	\$42 million

*Includes initial capitalization costs only.

entity with itself as the controlling partner. Other investors in its Philadelphia application are Alan and Robert Potamkin, who own one of the largest automobile dealerships in the Philadelphia area. Cablevision's basic service, at \$2 a month, will offer 50 channels and include services like CNN, C-SPAN, Black Entertainment Network, Nickelodeon and Daytime. Initial capitalization costs are estimated to be \$50.6 million.

Atlanta-based Cox, which operates the country's largest cable system in San Diego, and also is an applicant in some form for cable franchises in Chicago, Baltimore and Detroit, is seeking franchise area three. It has also made a deal with another minority-owned applicant, Wade Communications Inc., to build and operate the franchise that Wade seeks in area one, which covers the western part of the city. Wade itself will own the system.

Rollins Cablevision of Philadelphia, which is applying for franchise areas three and four, is owned 80% by Rollins Inc., Atlanta, and 20% by four others, including racing car driver Mario Andretti and Margaret Adams, an editor at *Good Housekeeping* magazine.

Times Mirror Cable Television of Philadelphia Inc., a subsidiary of the Los Angeles-based Times Mirror Co. (*The Los Angeles Times*, broadcast stations and cable MSO), is the only applicant for franchise area one, which encompasses its south Philadelphia cable system.

Comcast Cablevision of Philadelphia Inc., a subsidiary of the publicly-owned, Bala Cynwyd, Pa.-based Comcast Corp., an MSO with 249,000 subscribers in 15 states, applied for franchise areas three and four. Its basic service will offer 47 channels, 22 dedicated to local access. Headquartered in a Philadelphia suburb, Comcast said it would move its headquarters operations into the city if granted one of the franchises. Comcast's largest system is in Flint, Mich., where it serves 60,000 subscribers. Although a public company, Comcast is traded over-the-counter and is more than 50% owned by company executives and local investors. Comfax, its information retrieval service, will be offered to customers at \$2 a month if they are already subscribing to the basic service and have a home computer. If customers wish only to have Comfax as a stand-alone service, then the rates will be \$5 a month plus \$85 for installation.

Wade Communications, a minority-owned applicant seeking franchise area two in West Philadelphia, is headed by James N. Wade, former principal owner of WSSJ(AM) Camden, N.J. Wade, also, for eight years, was the highest ranking black state official under former Pennsylvania Governor Milton J. Shapp, and an applicant for a cable franchise in Philadelphia's 1979 proposal. His application was criticized at the time by the city's cable consultant as for lacking sufficient financial backing. This time Wade has enlisted Cox Cable to build and operate the system on his behalf. He will be principal owner.

Independence Cablevision Corp., applying for franchise areas one and three, is a minority-owned applicant that is also using

an outside group to build and manage its system. Independence will employ Connection Communications Inc., Newark, N.J., for technical expertise and management. Connection Communications, minority-owned, won a cable franchise in Newark and recently began service. Independence is headed by Roscoe Murphy Jr., a local black businessman. Calvin Reed Jr., president of Connection, also has an interest in Independence, as do other Connection executives.

Philadelphia Inner City Cable System Inc. is made up of several Philadelphia minority businessmen and includes New Yorker Percy Sutton, former Manhattan borough president and now president of New York-based Inner City Broadcasting, group owner of three AM's, four FM's and 50% of the Sheridan Broadcasting Network, a minority-oriented news and information radio network. Also holding an interest in the Inner City cable application is Ragan Henry, who is president of Broadcast Enterprises National Inc., (BENI), a Philadelphia-based radio and TV group owner. Like the Cox-Wade arrangement, and the Independence-Con-

nection deal, Inner City would rely on Cablevision to build and manage its franchise, in which the latter will also have 10% interest.

Each of the four franchise areas have about 155,000 homes, according to figures provided by the Philadelphia city government and based on census counts. Most applicants predict they could begin construction within a year of their grants, but it could take them up to three years to complete construction.

The Cable Television Information Center in Arlington, Va., will prepare a preliminary report on the applicant's financial qualifications. That report is expected to take 60 to 90 days. Responsibility for the grants rests with the city's Commissioner of Public Property, Joseph W. Brown, whose decision goes to the City Council for either approval or denial, "sometime next spring," according to a spokesperson in the mayor's office. The city council is up for re-election and must also pass the city's budget, the spokesperson added, events that could delay action. If things go smoothly, then the council could vote on it by June, the spokesman said. □

CBS News announces three executive changes

Chandler named senior VP of documentaries and operations; Percelay succeeds Chandler as senior VP of administration; Goldberg succeeds Percelay as VP and assistant to Sauter

Three top level management shifts were announced by CBS News the week before Christmas. CBS News veteran Robert Chandler, who has been with the organization 19 years, moves from senior vice president, administration, to senior vice president, documentaries and operations. In his new post, Chandler will be responsible for *CBS Reports*, *60 Minutes* and *CBS News Specials* and other long-form broadcasts, responsibilities that he had earlier held, from September 1977 through February of 1982, as vice president and director, public affairs broadcasts. That title had most recently been vacated by Roger Colloff, in his move out of news to the CBS Television Stations Division, where he is now vice president, division services (BROADCASTING, Dec. 6, 1982). Chandler will also be responsible for CBS News Division operations, law department liaison, marketing services and labor affairs.

Succeeding Chandler in the administration slot is David Percelay, as vice president. Percelay's duty roster will include information services, advertising and promotion, archives, business affairs, resource development and production, plus general personnel matters. Percelay had been serving as vice president and assistant to CBS News President Van Gordon Sauter, a post he has held only since August of 1982. Prior to that, Percelay had been at CBS-owned KNXT(TV)



Chandler



Percelay

in Los Angeles, where he was director of the CBS teletext project, and earlier had been director, planning, for the station. Percelay first joined the network in 1976 as a CBS Television Stations planning analyst.

Another long standing CBS veteran, Ralph E. Goldberg, will take over as vice president, assistant to the president, CBS News. Goldberg's CBS career began in 1961 as an attorney in CBS's Inc.'s law department. He had been associate general counsel responsible for Broadcast Group matters, prior to his latest appointment.

All three changes take effect today (Jan 3). □

Lansing resigns Fox post

The week before Christmas, the head of film production for Twentieth Century-Fox handed in her resignation; but in doing so, Sherry Lansing said it was to accept a job elsewhere that she couldn't identify presently, owing to legal restrictions. There was speculation that Lansing would move to head the new production company being formed by Columbia Pictures, HBO and CBS, although all parties declined to comment on that matter.

Lansing was the first woman to head one

of the major Hollywood studios, a job which paid a \$300,000 annual salary. She had been named president of Twentieth Century-Fox productions in January of 1980. The absence of "hits" from the studio during her tenure had fueled rumors over the past several months that the company would replace her. At the same time, observers were noting that her resignation comes as a new Fox production—"The Verdict," starring Paul Newman—appears likely to garner "hit" status and revenues. Lansing herself was saying that, "with 'The Verdict,' it seemed like a good time to leave." □

Court wants FCC to draw up guidelines for ex parte contacts

In affirming review board grant of FM station in Texas, court says procedure for oral contacts must be developed

The U.S. Court of Appeals in Washington last week called on the FCC to develop procedures for dealing with ex parte contacts by members of Congress and their staffs. Such contacts "are not going to stop," the court acknowledged, and added: If the commission fails to develop the suggested procedures, "parties must be free to subpoena members of the commission's or congressman's staff to obtain affidavits or other evidence" regarding the oral contact.

The court expressed its views in a brief, unsigned opinion affirming the commission's review board decision in a comparative hearing involving the grant of a construction permit for an FM station in Laredo, Tex. The board granted the application of Laredo Broadcasting on the basis of qualifications the board considered far superior to those of the competing applicant, Amigos Broadcasting Inc.

Amigos appealed, contending that the grant was tainted by the ex parte contacts of members of the staff of Senator John Tower (R-Tex.). The staffers were said to have communicated with commission personnel, both by mail and by telephone, on LBC's behalf, ostensibly to determine how much longer the review process would take. Commission rules permit such contacts by members of Congress, even when requested by a party to a proceeding.

But while the review board—when Amigos brought the matter to its attention—could consider the letters, which were on file, the nature and content of the telephone calls "remained a mystery," the court noted. Commission rules require summaries of oral contacts only if they go to the "merits" of a proceeding. Since there was nothing in the public file, the court said, the board "could only assume... the calls were not prohibited."

"Although we can hardly commend the board's procedures and less-than-searching review," the court said, "we hold that, given the facts of this case, the board did not err in denying Amigo's petition." □

Tylenol's comeback

Johnson & Johnson begins network ad campaign focusing on consumer trust in pain reliever

Johnson & Johnson is launching its first extensive network television campaign for adult-strength Tylenol, made by subsidiary McNeil Consumer Products Inc., since capsule versions of the pain reliever contaminated with cyanide killed seven people last September. The campaign begins today (Jan. 3).

It consists of one 60-second commercial which depicts a woman talking about Tylenol and her faith in the product. She is heard saying that over the years, the product has proved "worthy of my trust," that she feels as good about Tylenol as she ever did and will continue to use it. The spot concludes by noting that the product is available in tablet form or capsules that come in a safety-sealed container.

Johnson & Johnson declined to say how much money was being invested in the new campaign or how long its run on network television would be.

The drug was first developed 25 years ago as a prescription-only pain reliever. It was

first advertised on television in 1976 after it became available over the counter. Compton Advertising Inc. has handled all of Tylenol's broadcast advertising including the latest campaign.

Shortly after last year's poisonings, there were some who said that Tylenol could not survive as a profitable product without a name change. But that route "made no sense," said Johnson & Johnson's Bob Kniffin, because it "became clear that Tylenol had developed enormous consumer loyalty" over the years. The company's first step to confront a possible image problem after the poisonings came during a four-day period last October when a special 60-second spot featuring McNeil's medical director ran on network television, in both daytime and nighttime hours. The medical director, Dr. Thomas Gates, told viewers that Tylenol had earned consumer trust and that the company was not going to let an unfortunate act such as the poisonings destroy the brand.

Capsules in the new safety-seal packages began appearing at retail outlets in early December. Campaigns for other Tylenol products—a "maximum strength" version, pediatric drops and elixir, and Co-Tylenol—have continued unabated. □

FCC makes major long-distance decision

Access charge plan bodes well for heavy interstate users

In what it has been describing as one of its most significant decisions in years, the FCC has adopted rules to determine how long-distance telephone companies and consumers will pay for access to local telephone company facilities used to complete interstate telephone calls.

The so-called "access charge" plan should lead to lower long-distance rates, but also will lead to consumers paying a new, separate monthly charge for their ability to make interstate long-distance calls, whether they make those calls or not. Under the plan, the winners would seem to be businesses that make a large number of long-distance calls; if there are losers, they will be consumers who make few interstate telephone calls. (Gary Epstein, FCC Common Carrier Bureau chief, told BROADCASTING that the average consumer who made five, eight-minute interstate calls per month would come out ahead under the plan.)

In essence, the plan, which will be phased

in over a seven-year period starting Jan. 1, 1984, is aimed at forcing telephone users to pay for the local telephone company facilities they actually use, or that are dedicated for their use, to make interstate calls.

Under the current system, AT&T's long-distance arm charges users 14 cents for every minute their interstate calls are in progress to pay for that local access. MCI Communications Corp., and other AT&T long-distance competitors, pay less for that access through special agreements they've entered into with local telephone companies.

One problem alleged under the current system is that AT&T's charges for access are "usage sensitive"—that is, AT&T customers must pay for access with each interstate call they make. As a result, it is argued, large AT&T customers are paying far more for that access than they should (and small-time users are paying less than they should). That, it is alleged, might be encouraging larger users to create their own "uneconomic" communications networks—those that wouldn't be created if the users were paying only their fair share for access—an eventuality that

Friends again. Tom Wopat and John Schneider are expected to return to their starring roles in the *Dukes of Hazzard* before the end of the season after the two actors and Warner Bros. Television dropped their law suits and countersuits against one another. They have not appeared on the series this season. By late December, the 16th episode of *Dukes* was being filmed (the season total is 22), and a Warner spokesperson would not speculate on the number of segments in which Wopat and Schneider might appear. Their return was hailed by Wopat and Schneider, Warner Bros. TV and CBS-TV on which the series appears. *Dukes* was generally a high-ranking series in 1981-82 but has dropped this season. It was in ninth position in mid-December 1981, but fell to 33d in the comparable period of 1982. Wopat and Schneider sued Warner Bros. for \$25 million last summer, charging breach of contract, and Warner countersued for \$90 million, alleging libel, conspiracy to libel and breach of contract (BROADCASTING, June 21, 1982 et seq.).

could lead to those users who remained behind on the AT&T network with more costs to bear.

Another major problem, of course, is that AT&T is divesting itself of its local telephone companies, and some sort of guidelines had to be set into place to insure that AT&T and its long-distance competitors are facing the same access ground rules. □

Warner hit with more strife

Atari executives found to have sold stock before Dec. 8 announcement of lower earnings

More bad news from Warner Communications. The latest in a string of revelations about the company is that eight executives of its Atari division sold shares of their WCI holdings shortly before the devastating Dec. 8 announcement that overestimates of that division's fourth quarter sales meant a drastic reversal in earnings projections for parent WCI. Coincidental with that admission was word that Warner and Madison Fund Inc. had called off their plans for a WCI purchase of Madison because of the sharp decline in the value of Warner's stock, which would have formed the basis for the transaction.

The announcement about the Atari executive's stock sales followed word earlier in the week from WCI that the most recent sale of stock by a Warner official had come on Nov. 10. Asked by BROADCASTING for comment on reports in the financial community about alleged insider trading in WCI shares, a Warner spokesman had then said that the only sales were various ones conducted in keeping with a program outlined in WCI's proxy statement under which Chairman Steven Ross and others planned to dispose of some of their holdings. Ross's sales, it was said, commenced Aug. 26 and concluded Nov. 2, totalled 478,000 shares, and were traded at prices from \$30 to \$54.25, averaging in the "low 40's." WCI shares had topped \$55 in some sessions before their \$16.75 post-Atari collapse. In contrast, the Atari executives' sales seem small—Atari Chairman Raymond Kassar sold 5,000, Executive Vice President Dennis Groth 6,735. Kassar's transaction, however, was completed Dec. 8, just before the disappointing sales news became public. Groth's stock was sold Dec. 1. However, neither Kassar nor Groth hold positions with WCI itself.

Kassar separately stated that his sale was part of his year-end tax planning, undertaken in advance of the sale date. In fact, he attempted to cancel the sale following the Dec. 8 bad news.

Warner has declined to release the names of the six other Atari executives, pending further internal investigations. At the same time, the company said it was aware of the Kassar transaction for a week before reporting it to the SEC.

On the basis of both the stock trading and Madison Fund announcement, WCI shares hit a new low of \$27 last Monday. □

Heritage-funded report finds media bias in Lebanon war coverage

Georgetown's Muravchik contends only 'New York Times' and CBS did fair job in presenting Israeli side of the Mideast conflict

The picture of the injured baby who was said to have lost his arms in an Israeli bombardment of West Beirut was seen by some as a symbol of the war. To Joshua Muravchik, a research associate of the Georgetown Center for Strategic and International Studies, the attention the U.S. media focused on the picture is a symbol of the distorted and biased reporting he feels most of the major electronic and print media were guilty of when covering the war in Lebanon. A few weeks after United Press International distributed the photo, Muravchik writes, Israel proved, "even to UPI's satisfaction" that the child had not lost his arms and that the injuries were not severe.

For many of the reporters in Lebanon, Muravchik contends, the war presented not only an exercise in journalism but a cause. He says exaggerated figures of Lebanese casualties were reported as fact and complains that few news organizations paid serious attention to the Israeli side of the conflict. In all, Muravchik concludes, the coverage "fell far below the highest standards of American journalism."

Muravchik's study appears in the winter issue of *Policy Review*, a publication of the Heritage Foundation, a conservatively oriented think tank that commissioned the work. It is the second study sharply critical of the media's coverage of the war in Lebanon to appear in the space of two months. In October, media consultant David Garth's analysis of the coverage by the three major television networks appeared, under the sponsorship of the Anti-Defamation League of the B'nai B'rith (BROADCASTING, Oct. 25, 1982).

Muravchik does not tar all of the media he studied—*The Washington Post*, *Time* and *Newsweek*, as well as ABC, CBS and NBC—with the same brush. He says that on balance the *Times* and CBS did the best job, maintaining higher standards of journalistic objectivity than did the others. At the other end of the scale, he places NBC and *The Washington Post*.

He notes that editorial opinion virtually across the board condemned Israel's invasion of Lebanon. But while the *Times* and CBS generally strove for objectivity in their news reports, he said, NBC and the *Post* "allowed their news coverage to be shaped by their opinions." As a result, much of the coverage, he said, "tended to exaggerate" the results of the Israeli bombardment while downplaying the damage done by the Palestine Liberation Organization. It tended as well, he said, "to portray Prime Minister Begin as an extremist and PLO Chairman

Arafat as a moderate."

Muravchik gave the highest marks to the *Times*. "Notwithstanding some notable lapses" he said, the newspaper "maintained higher standards of journalistic objectivity than did any other outlets" studied. He gave most of the credit to the *Times'* bureau chiefs in Jerusalem and Beirut, David Shipler and Thomas Friedman. "The prose of each was consistently free from hyperbole and tendentiousness, and the substance of their coverage exhibited a similar striving for objectivity."

Muravchik said that CBS, like the *Times*, "distinguished itself from its competitors" by offering viewers more stories showing Israel's side of the conflict. He said "another virtue of CBS's coverage—for which much credit must go to anchorman Dan Rather"—was the care shown in the language chosen. Except for the coverage by some reporters—he mentioned Allen Pizey and Bob Simon in Beirut—he said CBS "tended to avoid tendentious or loaded wording that was often used" by correspondents of the other networks.

As for the *Post*, Muravchik said that the paper's editorials and essays in its Sunday Outlook section were consistently anti-Israel in tone. As a result, the *Post's* reportorial objectivity was put to the test, Muravchik said, adding: "It was a test the *Post* failed." Muravchik noted particularly what he said was the newspaper's uncritical reporting of exaggerated casualty figures and of an apparent sympathy for PLO and an antipathy toward Israel, "or at least toward the Israel of Menachem Begin."

Muravchik expressed similar criticisms of NBC, which, he said, "exhibited none of the professional striving for objectivity that was apparent on CBS." Rather, he said, "like *The Washington Post*, NBC gave the impression it was on a crusade." He cited NBC commentator John Chancellor and the string of a dozen anti-Israel commentaries he broadcast last summer. And Muravchik said the reporting of NBC's anchorman Roger Mudd "reinforced" the effect of those commentaries: "Despite his poker-faced delivery, Mr. Mudd's words—which he writes himself—were crafted to convey a relentless, though sometimes sardonic, message of criticism of Israel's actions."

ABC, in Muravchik's view, presented a mixed bag of reporting. The network's bureau chief in Jerusalem, Bill Seamans, was said to have provided "a fuller account of the views and policies of the Israeli government than was available on any other network." And the network's Hal Walker, Muravchik said, "did a better job of preserving a degree of professional detachment amid the death and mayhem of Beirut than did any other network correspondent reporting from that city." But, then, there were Peter Jennings, Barrie Dunsmore, Richard Threlkeld and Mike McCourt. Muravchik said they all "exhibited strong points of view to which they gave expression in their news coverage."

What does Muravchik see as the cause of what he regards as the biased reporting of the war in Lebanon? Here he goes mostly on speculation. He mentions several causes—

the "tremendous propaganda resources employed against Israel" by both the Communist world and the oil-rich Arab states and their "capitalist allies," anti-Semitism, (although the degree to which it was a factor is difficult to gauge, he says), and Israeli censorship, which not only "prevented Israel's side of the story from being well reported" but also "served to make the press suspicious and angry."

But the single most important reason for the kind of coverage the war received in the U.S., in Muravchik's view, was that "Israel's actions violated" some beliefs he feels are widely held by those in the media as well as in other areas of American life—that "'violence never solves anything,'" a precept he contends is a legacy of the Vietnam war.

"Israel's resort to force," he believes, was regarded as "either wicked or shortsighted because Israel should have worked at negotiating a compromise with the PLO." □

Mobil-CBS tiff

Oil company's Schertz upset by reports of network pressure on affiliates to reject Mobil's 'Nicholas Nickleby'; Flint station says its change of heart was based on anticipated low ratings

Mobil Corp. has protested to CBS what it called "CBS's actions to dissuade CBS affiliates from running *Nicholas Nickleby*," the nine-hour, four-night mini-series to be shown next week on an ad hoc network as a Mobil Showcase presentation.

Mobil said that Herb Schertz, Mobil vice president, public affairs, told Gene F. Jankowski, president of the CBS/Broadcast Group, in a telegram, that "I am deeply saddened" by reports of CBS's actions—which he did not further describe—and added: "While these efforts have generally met with failure, it appears that the residents of Flint and Saginaw [both Michigan] are going to be denied the opportunity to see *Nicholas Nickleby* as a result of actions taken by station WEYI-TV, the CBS affiliate in Flint."

The telegram drew a prompt, and short, reply from Jankowski: "I can sympathize with your inability to sell your program and I suggest you try other stations in the marketplace."

A Mobil spokesman declined to elaborate on the "actions," except to say that WEYI-TV had accepted the *Nickleby* mini-series and then rejected it, and that WEYI-TV was the only CBS affiliate to have done both. As for the attitudes of other networks toward *Nickleby* clearances by their affiliates, the spokesman said CBS's was "the only one we felt it appropriate to comment on."

Ralph Becker, president of Ziff-Davis Broadcasting, owner of WEYI-TV, said the station decided not to carry *Nickleby* because "we determined that the program wouldn't get any ratings and we were not going to give our audience away to other stations." He denied "unequivocally" that CBS had ever, "in the past or in this case,"

tried to pressure his stations on program questions. "I refuse to be intimidated," he said, "by anybody—including Mobil—about what we're going to put on the air."

Nickleby has a lineup of 60 stations even after the WEYI-TV defection, according to the spokesman. In late December, he said the list consisted of five CBS affiliates, 10 NBC affiliates, nine ABC affiliates, 14 PBS affiliates and 22 independents. *Nickleby* is scheduled for Jan. 10-13 (Monday-Thursday) with a two-hour segment in each of the first three nights and a three-hour windup. □

NAB ponders aiding state associations

The National Association of Broadcasters' executive committee will consider a staff recommendation this week to give financial aid to state broadcasting associations. If the executive committee approves, the joint board would take up the matter Jan. 17 when it meets in Mexico.

According to NAB executive vice president and general manager, John Summers, state associations have indicated they want some form of financial help for their officials in meeting travel expenses incurred attending many NAB-sponsored events. Summers said the proposal must still be "fleshed out." He noted that funding of roughly \$50,000 might be allocated to state associations based on the number of member stations in each state.

The executive committee is slated to continue discussions on the proposed budget for fiscal 1983-84.

NAB President Edward Fritts noted that the \$50,000 could come out of the association's budget surplus. He said the proposal would not effect members dues.

In addition to that proposal, executive committee members are expected to devote attention to the fate of the NAB's television advertising code, in light of its being struck down. The code boards will meet next week to discuss recommendations to the NAB's joint board. □

OPP concludes no need for national ownership limits

Although local media ownership rules may be needed to keep local markets reasonably competitive, no rigid national ownership rules are appropriate, according to a report released by the FCC's Office of Plans and Policy last week.

"When local markets are reasonably competitive, the commission's ownership goals are realized within them," the report said. "When local markets are not competitive, the commission should scrutinize mergers and acquisitions for their effect on concentration, rather than adopt a flat ban."

The report, "Measurement of Concentration in Home Video Markets," argues that both economic competition and diversity—the goals of the commission's media ownership rules—are "best viewed as processes to be encouraged rather than results to be mandated."

It also says the relevant marketplace for commission concern is the local one. At the same time, those local markets should be defined broadly, including everything from videodisks to print-media outlets, the report said.

The report also said the Office of Plans and Policy's own "worst case" calculations of national concentration demonstrate that national concentration is very low.

If the commission should choose to use a concentration index to scrutinize mergers, it should only use that as a monitoring tool, the report said. □

Intelsat proposes satellite service for businesses

New class of earth stations that are smaller and cheaper approved by Intelsat board to accommodate new service

Intelsat is considering establishing its own "digital, multipurpose communication networks" for international business communications, it was announced following a meeting of the international satellite carrier's board of governors. Under the Intelsat plan, a business could send and receive satellite communications through low-cost earth stations at or near the business' location.

As a step in that direction, Intelsat's board conditionally approved a new class of earth stations, called Standard E, to accommodate the new service. Standard E earth stations, designed to be smaller and considerably cheaper than existing Intelsat earth stations, will have 3.5-, 5.5- or 7.7-meter dishes. Their cost will range from \$150,000 to \$500,000.

Three signatories—the U.S., Canada and Italy—have expressed keen interest in the business service, said Joseph Pelton, executive assistant to Intelsat's director general, and they should lead the way for others to follow suit.

However, Pelton was cautious to note that Intelsat does not seek to compete with other common carrier business services. He emphasized, rather, that Intelsat is casting an eye to future telecommunications traffic and services that do not yet exist. Videoconferencing is one example Pelton has in mind as an Intelsat business service, believing that it will someday substitute business travel.

Intelsat officials said institution of the new service would require minor modifications of satellites. The Intelsat board voted \$2.2 million so that Ford Aerospace could make those modifications of Intelsat V-A spacecraft, F-14 and F-15. □

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on Florida's Gold Coast

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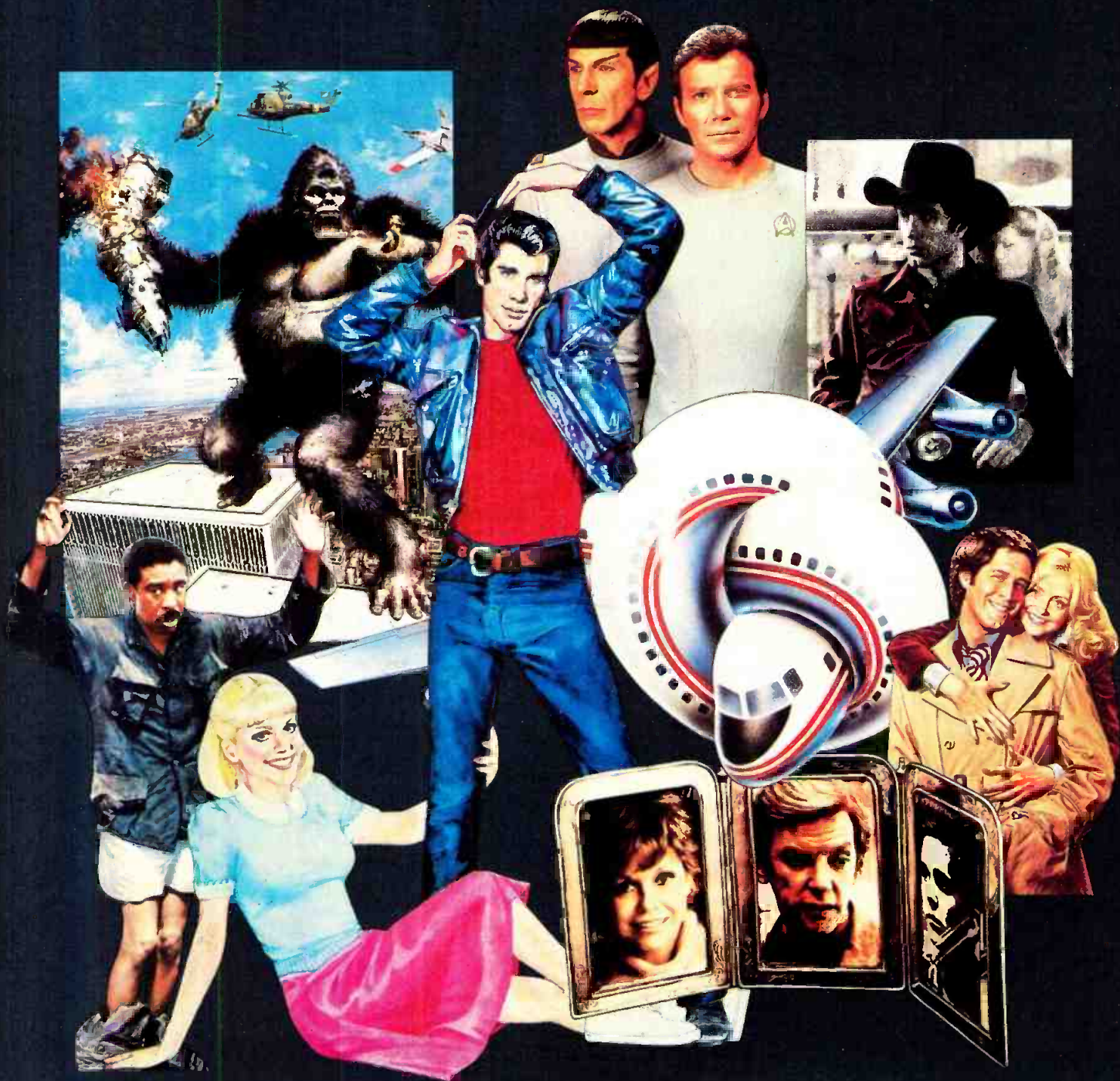
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From America's

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AIRPLANE! ★ THE BAD NEWS BEARS IN
BREAKING TRAINING ★ CHEAPER TO KEEP HER
COACH OF THE YEAR ★ THE ELEPHANT MAN
FIRST MONDAY IN OCTOBER ★ FOUL PLAY
GREASE ★ THE HUNTER ★ HURRICANE ★ KING KONG

MIDNIGHT OFFERINGS ★ MOMMIE DEAREST
NORTH DALLAS FORTY ★ THE ONE AND ONLY
ORDINARY PEOPLE ★ SOME KIND OF HERO
STAR TREK: THE MOTION PICTURE
TENSPEED & BROWNSHOE ★ URBAN COWBOY

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PARAMOUNT'S FIRST-RUN NETWORK II

Four entertainment concert events with no prior network play—each a spectacular production by today's most celebrated and promotable performers!
Your season ticket to the music of the 80's!

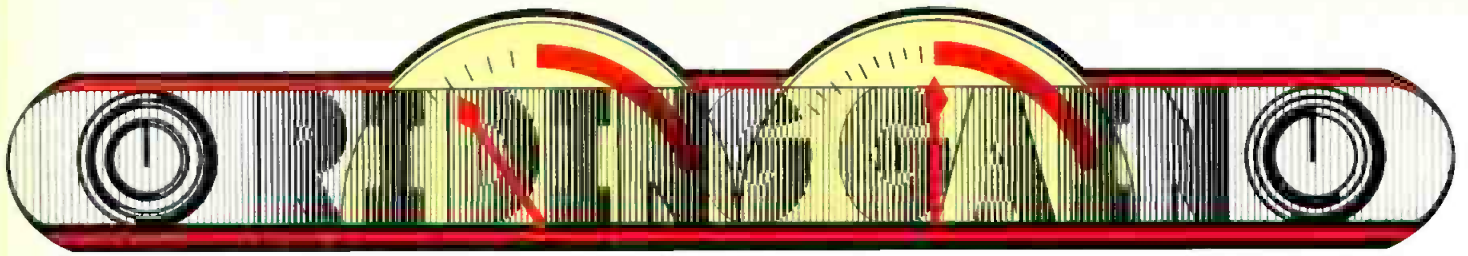


FIRST RUN NETWORK II:
SINATRA—CONCERT FOR THE AMERICAS
SANTANA & HEART—CONCERT FOR THE AMERICAS
THE DOOBIE BROTHERS FAREWELL
CHER—A CELEBRATION AT CAESAR'S



TELEVISION DOMESTIC DISTRIBUTION

FIRST RUN NETWORK I:
FRIDAY THE 13TH
LIPSTICK
THE FAN
FRIDAY THE 13TH, PART 2



Just hits

KIXK(FM) Dallas has recently switched from a country format to what station officials describe as a "classic hits" sound—contemporary hit music from 1965 to the present. The formula for the format is simple, said Steven Hicks, station president and general manager: "Play the hits and only the hits."

The format came about after four months of "extensive" research by the firms of Robert S. Balon & Associates of Austin, Tex., and Reymer & Gersin Inc. of Southfield, Mich. Broadcast consultant Lee Bayley is working with the station to execute its new sound.

In another switch, United Broadcasting's WSID(AM) Baltimore changes sound from a contemporary black format to adult contemporary on Christmas Eve, with the new call letters of WYST. The station is now targeted for a 35 plus demographic.

Tax tips

With the advent of the tax season comes a free series of one-minute spot announcements with information for individual and business taxpayers. The producer and distributor is Carole Communications Consultants, King of Prussia, Pa., which has lined up a national certified public accounting company, a diversified insurance firm and a Philadelphia law firm to underwrite the costs of production. The series consists of 260 one-minute episodes. Carole has similar series available dealing with legal and insurance matters.

Southern satellite

Installation is under way for a satellite system for Interstate Communications' (INTERCOM) Louisiana and Mississippi radio networks. The system will utilize only a 10 dbw space segment on transponder 2, Westar III, according to INTERCOM President Tim Patton.

The new satellite system will consist of two uplinks—located in Baton Rouge and Jackson, Miss.—along with a total of 89 downlinks in both states. Plans call for INTERCOM to purchase, install and maintain the receive-only earth dishes. Target date for completion of the satellite hook-up is June 1. Patton estimates the uplink dishes cost will be half of those being purchased by national networks because of the small transponder space being used.

Both the Louisiana and Mississippi radio networks operate independently within their state boundaries, providing live news coverage and information programming to their respective affiliates.

Atlantic crossing

The first live stereo digitally-encoded trans-Atlantic broadcast took place on Christmas eve when a 90-minute religious services originating from the Kings College chapel in Cambridge, England, was transmitted to 117 public radio stations in the U.S., according to Minnesota Public Radio's director of program marketing, Rhoda Marx. The service, called "A Festival of Nine Lessons and Carols," was produced by Minnesota Public

Radio and distributed by the American Public Radio Network.

The broadcast, which was digitally encoded in the U.S. before it was satellite transmitted to stations here in analog, was sent in digital over the Atlantic in order to "preserve the quality of the program," according to public radio officials.

Financial interest

Underscoring the importance stations currently place on financial and economic features is the growth of Narwood Productions' 90-second *Minding Your Business* report. The program, which airs twice daily, is now carried on over 100 stations nationwide since its debut last May. Stations which carry the report include: WITS(AM) Boston, WBBG(AM) Cleveland, KQV(AM) Pittsburgh and KEZK(FM) St. Louis. The show is hosted by Inc. magazine editor Milton Stewart.

Station identification

A new promotional device designed to include a radio station's logo, call letters and dial position which can easily snap onto a car radio pushbutton is being introduced by Riffco, a marketing company based in Chicago. The device, which is being marketed as Cappys: The Radio Hot Button, will fit the majority of manual five pushbutton car radios, according to company officials. Riffco is also manufacturing "Format Cappys," which identifies station format.

Stones on Source

As NBC's Source network begins its fourth year, officials are planning to offer affiliates a two-hour music/interview Rolling Stones special for airing the weekend of Jan. 21-23. Source producer Denny Somach interviewed each member of the group during its European tour in Munich, West Germany, last summer. The special will be aired just prior to the release of the Stones' new movie, "Let's Spend the Night Together," according to George Taylor Morris, director of program administration for The Source.

Source plans for 1983, according to Morris, include offering affiliates some special programming each week as well as airing at least 12 live rock concerts, produced by Starfleet Blair, and four to six simulcasts of concerts.

Ads up

CBS's RadioRadio network will begin 1983 with 13 advertising accounts—seven renewals and six new sponsors. The seven



Lowell Thomas remembered. Tapes of Lowell Thomas' commentaries made on *The Best Years* syndicated radio program were donated to The Lowell Thomas Center in Pawling, N.Y. Receiving them for the center is Lowell Thomas Jr. (l) from series producers Norman and Marion Gladney of Gladney Communications Ltd.

MOTOROLA AM STEREO. ONE BIG STEP CLOSER TO AN INDUSTRY STANDARD.

The world's largest maker of automobile radios has decided that Motorola has the winning AM stereo system for its 1984 model cars. This might make your decision about what kind of AM stereo your station should broadcast a lot easier.

For more information about the significance of this decision, call Chris Payne at 202/862-1549 or Dick Harasek at 312/576-3591.

MOTOROLA AM STEREO. THE WINNING SYSTEM.



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Twenty-six years ago, we introduced the world's first practical videotape recorder. Through the years, you've been telling us what you wanted in a single "dream VTR." Well, that dream's become a reality. The ultimate VTR. We call it the VPR-3. It's a classic. Light years ahead of the rest in technology. Ideal for teleproduction where time is money. For broadcasting where versatility is expected.

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More Features For Your Money

VPR-3 gives you a tremendous array of exclusive features designed to deliver more value for your money and help you get the job done better and faster. Our ultimate VTR's uncompromising features include: gentle air-guided and vacuum-controlled tape handling, tape acceleration to 500 inches per second



shuttle in just one second with one-hour reels, "fail-safe" dynamic braking, fast (four fields maximum) synchronous lockup, flexibility to operate with three-hour to one-minute "spot" reels without adjustment, superior built-in audio features, automatic audio and video record optimization, simpler operation using a fluorescent system status display and soft-key-driven menus, as

well as extensive and usable diagnostics.

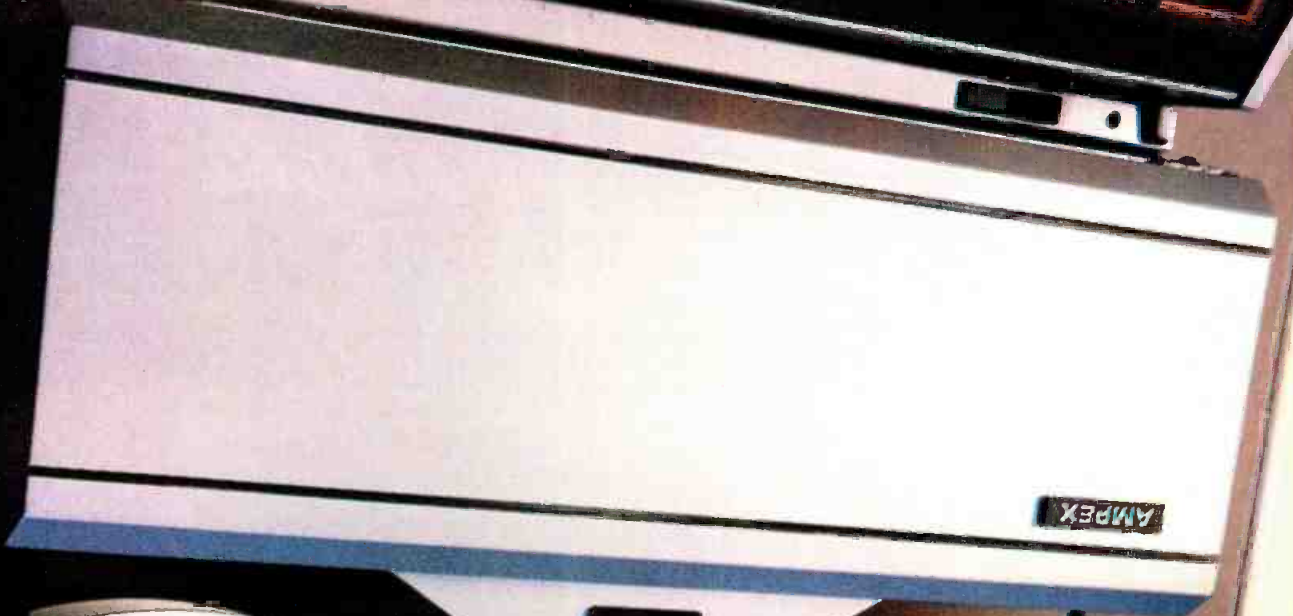
The Ultimate Type "C" VTR

VPR-3. The ultimate one-inch Type "C" VTR. It's all you ever wanted. In a single machine. For the compelling details, contact your local Ampex sales representative, or write Willie Scullion, National Sales Mgr., Ampex Corporation, Audio-Video Systems Division, 401 Broadway, Redwood City, CA 94063. Sales, spares and service worldwide.

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THE FASHION
IN BROADCAST
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advertisers renewing their accounts are: Armour & Co., Sears Roebuck & Co., Goodyear Tire and Rubber Co., General Mills Inc., Dell Publishing, the U.S. Army and *The Wall Street Journal*. Accounts joining CBS's eight-month-old youth-oriented network for the first time are: Atari, Warner-Lambert, Armour-Dial Inc., Gillette, Peter Paul Cadbury and George A. Hormel & Co.

During 1982 over 50 advertisers have used RadioRadio for part or all of their product line, according to a network spokeswoman.

Sound by satellite

Mutual will begin to send the *Dick Clark National Music Survey*—a weekly three-hour music and interview program—to affiliates via satellite beginning this weekend, making it the network's first music program to be transmitted on a regular basis via satellite. Initially, the show will be sent in monoaural audio on the network's supplementary satellite channels. But no later than June, after the installation of additional electronics at Mutual's 650 satellite earth terminals, the program will be delivered in stereo via two 15 khz channels on Westar IV, according to Jack Clementa, senior vice president for the Mutual Radio Network.

Logistics

A total of six transponders on three different satellites were used for a live, pay-per-view radio and TV simulcast for British rock

group The Who's North American farewell concert in Toronto Dec. 17. Wold Communications routed the various uplinks and downlinks for 20th Century-Fox Telecommunications, the concert's major televised distributor, and DIR Broadcasting, distributor of the FM stereo simulcast, and the Campus Entertainment Network, a closed circuit college entertainment network.

One channel of video and two channels of audio were uplinked at the concert's site to Canada's Anik D-1 satellite and pulled down 63 miles east at Buffalo, N.Y., before being uplinked again aboard Westar IV, transponder 7X, to Wold's New York operating center at the Empire State Building. Wold then retransmitted the signal by uplinking it to for different transponders on Westar IV and V for distribution to the Fox network of cable systems and STV stations, CEN and DIR. Fox accessed their feed through Westar IV, transponder 5D, and Westar V, transponder 1D, while CEN picked up their feed through transponder 6D on Westar IV, and DIR—using National Public Radio facilities—accessed through transponder 2D on Westar IV.

CBS' changes

Beginning today (Jan. 3), CBS News correspondents Reid Collins will take over anchor duties for the *CBS World News Round-Up* broadcast aired every weekday morning at 8 a.m. Collins replaces veteran newscaster Dallas Townsend, who has anchored the program for the past 25 years. Townsend will now be anchoring three hourly news-



Boston bargain. WRKO(AM) Boston becomes a primary Mutual affiliate on March 1 with a handshake between WRKO(AM) Boston Vice President and General Manager Bob Fish (seated left) and Ben Avery, vice president for station relations at Mutual (seated right) as WRKO Program Director Mel Miller (standing left) and Mutual's Regional Station Relations Manager Lynn McIntosh look on.

casts each evening. Late last week network officials were in the process of rearranging the entire schedule of hourly news anchors.

Mediator

The U.S. Court of Appeals for the Eighth Circuit has appointed a special master to conduct an inquiry into the facts surrounding the National Labor Relations Board's charges of unfair labor practices against Hennepin Broadcasting Associates Inc., licensee of KTCR-AM-FM Minneapolis, and its owner, Albert Tedesco. At the same time, the court denied Hennepin's motion to dismiss the NLRB's petition to hold Hennepin and Tedesco in contempt for failing to obey a court order issued five years earlier. The NLRB had maintained that Hennepin and Tedesco had violated that order by "coercively threatening reprisals" against station employees and by disregarding the company's "bargaining obligation" with the American Federation of Television and Radio Artists (BROADCASTING, Nov. 29, 1982). The court appointed a special master—J. Earl Cudd, a Minneapolis magistrate—in response to a suggestion from NLRB, after it noted that most of Hennepin's and Tedesco's responses to the NLRB's petition involved disagreements over facts.

News news

Larry McCoy has been named executive editor, CBS News, radio, with supervisory responsibilities over all hard news broadcasts on the CBS Radio Network. The announcement was made by Joseph T. Dembo, vice president, CBS News, radio. McCoy has been Northeast bureau manager for CBS News, based in New York City, since September 1981, and before that was copy editor for CBS News, radio.

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SONY
Broadcast



1982: Highs and lows of The Fifth Estate

New technologies and deregulation went hand in hand last year; Wasilewski leaves NAB, Fritts takes over; Paley steps down

The gates to the marketplace of the Fifth Estate opened wide in 1982, thanks to an indulgent gatekeeper, the FCC. Suddenly swarms of newcomers were admitted, indeed invited, to what had been a privileged sanctuary. LPTV, DBS, MDS, SMATV began clamoring for a share of attention that has been concentrated on AM, FM, UHF TV, VHF TV and cable. Deregulation on a hitherto unbelievable scale was the order of the day.

A prime example: AM stereo. After five years of deliberations, the commission last March decided not to decide which of five proposed systems could be standard for AM stereo broadcasting. Instead, it said broadcasters should begin broadcasting with any system they desired. The commission reasoned marketplace forces—principally the interplay of set manufacturers, consumers and broadcasters—would soon settle which system should be the de facto standard.

Proponents of systems so far: Harris, Kahn/Hazeltine, Motorola, Magnavox and Belair Electronics. The Kahn system, first to win type-acceptance, was first on the air at KDKA(AM) Pittsburgh and KTTA(AM) San Antonio, Tex., last July. The Harris system was first used two weeks later at WQXI(AM) Atlanta.

By yearend, more than a dozen stations were offering AM stereo, with no indications of marketplace choice but with some grumbling about the FCC's failure to pick a winning system.

The commission, on March 4, also gave birth to low-power television service by adopting rules for LPTV, a move it felt could result in 4,000 new TV stations. Some 6,500 LPTV applications were already pending at that time and a freeze—in effect since April 1981—continued as the backlog at the FCC's Mass Media Bureau remained.

The new LPTV rule, in superseding the old TV translator rules, also allowed 4,000 existing translator stations to become LPTV stations, simply by notifying the FCC of their change. Translators then could originate programming as long as they met minimal LPTV criteria.

In May, BROADCASTING surveyed the first 32 grantees for LPTV service. It found the recipient of the first grant in the continental United States, veteran broadcaster John Boler, had been providing service since Dec. 12, 1981, in Bemidji, Minn. With a 1 kw transmitter on UHF channel 26, Boler offered a mix of local daytime programming and a scrambled pay TV service after 7 p.m.

In June, the FCC opened the skies for direct broadcast satellite service, adopting "interim" rules for the licensing and operation of DBS. The rules were "interim," the commission explained, because it planned to revisit DBS—but perhaps after the first generation of satellites had outlived their usefulness—to adopt "permanent" rules for DBS. Immediate adoption of interim rules, the commission said, would enable it to act on the nine DBS applications already on file. It was also noted that all construction permits would be subject to the outcome of the Regional Administrative Radio Conference in the summer of 1983, when DBS frequencies and orbital slots are to be allotted to countries

in the western hemisphere.

In September, the first CP for DBS went to a Comsat subsidiary, Satellite Television Corp. In November, authorizations were awarded to CBS, Direct Broadcast Satellite Co., Graphic Scanning Corp., RCA Americom, United States Satellite Broadcasting Co. (Hubbard Broadcasting Inc.), Video Satellite Systems and Western Union Telegraph Co.

Many broadcasters, led by the National Association of Broadcasters, felt the new DBS services posed a threat to current broadcasting, especially local operators.

In June, the FCC affirmed its policy of relying on marketplace forces to help business when it voted unanimously to deregulate subscription TV. It deleted the prohibition of STV entry into markets served by four or fewer conventional television stations and eliminated a requirement that STV stations broadcast a weekly minimum of 28 hours of free conventional programming. Among other things scrubbed were the requirement for community ascertainment and the mandate that STV operators lease decoders to subscribers.

Though applauded by many, the FCC's action generated little expectation of dramatic growth for toll TV.

However, STV in a new form got a major recruit in August, when the FCC authorized ABC's five major-market TV stations and 199 of its 203 affiliates to become late-night (early morning) providers of pay TV programming. Under ABC's Home View Network plan, those stations will broadcast scrambled premium programming each weekday during predawn hours. The programming is to be received in subscribers' homes, unscrambled and recorded on automatic videocassette recorders for viewing at subscriber convenience. The start of HVN service in early 1983 was envisioned.

The FCC also was midwife in the birth of cellular radio, the mobile communications service that had been in gestation for more than a decade. On June 7, the commission began accepting applications for franchises. At the front of the line in the top-30 markets were established broadcasters such as Metromedia, LIN, Cox and Associated Communications. The larger applicants among the 200 filings also included AT&T, Graphic Scanning (the nation's largest radio paging service) and MCI.

The first cellular radio grant went to AT&T's Advanced Mobile Service in October for a 17-cell system in Chicago targeted to start in November 1983.

The lagging economy in 1982 appeared to have little effect on the buying and selling of broadcast facilities.

A new record for station trading was set in late October when the Signal Companies announced it was pulling out of Golden West



FCC's new big cog. The commission's consolidation of the former Cable Bureau and Broadcast Bureau into an expanded Mass Media Bureau became official Nov. 30, 1982. Laurence Harris (l), former chief of the Broadcast Bureau, is chief of the Mass Media Bureau. Sharing the bureau's workload with Harris are (l-r): William Johnson, deputy chief; Henry (Jeff) Baumann, deputy chief; William Hassinger, engineering assistant, and Molly Pauker, legal assistant.



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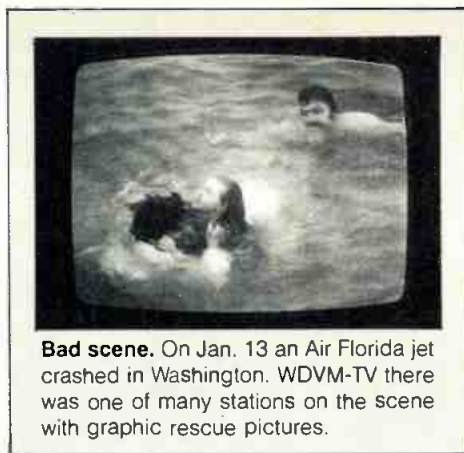


Broadcasters by transferring its 49.9% in the company to GWB Chairman Gene Autry, already 50.1% owner in his own right. At the same time, GWB's KTLA(TV) Los Angeles was to be spun off for \$225 million to a new company formed by the investment firm of Kohlberg, Kravis, Roberts & Co. Purchase price is to be augmented by another \$20 million consideration to Autry. That total of \$245 million will be the largest price ever paid for a broadcast station—\$25 million more than Metromedia paid for WCVB-TV Boston in a transfer announced in 1981 and approved by the FCC in 1982.

A BROADCASTING editorial Nov. 29 examined that sale along with the October swap of Chronicle Broadcasting's KRON-TV San Francisco plus \$100 million for Gannett Co.'s KOCO-TV Oklahoma City; the August purchase of Field Enterprises' WFLD-TV Chicago by Metromedia for \$136 million, and Allbritton Communications' intention, announced in November, to acquire Leake TV's KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla., for more than \$80 million.

The editorial noted the high prices being paid for TV stations "despite the proliferation of competition among the electronic media." It concluded: "Clearly buyers with established reputations as savvy operators think television is here to stay—for a long time."

However, at least two group broadcasters either did not share that thinking or who felt a need to regroup their resources. One was General Electric, which put WGY(AM) Schenectady, N. Y., on the air in 1922 as the



Bad scene. On Jan. 13 an Air Florida jet crashed in Washington. WDVM-TV there was one of many stations on the scene with graphic rescue pictures.

start of an eventual extensive portfolio in radio and TV. In November, GE announced it was putting all eight of its radio stations and two of its three TV stations up for sale. Brokers estimated the total value of the offering would be between \$90 million and \$100 million. GE said it would retain KOA-TV Denver and its 13 cable systems.

Earlier, in August, Field Communications disclosed that it was selling its five UHF TV stations, all independent UHF's. In addition to the sale of WFLD-TV (see preceding), it contracted in November to sell KBHK-TV San Francisco to United Television for \$23 million and WLVI-TV Cambridge (Boston), Mass., to Gannett for \$47 million.

A stimulus to future trading in all broadcast media was provided by the FCC in November: repeal of its antitrafficking rule

which essentially barred broadcasters from selling stations within three years of acquisition. Contending current broadcast marketing conditions didn't warrant retention of the rule, the commission majority voted to dump it with one restriction. Licenses of new stations will have to operate them for one year if a permit was won in a comparative hearing.

RKO General's 13-year struggle to retain its license for WNAC-TV Boston finally ended when it signed off the station May 22. The new licensee of the channel 7 facility, New England Television Corp., put its successor, WNEV-TV, on the air the following morning. The final setback to RKO had come in April: The Supreme Court refused, without comment, to review the FCC's refusal to renew WNAC-TV. That was one part of protracted proceedings that involved other RKO broadcast licenses. The FCC concluded that RKO had demonstrated lack of candor in withholding evidence of wrongdoings of its parent, General Tire & Rubber Co., in the bribery of foreign officials and maintenance of an illegal political slush fund, among other things.

In February, the FCC granted the Boston channel 7 facility to New England Television Corp. The authorization was conditioned on Supreme Court affirmation of the RKO denial. Following the high court's refusal, in April, to reconsider the denial, NETV struck a bargain with RKO to buy WNAC-TV's assets for \$22 million.

This was only the second time that the FCC denied renewal of a TV license. Coin-

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SONY
Broadcast



identally the first also occurred in Boston where WHDH-TV (now WCVB-TV) lost its license in 1969.

RKO apparently managed to dodge a bullet aimed at its WOR-TV New York, however. It followed legislation introduced by Senator Bill Bradley (R-N.J.) who had long fought to get a commercial VHF for his state. Bradley's legislation, attached as a rider to a tax bill, provided for an automatic license renewal "for a term not to exceed five years" of any VHF facility in another state that agreed to relocate to New Jersey. The FCC, following the congressional mandate, last month approved a plan to move WOR-TV studios and offices across the Hudson to Secaucus, N.J.

Multi-State Communications, which spent close to a million dollars in its 10-year challenge for the WOR-TV license, may appeal.

Broadcasters concerned about license-renewal expectancy got a breath of fresh air in the long, hot summer from the U.S. Court of Appeals. In what was called a benchmark decision, the court, in July, supported an FCC decision that renewed Cowles Broadcasting's WESH-TV Daytona Beach, Fla. The court affirmed the FCC's new policy for considering comparative-renewal proceedings—a policy that said "renewal expectancy" is a factor to be considered, and that the better the record of the incumbent the greater the renewal expectancy to which the licensee is entitled.

BROADCASTING editorially applauded the court's changed attitude—in 1978 the same judge had sent back the original renewal of



Proud parents. Ted Turner's Cable News Network got some competition on June 21 as Satellite News Channels went on the air. The cable service is a joint venture of Group W and ABC. Shown at the ceremonies are (l-r): SNC President Bill Scott; Group W Chairman Dan Ritchie, Group W Television President Bill Baker, and Group W Satellite Communications President Jonathan Hayes.

the Cowles licensee and decried favoritism for incumbents. But, the editorial noted, even this later indication of protection for licensees was not enough since it left to the FCC the judgment of what constitutes "substantial" service and invited the commission deeper and deeper into program surveillance.

"More than ever," BROADCASTING concluded, "it is evident that legislation is needed to repair the renewal process that has developed under present provisions of the Communications Act. Last week's court decision, helpful as it is, gives broadcasters no reason to abate their work on Capitol Hill."

The man with the longest tenure as president of the National Association of Broadcasters, Vincent T. Wasilewski, stepped down in October 1982. A veteran of the trade association since 1949 and the last 17 years its president, Wasilewski went into private law practice.

"I've always been one to feel that if you're going to leave a job voluntarily, you leave when you're on top," he told BROADCASTING March 23 in an exclusive interview.

The search for a new NAB president proved to be long and sometimes acrimonious. The final choice was made at a five-hour meeting in Chicago Aug. 9 when the association's joint board elected Edward O. Fritts of Fritts Broadcasting Co., Indianola, Miss. Fritts had removed himself from the chairmanship of the NAB joint board to become one of a lengthy list of candidates vying for the presidency.

Fritts won by a 24-20 vote just six days after a 12-member search committee had recommended that the job go to another broadcaster, former NAB Joint Board Chairman Donald Thurston of Berkshire Broadcasting Co., North Adams, Mass.

While the exodus of Wasilewski drew the major attention of the industry in 1982, it was prologue to another top echelon change in 1983: the announced departure of William S. Paley from the chairmanship of CBS Inc.

Paley, who bought the company for \$500,000 in 1928 and built it from a rudimentary radio network to a communications conglomerate doing more than \$4 billion in

annual business, announced in September his planned resignation on April 20, 1983. He said he would turn the chairmanship over to CBS President Thomas H. Wyman but that he would remain "active" on the board of directors, continue as chairman of the board's executive committee and would enter into a long-term consulting agreement with CBS. It was estimated that at the time he held 6.9% of CBS's common outstanding shares.

Paley, 81 last Sept. 28, emphasized he wanted to change his pace. Thus, he said, he plans—"for example"—to become a partner in Whitcom Investment Co., founded by his late brother-in-law, John Hay Whitney.

"The Year of the First Amendment" was the theme of the NAB's annual convention in April. That was spelled out in January by the association's joint board at a midwinter meeting in Kauai, Hawaii. It put the First Amendment campaign in gear by designating veteran CBS newsmen Walter Cronkite as the Distinguished Service Award recipient for the upcoming April convention. And the board unanimously adopted a resolution calling for repeal of the equal-time law which also contains the fairness doctrine.

Keynoter Vincent T. Wasilewski opened the convention in Dallas by telling broadcasters the key to their future is the ability to compete on an equal basis with other electronic media. The NAB president emphasized: "If this is to be the threshold decade of the communications age, broadcasters must have the freedom to speak out and report information without government oversight, which easily could become government censure."

The theme was underscored the next day by Senate Commerce Committee Chairman Robert Packwood (R-Ore.). In a luncheon address he warned that the public's First Amendment rights might not survive in the current information explosion unless the Constitution is amended to guarantee those rights without question to all media. Accordingly, he said, he was announcing his plan to seek an amendment to the Constitution to that end.

Packwood said it was not proper to make

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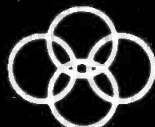
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his announcement at the NAB convention because "he couldn't think of an audience that could be more urgently interested in assuring their future First Amendment rights."

FCC Chairman Mark S. Fowler, who made repeal of the fairness doctrine, equal-time law and other political broadcasting rules a standard of his chairmanship, climaxed the rally in a speech that closed the convention. Saying 1982 was a year of decision for broadcasters, he urged support of pending legislation to repeal content regulations, not for the economic gain that it might bring, but for the opportunity it would give broadcasters to program freely in the future.

Prime time honors for the 1981-1982 season went to CBS-TV for the third straight year. Nielsen in April reported that CBS-TV for the season (Oct. 5, 1981-April 18, 1982) had averaged a 19.0 rating and a 30 share. ABC-TV was second with 18.1/29 and NBC-TV a distant third with 15.2/24.

It was NBC-TV's lowest-rated season ever, the network ending the season without a weekly win. CBS-TV won 19 weeks, ABC took eight and there was one ABC-CBS tie.

Overall, the three networks delivered 2.3% fewer homes than in the 1980-1981 prime time season—down from 43,620,000 to 42,630,000 homes per average minute.

In September the TV networks prepared for the 1982-83 season with the infusion of 24 new series (or 25 if the move of *Taxi* from ABC-TV to NBC-TV were included).

Despite the shuffling and special promotions at the fall starting gate, CBS-TV was still out in front of the prime time race going into December. For the first nine weeks, CBS-TV's season-to-date averages were an 18.3 rating and 29 share. ABC was second (16.7/27) and NBC third (15.7/25).

Of the new entries, by yearend ABC-TV had put *The Quest* and *Star in the Family* in hiatus for possible later reuse; CBS-TV had dropped *Tucker's Witch*, and NBC-TV had canceled *Gavilan* and *The Devlin Connection*. And overall, the new crop was faring poorly.

Sports in the fall of 1982 provided moments of joy and despair for the TV networks, in prime time as well as in other dayparts.

In October, ABC-TV won big audiences with its coverage of the divisional playoffs in baseball's major leagues. Then NBC-TV soared into the rarified air of weekly ratings with its seven-game coverage of the World Series.

Conversely, broadcasters lapsed into eight weeks of despair when a National Football League players strike blacked out pro football broadcasts and blitzed the television networks' ratings as well as their hopes for strong lead-in programming.

The Reagan administration's high hopes for Radio Marti—first announced in September 1981—were lower at the end of 1982.

A bill to authorize Radio Marti was introduced in February 1982 by Representative Clement J. Zablocki (D-Wis.), chairman of the House Foreign Affairs Committee. The measure (H.R. 5247) was companion to a bill (S. 1853) offered to the Senate by Foreign Relations Committee Chairman Charles Percy (R-Ill.).

The bill called for \$10 million to cover construction of Radio Marti, which was to broadcast news and commentary about Cuba to Cuba in an attempt to offset propaganda of the island nation's government. The high-powered Radio Marti was named for a Cuban poet-patriot, Jose Marti, who died in 1895 during Cuba's war for independence from Spain.

As expected, 1040 khz (the U.S. clear channel on which WHOJAMJ Des Moines, Iowa, is the dominant station), was originally specified for Radio Marti. However, Cuba said it would establish a 500 kw station on that frequency and, in effect, would not only obliterate Radio Marti's signals, but also create interference for other U.S. radio stations.

The bill was passed by the house in August. But it died in the Senate during the lame-duck session after Thanksgiving. It was mostly a victim of broadcasters' fear that the proposed Radio Marti would provoke countermeasures from Cuba and seriously compound the interference problem Cuban stations are already causing American stations.

As the measure went down, in December, it was assumed that the administration would reintroduce it in the next Congress.

The hard stances on cable copyright legislation seemed to have softened somewhat by September of 1982 when the House passed H.R. 5949. The bill introduced amendments worked out after months of negotiations with parties involved, more notably, the National Cable Television Association, National Association of Broadcasters, National Religious Broadcasters, Motion Picture Association of America and National Association of Public Television Stations.

However, allegiances switched by the time the bill reached the Senate Commerce and Judiciary Committees. In addition to sports interests that wanted more than the present blackout protection in FCC rules, other groups—such as those representing the new technologies and certain minorities—raised their voices.

The result was that H.R. 5949 was in jeopardy by early December. The coup de grace came in the lame-duck session when the Senate Commerce and Judiciary Committees postponed action on the measure. A number of Commerce Committee members had requested that a markup be delayed indefinitely and Judiciary wanted Commerce to make the first move.

One divisive factor in cable copyright legislation stemmed from October rulings of the Copyright Royalty Tribunal. The CRT ordered an increase in royalty rates paid by cable TV systems that carry new distant television signals. The tribunal also placed additional fees on signals currently carried that were previously covered by the since-repealed FCC syndicated exclusivity rules.

The NCTA, backed by the NAB, responded in November by seeking an amendment in the copyright bill to stay the CRT rate adjustments, a move opposed by motion picture interests. Ted Turner got into the act with a partly successful attempt to attach the CRT amendment to the budget reconciliation bill passed by the Senate and finally adopted by both houses.

It provided for a two-and-one-half month

delay, until March 15, of the effective date for the CRT-mandated increase. A Senate version of the amendment would have stayed the increase pending judicial review and a final order. That could have taken years. But, because of changes forced by House conferees, the stay was made for the shorter time—a decision that many felt had lessened the victory for cable.

Life at public broadcasting during 1982 was in the shadow of the administration's budget ax. It precipitated a frenzied search for alternate funding, not only by public broadcasters but also by their friends in commercial broadcasting.

An NAB Task Force on Public Broadcasting, chaired by Tom Bolger of WMTV(TV) Madison Wis., sifted through 40 options before recommending nine ideas to the Temporary Commission on Alternate Funding for Public Telecommunications. TCAFPT was set up with the responsibility of reporting to Congress on alternate funding avenues. But its report on July 1 to Capitol Hill was pessimistic. It noted that there were no immediate solutions to the funding problems and didn't foresee any options that could replace federal funds.

One tangible move toward self-funding was the advertising experiment on public television that had been authorized by Congress. Ten stations initially were selected for the test. WYES-TV New Orleans on March 26 was the first to air a commercial—a 30-second spot for New Orleans Business Machines, one of a 13-week flight purchased by the company.

The right of public broadcasting stations to editorialize was backed Aug. 5 in a decision by a U.S. district judge in Los Angeles. The case, dating back to 1979, involved a challenge to the contention that Congress mandated such a ban on editorializing in the Public Broadcasting Act of 1967. When the FCC and Carter administration's Justice Department said they could not defend the law, the case was dismissed for lack of a basis on which a constitutional decision could be made.

The case is now in the Supreme Court after Justice filed its appeal there in September.

In November, U.S. District Court Judge Harold Greene officially interred the National Association of Broadcasters codes of industry regulation. It happened with his approval of a settlement of an antitrust suit filed in 1979 by the Justice Department against the TV code's commercial time standards. Actually, the NAB dismantled its self-regulatory mechanism last March after Greene granted Justice a summary judgment on one aspect of the suit and ordered trial on two other phases.

The issue may not be entirely closed. The NAB, in July, indicated it would attempt to draft new guidelines after Judge Greene ruled finally in the matter. BROADCASTING editorially expressed its puzzlement at the NAB's "compulsion to write institutional regulation while decrying government control."

Late on a Tuesday afternoon in August, Judge Harold Greene signed an order and in the process invited AT&T to enter what its chairman, Charles Brown, called the "infor-

mation age." The order dismissed the government's eight-year-old antitrust against the communications giant in accordance with a decree both sides had signed in January, but later modified in accordance with Greene's views.

The decree mandated that AT&T divest itself of its 22 local telephone companies that account for two-thirds of its \$138 billion in assets. But of more importance to AT&T, the agreement superseded an earlier decree that had barred AT&T from offering the new telecommunication services that technology is creating.

The final order, however, did bar the company, for at least seven years, from entering into electronic publishing—the transmission of news, sports and other information that it would originate. The ban had been sought by the nation's newspaper publishers and was appended to the final order as the result of one of Greene's proposals.

For seven months of the year, an attempt was made in Congress to establish telecommunications policy through legislation and, in the process, put restraints on AT&T. The bill (H.R. 5158) called for a major rewrite of the common carrier sections of the Communications Act.

But its main proponent, House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), threw in the towel in July and angrily denounced AT&T's tactics in defending itself.

The AT&T restructuring moved closer to

fruition on Dec. 16 as the company submitted its plan for reorganization to Judge Greene. The plan is expected to pass muster at the U.S. district court in Washington, the Justice Department and the FCC.

And also in 1982:

■ "The best friend the industry ever had," Sol Taishoff died, Aug. 15. That was just one of many tributes in eulogies for the 77-year-old editor of BROADCASTING and chairman of the board of Broadcasting Publications. For more than 50 years, since BROADCASTING's founding Oct. 15, 1931, he was the magazine's driving force and tireless reporter. A high point among many honors accorded him came Oct. 15, 1981, at a dinner recognizing him and BROADCASTING's 50th anniversary. It drew some 1,200, representing past, present and future leaders of the Fifth Estate. In his videotaped tribute, President Ronald Reagan called Taishoff a "giant in the publishing industry," and "an excellent journalist," who "never forgot the importance of fairness and accuracy and [whose] deep belief in freedom of the press won him the admiration of all who knew him."

■ Baseball and football continued to lure audiences and advertisers. BROADCASTING's annual preseason survey of the major leagues found total baseball rights payments of more than \$118 million. Also, the price of a 30-second World Series spot on NBC-TV was \$185,000. A comparable study prior to the college and pro football season found a

total rights tab of \$493.7 million. But with the fall strike of pro football that figure will be somewhat less. Super Bowl (Jan. 30, 1983) on NBC-TV will command \$400,000 for a 30-second commercial.

■ FCC Chairman Mark Fowler faces the prospects of a less crowded meeting room this summer. Congress passed, and President Reagan in September 1982 signed, legislation that will reduce the size of the FCC from seven members to five. The measure, which was part of a larger budget reconciliation package, was introduced by Senator Harrison Schmitt (R-N.M.) and remained in the bill during conference with the House. Two seats on the FCC are to be eliminated June 30, 1983: those of Republican Commissioner Stephen Sharp, whose term began just last October, and Democratic Commissioner Joseph Fogarty, whose term expires June 30.

■ Coca-Cola Co. got into show business with a bang in January, when it offered more than \$900 million to buy Columbia Pictures Industries in January. The deal later was reworked to exclude CPI's group station owner, The Outlet Co., from the purchase. Then, at the end of November, through CPI, Coca-Cola entered into an alliance with CBS Inc. and Time Inc. (through its Home Box Office subsidiary) to establish a new major motion picture production firm. One objective to be explored by the venture is production for the pay-per-view market of subscription television. □

HOW DOES AN EVOLUTION BECOME A REVOLUTION?

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THEIR PERSPECTIVE ON SELLING SPOT TELEVISION HELPS BLAIR STATIONS GROW



(left to right)
William E. Bředa, Jr., Vice President / National Sales Manager
James R. Kelly, Senior Vice President / General Sales Manager
Patrick J. Devlin, Executive Vice President

Pat Devlin, Jim Kelly and Bill Breda share a tough, realistic approach to management. That's what it takes to successfully direct the efforts of the industry's biggest and best sales organization—and to work with the country's most successful stations and station groups.

Blair's sales leadership team has the experience and skill to guide a 400-plus, strong sales organization that is involved in virtually every national spot buy that is made.

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Our perspective helps our stations grow.



1983

THE SECOND 50 YEARS OF THE FIFTH ESTATE

Policy: Marketplace has become the watchword

Can the marketplace do it better is the criteria by which new and existing regulations are judged

Broadcasters and others in telecommunications who keep an eye on Washington are looking forward—probably with mixed emotions—to 1983 as a year in which the transformation of their industry from one regulated by government to one regulated by the marketplace will continue. It is a transformation in which the FCC, lean and mean in the single-mindedness of its purpose, is expected to take the lead. For the 98th Congress, which opens this week, may not be any more successful than the 97th in overcoming institutional pitfalls and the guerilla tactics of special interests to accomplish much of what some of its members would like. But on balance, changes are a certainty. At the FCC, for instance, there is talk of 1983 as the year of "revolutionary change," as one commissioner put it, in the commission's multiple-ownership rules. Pending rulemakings could result in the addition of scores of new VHF and FM stations serving the country. The irresistible movement toward change will meet the immovable object of the status quo in what is shaping up as a titanic battle over the proposed repeal of the network financial-interest and syndication rules. Deregulation of television, to the extent radio has already been deregulated, seems inevitable. And the commission seems likely to allow teletext to emerge as a new service largely free of regulation. On the common carrier side, the agency will consider extending its deregulatory run to a variety of common carriers, including domestic satellite carriers. In all, not an uninteresting agenda.

On Capitol Hill, staffers are viewing it with a mixture of approval, wariness, resentment and frustration. They see it as Congress's job to set policy but acknowledge an inability of the last Congress to move decisively in the broadcast or common carrier areas. And although some of what the commission has in mind for 1983 conforms with what is in vogue on Capitol Hill, there is a feeling in some quarters that the commission is moving too fast—indeed, that it may be considering actions it lacks the authority to adopt. On one point, there is agreement both at the FCC and on Capitol Hill: Meaningful deregulation of radio and television and cable television is a gift only Congress can confer. Whether it will—at least, the degree to which it will—is a story likely to take the next two years to write. Then, too, there is the question of cable copyright legislation. Will Congress, which failed the task last year, try again? Conventional wisdom—and a key member of Congress—suggest no.

The principal multiple-ownership rule targeted for attack by the commission is 7-7-7, which prohibits any person or company from owning more than seven AM's, seven FM's and seven TV's (no more than five of them VHF). Whether the commission will aim for complete repeal or an increase in the limits of ownership—one with more of the color of reason than the present rule—remains to be seen. But the rationale would be the same: to introduce greater flexibility in the station-trading market and provide for the creation of entities large and rich enough to generate additional programming.

The commission's so-called attribution rule will, as a collateral matter, also be subject to change. At present, a bank or other

financial institution owning at least 5% of a broadcasting station is considered an owner, even if the institution pledges not to attempt to influence station policy. Liberalizing the attribution rule, one commission aide says, "will bring more money into the business."

Those changes would not be the first in 1983 affecting the commission's ownership rules. The commission is expected to act early in the year—and favorably—on its proposal to repeal the rule preventing networks from owning cable systems.

If those liberalizing measures stimulate activity in the broadcast marketplace, what would adoption of the proposals to open the door to additional VHF and FM stations do?

The proposal to drop VHF allocations into markets where existing stations would be assured protection equivalent to that which they could expect from a minimum-spaced full service station could spark an enormous surge of interest in television ownership. Consider the interest shown in low-power television when *that* service was opened to applicants. Adoption of the proposal is not a foregone conclusion: it is, in fact, one of the more politically charged issues to come before the commission. But FCC Chairman Mark S. Fowler, who has made much of his belief in competition, is described by those close to him as committed to supporting drop-ins where engineering standards would be met. The commission is expected to grapple with that issue by mid-year.

Repeal of the rules barring the networks from obtaining subsidiary financial interests and syndication rights in the programs they acquire for broadcast has become a major cause by the networks. They cite eroding percentages of viewers and an increasing number of competitors not bound by the same rules as validating their argument that their negotiations with producers need be governed by nothing more than the forces of the marketplace. They also say the rules work against the interests of smaller producers, since it prevents the networks from providing the capital they need. Not so, say producers, large and small. They contend that with repeal, ABC, CBS and NBC would have the same kind of unfair leverage in bargaining that the networks were said to have enjoyed in 1970, when the rules were adopted. Both sides, with the aid of prominent and well-paid counsel, have told their story to commissioners, members of Congress and officials in the executive branch. (Supporters of the rules visited with presidential counselor Edwin Meese III last month ["Closed Circuit," Dec. 20, 1982].) And now, the official comments are being prepared. The deadline for the first round is



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Jan. 26.

Opponents of change would appear to have the toughest task of persuasion. The majority of the commissioners, at least, find such rules distasteful. And a natural inclination to be done with them finds support not only in the study of a network staff appointed by former chairman Charles D. Ferris (it said, almost in so many words, the rules make no sense), but, at least as important, in the public positions taken by the affiliate groups of the three networks. It was the opposition of those groups that helped seal the fate of earlier move on the part of the networks to win repeal of the prime time access rule—a rule not held in high esteem by the Fowler commission.

The proposal to deregulate television as radio has already been deregulated—eliminating formal ascertainment procedures for determining a community's needs and interests, as well as guidelines for judging a station's performance in terms of nonentertainment programming and time spent on commercials and the requirement that stations maintain programming logs—seems a foregone conclusion in the new year. But there could be a hitch—a decision by the U.S. Court of Appeals in Washington overturning the commission's order deregulating radio. The court, which is considering the matter on appeal, is expected to announce a decision soon.

The question confronting the commission as it moves, with no great speed, to allow broadcasters to offer teletext service over their facilities is whether it should select the particular system that would constitute the required standard—or permit that choice to be made in the marketplace. Under the same circumstances, the commission opted for the marketplace in establishing AM stereo as a service. Among other things, the commission cited the fear that court suits could stall initiation of the service for years if the commission made the choice. The same concern—as well as the preference for the marketplace approach generally—is at work in the teletext preceding.

The commission chose competition as a means of regulating the subsidiary AT&T was required to establish in the Computer II inquiry, and the U.S. Court of Appeals in Washington agreed the commission had acted within the requirements of the Communications Act. The commission's decision to permit owners of communications satellites to sell transponders to programmers rather than requiring the owners to offer time on transponders on a first-come, first-served basis, is under court challenge. And as part of its continuing "competitive carrier" saga, the commission will act early this year to deregulate additional types of carriers—that is, drop the requirements that they file tariffs and applications for construction permits. Carriers already designated as "nondominant," such as MCI and resale carriers, could be included. But so could domestic carriers, such as RCA and Western Union. The theory, again, would be that market forces would serve the regulatory function now performed by the commission.

The commission, in its drive to promote competition, is not simply hacking away at old shackles. Under consideration is a pro-

posal to reduce ultimately by half the four-degree spacing now required between satellites. The proposal—on which the U.S. has reached agreement with Canada and Mexico—would substantially increase the amount of communications satellite service that would be made available.

On Capitol Hill, competition and deregulation are also regarded as worthy goals. But at times, visitors get the impression the commission is seen as something of a loose can-



Wirth

non.

Ward White, the Senate Commerce Committee's majority senior counsel, speaking at a seminar sponsored by the Federal Communications Bar Association last month, expressed concern about what he saw as the commission's penchant for refraining from regulating common carriers in the face of what he says is the Communications Act's requirement to the contrary (BROADCASTING, Dec. 13, 1982).

And on the House side, aides to Representative Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, note that some members of that panel oppose repeal of the financial interest and syndication rules. Representative Henry Waxman (D-Calif.), in fact, introduced a bill during the lame duck session of the last Congress to write those rules into law (BROADCASTING, Dec. 6, 1982). The aides also intend to monitor the commission's action in amending or repealing the 7-7-7 rule. "In what way will they get rid of it?" one asked, rhetorically. "Some restrictions make sense."

But other than jawboning and threats of legislation, what can be expected of Congress in telecommunications matters in the next two years?

In the common carrier field, at least, the answer would appear to be not much. The Senate Commerce Committee in the first year of the 97th Congress approved a major piece of common carrier legislation, then saw it clear the Senate by a 90-4 vote, only to die in the House. The committee is not expected to try again in the 98th Congress, unless the House indicates a readiness to act. And Wirth, who felt compelled to abandon the fight for legislation after supporters of AT&T blocked action on a measure on which he had won unanimous approval in his subcommittee, appears to have lost the desire to try again—at least on the same

scale. "We can change Title II"—the section of the Communications Act devoted to common carrier—"but not in a 150-page bill," said an aide. He and others thus did not rule out legislative effort: they indicated a relatively modest bill was a possibility. But intense interest in the subject appeared to be lacking.

In fact, Wirth is expected to cut back generally on the time he devotes to telecommunications matters. The subcommittee's full title indicates the jurisdiction includes consumer protection and finance as well as telecommunications issues. And a staff reassignment plan indicates Wirth intends to spend more time than he has in the past on finance. Aides also say Wirth's responsibilities as chairman of the Democratic caucus task force on long-term economic policy and as a member of the House Budget Committee will consume an increasing amount of his time. "He won't have as much time for communications," said one aide.

That would not rule out action on broadcast deregulation, however, although the bill Wirth could support would fall short of broadcasters' ideal. The National Association of Broadcasters might dream of legislation like that offered in the last Congress by Representative James Broyhill (R-N.C.), ranking minority member on the House Commerce Committee. His proposals, contained in two separate bills, would have eliminated all content regulation, including the political broadcasting rules, codified the commission's deregulation of radio and extended it to television and eliminated comparative renewals.

Not even the broadcast deregulation bill passed by the Senate went that far. It only codified the commission's deregulation of radio and eliminated the comparative renewal proceedings for both radio and television—and authorized the commission to collect licensee fees to cover the cost of regulating the telecommunications industry. It would not eliminate the political broadcasting rules, including equal time and the fairness doctrine, even in radio, which is regarded as a highly competitive industry.

The NAB, unlike the National Radio Broadcasters Association, has vigorously opposed a spectrum fee. But one NAB official, aware of Wirth's feelings on the matter, said bleakly of deregulation, "There will be a price."

A new cable copyright bill may be introduced in the new Congress, one that would carry forward provisions put together so laboriously over the previous 18 months by Representative Robert Kastenmeier (D-Wis.) and representatives of five affected groups—the NCTA, the NAB, the Motion Picture Association of America, public broadcasters and religious broadcasters. But there was no sign last week of who would work for it.

Kastenmeier, who as chairman of the House Judiciary Subcommittee on Courts, Civil Liberties, and the Administration of Justice, played the leading role in putting together the compromise among the contending parties, indicated in the final hours of the last Congress he is not prepared to try again. The compromise fell apart in the Sen-

ate, during the lame duck session, when professional sports leagues sought amendments to protect their interests and when the decision of the Copyright Royalty Tribunal raising the compulsory license fees cable systems would pay hopelessly complicated the legislative process.

After viewing the ruins of his 18 months of work, Kastenmeier said, "This is a rather complex [matter] to put together again and send to the Senate. It's unlikely the parties can be gotten together again. . . . I feel no special obligation to send another bill in the next session." Kastenmeier expressed the hope the Senate would take up the matter in the next Congress.

Senator Strom Thurmond (R-S.C.), chairman of the Senate Judiciary Committee, has offered Senator Charles McC. Mathias (R-Md.) the chairmanship of a new subcommittee that would deal with intellectual property. Mathias has not yet responded to the offer; he wants to make sure the jurisdiction would be sufficiently broad. But if he

accepts, an aide said last week, he "would have to address the issue of cable copyright. It's one of the important issues of the day." Whoever takes the job, though, would start afresh. One Judiciary Committee aide said a new subcommittee would take time to lay the groundwork with hearings before drafting a bill.

Kastenmeier probably was not overestimating the task of rebuilding. It was apparent that the cable industry, for one, could not easily be enticed back into an agreement. James Mooney, executive vice president of NCTA, said the cable industry "has no desire" to have imposed on it the syndicated exclusivity and must-carry provisions that were part of the compromise that constituted the cable copyright bill. "My guess," he said, "is that there will be no legislation in the next Congress."

If cable copyright legislation lacks an ardent sponsor, another piece of failed legislation in the 97th Congress does not—the administration-backed Radio Marti bill. Senate

Majority Leader Howard Baker (R-Tenn.) said it would be introduced again in the 98th Congress and given "urgent priority."

But the issue on which the committee is likely to attract most attention is the ongoing project of Chairman Bob Packwood (R-Ore.) to draft a constitutional amendment that would assure electronic journalists the same protection the First Amendment guarantees the print press. Packwood, who announced the project at the NAB convention in Dallas last April (BROADCASTING, April 12, 1982), and who had conducted two hearings on the proposal, plans further action in 1983. He will convene a panel of constitutional experts and hold further hearings, possibly in February.

It was not clear, as 1982 ended, whether the Packwood project will succeed. But as 1983 begins, it serves as a reminder of the dynamism of the telecommunications industry—a dynamism with which the commission and Congress are struggling, not always successfully, to keep pace. □

1983

THE SECOND 50 YEARS OF THE FIFTH ESTATE

Journalism: Catching a breath before the elections

The year may be a time to tighten belts and pull back after the big events and big costs of 1982

While nobody wants to use the word "dull," broadcast journalism's 1983 outlook for big news doesn't seem to hold out the promise of the flashy and hot developments experienced in 1982. Underlying that feeling on the part of many media observers is the fact that this is a swing year between the off-year elections and 1984's political campaigns, and that 1982 saw the Falkland Islands war explode, the Middle East heat up again, a royal wedding and the continuing struggles in Poland and El Salvador.

Similarly, what additional news the Fifth Estate might generate internally will be up against a tough comparison—the rapid expansion of news coverage on many levels in 1982, when the three commercial television networks instituted a variety of late-night and early-morning newscasts, when another 24-hour cable news operation, Satellite News Channels, got under way, and what was intended as a pre-emptive third, CNN2 (later rechristened CNN Headline News), quickly developed into a broadcast news vehicle.

That's not to say things won't be happening in journalism in 1983—if for no other reason than that noted by NBC's vice president, news programs, Gordon Manning, that "other factors of the human experience" aside from those that can be neatly sched-

uled in advance, are likely to generate headlines that have to be followed. "If you had asked me a year ago if I thought there'd be a war in the Falklands, I'd have said that's crazy," Manning remarked.

Then, there are some news business developments to anticipate. Metromedia is assembling its *Prime Time News* nightly effort: this year's ITNA defectors will be working with WPIX(TV) New York, to meet their needs for product; a revamped *NBC Magazine* should return March 19; later in the year the Telepictures/Gannett joint effort in syndication, *Newscope*, is set to launch, and Satellite News Channel 2, to be produced by ABC News in ABC's joint venture with Group W Satellite Communications, is to come on the scene.

During the coming year, there certainly will be efforts by both ABC and NBC to close the prime-time news ratings gap that CBS News' Dan Rather has been opening this year.

Exercising restraint is one 1983 trend that many will talk about but few want their names pinned to. In the words of a network executive, "We'll all be running close-hauled this year" thanks to the economy's effect on industry budgets. "We'll be watching every dollar spent more closely," he says. And the fact remains that there is a dearth of scheduled news events on the calendar so far—"fewer than any year I can remember," according to one observer.

At the station level, RTNDA President Dean Mell, news director of KHQ-AM-FM-TV

Spokane, Wash., sees "no radical changes" in the 1983 offing. He characterizes the year as a "time to regroup...to pause and catch your breath," at least for television journalists. Mell expects a continuation of the pattern of "local stations going farther afield...beyond their ADI" to collect news. But, his talks with television news directors suggest 1983 will be a year of "flat budgets and staff sizes," and he thinks the expansion of local news airtime will flatten out as well.

Radio, Mell suggests, may prove a "different ballgame," with that portion of the industry on the verge of changes brought by deregulation. "Where the action is" he believes, "lies in the sorting out of a radio station's identity—marginal news stations may find it convenient to dump news...traditionally strong stations may beef up their role. We might see some more all-news stations."

Meanwhile, RTNDA will be taking a close look in the coming year at where the whole business is going. Mell says the organization has commissioned a study, with WGN-TV Chicago News Director Paul Davis, heading the effort, to examine cable, DBS, teletext and other forces to determine what impact they will have on broadcast journalism in the future.

And Mell expects further action in some ongoing battles—"the never-ending battle to get rid of Section 315" (the equal-time provision), to secure "parity with print journalists as far as the law is concerned" and renewed efforts to gain television access to the

Senate and broadcast access to the courts. On the first point, Mell says that while all broadcast owners aren't supportive of the RTNDA position, he's heartened by the interest newspaper publishers are taking in the cause, and he's hopeful that the February meeting of the American Society of Newspaper Publishers will see that group formalize "a supportive position."

WDTN(TV) Dayton, Ohio, News Director Louis Prato is another who sees financial considerations having an important impact on the Fifth Estate in 1983. If there's growth



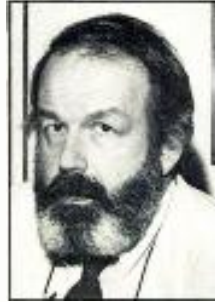
Friendly



Mell



Sanford



Sauter



Turner



Wald

in the budget of news directors he's talked to, it's growth matching inflation, Prato says. Still, he sees the "out of town reporting" trend continuing, marked especially by increased numbers of stations opening Washington bureaus. "People realize you can get instant news out of Washington," he says.

News Director John Corporon of independent WPIX-TV New York is another who sees that trend toward increased regional and Washington reporting continuing in 1983, as stations' satellite facilities blossom. Says Corporon, "The Dallas station won't just let the network cover Houston now."

Facilities considerations also will receive a good deal of attention at the network level in 1983. As ABC's Dick Wald puts it, network news is like an iceberg—the portion of the operation that never appears on the air is enormous, and "1983 is the year in which we'll work very strongly on those parts you don't see...putting our house in order for the rocket that's going to be 1984 is most important." The planning process at the networks will involve the preparations for reporting and analyzing 1984 election results.

Another area Wald believes will experience important network development in 1983 is "the overall question of talking about public matters"—a sharpening of the interviewing skills of network correspondents, who are increasingly faced with formats like that of ABC's *Nightline*, which require "an amount of discourse unusual to news divisions," as opposed to straight reporting.

In Atlanta, Cable News Network's senior vice president, Ed Turner, lists bureau expansion as a major priority for the coming year, with a Detroit operation scheduled to start today (Jan. 3), a Moscow office in February and a Miami bureau in May or June. And Turner says CNN has some major programming changes in the works as well, including the addition of a three-hour, 9 a.m. to noon NYT program that he views as an extension of CNN's 6 a.m. *Daybreak*, to be produced with the West Coast in mind.

From his vantage point at Columbia University's Graduate School of Journalism, former CBS News president, Fred Friendly looks worriedly at 1983. It is a year that may well decide "whether the network documentary is an endangered species." While he credits ABC News with being "better than the others [CBS or NBC]," Friendly thinks "the high price of network air time" has led to a situation where "the future of the serious thoughtful documentary is in doubt," even while news programming expands in other areas and formats. "60 Minutes, good as it

is, isn't a one-hour documentary and doesn't pretend to be," he says.

Friendly still hasn't given up on the one-hour network prime time newscast, even though he concedes most others have. He posits that if the *CBS Evening News* continues to maintain its ratings leadership, "CBS may get into a sellers' market and could go ahead" and expand the program to an hour.

Regarding Friendly's observations about documentaries, CBS News President Van Gordon Sauter emphasizes his network's commitment to "long-form broadcasts" and says CBS will devote the same number of hours to them in 1983 as the year earlier. But Sauter also notes that while the documentary-styled *CBS Reports* will continue to form a significant portion of that time, "we're also looking at other workable long-form styles."

Indications from all three networks, however, are that Friendly's hopes for an hour's worth of prime time news won't be fulfilled by CBS in 1983. The person who thinks he may first deliver an hour's worth of prime time national news is Mark Monsky, news director of Metromedia's WNEW-TV New York, who is working on that group broadcaster's plans for a January premiere of *Prime Time News*. Monsky says he's talking with candidates for the anchor position of what's first looked to be a half-hour newscast, with "down-the-road," hour-long expansion.

Meanwhile, the former members of ITNA who declined to participate with Metromedia in its prime time plans are now banded together in the new INDEX organization and have worked out their own plans with WPIX (which separately puts together Independent Network News). They will participate in a pooling of materials, via satellite, for their own newscasts.

WPIX's Corporon even feels that 1983 will show whether or not "overnight news will really have a loyal following"—it's an area where he thinks the jury remains out.

And still, there's more competition to come, as cable operators not only sign addi-

tional subscribers, but add their own brand of local news in increasing numbers. Consultant Al Primo provides something of an unusual perspective on that subject. While he has been advising broadcast station clients to expand their local news operations as a protection against cable incursion (Primo says 1983 is "probably the year when local television will come more to grips" with that situation), he is also a participant with franchise holders Scripps-Howard and Cablevision in the Fairfield, Conn., local cable news operation.

Putting that all in a slightly different perspective, ABC's Wald says "the absolute ironclad law of television is competition" and "the constant of news broadcasting is that change will happen and bring new competition." (He would add teletext to any list of competition to be studied.) But overall, Wald concludes that competition is "a good thing for audiences."

There is, however, one storm cloud on the Fifth Estate's horizon in 1983; one that most journalists would say doesn't hold the promise of "good things" for the audience served by electronic media—the threat of increased libel activity. Bruce Sanford, of the Washington law firm of Baker & Hostetler, who is counsel to the Society of Professional Journalists, Sigma Delta Chi, says "1983 looks bleak for the broadcasters when it comes to lawsuits for libel and invasion of privacy." Sanford sees a "broad scale battering" in the making for both networks and local stations, saying that "there's been a crescendo building for a long time, and we're at or almost at it."

Sanford's three-part prescription for dealing with the libel situation is, first: Win libel cases; which he says can be done despite fears of anti-news media bias. That leads to point two: Don't run scared of large out-of-court settlements, and finally, he warns that broadcasters shouldn't "confuse the concept of fairness with the rules of libel law."

With his organization facing one of the more recent "person of means" suits—the action brought by General William Westmoreland against CBS News for a 60 Minutes segment on the Vietnam war (a case that probably will not come to trial before 1984)—Van Gordon Sauter nevertheless pledges that even if the escalating trend in libel suits continues, "at CBS it will not have any negative impact on the quality or aggressiveness of our journalism," in 1983.

What exactly will journalists be reporting on this year? While it's not possible fully to anticipate, one area stands out as we turn the year—journalists everywhere see the economy as a principal concern for 1983. □

Advertising: Reacting to economy, network share

On the whole, the year looks upbeat, but concern centers on audience erosion and the fallout from a continued poor economic situation

With the softness in the economy continuing into the first half of 1983, leading advertising executives believe that, as a rule, electronic media advertisers will commit to time purchases at the last possible moment. If the economy picks up at mid-year, reluctance to commit in the first half would bode well for the scatter market. However, if a turnaround does not materialize, the networks may be forced to reduce their rates, which increased last year by 15% or more.

Despite the poor economy, and perhaps in part because of it, the executives see dramatic increases in the advertising budgets of companies offering financial services, especially among those entering the competitive

supplement to the over-the-air schedules, while others argue just as strongly that cable is a completely separate advertising vehicle that can no longer be ignored as its penetration rapidly approaches 40% of television households nationwide.

Robert E. (Buck) Buchanan, executive vice president and U.S. media director at J. Walter Thompson, U.S.A., said that high network television rates, combined with the current recession, may result in advertising revenue growth at the network level of between 9% and 10%, which is relatively low for that medium. Radio and cable stand to gain from television's decline, added Buchanan, because of the traditional transfer of some advertising dollars out of television when rates increase by as much as they did in 1982.

Describing the economic climate, Buchanan said, "things are unsettled and tough all over and people aren't sure what's going to happen." With that in mind, and perhaps in an effort to achieve some degree of flexibility, advertisers "want to commit only what they have to commit," and as late as possible.

Eugene DeWitt, executive vice president, director of media services at McCann-Erickson, said that 1983 will be "the year that the networks discover marketing [in an attempt to] stem their audience losses." The number-one priority at the networks, reports DeWitt, is to "stop viewer erosion," a fact he said he verified in talks with network presidents. And that will mean greater advertising and promotion expenditures in the coming year.

DeWitt also sees the need for the networks to set up a research-based "marketing dialogue" with consumers. "They've been offering a static product for 30 years," he said, and now have to re-examine viewer needs, "figure out a strategy and sell the hell out of it."

Despite current economic woes, Philip Guarascio, senior vice president, director of media management at Benton & Bowles, predicts a solid year across the board for television advertising, with revenue increases of perhaps 12% or 13%. He is not as optimistic about cable, however, and sees no "spectacular growth" for that medium in 1983.

Guarascio believes that his year will be one in which cable advertisers "will sit back and ask: 'What did I get out of it?'" That questioning attitude will curb the growth of cable advertising to some extent, he said, although on a percentage basis cable may surpass broadcasting because of its low revenue base—in the \$200-million range, compared with the billions generated by the broadcasting industry.

Robert Alter, president of the Cabletelevision Advertising Bureau, takes a somewhat different stand on the impact of cable advertising. He asserts that 1983 will be the year when the concept "of looking at cable as a separate entity from the total television universe will gain acceptance." The cable television household "can't be ignored any longer," Alter said, adding that "in a couple of years" they will makeup the majority of all TV households. The latest cable penetration figure is estimated to be 35% by A.C. Nielsen and 30% by Arbitron (BROADCASTING, Dec. 20, 1982).

Alter notes that the combined reach of the top 16 advertiser-supported cable networks has increased by about 50% over the past year and that the "dynamics of distribution will continue to grow" in 1983. He suggests that the increased activity at the system level to generate local advertising revenues will help to insure the future growth of cable



Alter



Buchanan



David



DeWitt

retail market. And the computer-electronics category is expected to continue its upsurge, begun in 1982, as additional players enter that arena and competition becomes even fiercer. Increased spending is also expected in the leisure-product and entertainment categories. On-air self-promotion by the networks may increase in 1983, as part of an overall effort to stem audience declines.

This year will be the first full year since the early days of broadcasting that National Association of Broadcasters members and other voluntary participants will not be guided by an advertising code, which was eliminated last March under the pressure of the Department of Justice. No profound impact in the coming year is seen as a result of the code's elimination and industry executives suggest that full-blown electronic media campaigns for previously taboo products, such as liquor, will be a long time in coming, if at all.

The debate surrounding the effectiveness of cable advertising continues in both industry and agency circles, with some insisting that cable will never provide more than a

networks. "The circle is closing between the ad-supported networks and the systems with their mutual interests becoming more obvious," said Alter.

Herb Maneloveg, president of Maneloveg Media Marketing Services, said that although he's "very bullish on cable," until more advertisers understand that it's a different medium from broadcasting, it will "struggle along." Part of the blame for cable advertising's slow growth up to now is attributable to the MSO's, said Maneloveg, asserting that they "sat on their laurels and expected it to explode."

He describes the medium as an "amalgam" of program services, each of which finds a separate editorial niche, rather than a mass audience.

As to the elimination of the NAB advertising codes, Maneloveg suggested that "maybe in the smaller markets we may see an increase in the number of commercials at certain key periods," such as election time or the holiday season. But the "bugaboo of clutter will curb increases in the larger markets," he said. And while the elimination of

the code would presumably set broadcasters free to accept liquor advertising spots, agency executives don't see that happening in 1983, certainly not on a large scale anyway.

Miles David, vice chairman and chief executive officer of the Radio Advertising Bureau, expressed similar sentiments about the elimination of the codes. "It will have no substantive impact," he said. "The majority of stations set their time limitations based on competitive factors." As to the types of advertisements aired on stations, David responded that a code "is not required to enforce sensitivity" to community feelings.

And while David personally believes that some of the concerns about hard-liquor advertising over the air are "outdated" in an era generally perceived as more open than past times, he doesn't see full-fledged hard-liquor campaigns materializing overnight. There may be a transition in that direction, however, with perhaps a first step being greater leniency in the promotion of liquor products at the local retail level.

Bob Lefko, executive vice president, sales for the Television Bureau of Advertising, said that a potential new category which may emerge in 1983 is one that TvB has dubbed "message advertising." It's a category that includes more than just image advertising, notes Lefko, and applies to any corporation, institution or association, community or governmental groups, unions, etc., "with a message to deliver."

FCC Commissioner James Quello, who is chairman of the Temporary Commission for Alternative Financing for Public Telecom-

munications, recently told a group of public broadcasters in Miami that the public broadcasting advertising experiment that began last year will not be extended past the June 30, 1983, expiration date. The temporary commission's evaluation of the experiment is due back to Congress by October 1983, which would give it enough time to contemplate changes in the existing laws applying

to advertising on public stations in time for passage in the 1984 authorizing legislation.

Says DeWitt of McCann-Erickson: "The networks have been losing to independents and syndication," and advertisers have been increasing their involvement with syndicated fare. "They're not going to sit back and count on the networks' ability to stem the tide" of audience erosion. □

NAPTS report finds ad experiment a success

A recent report on the advertising experiment now under way at nine public television stations is upbeat. A progress report released by the National Association of Public Television Stations last month showed that not only is the public accepting commercials on those stations but advertising revenues appear profitable.

According to the report, the seven stations broadcasting conventional advertising have earned \$982,198 in advertising revenue from more than 3,500 messages aired through early November. "In addition, they have received orders for \$1,361,732 in advertising messages not yet broadcast," the report said.

On the whole, NAPTS stated that experimenting stations have heard little negative reaction to the advertising. "Those making contact generally have stipulated that advertising not interrupt programing, and that it not stand out from the programing in tone and quality," the report said.

But NAPTS noted that the public's reac-

tion to the ads could change. The association cites several factors that could change audience response. The fact that viewers are aware they are part of an experiment, NAPTS said, may influence their reaction. "First, on all stations, advertising sales (and hence, the number of announcements) increased sharply in October and November. The December 1982 and March 1983 pledge drives will be the first held during this period of more intense advertising activity, and may offer a more thorough test of subscribers acceptance of advertising.

Advertisers have responded favorably too, according to NAPTS. "So far, advertisers have not demanded huge numbers of viewers, or only upscale viewer demographics, although stations report that size and attractive demographics have tended to make sales easier."

Costs for the experiment vary, but direct sales expenses (costs of sales commissions and salaries) "have run at about 20% to 30% of gross sales," the stations reported. □

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Closing date for 1982 competition is March 1, 1983.

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Plan also to do a suitable work for the calendar year 1983 and enter before March 1984.

TELECASTINGS

Rocky Mountain reception

Aspen, Colo., was treated to its first commercial television station a month ago (Dec. 5) and the latest word from the low-power television outlet is "the response has been most gratifying."

John Adkins, station manager of KSPN-TV (ch. 23), said in a telephone interview that 15 local advertisers have signed up: "We had a lot of P.I. offers but we didn't accept them all," he said. The station is on the air from 7:30 a.m. to 12 midnight every day except Friday and Saturday, when programing is extended to 2 a.m.

Adkins said a market survey taken a few months before the air date indicated that viewers wanted movies and national, regional and local news. The station has accumulated a large library of features, including many well-known ones, and runs five movies a day. Starting on Dec. 27, the station began airing three half-hour news programs per day at 8 a.m., 12 noon and 6:30 p.m. ("I must say that 15 minutes of each news program is devoted to ski reports because of the tremendous interest here in skiing, Adkins volunteered).

Adkins said Aspen receives Denver by cable and the Chicago and Atlanta superstations also are available. He estimated the station can reach 25,000 persons, including Aspen and surrounding areas.

The station is owned by Recreation Broadcasting of Aspen, which also owned KSPN(FM) which has been on the air since 1970. Adkins said the TV station is fortunate in that it can tap the resources of the radio when needed. The TV station, he

Sun sets on 'Country Day'

Country Day, Hubbard Broadcasting Corp.'s only syndicated TV program, was cancelled last Monday (Dec. 27) and will be off the air as of the end of January. Produced at Hubbard's KSTP-TV Minneapolis-St. Paul, and broadcast on about 48-stations, Country Day airs in early morning and was a victim, according to executive producer Buddy Cohen, of competition from early-morning live newscasts launched this year by the three major networks. The program, taped a week before airing, features information, and news of interest to farm communities. It has been on the air five years and, according to Cohen, could be revived as a live program once Hubbard's direct broadcast satellite network, United States Satellite Broadcasting, is up and running. "It just wouldn't pay to go live now," said Cohen, who said advertising revenues for the program have suffered as a result of the poor Midwest economy. Country Day lost five of its affiliate stations in recent months. Cohen, who had announced plans to begin promoting the program to videocassette recorder owners, will remain with KSTP-TV as manager of promotions.

noted, has a staff of 15.

"We're also fortunate because Aspen attracts young, well-educated people and we hired some who had communications and broadcasting backgrounds," he said.

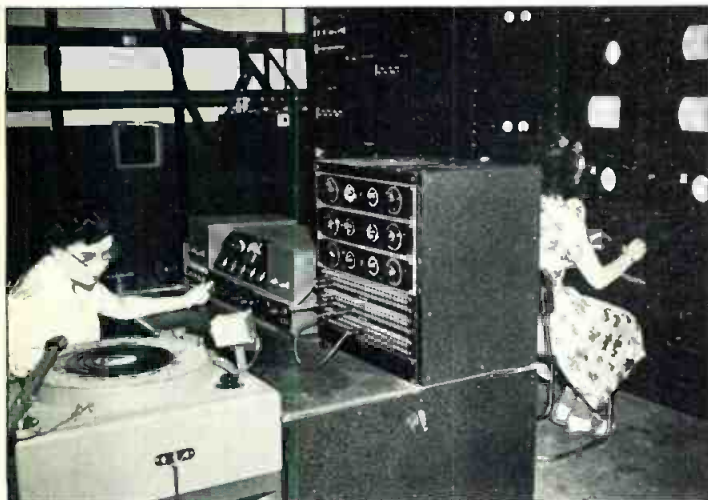
Sport supply

Newslink Inc., New York, which has been supplying more than 300 television stations with business-oriented newsclip feeds on weekdays by satellite, has developed another service—highlights of sports coverage and special events on Sunday.

Called the *Sunday Sportsfeed*, the service is scheduled to begin in March. Newslink said the *Sportsfeed* service was being developed for sports sponsors and special events promoters who otherwise might not be able to attract television coverage of their events.

Newslink said it provides the newsclips free to TV stations. The costs are underwritten by event promoters and sponsors, with Newslink coordinating arrangements for transmission of the coverage from selected uplink points to TV stations newsrooms throughout the country. In essence, the service is an "electronic press release."

Newslink said it canvassed TV station sports directors and found they wanted video highlights of sports and special events of a broader variety than is now available. Newslink added that sports directors acknowledged there was a wealth of material available on Sunday nights, but it is too "one-sport" concentrated, and becomes repetitious in highlight format.



Golden anniversary. KYW-TV Philadelphia has been celebrating its 50th anniversary throughout the month of December. When it went on the air in 1932, it was among the country's first experimental stations, W3XE, then owned by the Philco Corp. The station, then WPTZ(TV), was among first in country, and second, according to station, to receive commercial status by the FCC when it received a license in 1941. Shown (l) is the station's control room circa 1947, and today.

Pittsburgh steel song

KDKA-TV Pittsburgh is serving as the catalyst for the production and marketing of a record, "Steel Mill Blues," which captures the frustration and despair of a Pittsburgh area family squeezed by the shutdown of the Crucible Steel Division plant at Midland, Pa.

The record is now for sale, according to a KDKA-TV spokesperson, and 30,000 already have been pressed. The goal is the sale of 50,000 records at a price of \$1.98 each. The beneficiary is the Unemployed Steelworkers Foodbanks in the Tri-State area. As of late December, 10,000 records had been sold.

The story began when Bob Sullivan, a displaced steelworker, appeared on KDKA-TV's *Evening Magazine* program and shared with co-host Liz Miles a song his nephew, Mike Pickering, 19, had composed. Miles felt the song was much more than a musical expression of a problem. She started the ball rolling toward professional production and promotion. AirCraft Studios agreed to donate studio time, musicians and production costs. National Record Marts offered to market the record and donate all proceeds to the Food bank. Mobile Records agreed to place "Steel Mill Blues" in jukeboxes throughout the area and contribute all its proceeds to Foodbank.

KDKA-TV paid for the pressing of the records and has been in the vanguard of providing promotion. Other Pittsburgh area stations have helped publicize the



Pickering, Miles and Sullivan

record and national publicity has accrued from wire stories and appearances by Pickering, Sullivan and Miles on network programs.

The lyrics for "Steel Mill Blues," in part: "I used to wear my hard hat with so much dignity inside/And now that I am jobless, it seems I lost my pride/I got a wife and three children depending on this man/I got a government in Washington who does not give a damn/So please, Mr. President, open up a steel mill for me."

In a separate project to help the unemployed in the area, KDKA-TV conducted a "Food Fleet" collection via river trips on the Allegheny, Monongahela, Ohio and Beaver rivers for five days in December. A total of 45,000 pounds of food was collected, said to be enough to feed 2,057 for a week.

House warming

KCMO-TV Kansas City has collected \$360,000 in cash and has more than 306,000 in pledges as a result of its fund-raising campaign to assist area residents who live in unheated homes. The station estimates that it may be able to help 1,000 families this winter.

The project began as a "Heat For Life" three-hour telethon on KCMO-TV on Thanksgiving eve and the event was extended for three hours until 1 a.m. The telethon was conducted in conjunction with the showing of two one-hour episodes of the *Walton's Thanksgiving Story*. The response from viewers was generous and the station continued the fund raising effort until Christmas with spot announcements carried throughout the day.

ROY W. HOWARD \$4,500 cash AWARDS

WHAT MATERIAL IS ELIGIBLE?

- Any program, series of programs, or series of announcements designed to promote the public good either directly or indirectly.
- Any format or length is acceptable.
- Entries must have been broadcast during calendar 1982.

WHO MAY ENTER?

- Any single radio or television station, or any commonly owned group of radio or television stations, in the United States.
- No network may compete.

- Entries must be postmarked by February 1, 1983.

WHAT ARE THE EASY RULES?

- No entry fee required...No narrative statement required.
- Explanations, endorsements, or descriptions of results may accompany an entry, but are not required.
- Television entries must be submitted on ¾" videotape cassettes only.
- Radio entries must be submitted on ¼" audiotape, either 7 ½ or 3 ¾ inches per minute.

WHAT ARE THE PRIZES?

- \$2,500 and bronze plaque to the overall broadcast winner.
- \$1,000 to the first radio runner-up.
- \$1,000 to the first television runner-up.

AUTHORIZATION FORM
(Please enclose separate authorization for each entry)

Title of entry: _____

Station or group: _____

Address: _____

Person submitting entry: _____

PHYSICAL MATERIALS ENCLOSED

video cassettes for television

audio cassettes for radio


audio reels for radio

(Tape will be returned only if requested)

I authorize submission of the accompanying material for the Roy W. Howard Awards.

(signature of manager or officer)

Send to:
ROY W. HOWARD AWARDS
c/o WCPO-TV
500 CENTRAL AVENUE
CINCINNATI, OHIO 45243



Programming: winds of change blowing harder

The world of entertainment is in turmoil, with new media demanding innovation in delivery and financing; radio turning back to top-40 personalities

The pressure is on for change in television entertainment. The increase in delivery paths to the public—pay and basic cable, videocassettes and increasingly competitive independent broadcast stations—has not only begun to strain the supply of syndicated product but also has elevated the sophistication of audiences, which are turning away in steadily growing numbers from the three major networks. The way TV programming is produced and financed is changing profoundly, with a growing number of station groups, producers, syndicators and pay cable networks combining to underwrite the cost of new movies, series, information programming and other genres, all for distribution on TV, either pay cable, pay-per-view, broadcast TV or all of the above. The boom in joint ventures and cooperatives and the advent of new media—low-power TV and direct-to-home broadcasting—as additional program purchasers promises to keep the pressure on all of the players in the television marketplace. Those players range from the three major networks, which are finding the business of buying programs increasingly difficult, to the basic cable services, caught between an advertising community that continues to see over-the-air as the only game in town and lowered expectations for advertiser-supported cable's long-term potential as an entertainment medium.

As the marketplace for TV entertainment programming shifts in the coming decade from major networks and syndication to a broader range of outlets including ad hoc and regional networks, pay-per-view networks and more reasonably priced videocassette and disk recorders, the variety of programming available is likely to increase dramatically. The fruits of today's boom in joint ventures may take years to ripen, but there are portents of the future in the growing strength of such ad hoc networks as Operation Prime

Time and the SFM Holiday Network and a number of new program cooperatives being marketed this year, including Gannett/Telepictures Corp.'s *Newscope*. The Bennett Group's *Breakaway* and *Starsearch*, a joint venture by TeleRep Program Entertainment, Cox Broadcasting, Taft Broadcasting, Gaylord Broadcasting, Metromedia Producers Corp. and Bob Banner.

In 1983 continued changes are expected in the way programs are bought and distributed, as programmers attempt to track the subtle changes in the public's tastes. At the three major networks, greater stability in program scheduling and a continued trend toward reality-based programming is likely, according to a variety of forecasters.

Jonathan Axelrod, senior vice president, Columbia Pictures Television, sees in 1983 attempts by the networks to "balance their schedules financially" by buying some programs that can be produced at "certain dollar costs to balance other shows that are going to be more expensive." Taped dramas will be more prevalent in 1983, he said, and "new kinds of variety formats with license fees that are substantially under the \$700,000-plus range which we now have for hour dramas."

No specific program genre is likely to emerge as a trend-setter in the coming year, said Axelrod, because the networks "are looking for breakthrough concepts that can be produced inexpensively." Reality-based programming, whether of the information and talk show variety or dramas based on real life, is likely to grow as a staple of network programming, according to a number of producers as well as station operators, because of its ratings success this season.

In addition to allowing marginally successful new programs to stay in the schedule longer in the hopes of developing an audience gradually and to cut expenses, the networks this year are likely to pay more attention to scheduling and promoting programs, according to Joel Chaseman, president, Post-Newsweek Stations Inc. "There's been a trend to try to build nights and create a mood" in recent years, he said, but that's "

hard to do if you're facing terrific competition from the other two networks."

At affiliated stations, the trend in 1983 is likely to be toward more locally produced programming for early fringe and access and, according to some operators, toward more pre-emption of the networks in favor of ad hoc networks and cooperatives. "The challenge now is to make the information we're offering entertaining," said Laurie Leonard, president, WMTV(TV) Madison, Wis. Broadcasters will have to develop "new production techniques" to keep a more demanding audience interested and they will have to conduct more research to find out what the public wants, she said. Local stations can "turn out a tremendous amount of information if they keep the costs down," said Leonard, and one way of doing so, is to share programs and program elements with other stations in their region. "The only thing preventing that is inertia," she said. "People are not trading programs."

Network pre-emptions by local affiliates will escalate and ad hoc networks and cooperatives will grow in importance in 1983, according to Lucy Salhany, vice president, TV and cable programming, Taft Broadcasting. Network schedules have grown "too confusing," the ratings are dropping, and networks have claimed more advertising time, she said, while ad hoc networks and cooperatives offer an alternative.

Although many broadcasters are optimistic about the prospects for success with locally produced talk and information programming in early fringe and access, William Baker, president, Group W Television, believes many of these efforts are doomed to failure because they are not in touch with what stations' audiences really want. "This has been a very good year for broadcasters, but it hasn't been for many in their audiences," he said. Stations are "experimenting with programming for the elite and in the process, are forgetting the escape people look for in television entertainment." They are also, he said, forgetting that audiences "demand substance" from talk and information programming.



Boyer



Chaseman



Dwyer



Franklin



Fuchs



Larsen

Although early ratings from such local experiments as WNEV-TV Boston's *LOOK* and a similar project by Corinthian Broadcasting Corp. stations appear to bear out Baker's prediction, many broadcasters maintain such programing is potentially viable. Phil Boyer, vice president, product development and planning, ABC-Owned Stations, believes there is a "tremendous audience appetite for information programing" and that the appetites for all other types of programing today "seem to be fulfilled by syndicated programs on independent stations." *Good Afternoon Detroit*, an information show launched at WXYZ-TV in October, was the number-one program in its time period in the November ratings, he said.

Among independent stations, the action in 1983 appears to be shaping up in prime time, where product from ad hoc networks increased profits and ratings at many stations last year. "I think you'll see syndication go after, more aggressively, the prime time period," said Gary Lieberthal, president, Embassy Telecommunications. "We're going to take a hard look at prime time—for specials, strips and whatever. I think you're going to see some independent stations taking a run at the pre-eminence of networks in prime time."

Independents may start programing off-network situation comedies, such as *M*A*S*H* and *The Jeffersons* in prime time, according to Lieberthal, and in some cases, beating at least one network affiliate. The marketplace is ripe, he believes, for shows that "lasted six years on the network" and are scheduled against current network fare that is not likely to "last six weeks."

In basic, advertiser-supported cable, the trend may be toward the development of programs that are different from those offered on the three major broadcast networks. "Those trying to compete won't make it," said Mary Alice Dwyer, vice president, programing, Hearst/ABC. Jeff Franklin, president of ATI Video, which produces *Night Flight* for the USA Network and produces and syndicates *F.M.-TV* to broadcast stations, maintains that basic cable services must create a new niche between narrowcasting and broadcasting to survive. *Night Flight* stays within a narrow format, music, but it offers a broad enough range of musical styles to appeal to a broad audience, he said. "We do what Ed Sullivan used to do."

Pay cable, where most of the growth in TV program production is expected to occur in 1983, will enter, in the case of HBO, its largest outlet by far, the realm of made-for-pay programing this year. Michael Fuchs, executive vice president, HBO, believes made-for-pay movies, mini-series and regu-

lar comedy and children's series to be introduced on HBO this year will increase the network's competitive position as well as change its image.

All of these forces in the shifting program marketplace of 1983 spell opportunities for program producers and syndicators. Chuck Larsen, president, Almi Productions, New York, and president of NATPE International, noted that this year's NATPE convention will feature its first proposed supplier of direct-to-home broadcasting, Hubbard Broadcasting Co., as an exhibitor. In addition, he said, LPTV West, a conference and exhibition being sponsored in Anaheim, Calif., this month by the National Institute for Low-Power Television, has not gone unnoticed by program suppliers.

The new technologies, according to Larsen, "will be a factor in 1983."

Innovative network programs and specials, the rediscovery of top 40 radio and the increasing popularity of talk programs are the radio programing trends that broadcasting executives say will most affect the aural medium in 1983.

The major trend seems to be for networks to turn to well-known personalities in a variety of entertainment fields to host long-form programs or specials which, for the most part, will be tied to specific events.

ABC Radio has already announced plans to launch a weekly show next June tracing the history of the Beatles with ex-Beatle Ringo Starr as host ("Riding Gain," Dec. 20, 1982). ABC is also about to announce a new weekday series centering on "general gossip" about TV soap operas which will be hosted by a star from one of ABC-TV's daytime serials, said Walter Sabo, vice president of the ABC Radio networks. Those are natural promotional vehicles, said Sabo. Both shows will be offered to affiliates of ABC's FM network.

NBC Radio Network has used both Johnny Carson and Bob Hope, respectively, for its last two holiday specials and is planning a Valentine's Day special involving Jim Hensen and the Muppets, according to NBC Radio President Michael Eskridge. NBC Radio is considering six variety long-form specials for this year, Eskridge said, adding there will be less emphasis on music programs due to the diversity of formats of the network's affiliates.

RKO Radio networks is launching two new music shows this year as well as a Beatles special while Mutual Broadcasting will be involved in offering a diverse selection of programs including weekly album-rock and country shows. "The marriage between quality producers and networks as distributors and marketers will become stronger in

1983," Mutual Broadcasting President Martin Rubenstein said.

There also will be a trend toward more business reporting this year. For example, CBS Radio, starting today (Jan. 3), is increasing the number of business updates. Some of the other networks will also be airing more business and financial reporting, either within the context of national newscasts or as special features.

Likely to resurface as one of the primary topics of conversation on the convention circuit is satellite networking. This is the year that ABC, CBS and NBC will gradually convert from land lines to digital satellite transmissions over Satcom I-R, but networking officials admit there is still some confusion among affiliates regarding the technology and that station managers have adopted a wait-and-see attitude.

In view of the added programing capability available through satellites, the three networks will be doing more long-form program planning for after 1983, said Richard Brescia, senior vice president for the CBS radio networks.

Mutual Broadcasting already has its satellite system in place over Westar IV and will increase its "multicasting"—a phrase it coined to describe the sending of programs simultaneously—in 1983. RKO Radio networks is currently sending its programing via Westar III, but will switch to digital transmission over Satcom I-R in September. RKO and Mutual are buying the earth dishes for their stations while affiliates of ABC, CBS and NBC pay for their own.

NBC's Eskridge, Mutual's Rubenstein and RKO Radio networks' President Thomas Burchill agree that the industry has seen the end of the proliferation of new full-time satellite networks.

In the area of format trends, radio executives see a resurgence in top 40 programing brought on by the success of Michael Joseph's "Hot Hits" format. Broadcasters also note that many more stations, especially AM outlets, will be airing talk programing blocks and point to the progress of NBC's Talknet service, which debuted in fall 1981 and now has 110 affiliates, and ABC's Talkradio service, which was launched last May and has topped 50 affiliates.

There are arguments on both sides of the fence concerning the continuing popularity of big band/nostalgia formats. Westinghouse Radio President Richard Harris says the big band sound had reached a high level of listenership for a very short time and its audience will begin to diminish this year. Metro-media Radio President Carl Brazell says the format should remain strong but needs the "injection" of station personalities.



Brescia



Burchill



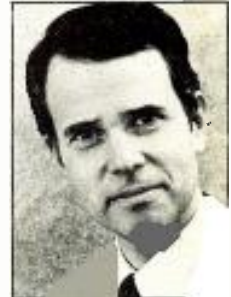
Eskridge



Rubenstein



Sabo



Stevens

1983

THE SECOND 50 YEARS OF THE FIFTH ESTATE

Cable: Coming to terms with adulthood

As household reach creeps through the 30% range, wired medium finds itself with challenges from both outside communications world (Mountain States legal suit) and inside regulatory structure

The safest (and perhaps the only) prediction that can be made about cable television in 1983 is that it will get bigger. To say anything else is pure speculation.

Nielsen's latest count shows more than 29 million homes now subscribe (35% of all homes with television sets) and indicates the business is growing at a rate of 400,000 net subscribers per month. And as subscriber-ship rises this year, so will revenues—the best measure of business growth.

That little bit is known; what isn't known should make 1983 an interesting year for cable watchers. Among the questions: Will cable find regulatory relief? Can cable operators make good on their promises? Can operators meet the marketing challenge? Which services will survive the basic cable "shakeout"? What will pay cable's new look be like? Will competition hurt? And what's beyond multipay?

During the 1970's, the National Cable Television Association was successful in exorcising from the FCC books most rules governing cable. But as the onerous FCC rules were lifted, local municipalities moved into the regulatory vacuum to wrest money, facilities and services from the cable operators in exchange for cable franchises, the rights to lay cable along city streets.

NCTA looked to Congress in 1982 for legislation that would limit the demands cable municipalities could make. It was able to get a bill (S.2172) introduced in the Senate, but the National League of Cities, a group that has become increasingly cable conscious, opposed the measure and it ultimately died.

One of the objectives NCTA has set for itself in 1983 is passage of a bill similar to S. 2172. To help insure the bill's passage, NCTA and NLC have been meeting to work out mutually-acceptable language.

After four negotiating sessions and a meeting between the NCTA board and NLC President and Seattle Mayor Charles Royer, the parties report that substantial progress has been made, raising hopes that a bill will be introduced and passed during the upcoming 98th Congress.

The passage of a cable regulation (or deregulation) bill became more urgent last year in the face of legal action brought against cable operators and cities. As NCTA President Tom Wheeler pointed out in a speech last November, the suits threaten municipal-

ities' ability to award exclusive franchises and exact services and franchise fees from cable operators. And at least one of those suits—the Mountain State Legal Foundation's against Mile Hi Cablevision and Denver which awarded to Mile Hi what amounted to an exclusive cable franchise last year—could have a profound impact on the cable industry as well as the municipalities. In its suit, Mountain State insists Denver's award of an exclusive franchise is a violation of the First Amendment.

As long as the Mountain State suit is pending, cable operators will be reluctant to build and investors reluctant to finance high-capacity (100 channels or more) cable systems with access channels and other nonrevenue-producing features such as Mile Hi promised Denver. If the suit is successful, cable operators who sunk \$100 million into such systems could suddenly find themselves in competition with cable operators with more economical systems offering better services more cheaply, forcing the original operators out of business.

Even if NLC-NCTA legislation preserves the cities' right to award exclusive franchises, many operators of the new urban cable systems will be hard-pressed to deliver all the services and facilities demanded by cities or voluntarily promised in the heat of franchising competition.

No one really knows or understands the economics of new big city systems. Such MSO's as Warner Amex Cable Communications in Pittsburgh and Dallas and Cablevision in Boston are just now exploring this cable frontier. What they find out will be of great interest to cable operators, committed to wiring other big cities, vying for the franchises for Chicago, Detroit, Philadelphia or considering bidding for the franchises for Cleveland or Washington.

The success of most new cable systems—large and small—depends on a combination of high cable penetration and high revenue per subscriber. In other words, the cable marketers—from the door-to-door salesman to the vice president—must not only convince a lot of people to sign up for basic service, but also for two or three pay programming services.

At cable convention after cable convention last year, the industry's executives stressed the need to improve marketing. The urgency they imparted should translate into more aggressive, more sophisticated salesmanship this year. That may mean continued experimentation with tiering and packaging of services, head hunting outside the industry in search of fresh marketing talent and looking for cost-effective ways to use the

mass media. (STV's use of broadcast TV has contributed heavily to its ability to compete alongside cable in some markets.)

In and of itself, the demise of CBS Cable last year, after losing \$40 million in its first year of operation, will have little impact on the cable industry. (It telecast just three hours of its performing arts programming a day and, by television standards, its audience was miniscule.) However, its failure has come to symbolize the tenuous state of advertiser-supported or basic cable programming.

Faced with ever increasing operating costs, lukewarm enthusiasm among advertisers and the growing number of services that tend to fragment what audience and advertising dollars there are, basic cable is in a pinch. With the exception of some of the satellite-delivered superstations, which are facing an uncertain future in the wake of a big increase in the copyright royalties, nobody is making any money in the basic cable programming business. In fact, some, like ESPN, are losing millions of dollars a year.

Part of the basic cable services' problem is the cable operators they were created to serve. With supply high and demand low (many systems that are filled to the brim with programming), many cable operators are taking advantage of their market position to extract, as one partner put it, "the last ounce of blood [from program suppliers] in the form of upfront payments, launch support assistance, co-op advertising dollars and forgiveness of subscriber fees."

The future of the three superstations—WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago—seemed sanguine until the Copyright Royalty Tribunal surprised the industry last October by dramatically increasing the royalties large cable operators must pay to carry the superstations and other imported distant signals. Instead of absorbing the cost of the rate hike, cable operators are limiting their copyright liability by dropping distant signals, including, in many cases, the superstations.

Ironically, the superstations' loss may be the gain of the other basic cable services. Once a cable operator has dropped a distant signal, he can replace it with other basic cable services.

The shifting sands of pay television—the service that now financially drives the industry—should settle in 1983. That sand was stirred mostly by the motion picture companies that bought into pay television or are trying to become more directly involved in pay TV. MCA and Paramount joined Warner Communications (Warner Bros.) and American Express as partners in the Movie

Channel. Columbia teamed up with Time Inc., parent of Home Box Office, and CBS to form a new studio with an eye on pay productions. And rumors linger that 20th Century Fox (as well as ABC) are intent on buying into Viacom's Showtime.

The studios' move into pay television distribution is motivated by their desire for a larger piece of the pay TV pie and, according to some sources, their desire to obtain additional leverage in their negotiations with HBO, the pay network that dominates the industry to such an extent that it has been able to license movies at "discount" prices, and to pursue the potentially profitable pay-per-view business. (PPV was also one of the reasons MCA and Paramount gave for buying into advertiser-supported USA Cable Network.)

Although the studios might be able to shape a PPV service with a steady flow of first-run movies that could be aired, perhaps, prior to theatrical release, it is questionable whether cable operators can make any money from such occasional PPV events as sports (usually fights), blockbuster movies and musical concerts. Because of the big share of the gross being demanded by the distributors of such events, cable operators have trouble making any money at all.

Part of the uncertainty about the feasibility of the large cable systems stems from the threat posed by alternative pay television media. Although single-channel STV systems have had minimal impact on cable penetration in most markets, cream-skimming SMATV systems have caused cable operators headaches and multichannel MDS and DBS could do the same.

Since legal obstacles put up by cities and cable operators have for the most part proved ineffective against SMATV, some cable operators (like Viacom in Nashville) have taken the if-you-can't-beat-them-join-them tack. As soon as they win a cable franchise, they wire multiunit buildings and install stand-alone earth stations ahead of the SMATV operators. Once their cable system passes the building, they can begin regular service and move the earth station to a yet-to-be-wired part of town.

The cable industry's view of MDS and DBS changed dramatically in 1982. A much-cited report of Browne, Bortz and Coddington said that alternative pay media doesn't need scores of channels to compete effectively with cable, that a multichannel MDS or DBS system offering four or five channels could deliver all the channels that most viewers desire.

At the same time, the FCC began considering Microband Corp.'s proposal to reshuffle the 2 ghz band to give three different MDS operators in one market four or five channels. And Contemporary Communications Corp. and CBS later asked the FCC permission to offer an experimental multichannel broadcast service using the same band in the five markets where CBS owns regular television stations.

Although 1983 promises to answer some of the questions now being faced by the cable industry, other perhaps more complex ones are sure to be raised. And what they will be may be the hardest thing of all to predict.

A Fifth Estate Glossary

Cable television □ Cable TV systems transmit original programming, and the programming of broadcast television stations, to consumers over wired networks. Although originally used to bring standard broadcast signals into a few underserved, rural areas, cable systems have increased their penetration dramatically over the past 30 years.

Demand for cable service began booming in earnest in 1975, when Time Inc.'s Home Box Office leased a transponder (or channel) on RCA's Satcom I to distribute its pay cable programming. By the early 1980's most cities were either being wired or franchising battles were being fought for the right to wire them. Optimistic industry prognosticators estimate that 37% of all TV homes will be wired for basic cable services and 22% will be subscribing to pay services by the end of the 1983. They also predict that 62% of all TV homes will be wired for basic service by the end of 1990, and that 46% will be subscribing to pay cable services by then.

Cable technology also has been improved markedly over the years. During the 1960's, equipment was developed that increased the capacity of cable systems to 20 channels. Further advancements now permit offering more than 100 channels.

Although cable systems are required to carry the programming of local television stations—and are required to protect those station's programming from duplication—they aren't subjected to much other federal regulation. However, state and local governments regulate cable systems through state statutes and local franchising agreements.

Communications satellites □ A satellite, in essence, is a radio relay station that receives video, audio, data and other transmissions from uplinks on the earth, then retransmits them to downlinks on the ground.

Communications satellites are launched into positions 22,300 feet above the equator, where they orbit the earth at the same speed the earth is rotating, giving them the appearance of remaining stationary.

The satellite's actual transmitter/receivers are called transponders: they are generally able to relay a single color TV channel (or 1,000 telephone conversations) at any one time, but methods for increasing that capacity are being developed. Although most communications satellites currently are limited to 24 transponders, plans for satellites carrying up to 54 transponders have already been developed.

Direct Broadcast Satellites (DBS) □ This new generation of high-powered satellites was authorized by the FCC in the summer of 1982, opening up the possibility of widespread, direct-to-home satellite broadcasting.

DBS satellites work basically the same way as the current generation of communications satellites—they receive signals from earth and retransmit them back to the ground. However, since they operate with higher power, their signals can be received with much smaller, and therefore much more affordable, earth stations.

The FCC's so-called "interim" DBS rules allocated 500 mhz of spectrum (12.2-12.7 ghz) for DBS downlinks and another 500 mhz (17.3-17.8 ghz) for uplinks. The FCC's rules imposed no

restrictions on DBS ownership or on the number of channels any operator may control.

Last year, the commission also gave eight companies authority to begin construction of their DBS systems: Comsat's Satellite Television Corp.; CBS; Direct Broadcast Satellite Co.; Graphic Scanning Corp.; RCA Americom; United States Satellite Broadcasting Co. Inc. (Hubbard Broadcasting Inc.); Video Satellite Systems Inc., and Western Union Telegraph Co.

High Definition Television (HDTV) □ When people talk about HDTV these days, they're not just talking sharper video images, they also are talking about pictures with higher resolution, better color fidelity, wider aspect ratios and stereo sound. One example has been developed by the Japanese Broadcasting Corp. (NHK), and has been demonstrated in several U.S. cities by CBS.

The NHK system operates with 1,125 scanning lines, while the current American television set uses only 525 under a standard set by the National Television System Committee in the 1940's. (The additional lines are responsible for the increased resolution.)

Although many say HDTV is the future, there currently isn't any practical way to transmit it—at least as it has manifested itself under the NHK system. That's because the NHK system requires about five times as much spectrum space as conventional TV signals. (The NHK system uses a 30 mhz bandwidth; current television channels are only 6 mhz wide.)

There are possible solutions. HDTV proponents could try to convince the FCC to provide wider channels (but it's highly unlikely they would be successful). Or bandwidth compression techniques could be developed to make HDTV transmission more feasible. CBS has another idea. It has proposed to provide HDTV over its planned direct broadcast satellite system.

Instructional Television Fixed Service (ITFS)

□ ITFS is a 2 ghz service that uses microwave signals to transmit programming. However, FCC rules restrict the 28 video channels allocated to ITFS in the 2500-2690 mhz band for use by non-profit entities for instructional, cultural, or other educational programming.

Perhaps the biggest user of ITFS frequencies is the Catholic Church, which uses the channels to expand the reach of teachers in its schools.

According to the FCC, there are now about 300 ITFS licensees, with many controlling blocks of four channels. The Public Broadcasting Service and some of its member stations have applied for groups of four ITFS channels in more than 100 markets for their planned National Narrowcast Service, through which they plan to offer a variety of instructional, cultural and educational programming.

Although most ITFS channels are already being used in some markets, in many other markets those channels aren't being used much at all. Nonetheless, proposals aimed at reallocating some of those ITFS channels for commercial use are meeting stiff resistance from the public broadcasting and educational communities (see MDS entry).

Low-power television (LPTV) □ LPTV stations are essentially television translator stations (tra-

ditionally limited to rebroadcasting the signals of full-service stations) that are permitted to originate programming.

In authorizing the service last year, the FCC estimated that as many as 4,000 new stations would be spawned, adding to the more than 4,000 existing translators that can rise to LPTV status simply notifying the FCC.

Under the rules, LPTV stations were given "secondary status," which essentially means they can't interfere with full-power stations. They were also limited to 10 watts of power for VHF stations and 1,000 watts for UHF outlets.

The new stations have few regulatory obligations, and there are no crossownership or multiple-ownership restrictions. The stations must observe statutory prohibitions against the broadcast of obscenities and lotteries; however, they only have limited equal time and fairness doctrine obligations.

Deluged by aspiring LPTV'ers, the FCC put a freeze on LPTV applications in 1981, although it exempted those applications proposing to serve areas now unserved or served by only one full-service station.

Although a handful of LPTV operations have made it onto the air, widespread LPTV service still may be years away. As of late last year, the FCC had licensed but 150 LPTV stations, and granted construction permits for another 178. (It also had 7,983 applications pending.) At the same time, the commission had licensed 4,386 translators, and granted construction permits for another 866.

Optimistic officials say the commission won't be able to really start moving on those applications until the middle of 1983, when it hopes to be able to use a minicomputer for processing applications. With the computer, and use of a lottery to issue grants among competing applicants, the commission hopes to dispose of between 400 and 500 applications a month.

Multipoint Distribution Service (MDS) □ An MDS system uses omnidirectional microwave signals in the 2 ghz band to transmit video, or other services, to subscribers. MDS is regulated as a common carrier, and its operators generally lease most of their station time to pay-movie entrepreneurs. As of last year, the FCC had granted a total of about 355 MDS applications.

Although some hold hope that MDS will offer an alternative to cable TV, MDS suffers from obvious competitive disadvantages. First, MDS customer antennas must be within line-of-sight of the transmitter, a factor which can limit the number of customers an MDS service can reach. FCC rules also currently allocate only two MDS channels to a market—and in effect permit an individual operator to control only one of them—thereby limiting MDS operators to one-channel services.

Under pending proceedings, however, the FCC has proposed to reallocate channels among its 2 ghz services. Currently, 28 of the 31 video channels in the 2500-2690 mhz band are reserved for instructional television fixed service; the remaining three are allocated to the operational fixed service. The two MDS channels are in the 2150-2162 mhz band. In its proceeding, the FCC has proposed to shuffle the allocations in the 2500-2690 mhz band to assign 11 channels to ITFS, 10 to MDS and 10 to OFS.

To insure that MDS can compete with cable, Microband Corp. of America, the nation's largest

MDS operator, has asked the FCC to allocate 14 channels for MDS in each of the top 50 markets, dividing those among three MDS operators (two would control five channels, and the third would control the remaining four).

CBS and Contemporary Communications Corp., another MDS operator, have asked commission permission to test a similar concept, which they're calling Multichannel Systems (MCS), in five markets. That proposal, like Microband's, has drawn considerable fire from the educational community, since it would require the commission to allocate some of the channels in the 2500-2690 mhz band for commercial use.

Satellite Master Antenna Systems (SMATV) □ SMATV systems, cloned from cable systems, look like cable systems, and, in most cases, are operated like them. The essential difference is that SMATV systems operate on private property—apartment buildings, condominium complexes, or even private housing developments and mobile home parks. Instead of getting a franchise (the right to string or bury wire along city streets and rights of way) from local governments, SMATV operators sign contracts with the property owners, allowing them to bring cable television into the homes on the property.

In most cases, that's done by hooking up an earth station aimed at Satcom III-R—the RCA Americom satellite carrying the bulk of cable programming—to a multi-unit building's master antenna. In some cases, it also involves wiring buildings with nonexistent or inadequate master antenna systems and interconnecting two or more buildings of a single complex with overhead or underground cable. One advantage SMATV operators have over their cable counterparts is that they are free from regulation. Because they don't need a municipal franchise, they aren't burdened with the local regulations that accompany a municipal grant. And since SMATV operators are generally excluded from the FCC's definition of a cable system, they are also exempt from federal regulation.

Subscription television (STV) □ The major difference between STV and conventional television is that you have to pay for the former. STV stations are standard VHF or UHF television stations; most broadcast conventional, free programming during the day, then start scrambling their signal to offer pay programming at night. The STV customer is equipped with a special decoder to decipher the scrambled signals.

The STV industry has been growing rapidly. It grew from about 400,000 subscribers in 1980 to about 1.5 million last year. In that same period, the number of STV stations on the air grew from eight in as many markets to 31 in 22 markets.

Although the jury is still out on the impact the FCC's decision last June to deregulate STV will have on the the industry, that action should open an additional 133 television markets to STV. That's the result of the commission's elimination of its complement-of-four rule, which required that a market have a minimum of four regular television stations before an STV operation would be permitted. The commission's STV order also eliminated the rules requiring that STV stations offer conventional, free programming at least 28 hours a week; that they not sell decoders to the public, and that they conduct separate ascertainment surveys.

Teletext □ Teletext is a one-way electronic publishing service that can be transmitted over the vertical blanking interval of a standard television signal or the full channel of a television station or cable television system. The related electronic publishing technology, videotext, is a two-way interactive service that uses either telephone or cable television technology (see **Videotext** entry).

Most teletext technologies permit users to access a broad variety of information—stock quotes, news headlines, horoscopes, classified ads—through the use of some sort of keypad. One advantage teletext has over traditional print media is that it can be updated at any time.

Although some cable operators are already offering teletext service commercially, broadcasters are only offering it experimentally, awaiting approval from the FCC.

When the commission finally does authorize broadcasters to offer teletext services sometime this year, it's almost certain to refrain from establishing a technical standard. Nonetheless, both CBS and NBC have announced plans for national teletext services using the North America Broadcast Teletext Specification, a standard worked out by AT&T, CBS and proponents of the French Antiope and Canadian Telidon systems.

Videotext □ Videotext is a two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen thereby permitting a user to retrieve all sorts of information and to conduct actual transactions. Its less-sophisticated cousin, teletext, is a one-way electronic publishing technology that can be transmitted over the vertical blanking interval of a standard television signal, or the full channel of a television station or cable television system (see **Teletext** entry).

Although videotext promises to be more expensive than teletext—and therefore may not be as widely used as teletext—its interactive capability would seem to make it the service of first choice. A teletext service, for example, might allow a user to access an airline's schedule, but a videotext user could not only access that schedule, but also make his reservation, transfer money from his bank account to pay for his ticket, then buy a new wardrobe for his planned trip—all without leaving his seat.

A Mini Dictionary

Basic cable service—Package of cable programming provided to subscribers without additional fee.

Cable television—System that transmits original programming, and programming of broadcast television stations, to consumers over wired network (see text).

Clear channel—AM radio station allowed to dominate its frequency with up to 50 kw of power; their signals are generally protected for distance of up to 750 miles at night.

Coaxial cable—Cable with several common axis lines under protective sheath used for television signal transmissions.

CC—Closed captioning. Method of transmitting textual information over television channel's ver-

tical blanking interval; transmissions are deciphered with decoders; decoded transmissions appear as text superimposed over television image.

CED—Capacitance electronic disk (RCA video-disk).

Common carrier—Telecommunications company that provides communications transmission services to public.

DBS—Direct broadcast satellite. High powered satellite authorized to broadcast direct to homes (see text).

Domsat—Domestic satellite (see text).

Downlink—Earth station used to receive signals from satellites.

Earth station—Equipment used for transmitting or receiving satellite communications.

EFT—Electronic funds transfer.

EM—Electronic mail.

ENG—Electronic news gathering.

ETV—Educational television.

Footprint—Area on earth within which satellite's signal can be received.

Geostationary orbit—Orbit 22,300 miles above earth's equator where satellites circle earth at same rate earth rotates.

Ghz—Gigahertz. 1,000 megahertz.

HDTV—High-definition television (see text).

Headend—Facility in cable system from which all signals originate. (Local and distant television stations, and satellite programming, are picked up and amplified for retransmission through system.)

Hertz—A unit of frequency equal to one cycle per second. One kilohertz is 1,000 hertz; one megahertz is one million hz; one gigahertz is one billion hertz.

HUT—Households using television.

ITFS—Instructional Television Fixed Service (see text).

Khz—Kilohertz (see Hertz).

LED—Light emitting diode. Type of semiconductor that light up when activated by voltage.

LO—Local origination channel.

LPTV—Low-power television (see text).

LV—LaserVision (optical videodisk).

MATV—Master antenna television. Delivery method for pay programming to multi-unit dwellings.

MDS—Multipoint distribution service (see text).

Mhz—Megahertz (see Hertz).

Microwave—Frequencies above 1,000 mhz.

MSO—Multiple cable system operator.

NTSC—National Television System Committee. Committee that recommended current American standard for color TV.

PCM—Pulse code modulation. Conversion of voice signals into digital code.

PPV—Pay-per-view.

PSA—Public service announcement.

PTV—Public television.

RCC—Radio common carrier. Common carriers whose major businesses include radio paging and mobile telephone services.

SCA—Subsidiary communications authorizations. Authorizations granted to FM broadcasters for using subcarriers on their channels for other communications services.

Shortwave—Transmissions on frequencies of 6-25 mhz.

SHF—Super high frequency.

SMATV—Satellite master antenna television (see text).

STV—Subscription television (see text).

Superstation—Local TV station whose signal is retransmitted via satellite to cable systems beyond reach of over-the-air signal.

Tariff—Common carrier's statement describing services it offers and rates it charges.

Teletext—One-way electronic publishing service (see text).

Translator—Broadcast station that rebroadcasts signals of other stations without originating its own programming.

Transponder—Satellite transmitter/receiver that picks up signals transmitted from earth, translates them into new frequency and amplifies them before retransmitting them back to ground.

UHF—Ultra high frequency.

Uplink—Earth station used for transmitting to satellite.

VCR—Videocassette recorder.

VHF—Very high frequency.


Videotext—Two-way interactive service that uses either two-way cable or telephone lines to connect a central computer to a television screen (see text).

VTR—Videotape recorder.

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WTWN(AM)-WLAV(FM) Grand Rapids, Mich.
 □ Sold by Shepard Broadcasting Corp. to Adams Radio of Grand Rapids Inc. for \$5 million plus \$1.25 million for five-year non-compete agreement. **Seller** is principally owned by John Shepard, president, who also owns 40% of CP for new TV on channel 54 at Muskegon, Mich. **Buyer** is subsidiary of Adams Communications Corp., which is owned by Stephen Adams, who is president and owner of Center Group Broadcasting, Tyler, Tex.-based owner of KIVA-TV Farmington, N.M., KCMN(AM) Colorado Springs and 51% each of WGTU-TV Traverse City and satellite WGTQ-TV Sault Ste. Marie, both Michigan. Adams also bought, subject to FCC approval, WILX-TV Onondago, Mich., for \$20.5 million (BROADCASTING, Nov. 22, 1982) and WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis (see below). WTWN is on 1340 khz with 1 kw day and 250 w night. WLAV is on 96.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** R.C. Crisler & Co.

WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis
 □ Sold by King Broadcasting Co. and Metroplex of Missouri Inc., respectively, to Stephen Adams for \$5.18 million. **Seller** King Broadcasting is Seattle-based group of five AM's, four FM's and four TV's principally owned by Dorothy S. Bullitt and fam-

ily, who bought WRTH along with KYA-AM-FM San Francisco from Avco Broadcasting in 1977 for \$4 million (BROADCASTING, Sept. 5, 1977). Metroplex is Cleveland-based group of two AM's and four FM's, principally owned by Jim Wain and Bob Weis, who are still awaiting closing for sale of WHTT(AM) Miami for \$2.2 million (BROADCASTING, Nov. 22, 1982) and purchase of WFYV(FM) Atlantic Beach, Fla., for \$2.85 million (BROADCASTING, Dec. 20, 1981). Gaylord bought KEZK along with WHYI(FM) Fort Lauderdale from Hefel Broadcasting five years ago for \$4.55 million plus \$1.48 million for noncompete agreement (BROADCASTING, Jan. 2, 1978). **Buyer** also bought, subject to FCC approval, WTWN(AM)-WLAV(FM) Grand Rapids, Mich. (see above). WRTH is on 590 khz with 1 kw full time. KEZK is on 102.5 mhz with 100 kw and antenna 450 feet above average terrain. **Broker:** R.C. Crisler & Co.

KYTE(AM)-KLLB(FM) Portland, Ore. □ Sold by Gaylord Broadcasting Co. to C.H. Buckley Inc. for \$3.75 million plus \$750,000 for five-year noncompete agreement. **Seller** is Oklahoma City-based group owner of two AM's, one FM and seven TV's. Edward L. Gaylord is chairman. Its parent, Oklahoma Publishing Co., publishes *The Daily Oklahoman*, *Oklahoma City Times*, and *Sunday Oklahoman*, all Oklahoma City, and *Colora-*

do Springs Sun, plus magazine, *The Farmer-Stockman*. Gaylord bought KYTE-KLLB in 1977 for \$1.5 million (BROADCASTING, April 25, 1977). **Buyer** is owned by Charlton H. Buckley, who is San Francisco-based contractor, rancher and resort property owner. He has no other broadcast interests. KYTE is on 970 khz with 5 kw full time. KLLB is on 101.1 mhz with 100 kw.

WASK-AM-FM Lafayette, Ind. □ Sold by Lafayette Broadcasting Inc. to Duchossois Enterprises Inc. for \$2,425,000. **Seller** is owned by Henry Rosenthal (87%), George Williamson (7%) and Jerry Clough (6%), who have no other broadcast interests. Earlier deal to sell stations to Allied Broadcasting Systems Inc. for \$2.65 million fell through (BROADCASTING, Nov. 12, 1981). **Buyer** is owned by Richard L. Duchossois, who owns KDAL(AM) Duluth, Minn., which he bought in 1981 for \$1.9 million (BROADCASTING, July 27, 1981). WASK is on 1450 khz with 1 kw day and 250 w night. **Broker:** Blackburn & Co.

KWAO(FM) Sun City, Ariz. □ Sold by Sun City Broadcasting Corp. to KLFF-FM Inc. for \$1.25 million. **Seller** is owned by Harry O. Yearick (49%), Russell Lash and Frederick L. Maderia (25.5% each), who have no other broadcast interests. **Buyer** is subsidiary of Canyon Communications Corp., which is owned by Lawrence Mazursky and wife, Beverly, who own KLFF(AM) Glendale, Ariz. KWAO is on 106.3 mhz with 3 kw and antenna 97 feet above average terrain.

KUBB(FM) Mariposa, Calif. □ Sold by Mariposa Broadcasting Inc. to Sierra Foothills Broadcasting Inc. for \$525,000. **Seller** is owned by Robert C. Hughes and family, who have no other broadcast interests. **Buyer** is owned by Dennis L. Cresswell, president (25%), Anthony Rossi (24%) and others, who own KLOQ(AM) Merced, Calif. KUBB is 2 kw daytimer on 96.3 mhz.

WSTX(AM) Christiansted, V.I. □ Sold by Virgin Islands Broadcasting Corp. to Caribbean Basin Broadcasting Inc. for \$525,000. **Seller** is principally owned by William M. Carpenter, who has no other broadcast interests but is applicant for new FM at Christiansted. **Buyer** is owned by Reginald F. Lewis, New York attorney, who last year bought WCRN(FM) Charlotte Amalie, V.I., for \$500,000 (BROADCASTING, Oct. 25, 1982). WSTX is on 970 khz with 5 kw day and 1 kw night.

KJIM(AM) Fort Worth □ Sold by Fort Worth KJIM Inc. to The Venture Group Inc. for \$490,000. **Seller** is principally owned by James Shaffer and Mae Walke, who have no other broadcast interests. **Buyer** is owned by B.J. Glacock, president (37%), and 24 others, who also own KSEY-AM-FM Seymour, Tex. KJIM is 250 w daytimer on 870 khz.

WGHN(AM)-WFMG(FM) Grand Haven, Mich.
 □ Sold by Community Broadcasters Inc. to William Struyck for \$455,000. **Seller** is owned by Douglas Tjapkes (51%) and Betty Mokma (49%), who have no other broadcast interests. Last year they also sold WTIQ(AM) Manistique, Mich., for \$100,000 (BROADCASTING, May 25, 1982). **Buyer** Struyck is

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1/3/83

program director at WOOD-AM-FM Grand Rapids, Mich. WGHM is 500 w daytimer on 1370 khz, WFMG is on 92.1 mhz with 3 kw and antenna 240 feet above average terrain. *Broker: Walker Media & Management Co.*

KEYL(AM) Long Prairie, Minn. □ Sold by The Radioway Corp. to Elden B. Stielstra for \$425,000. **Seller** is owned by Jerome A. Vankampen, who bought KEYL last year for \$350,000 (BROADCASTING, April 27, 1981). **Buyer** is Scottville, Mich., Martin Marietta executive who has no other broadcast interests. KEYL is on 1400 khz with 1 kw day and 250 w night.

WYSS(FM) Saegertown, Pa. □ Sold by Saegertown Broadcasting Corp. to Osborne Broadcasting Inc. for \$325,000 plus \$100,000 for noncompete agreement. **Seller** is principally owned by Arthur Arkelian, who owns 70% of WWCB(AM) Corry, Pa. **Buyer** is owned by Thomas L. Osborne (60%) and wife, Linda (40%). Thomas Osborne is Meadville, Pa., optician and has no other broadcast interests. WYSS is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: The Keith W. Horton Co.*

WCNF(FM) Whitehall, Mich. □ Sold by Blueberry Broadcasting Inc. to Muscom Inc. for \$260,000. **Seller** is principally owned by Alastair B. Martin and wife, Edith, who are principals of Regional Broadcasters Group, Kingston, N.Y.-based group of four AM's and five FM's which last sold WTRU(AM) Muskegon, Mich., for \$400,000 (BROADCASTING, May 10, 1981). **Buyer** is owned by Frazier Reams Jr. (75%) and Susan R. Reams (25%), who are principal owners of WWMN(AM)-WWCK(FM) Flint, Mich.; WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegon, Mich. WCNF is on 95.3 mhz with 3 kw and antenna 430 feet above average terrain.

KCDC-TV Midland, Tex. □ Sold by Midland Telecasting Co. to Number 1 TV Inc. for \$200,000. Station has been off air since 1974. Chet Darwin is president. **Buyer** is newly formed, Naples, Fla.-based radio and TV syndicator that also bought, subject to FCC approval, WEXY(AM) Oakland Park (Fort Lauderdale), Fla., for \$1.5 million (BROADCASTING, Dec. 6, 1982). Mary J. Arthur is president and 44.4% owner. She also is president and principal owner of WKEM(AM) Immokalee, Fla. KCDC is on channel 18 with 6.76 kw visual, 852 w aural, and antenna 390 feet above average terrain. *Broker: Chapman Associates.*

WLNE(TV) Bedford, Mass.-Providence, R.I. □ Sold by Pulitzer Publishing Co. to Freedom Newspapers Inc. for \$15.5 million to make room for pending acquisition of another station that would overflow Pulitzer's allowable portfolio of VHF television stations. **Seller** is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson* (Ariz.) *Star* and owner of KSDK(TV) St. Louis; KETV(TV) Omaha; KOAT-TV Albuquerque, N.M.; WGAL-TV Lancaster, Pa., and KTAR(AM)-KBBC(FM) Phoenix. Pulitzer has swapped, subject to FCC approval, KSDK for Multimedia's WXII-TV Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus \$9 million

(BROADCASTING, March 8, 1982). Value of KSDK is estimated at \$65 million. **Buyer** is Santa Ana, Calif.-based publisher of 31 daily and eight weekly newspapers owned by heirs of late R.C. Hoiles, who founded company more than 75 years ago. Freedom Newspapers also own KTUL(TV) Medford, Ore., which it bought last year for \$12.5 million (BROADCASTING, July 27, 1981). D.R. Segal is president. WLNE is CBS affiliate on channel 6 with 100 kw visual, 22.4 kw aural, and antenna 940 feet above average terrain.

APPROVED

KCBJ-TV Columbia, Mo. □ Sold by Channel Seventeen Inc. to Wooster Republican Printing Co. for \$3.3 million. **Seller** is owned by Richard E. Koenig (55%) and brother, Robert H. (45%), who have no other broadcast interests. **Buyer** is owned by Albert V. Dix and family, Wooster, Ohio-based group owners of four AM's, four FM's and one TV and publishes eight daily and 15 weekly newspapers. Last year it bought KFBB-TV Great Falls, Mont., for \$5.2 million (BROADCASTING, May 17, 1982). KCBJ-TV is ABC affiliate on channel 17 with 750 kw visual, 150 kw aural and antenna 1,144 feet above average terrain.

WFOX(FM) Gainesville, Ga. □ Sold by Radio Athens Inc. to Shamrock Communications Inc. for \$3,085,000. **Seller** is owned by L.H. Christian Sr., and family who also owns WRFC(AM) Athens, Ga. He bought WFIX 10 years ago for \$140,000 (BROADCASTING, March 13, 1972). **Buyer** is Hollywood-based group owner of one AM, four FM's and four TV's, who also last year sold KYOK(AM) Houston for \$1.5 million (BROADCASTING, March 15, 1982). Shamrock also sold last year WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 21, 1982). Roy E. Disney is chairman and Stanley P. Gold is president. WFOX is on 97.1 mhz with 100 kw and antenna 540 feet above average terrain.

KQV(AM) Pittsburgh □ Sold by Taft Broadcasting to Calvary Inc. for about \$1.75 million. **Seller** is publicly traded, Cincinnati-based group owner of six AM's, six FM's and seven TV's. It bought KQV along with co-located WDVE(FM) from ABC eight years ago for \$3.5 million (BROADCASTING, Nov. 11, 1974). Taft will keep WDVE. **Buyer** is owned by Richard Mellon Scaife and Robert W. Dickey. Scaife is Pittsburgh investor and publisher of daily *Sacramento* (Calif.) *Union* and daily newspapers in Greensburg, Pa. Dickey is general manager of KQV. Neither has other broadcast interests. KQV is on 1410 khz with 5 kw full time.

WJAN(TV) Canton, Ohio □ Sold by PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingston Missionary Foundation Inc. for assumption of \$1,346,250 debt. James O. Bakker is president of nonstock religious corporation and owner of PTL Television Network, Charlotte, N.C., which syndicates *The PTL Club*, religious program. It bought WJAN five years ago for \$2.5 million (BROADCAST-

ING, Aug. 22, 1977). **Buyer** is philanthropy organization headed by Lonnie Rex, president. It has no other broadcast interests. WJAN is on channel 17, with 436 kw visual and 42 kw aural and antenna 450 feet above average terrain.

KWEB(AM)-KRCH(FM) Rochester, Minn. □ Sold by Rochester Communications Corp. to Sheehafer Broadcasting Corp. for \$1.1 million. **Seller** is principally owned by Steven P. Moravec, who has no other broadcast interests. **Buyer** is owned by Donald W. Sheehafer, who owns WOMT(AM) Manitowoc, WQTC(FM) Two Rivers and WXCO(AM) Wausau, all Wisconsin, and also is applicant for new FM at Wausau. KWEB is on 1270 khz with 5 kw day and 1 kw night. KRCH is on 101.7 mhz with 710 w and antenna 560 feet above average terrain.

KMCK(FM) Siloam Springs, Ark. □ Sold by John Brown University to Apple Broadcasting Inc. for \$1 million plus \$500,000 for noncompete agreement. **Seller** is Siloam Springs-based educational institution and group owner of three AM's and two FM's which last brought KKIK(AM) Waco, Tex., for \$600,000 (BROADCASTING, Aug. 23, 1982). **Buyer** is principally owned by Jess Smith, news director at KKDA(FM) Dallas, and Allen Burns, Dallas business and financial consultant. Neither has other broadcast interests. KMCK is on 105.7 mhz with 100 kw and antenna 410 feet above average terrain.

KTBB(AM) Tyler, Tex. □ Sold by Smith County Broadcasters to Broadcasters Unlimited Inc. for \$857,164. **Seller** is owned by Marshall Formby and nephew, Clint Formby (30% each), Graddy Tunnel and Don Chaney (20% each). Formbys also own KPLE(FM)-Temple and KPAN(FM) Hereford, both Texas. They bought KTBB in 1974 for \$440,000 (BROADCASTING, April 1, 1974). **Buyer** is owned by current part owner, Don R. Chaney (30%), and B.W. Wallis, Aubrey Irby, Wilton Fair, Wade Ridley and Isadore Roosth (14% each). Except Chaney, each owns 20% of KBUS(AM) Mexia, Tex. and sold KMOO-AM-FM Mineola, Tex. (see "For the Record," page 84). KTBB is on 600 khz with 1 kw full time.

WMEV-AM-FM Marion, Va. □ Sold by Mountain Empire Broadcasting Corp. to Summit Broadcasting Inc. for \$650,000. **Seller** is principally owned by Stella W. Maloney and L. P. Collins III, who have no other broadcast interests. **Buyer** is principally owned by Hugh S. and Barbara Gwyn. Hugh Gwyn is Marion beer distributor and has no other broadcast interests. WMEV is 1 kw daytimer on 1010 khz. WMEV-FM is on 93.9 mhz with 3.5 kw and antenna 1,480 feet above average terrain.

KFBD-AM-FM Waynesville, Mo. □ Sold by Pulasko Media Inc. to BD Inc. for \$500,000. **Seller** is owned by Donald R. Tritten, Floyd Mooney and Ralph DeWitt Sr. (25% each), Richard R. and Patricia Triggs (12.5% jointly) and Bob Cole (12.5%). **Buyer** is owned equally by minority principals Richard and Patricia Triggs, and Bob and wife, Annette. KFBD is 500 w daytimer on 1270 khz. KFBD-FM is on 97.7 mhz with 3 kw and antenna 192 feet above average terrain.

1983

THE SECOND 50 YEARS OF THE FIFTH ESTATE

Technology: Waiting for the marketplace

As policymakers decide to let free markets work, questions of technical specifications have to be worked out there, which is not always to the delight of Fifth Estate engineers

Standards will be the watchword of broadcasting's technical community in 1983. The success of new services and equipment for broadcasters will depend in part on how the question of standards for them is resolved this year.

The standards issue will shape, to some extent, the future of AM stereo, teletext, multichannel (stereo) television sound (MTS), half-inch recording cameras, advanced television systems, satellite broadcasting and digital videotape recorders.

After the FCC decided not to set an AM stereo standard last spring, proponents of four incompatible systems—Magnavox, Kahn, Harris and Motorola—began to vie aggressively in the marketplace for the acceptance of receiver manufacturers, broadcasters and consumers. Nine months later, none of the proponents are close to winning the battle.

Kahn and Harris have made substantial inroads with broadcasters, convincing more than three dozen stations to go on the air with their systems. Magnavox and Motorola, meanwhile, have impressed receiver manufacturers. Magnavox has persuaded numerous small radio manufacturers to build Magnavox receivers and Motorola's system has won the endorsement of Delco Electronics, the largest domestic maker of radios.

If one system doesn't soon emerge, the bleak scenario receiver manufacturers and broadcasters painted for the FCC in urging it to set a standard may become reality. Consumers will be confronted in retail stores this year with radios capable of receiving some AM stereo broadcasts, but not others. Such a situation will discourage sales of stereo radios, and consumers and broadcasters may eventually lose interest in the service.

Just as the future of AM stereo could be damaged by the lack of a standard and the presence of multiple systems in the marketplace, so could the future of teletext. A committee of the Electronic Industries Association was unable to pick a standard and the FCC has indicated in its teletext proceeding that it will not try. Consequently, two incompatible systems are in use today by cable programmers and broadcasters—the North American Broadcast Teletext Specification, itself a compromise of systems developed by the French and Canadian governments, and the British Ceefax system.

Satellite Syndicated Systems and Keycom

Electronic Publishing (a joint venture of Field Enterprises, Honeywell and Centel Communications) are the chief proponents of the British system. Using the system, they launched last November a pay teletext service that reaches more than 20 million homes (but so far few subscribers) through a satellite-cable network.

In the NABTS camp: Time Inc., NBC and CBS. Time Inc. launched a trial of a full-channel (5,000-page) teletext service in cable systems in Orlando, Fla., and San Diego last October. It's only a marketing test involving 400 homes, but if Time likes the results it may roll out the service nationwide. Meanwhile, NBC and CBS have said that as soon as the FCC authorizes teletext, they will begin pumping ad-supported teletext services over their network lines for local broadcast by their affiliates.

Confusion in the teletext marketplace could be prevented if terminal manufacturers build universal terminals compatible with the NABTS as well as the British systems. It's possible, but building terminals to receive two instead of one standard will add to their cost, which may be as damaging to consumer acceptance of teletext as multiple standards.

The television industry is trying to avoid a marketplace showdown on MTS. A joint committee of the National Association of Broadcasters and the EIA evaluated on paper and in the field MTS systems proposed by the Electronic Industries Association of Japan, Telesonic Systems and Zenith Radio. The committee hoped to pick the national standard last September. The committee had to start its deliberations over again, however, after it indicated its preference for Zenith Telesonic then charged that the committee's procedures were flawed and the National Cable Television Association raised eleventh-hour concerns about carrying programming with MTS on cable systems. (NCTA worried that carriage on a cable system would not only degrade the MTS signal, but also cause adjacent channel interference.) The committee also had trouble picking a companding system to complement the MTS system, having set its criteria for a companding system too high. So while it takes a second look at the various MTS systems, it also will evaluate, with new guidelines, companding systems proposed by CBS, Dolby, dbx and Straightwire Audio.

The committee has some incentive to complete its work quickly. The FCC has indicated that it will propose rules authorizing MTS broadcasting within the next couple of months. If the committee can successfully complete its work before the FCC acts on final rules, the commission may adopt the

NAB-EIA standard as the national standard. If the FCC tires of waiting for the committee, authorizes MTS broadcasting and leaves the selection of a particular system to the marketplace, however, the committee will be forced to give up on establishing a standard. A selection of a system by the committee after the FCC has given the nod to the marketplace could be met by antitrust suits from other system proponents. MTS would find itself in the same situation at the end of 1983 that AM stereo is in today.

RCA and Panasonic introduced at the 1981 NAB convention recording cameras that combine cameras and videocassette recorders into compact, lightweight units. The recording cameras were made possible by a new half-inch tape format developed jointly by RCA and Matsushita, Panasonic's Japanese parent. Promising greater mobility for the news crews and vastly improved reliability (the result of having no cable between camera and recorder), the recording camera quickly captured the fancy of broadcasters. What's more, the component recording format of the half-inch videocassette recorders delivers pictures superior to those of the three-quarter-inch machines, today's primary ENG format.

Spurred by the bold move of RCA and Panasonic into the marketplace, Sony soon introduced a recording camera using its own incompatible half-inch component tape format and a battle for the hearts and wallets of broadcasters and other potential users of the new gear was on.

A committee of the Society of Motion Picture and Television Engineers tried last spring and summer to bring the proponents of the two systems together in the hope of arriving at a single standard. But neither Sony nor RCA/Matsushita was willing to make the necessary concessions and the committee disbanded in frustration. ABC and CBS are encouraging their affiliates not to invest in either format in the hope that a soft market will force the proponents back to the table to talk compromise and standardization. The two networks believe a single standard is vital to the logistics of newsgathering. They say it will allow them to exchange tapes and equipment with local broadcasters and, on occasion, with other networks—practices they now take for granted. Although it's presumed NBC has received pressure from RCA, its parent corporation, to buy the RCA half-inch gear, it has yet to take any action.

With the present color NTSC television system showing definite signs of age—it is almost 30 years old now—broadcasters are exploring the possibility of improving or re-

placing it. The NAB, EIA, SMPTE and NCTA have formed an independent committee, with a mandate to study new television systems and set appropriate standards. Although the committee's full scope has yet to be determined, the deliberations leading to its formation have served to define three different types of advanced television systems—improved, enhanced and high definition.

"Improved" systems upgrade the quality of television pictures by special processing of the NTSC signal before transmission or after reception in the television set. Improved systems would include digital television sets that convert an incoming NTSC analog signal to a digital one and process it to sharpen the picture and eliminate multipath interference and flutter.

The superior pictures of the "enhanced" systems are achieved by changing the NTSC signal. Instead of interleaving the chrominance and luminance, most enhanced systems now on the board separate the two signals and broadcast them sequentially so they don't interfere with each other. Since the enhanced system will be, by definition, restricted to the same number of scanning lines (525) and the same aspect ratio (four to three) as the NTSC system, the enhanced picture could be displayed on an NTSC monitor. And for the same reason, the signal

could be easily "downconverted" with some loss of picture quality to an NTSC signal for modulation and display on a regular television set. Since the enhanced signal may require slightly more bandwidth than NTSC, it is more suited to the wide channels available on satellites than it is to terrestrial channels. England's Independent Broadcasting Authority's enhanced system, MAC (multiple analog components), has been chosen to replace the PAL system on that country's broadcast satellite. In this country, Comsat's Satellite Television Corp. is considering a 525-line version of MAC for use with its satellite broadcast service in 1986 and Digital Video Systems, now part of Scientific Atlanta, is working on a scrambled, 525-line version for Home Box Office, which wants to scramble its satellite feeds and which, DVS believes, would not mind improving the quality of its pictures at the same time. And at least one of the broadcast networks wants to employ a MAC-like system for satellite distribution of programming to affiliates that it hopes to begin phasing in this year.

High-definition television (HDTV) is an entirely new television system, unconstrained by any NTSC parameter. It promises higher resolution, improved color fidelity and wider aspect ratios. Because of a series of CBS-sponsored demonstrations, many broadcasters in this country are famil-

iar with NHK's HDTV system, which features 1,125 scanning lines, a five-to-three aspect ratio and 30 mhz of video bandwidth. HDTV is intended to be the production standard, replacing 35mm film.

After much effort by SMPTE in this country and other broadcasting organizations around the world, the CCIR, the world's standard-setting body, adopted last February a basic standard for digital production equipment, calling for component coding and sampling of the luminance signal at 13.5 mhz. Adherence to the CCIR standard is voluntary and while it is expected that most equipment manufacturers will abide by it, some manufacturers may not. The heart of any production studio is the videotape recorder and there is some concern among believers in the world standard that some manufacturers, possibly Japanese, may step forward this year with a composite digital machine. And they could find an immediate, albeit limited, market. Broadcasters could use digital VTR's to tape network feeds for later broadcast and production houses could take advantage of their ability to produce numerous generations of tape with minimal degradation. If Japanese manufacturers decided to offer composite machines, however, they would first have to find a way to circumvent their government's commitment to the world component standard. □

In Sync

Disk watchers

Is distribution of programming on videodisks more cost-effective than distribution by satellite? The National University Consortium for Telecommunications (NUC), Owings Mill, Md., which produces college-level educational programming for cable and broadcast, will launch a four-month study in January to find out. Pioneer Video Inc. will provide laser-optical videodisk systems for the study. To test videodisks as a programming source, the Maryland Center for Public Broadcasting has agreed to originate NUC's series, "Exploring Language: Thinking, Writing, Communicating," using videodisk instead of two-inch videotape. (MCPB feeds its programming via microwave to a network of six stations across the state.) To test videodisks as a distribution medium, NUC will send disks containing the series to Panorama, the educational programming network serving cable systems in Pennsylvania. (The network is run by Pennsylvania State University, State College, Pa.)

NUC seems to be conducting the study on the hypothesis that shipping disks is superior to its present system of satellite distribution in which broadcast and cable affiliates across the country downlink their programming and record it on tape for a later telecast. Use of disks would eliminate the cost of satellite time, technicians to record the feeds, tape stock and maintaining an "environmentally controlled storage space" for the tapes, NUC said in a prepared statement. "Videodisks can be produced in quantity at minimal cost," it said. "Their

high-quality image and sound will not deteriorate with heavy use. Disks require less storage space and are not restricted to climate-controlled environments."

Sony sell

Hoping to instruct broadcasters on audio production techniques and sell some hardware at the same time, MCI/Sony, Fort Lauderdale, Fla., has published a booklet, "The Guide to Profitable In-House Production." The techniques covered in the booklet can help out on the audio side of all sorts of commercial and program productions, including live broadcasts. It details the new MCI/Sony broadcast production system, which includes an eight-track recorder, multitrack console and mix-down stereo recorder. The system can be customized for individual broadcasters.

Sticks with Oak

Cablevision of Chicago, which operates 22 systems in the Chicago suburbs, had considered giving up on Oak Communications Systems addressable cable equipment and adopting the Jerrold line, but has decided to stick with Oak. According to Oak, Cablevision has ordered an additional \$2 million worth of Oak gear, including headend hardware and software and TC-35 and TC-56 decoders. Most will go to its Evanston, Ill., system, which begins operation the first of the year.

Clean machine

Videocassettes can be quickly cleaned and burnished by popping them into Research Technology International's new Videocassette Evaluator/Cleaner. Regular use of the machine, says the Lincolnwood, Ill., manufacturer, helps preserve a tape's picture and sound quality and protects the heads of videocassette machines that can be damaged by unpolished tapes. In addition to cleaning tapes, the machine, which runs at 25 times normal speed, can also inspect and erase tapes. It can be set to perform one function or to carry out simultaneously any combination of the three. An optional printer can be attached to the machine when it's in the "inspect" mode to record the location of a tape's defects.

Video gear growth

Demand for video cameras and home videocassette recorders remained high in November, according to the monthly sales-to-retailer report from the Electronic Industries Association's Consumer Electronics Group. Sales of VCR's, up 45% for the year, increased 60% in November over November 1981, rising from 146,000 units to 232,000. Sales of video cameras, up 60% for the year, jumped 22% in November over the previous November, from 19,000 units to 24,000. Sales of television sets were up slightly in November, but have been flat for the year. Although sales of projection television sets showed a big gain (53%) in November over the previous November, sales are down 7% for the year.

1983

THE SECOND 50 YEARS OF THE FIFTH ESTATE

Business: Setting its sights beyond the storm

Despite increased competition and stagnant economy, Wall St. still casts favorable eye on companies involved in Fifth Estate

The view from Wall Street is that 1983 will be good for the electronic media—but the outlook could be better. Overall, it sees the Fifth Estate as healthy, but that some parts are susceptible to deterioration.

Wall Street analysts tend to think 1983 will be a strong year for broadcast television, certainly better than for other media, with revenue gains approaching or approximating those made in 1982, which topped off in the 12% to 14% range.

Ellen Berland Sachar of Goldman Sachs, appearing in a closed session at TVB's annual meeting in mid-November, undertook to answer for television broadcasters the question: "Why Is Our Business So Good When the Economy Is So Bad?" Part of the reason, she said, was that inflation had been so consistently high, helping TV networks and stations to put through hefty rate increases.

Historically, she noted, TV advertising has felt the effects of recessions somewhat after the fact. In the 1974-75 recession, for example, the slowdown in network spending lagged behind the downturn by a calendar quarter, the slippage in spot growth was two quarters behind the downturn—and local maintained "modest gains" throughout 1975.

Her concern now, she said, is that with political advertising out of the picture since last November, "some slowdown in spot and local spending" may be apparent through the first half of 1983. "I certainly hope not," she said, "but if the past is any guide to the future, I think such slowdowns are entirely possible."

There is, meanwhile, the continuing decline in network ratings. Analysts see that erosion as another factor that may make advertisers balky. Nobody disagrees seriously with Sachar's judgment that "advertisers go with the largest medium, even if that audience is smaller than it used to be." But that is not the same as saying advertisers won't object to prices they think are too high. As Edward Atorino and Catherine Flaherty of Smith Barney, Harris Upham said in a recent report, "there could be advertiser resistance to further sharp network price increases in view of the prospect of reduced inflation and continued decline in network viewing."

Dennis Leibowitz of Donaldson, Lufkin & Jenrette is one of those who think that sooner or later the decline in network ratings will exceed the year-to-year growth in total TV homes—and that commercial stations in general, including independents, may suffer



Leibowitz



MacDonald



Sachar

similar declines—although "we don't know when or by how much" they will occur.

"The reason we aren't more bearish," he said, "is that the diversion of audiences will occur primarily among what are now non-commercial networks: Home Box Office, Showtime and the like. The reason we are not complacent, however, is that advertising agencies faced with rising cost-per-thousands because of declining audiences aren't going to be very happy about it. What they can do about it is something I can't answer."

Susan Watson of E.F. Hutton senses that "cable's growth rate appears to be slowing down," both in terms of increases in revenues—as a matter of simple arithmetic, percentages are harder to maintain as the base increases—and in terms of physical growth. "And the pay business is less robust—people are not taking as much pay TV as they used to," Watson adds. She also thinks changes in the new tax law may have "some negative influence on cable earnings."

This does not necessarily make the outlook bleak. Richard J. MacDonald of First Boston Corp. offered this analysis in a December report: "Cable TV stocks could be in for continued rough sailing. High levels of churn, problems with addressable equipment and discouraging results from the first pay-per-view events have created concerns in many investors. Yet we believe that earnings will begin to accelerate in 1983 for some well-positioned companies." (MacDonald cited Cox Communications as a promising example.)

Leibowitz sees cable's physical growth as very much in its favor. He noted that it "is currently building plants at a record rate, passing 8 million new homes annually"—the equivalent of 10% of all U.S. TV households each year. If half of those prospects subscribe, he noted, cable's penetration of total households will grow 5%, or 4 million subscribers a year.

Pay cable is already approaching the point at which it can go up against the broadcast networks in bidding for programs. Leibowitz noted that HBO bid against NBC-TV for the *Taxi* series, and that Showtime is buying new episodes of *Paper Chase*. If the pay services start taking advertising in some form, it will be, in Sachar's words, "a different kind of competitive environment for broadcasters." She seems confident that "at some point—I can't tell you exactly when—the pay cable networks will probably begin [to accept advertising], given that their cost structures are going to start running away with them.... Nobody is in this to make less money."

Yet some analysts are re-thinking some of their earlier enthusiasm. First Boston's Rich MacDonald wrote in a recent report: "The extinction of free network television will occur in the extremely distant future, if ever. Cable TV and the emerging video technologies pose less of a threat than we had earlier calculated. Our parameters suggest that network television will grow at a minimum of 10% in revenues and probably higher, depending on economic activity in the coming five years...."

For radio, the 1983 forecast calls for revenue gains approaching, in percentages, those predicted for television. The Radio Advertising Bureau, which estimates that 1982 revenues rose by 9.8%, is looking for a little more this year: "Our prediction is that radio will grow 11% in 1983 if there is a turnaround in the economy, which we anticipate will happen."

That coincides with an analysis by Ed Atorino and Catherine Flaherty at Smith Barney: "For 1983, provided the economy recovers as expected, we project 11% growth for national spot and local in line with their trends over the past four years. A more stable industry environment could result in a recovery in network advertising and a 10% to 12% increase." □

"Where Things Stand," continued from page 22.

1981). Networks appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, (see "Financial interest," page 22). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982).

□

Public broadcasting. Corporation for Public Broadcasting survived threat of even further budget cuts in 1982. Last summer Congress adopted urgent supplemental bill that contained amendment restoring CPB's 1984 appropriation to \$130 million from recommended \$105.6 million. While administration recommended \$85 million for CPB's FY 1985 appropriation, Congress voted instead during lame-duck session in December in continuing resolution to allocate \$130 million for FY 1985 (BROADCASTING, Dec. 20).

Public broadcasters devoted much of their attention in past year to finding alternative funding to fill gap left by decrease in federal support. Public Broadcasting Service adopted reorganization plan to consolidate services and reduce costs. PBS also focused on development of money-making ventures, including deal with Columbia Pictures for joint programming venture (BROADCASTING, Oct. 11, 1982). Public broadcasters are also in process of moving toward expansion of nightly news-analysis program, *MacNeill/Lehrer Report*, to one hour. Expanded version could place PBS in possible competition with network's nightly newscasts (BROADCASTING, Nov. 8 and Nov. 15, 1982).

While CPB and National Association of Broadcasters established own task forces to investigate alternative funding option for public TV, main focus has been on advertising experiment now under way at 10 public TV stations. Experiment is authorized by Congress and allows few public TV stations to air commercials. Latest reports show that it is well received by public and has become profitable (see story, this issue). Because experiment got off to late start, participating stations are seeking extension of experiment scheduled to expire June 30, 1983.

FCC Commissioner James Quello, however, stated that he doubts Congress will grant an extension. Quello is chairman of Temporary Commission on Alternative Financing for Public Telecommunications, which was established by Congress to oversee experiment (BROADCASTING, Dec. 20, 1982).

National Public Radio is also aggressively seeking revenue-making ventures. NPR announced two new ventures—one for a 24-hour digital data delivery service using FM subcarrier channels. Called INC Telecommunications, it is joint venture of NPR and National Information Utilities Corp., McLean, Va.-based computer information firm. Also network plans to establish national paging service, National Satellite Paging Co., joint venture with Mobile Communications Corp., of America (BROADCASTING, July 19, 1982). NPR also expanded its programming services (NPR Plus) which includes 24-hour classical music service and *NPR Dateline*, half-hour news program, preceding *All Things Considered*. It debuts today (Jan 3).

White House also announced nominations to fill four expired terms on CPB's board (BROADCASTING, Dec. 13, 1982). Nominees in-

clude: current board chairman Sharon Percy Rockefeller (Democrat), wife of West Virginia Governor Jay Rockefeller; Karl Eller, president of Columbia Pictures Communications and former president of Combined Communications; Helen Taylor, who served on Family Advisory Committee for the Reagan-Bush campaign, and Richard Brookhiser, editor of *National Review*, all Republican. They would replace Clyde Reed (Republican), Gillian Sorensen (Democrat), and Michael Kelley (Independent), respectively.

□

Radio Marti. Administration proposal to establish radio station to broadcast news of Cuba to that country cleared House and won favorable vote of Senate Foreign Relations Committee, but it died on Senate floor during lame-duck session after senators who opposed it—both for fear it would lead to radio war with Cuba and for international policy reasons—threatened filibuster. Administration and Republican leadership in Senate said bill would be revived in new Congress.

□

Teletext. In rulemaking released last fall, FCC proposed authorizing television stations to broadcast teletext services during vertical blanking interval without specifying what teletext system they must use (BROADCASTING, Oct. 26, 1981). Choice of system would be left to marketplace (presumably broadcasters) to decide.

Proposed rules would dedicate seven lines of the vertical blanking interval to teletext service (lines 14, 15, 16, 17, 18 and 20); line 21 could be used on "equal access" basis with closed captioning service of National Captioning Institute. NBC and CBS have announced they will launch national teletext service after rules are finalized using the North American Broadcast Teletext Specification. But group owners Field Enterprises and Taft Broadcasting seem committed to incompatible British Ceefax standard.

□

TV allocations. FCC Broadcast Bureau doesn't plan to recommend item to commission on its generic VHF drop-in proceeding before first quarter of 1983. But, according to Larry Harris, Mass Media Bureau chief, bureau wouldn't be receptive to "protectionist" arguments, basing recommendation "strictly on whether they [drop-ins] cause interference or not" (BROADCASTING, March 29, 1982). In move some observers interpreted as strong signal that FCC will change its rules in generic proceeding to ease creation of drop-ins, FCC has denied nine petitions to reconsider its decision approving four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). In 5-to-2 vote, commission upheld its order approving those, contending that benefit communities would experience outweighed any service loss drop-ins might cause (BROADCASTING, May 17, 1982). FCC approved those four drop-ins and proposed changing its rules to ease creation of more two years ago (BROADCASTING, Sept. 15 and Sept. 21, 1980). In proposal, FCC said that if rulemaking were adopted, there would be "presumption in favor" of additional service. Although applicant would be required to provide equivalent protection to existing stations, it would be incumbent upon opponents of drop-in allotment to prove addition of short-spaced VHF stations would be harmful to extent that "net loss of service to the

public" would result. As of Dec. 22, 1982, there were nine applications on file for drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. All four have been cut off, and Knoxville applications have been designated for hearing.

□

TV cameras in Senate. Resolution to allow televising of chamber proceedings (S. Res. 436) was passed by Senate in late April on condition that Rules Committee define any necessary changes in Senate rules and any regulations needed to govern broadcast system before effective date to begin broadcasting is set. Measure made it to lame duck session, but died before passage. Senate Majority Leader Howard Baker (R-Tenn.) has said he will reintroduce measure in next Congress.

□

WARC. Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference, which concluded in Geneva in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

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As compiled by BROADCASTING, Dec. 13 through Dec. 24, 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 above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—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. *—non-commercial.

New Stations

AM application

■ Imperial, Neb.—Terrell E. Kantz seeks 1560 khz, 5 kw. D. Address: 1305 East B. McCook, Neb. 69001-0218. Principals: Kantz is permittee of KZMC-FM McCook, Neb. Filed Dec. 10.

FM applications

■ Eureka Springs, Ark.—Beverly A. Butler seeks 100.9 mhz, 3 kw. HAAT: 273 ft. Address: 28 Fairmount Street, Eureka Springs 72632. Principal: Butler has no other broadcast interests. Filed Dec. 6.

■ Palm Desert, Calif.—Charidge Corp. seeks 96.7 mhz, 540 w. HAAT: 630 ft. Address: 660 Madison Ave., New York 10021. Principals: Martin Blackman Blackman Trust and Grosvenor Investment (50% each). Morris Bergreen is president and Martin Blackman is vice president. Bergreen is president and 80% owner of KCMJ(AM) Palm Springs, Calif., of which Blackman is vice president. Filed Dec. 9.

■ Lamar, Colo.—Broadcast Associates of Colorado seeks 105.7 mhz, 100 kw. HAAT: 514 ft. Address: Suite 2, Village Center, Lamar, Colo. 81052. Principal: Don N. Yokimer, general partner and president, who has no other broadcast interests. Filed Dec. 9.

■ Blakely, Ga.—Northeast Florida Radio Inc. seeks 93.5 mhz, 3 kw. HAAT: 300 ft. Address: 707 Dade Street, P.O. Box 496, Fernandina Beach, Fla. 32034. Principals: Northeast Florida Inc. (75%) and Gordon E. Hall (25%). Northeast Florida Radio is owned by Billy G. Hogan and family, who own WHOG(AM) Fernandina Beach, Fla. Filed Dec. 7.

■ Kahului, Hawaii—Ke-Nui Corp. seeks 99.9 mhz, 100 kw. HAAT: -540 ft. Address: P.O. Box 35, Kahului, Hawaii

96732. Principals: Thomas R. Elkins (61.5%) and Norma J. Phegley (38.5%), who own KNUI(AM) Kahului, Hawaii. Filed Dec. 10.

■ Versailles, Ind.—Jean L. Ruh seeks 103.1 mhz, 890 w. HAAT: 507 ft. Address: 7391 W. Highway 46, Ellettsville, Ind. 47429. Principal: Ruh is principal in applicant for new FM at Spencer, Ind., which is currently pending settlement agreement. Filed Dec. 6.

■ Caborojo, P.R.—Ramon Rodriguez and Associates seeks 107.7 mhz, 50 kw. HAAT: 280 ft. Address: Marina D21, Levittown, Catano, P.R. 00632. Principal: Ramon Rodriguez (50%) and Ruth Hernandez (45%) and three others, none who have other broadcast interests. Filed Dec. 8.

■ Spearfish, S.D.—United Radio Group Inc. seeks 101.1 mhz, 96 kw. HAAT: 1,490 ft. Address: 115 Third Street, Spearfish 57783. Principals: Jerry J. Boyer (80%) and Arthur M. Mathison (20%), who have no other broadcast interests. Filed Dec. 9.

■ Amarillo, Tex.—Westwind Broadcasting seeks 96.9 mhz, 100 kw. HAAT: 679 ft. Address: 2505 Lakeview, Amarillo, Tex. 79109. Principals: Michael Fox, Joe B. Garza, Keith Adams and James D. Shelton (25% each). Fox is general manager of KQIZ-AM-FM Amarillo, Tex. Shelton and Adams own KKYN(AM) Plainview, KYXX(AM) Odessa and KWKC(AM)-KORQ(FM) Abilene, all Texas. Filed Dec. 6.

■ Fairfield, Tex.—Freestone County Broadcasting seeks 92.1 mhz, 3 kw. HAAT: 300 ft. Address: 1939 Bayon Drive, Shreveport, Calif. 71105. Principals: Elizabeth Mitchell (31%), John Mitchell (29%), Irene Robinson (21%) and Ivy Robinson (19%), who have no other broadcast interests. Filed Dec. 1.

■ Robstown, Tex.—Robstown Independent School District seeks 89.5 mhz, 100 w. HAAT: 175 ft. Address: 101 West Avenue E. Robstown, Tex. 78380. Principal: Edward Mejia is president. Applicant has no other broadcast interests. Filed Dec. 10.

TV applications

■ Arcata, Calif.—The Mad River Broadcasting Co. seeks ch. 23; ERP: 140 kw vis., 14 kw aur., HAAT: 1,462 ft.; ant. height above ground: 73 ft. Address: 1320 North Formosa Ave., Los Angeles 90046. Principals: David Marcus, president (18.2%), Lawrence Rogow and Garry Epire (25% each), and three others. Spire and Rogow each own 3.9% of Response Broadcasting Corp., permittee of LPTV station on ch. 49 at Hermosa, Calif., and applicant for over 50 LPTV stations. Filed Dec. 7.

■ Carroll, Iowa—Television Development Association of Iowa seeks ch. 30; ERP: 1,024 kw vis., 162 kw aur., HAAT: 2,100 ft.; ant. height above ground: 1,906 ft. Address: 7209 Airline Avenue, Des Moines, Iowa 50322. Principals: Michael D. Pauley, Jeffrey E. Groves and William B. Newbrough (one-third each). Newbrough owns less than 1% of KRNA(FM) Iowa City, Iowa. Filed Dec. 3.

■ Flint, Mich.—Flint Family TV Ltd. seeks ch. 66; ERP: 1,007 kw vis., 201 kw aur., HAAT: 1,254 ft.; ant. height

above ground: 1,249 ft. Address: 1232 Highway 74, Evergreen, Colo. 80439. Legal counsel: McCampbell & Young, Knoxville, Tenn. Principals: BBI Co. (65%), Harley G. Hunter (25%) and Delores G. Christensen (10%). Hunter is general partner is applicant for new TV at Pueblo, Colo. Filed Dec. 9.

FM actions

Piggott, Alaska—Pa-Joy Broadcasters granted 105.5 mhz, 3 kw. HAAT: 300 ft. (BPH-811209AC). Action Dec. 3.

■ Williston, Fla.—Jim Johnson Enterprises Inc. granted 92.1 mhz, 3 kw. HAAT: 300 ft. Address: 129 94th Avenue, Treasure Island, Fla. 33706. Principals: James E. Johnson and wife, Roberta S. Johnson (50% each). James Johnson is general manager of WCKX(FM) Clearwater, Fla. (BPH-820607AT). Action Dec. 3.

■ Biloxi, Miss.—Mississippi Authority for Educational Television granted 90.3 mhz, 100 kw. HAAT: 1414 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$227,000; first-year operating cost: \$50,775. Format: Cultural/educational. Principal: Official state educational television-radio agency. F.L. Morris is executive director. It is licensee of *WMAA-TV Jackson; *WMAB-TV Mississippi State; *WMAE-TV Booneville; *WMAH-TV Biloxi; *WMAO-TV Greenwood; *WMAU-TV Bude; *WMAV-TV Oxford, and *WMAW-TV Meridian, all Mississippi. It also was granted CP's for new noncommercial at FM's at Greenwood and Jackson, both Mississippi (BROADCASTING, Dec. 20) and Bude, Miss. (see below). Action Dec. 3.

■ Bude, Miss.—Mississippi Authority for Educational Television granted 88.9 mhz, 100 kw. HAAT: 958 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: \$200,000; first-year operating cost: \$50,770. Format: Cultural/educational. Principal: (see Biloxi, Miss., above). (BPED-801106AD). Action Nov. 30.

■ Santa Fe, N.M.—Siesta Communications Corp. granted 104.1 mhz, 25 kw. HAAT: 87 ft. Address: Route 2, Box 51, Pecos, N.M., 87552. Estimated construction costs: \$137,500; first-year operating cost: \$15,000; revenue: \$15,000. Format: Variety. Principals: Wycom Corp. (51%), Fiesta Communications Corp. (44%) and Robert C. Burris (5%). Wycom Corp. is Pecos, N.M.-based group owner of 2 AM's and 1 AM, principally owned by Bill Sims. Fiesta Communications is licensee of KV5F(AM) Santa Fe, owned by Bill Sims (51%) and Alfredo Sena (49%). Burris also owns 25% of KIQQ(FM) Livermore, Calif. (BPH-810324A1). Action Nov. 24.

■ Durham, N.C.—Duke University granted 88.7 mhz, 1.3 kw. HAAT: 294 ft. Address: P.O. Box 4706 Duke Station, Durham, N.C. 27706. Estimated construction costs: \$54,200; first-year operating cost: \$18,000. Principal: Duke University owns commercial WDBS(FM) Durham, N.C. (BPED-820727AB). Action Dec. 3.

■ Klamath Falls, Ore.—Wynne Broadcasting Inc. granted 95.9 mhz, 3 kw. HAAT: -108 ft. Address: 1338 Oregon Avenue, Klamath Falls 97601. Principals: Floyd L. Wynne and family, who own KFLS(AM) Klamath Falls. (BPH-82072AA). Action Nov. 30.

■ Goose Creek, S.C.—Sonrise Broadcasting Inc. granted 94.3 mhz, 3 kw. HAAT: 300 ft. Address: 2234 Parsonage Road, Charleston, S.C. 29407. Estimated construction costs: \$125,000; first-year operating cost: \$211,000; first-year revenue: \$357,000. Principals: Samuel B. Roberts (65%), G. Tommy Flack (25%) and Samuel Roberts' wife, Sherree (10%). Samuel Roberts is former engineer at WCSC(AM)-WEZL(FM) Charleston, S.C. Flack is former manager of Summerville, S.C., recording studio. None have other broadcast interests. (BPH-829125AF). Action Dec. 3.

■ Tyler, Tex.—Educational Radio Foundation of East Texas Inc. granted 89.5 mhz, 50 kw. HAAT: 360 ft. Address: 834 South Tipton street, Tyler 75701. Estimated construction costs: \$124,000; first-quarter operating cost: \$13,000. Principal: Noncommercial corporation; Sans Hawkins, president. He is engineer at KLTV(TV) Tyler, Tex., and has no other broadcast interests. (BPED-820308AE). Action Nov. 30.

■ Waterbury, Vt.—Masterpeace Communications Inc. granted 103.1 mhz, 65 w. HAAT: 1965 ft. Address: P.O. Box 1377 Claremont, N.H. 03743. Estimated construction cost: \$28,143; first quarter operating cost: \$10,870; first year

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revenue: \$16,650; Format: MOR/religious. Principals: Jack Hundley, pres. (40%); Steve J. Planta, vice pres. (24%); Brina Dodge (15%); Kim White, William Wittik, and Richard Tillotson (7% each). Hundley is pastor at Bethany Church, Wyckoff, N.J. Planta is sales manager at Vision Cable T.V. Dodge owns Upward Electronics, Westminster, Vt., consumer electronics firm, and owns one-third of WTLI(FM) Bellows Falls, Vt. White is engineer at Sturn, Ringer Inc., Newport, N.H. Tillotson is assistant treasurer at Sugar River Savings Bank, Newport. (BPH-810126AD). Action Dec. 3.

■ ***Watertown, Wis.**—Maranatha Baptist Bible College Inc. granted 91.5 mhz, 3 kw. HAAT: 870 ft. (BPED-800714AL). Action Dec. 3.

TV actions

■ **Huntsville, Ala.**—North Alabama Broadcasters granted ch. 54: ERP: 772.3 kw vis., 153.5 kw aur. HAAT: 871 ft.; ant. height above ground: 164 ft. Address: Station 620, Osborne Office Center, Chattanooga, Tenn. 37411. Estimated construction cost: \$212,000; first quarter operating cost: \$210,500. Legal counsel: McCampbell & Young, Knoxville, Tenn. Consulting engineer: Sterling Communications, Chattanooga. Principals: John F. Pruza and Joel A. Katz (50% each). (BPCT-811217KH). Action Jan. 3.

■ **San Diego**—San Diego Family Television Inc. granted ch. 69: ERP: 2793 kw vis., 279.3 kw aur. HAAT: 1949 ft.; ant. height above ground: 161 ft. Address: 418 Uptain Building, Chattanooga, Tenn. 37411. Estimated construction cost: \$270,000; first-year operating cost: \$210,000. Legal counsel: McCampbell & Young, Consulting engineer: B. Scott Baxter. Principals: Susana T.C. Moore (80%), Danny L. Campbell and wife Julia C. (10% each). Moore is secretary at San Diego State University. Campbell is San Diego developer and operator of retirement homes. (BPCT-810615KV). Action Dec. 2.

■ **San Diego, Calif.**—Ventron Corp. dismissed application for ch. 69: 3,155 kw vis., 316 kw aur.; HAAT: 1,906 ft. (BPCT-810206KF). Action Dec. 2.

■ **San Diego, Calif.**—Christian Communications Network dismissed application for ch. 69: 4,931 kw vis., 986 kw aur.; HAAT: 1,853 ft. (BPCT-810611KE). Action Dec. 2.

■ **San Diego, Calif.**—Federal Broadcasters Inc. dismissed application for ch. 9: 3,342 kw vis., 334 kw aur.; HAAT: 1,906 ft. (BPCT-810615KE). Action Dec. 2.

■ **San Diego, Calif.**—San Diego Family Television Inc. dismissed application for ch. 69: 2,793 kw vis., 279 kw aur.; HAAT: 1,949 ft. (BPCT-810615KF). Action Dec. 2.

■ **San Diego, Calif.**—LLMR Broadcasting Inc. dismissed application for ch. 69: 5,000 kw vis., 500 kw aur.; HAAT: 1,906 ft. (BPCT-810615KL). Action Dec. 2.

■ **San Diego, Calif.**—Local Service Television Inc. dismissed application for ch. 69: 4,755 kw vis., 2,377 kw aur.; HAAT: 1,925 ft. (BPCT-810615KP). Action Dec. 2.

Ownership changes

Applications

■ **KUBB(FM) Mariposa, Calif.** (96.3 khz, 2 kw-D)—Seeks assignment of license from Mariposa Broadcasting Inc. to Sierra Foothills Broadcasting Inc. for \$525,000. Seller: Robert C. Hughes and family, who have no other broadcast interests. Buyer: Dennis L. Cresswell, president (25%), Anthony Rossi (24%) and others, who own KLOQ(AM) Merced, Calif. Filed Dec. 1, 1982.

■ **KPND(FM) Sandpoint, Idaho** (95.3 mhz, 1 kw, 430 ft.)—Seeks transfer of control of Blue Sky Broadcasting Inc. from stockholders to Kim and Helen Benefield (25% before; 76.93% after). Consideration: \$175,000. Principals: In exchange for additional capital, buyers are willing to exchange 76% of stock. Benefields currently jointly own 25% of stock. Other stockholders will continue to be minority shareholders. Filed Dec. 3, 1982.

■ **WMET(FM) Chicago, Ill.** (95.5 mhz, 6 kw, HAAT: 1,170 ft.)—Seeks assignment of license from Metromedia Inc. to Doubleday Broadcasting Inc. for \$9.5 million (BROADCASTING, Aug. 30). Seller: Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's. John Kluge is chairman. It sold, subject to FCC approval, WTCN(TV) Minneapolis and bought, subject to FCC approval, WFLD-TV Chicago. Buyer: New York-based group owner of two AM's and six FM's. Gary Stevens is president of radio division. Filed Dec. 3, 1982.

■ **WTWN(AM)-WLAV(FM) Grand Rapids, Mich.** (AM: 1340 khz, 1 kw-D, 250 w-N; 96.9 mhz, 50 kw, HAAT: 500 ft.)—Seeks assignment of license from Shepard Broadcast-

ing Corp. to Adams Radio of Grand Rapids Inc. for \$5 million plus \$1.25 million for five year noncompete agreement. Seller is principally owned by John Shepard, president, who also owns 40% of CP for new TV on ch. 54 at Muskegon, Mich. Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams, who is president and 100% owner of Center Group Broadcasting, which owns KIVA-TV Farmington, N.M.; KCMN(AM) Colorado Springs; and 51% of WGTV-TV Traverse City and WGTQ-TV Sault St. Marie, both Michigan. Filed Dec. 10, 1982.

■ **WCNF(FM) Whitehall, Mich.** (95.3 mhz, 3 kw, HAAT: 430 ft.)—Seeks assignment of license from Blueberry Broadcasting Inc. to Muscom Inc. for \$260,000. Seller: Principally owned by Alastair B. Martin and wife, Edith, who have no other broadcast interests. Buyer: Frazier Reams Jr. (75%) and Susan R. Reams (25%), who is principal owner of WWMN(AM)-WNCK(FM) Flint, Mich., and WCWA(AM)-WIOT(FM) Toledo, Ohio, and WKBZ(AM) Muskegon, Mich. Filed Dec. 8, 1982.

■ **KEYL(AM) Long Prairie, Minn.** (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from The Radioway Corp. to Elden B. Stielstra for \$425,000. Seller: Jerome A. Vankampen (100%), who has no other broadcast interests. He bought KEYL in 1981 for \$350,000 (BROADCASTING, April 27, 1981). Buyer: Stielstra is Scottville, Mich., Martin Marietta executive who has no other broadcast interests. Filed Dec. 7, 1982.

■ **KBWH(FM) Blair, Neb.** (106.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from BCB Inc. to LDH Communications Inc. for \$220,000. Seller: Buck Burke and Kenneth Cameron (31% each) and Roy Brown (38%), who have no other broadcast interests. Buyer: Larry Littlejohn, Roderick Davis and Jack Harris (one-third each), who have no other broadcast interests. Filed Dec. 9, 1982.

■ **WTSN(AM) Dover, N.H.** (1270 khz, 5 kw-U)—Seeks assignment of license from WTSN Inc. to Garrison City Broadcasting Inc. for \$1.1 million (BROADCASTING, Dec. 20). Seller is principally owned by Ralph Gottlieb, who also is principal owner of WEMJ(AM) Laconia, N.H. Buyer is owned by Robert L. Demers, president, and Jerome Lipman (15% each) and six others. Demers is Somersworth, N.H., automobile dealer. Lipman is general manager of WTSN. None have other broadcast interests. Filed Dec. 9, 1982.

■ **WRID(AM)[CP] Homer City, Pa.** (1520 khz, 5 kw-D)—Seeks assignment of license from Ridge Communications Inc. to RayMark Broadcasting Inc. for \$20,000. Seller also is licensee of WVSC-AM-FM Somerset, Pa. Buyer: Mark E. Harley and Ray Goss (50% each), who have no other broadcast interests. Filed Dec. 8, 1982.

■ **KUNO(AM) Corpus Christi; KCOR(AM)-KQXT(FM) San Antonio; KGBT-AM-TV Harlingen, all Texas**—Seeks transfer of control of KUNO Radio Inc., Harbenito Radio Corp. and Harbenito Broadcasting Corp. from McHenry T. Tichenor Sr. (100% before; none after) to Tichenor Media System Inc. (none before; 100% after). Stockholders in transferee will trade their shares for stock in new Tichenor Media System under corporate restructuring plan. All of stock in Media will be held by McHenry T. Tichenor Sr. and family. Filed Dec. 6, 1982.

■ **KJIM(AM) Fort Worth, Tex.** (870 khz, 250 kw-D)—Seeks transfer of control of Fort Worth KJIM Inc. from stockholders (100% before; none after) to The Venture Group Inc. (none before; 100% after). Consideration: \$490,000. Principals: Seller is owned by James M. Shaffer (51%), Mae O. Walke (23.3%), Hill Enterprises Inc. (11.79%), William S. Hill and Frances B. Hill (7% each), who have no other broadcast interests. Buyer is owned by

B.J. Glascock, president (37%) and 24 others, who also own KSEY-AM-FM Seymour, Tex. Filed Dec. 2, 1982.

■ **KTER(AM) Terrell, Tex.** (1570 khz, 250 kw-D)—Seeks transfer of control of Gale Broadcasting Inc. from stockholders (100% before; none after) to Floyd & Willis Broadcasting (none before; 100% after). Consideration: \$295,000. Principals: Seller is principally owned by Richard Zimmer. Buyer is owned by Gene D. Willis (75%) and Lynda J. Floyd (25%), who have no other broadcast interests. Filed Nov. 30, 1982.

■ **WKBA(AM) Vinton, Va.** (1550 khz, 10 kw-D)—Seeks assignment of license from Roanoke-Vinton Radio Inc. to Tinker Creek Broadcasters Inc. for \$350,000. Seller: Stuart W. Epperson (100%), who owns KAKC(AM)-KCFO(FM) Tulsa, Okla.; 51% of WRFD(AM) Worthington, Ohio; 50% of WNYM(AM) New York; 47% of WEZE(AM) Boston. Buyer: David H. Moran (51%) and Jewell C. Arney (49%), who have no other broadcast interests. Filed Nov. 26, 1982.

Actions

■ **KABN(AM) Long Island, Alaska** (1150 khz, 5 kw-U)—Granted transfer of control of Valley Radio Corp. from shareholders to Thomas Locke. Principals: Thomas Locke is president and 49% owner of licensee. Application seeks to give Locke 51.29% control by transferring 500 shares to him. Valley Radio Corp. currently has 47 stockholders. (BTC-821012FG). Action Dec. 6, 1982.

■ **KHOZ-AM-FM Harrison, Ark.** (AM: 900 khz, 1 kw-D; FM: 102.9 mhz, 12.5 kw)—Granted transfer of control of Harrison Broadcasting Corp. from Wheeler Communications Inc. (100% before; none after) to William J. Wheeler (none before; 100% after). Consideration: stock exchange. Principals: Transferee is 37.5% owner in parent of transferor and because of basic disagreements is splitting off from parent in exchange for KHOZ-AM-FM and his shares in Wheeler Communications Inc. (BTC-H-821022EJ.K). Action Dec. 8, 1981.

■ **KMCK(FM) Siloam Springs, Ark.** (15.7 mhz, 100 kw, HAAT: 410 ft.)—Granted assignment of license from John Brown Broadcasting Inc. to Apple Broadcasting Inc. for \$890,000. Seller is Siloam Springs-based educational institution and group owner of three AM's and two FM's which last bought KKIK(AM) Waco, Tex., for \$600,000 (BROADCASTING, Aug. 23, 1982). Buyer is principally owned by Jess Smith, news director at KKSA(FM) Dallas, and Allen Burns, Dallas business and financial consultant. Neither has other broadcast interests. (BALH-820907EA). Action Dec. 3, 1982.

■ **KCHJ(AM) Delano, Calif.** (1010 khz, 5 kw-D, 1 kw-N)—Granted transfer of control of KXHH Inc. from Jean Goss Johns (93.28% before; 1% after) to Charles Johns and Barbara Brock (6.72% before; 99% after). Principals: Transfer is mother of transferees and donating stock of station without financial consideration. (BTC-821005HU). Action Dec. 6, 1982.

■ **KLRR(AM) Leadville, Colo.** (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Color Radio Ltd. to Sprague Broadcasting Inc. for \$156,000. Seller has no other broadcast interests. Buyer: Stanley R. Sprague (51%) and Robert D. Hanna (49%). Hanna is Dallas media broker and principal owner of KCLW(AM) Hamilton, Tex. He is part owner of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. He also owns 50% of applicant that bought, subject to FCC approval, KICS(AM)-KEHZ(FM) Hastings, Neb. Sprague has no other broadcast interests. (BAL-821022EF). Action Dec. 8, 1982.

■ **KRQZ-AM-FM Wray, Colo.** (1440 khz, 5 kw-D)—

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Granted assignment of license from KRJZ Broadcasters Inc. to J-Bar-T Broadcasting Inc. for \$209,000. Seller is principally owned by Robert D. Zellmer, who also sold KRJZ-AM-FM Beloit, Kan. for \$325,000 (BROADCASTING, Oct. 18, 1982). Buyer: Wayne D. Tisdale (80%) and Patricia A. Tisdale (20%). Wayne Tisdale also is applicant for new AM at Sisseton, S.D. (BAPH-821026FP). Action Dec. 14, 1982.

■ WAVV(FM) Vevay, Ind. (95.9 mhz, 2.8 kw, HAAT: 310 ft.)—Granted assignment of license from River Cities Communications Inc. to Wix Associates of Vevay Inc. for \$109,675. Seller: Herbert M. Liss (70%) and wife, Barbara (30%), who have no other broadcast interests. Buyer: Fred M. Wix (51%), Turn-Key Broadcast Systems Inc. (39%) and Todd E. Edwards (10%). Wix is general manager of WMMG(FM) Brandenburg, Ky. Edwards is announcer and board operator at WBIW(AM)-WBIF(FM) Bedford, Ind. (BALIF-821013FQ). Action Dec. 9, 1982.

■ WFOX(FM) Gainesville, Ga. (97.1 mhz, 100 kw, HAAT: 540 ft.)—Granted assignment of license from Radio Athens Inc. to Trefoil Broadcasting Inc. for \$3,085,000. Seller: L.H. Christian Sr. and family who also own WRFC(AM) Athens, Ga. He bought WFIX 10 years ago for \$140,000 (BROADCASTING, March 13, 1972). Buyer is subsidiary of Shamrock Broadcasting Inc., which is principally owned by Roy Disney, chairman, and family. It is Hollywood-based group owner of two AM's, four FM's and four TV's, which this year sold KYOK(AM) Houston for \$1.5 million (BROADCASTING, March 15) and WBOK(AM) New Orleans for \$900,000 (BROADCASTING, June 21). (BALH-

820903HX). Action Dec. 3, 1982.

■ WMLA(FM) LeRoy, Ill. (92.7 khz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from S.M.C. Broadcasting Corp. to W. Russell Withers Jr. for \$60,000. Seller: Stephen S. Sampson. Buyer: Withers owns WDTV(TV) Weston, W. Va.; WMIX-AM-FM Mt. Vernon, Ill.; KOKX(AM)-KIMI(FM) Keokuk, Iowa, and 56% of KEWI(AM)-KGMO(FM) Cape Girardeau, Mo. (BALH-821018GU). Action Dec. 3, 1982.

■ WLNE-TV New Bedford, Mass.-Providence, R.I. (CBS, ch. 6, 100 kw vis., 22.4 kw aur., HAAT: 940 ft.)—Granted assignment of license from WLNE-TV Inc. to Freedom WLNE-TV Inc. for \$15.5 million. Seller is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson* (Ariz.) *Star* and owner of KSDK(TV) St. Louis, KETV(TV) Omaha, KOAT-TV Albuquerque, N.M., WGAL-TV Lancaster, Pa. and KTAR(AM)-KBBC(FM) Phoenix. Pulitzer has swapped, subject to FCC approval, KSDK for Multimedia's WXII-TV Winston-Salem, N.C. and WFBC-TV Greenville, S.C., plus \$9 million (BROADCASTING, March 8, 1982). Buyer: Subsidiary of Freedom Newspapers Inc. Robert C. Hardie is chairman and D. R. Segal is president. Freedom Newspapers publishes 29 daily newspapers and ownsKTUL(TV) Medford, Ore. (BALCT-82101FI). Action Dec. 14, 1982.

■ KEWB(AM)-KRCH(FM) Rochester, Minn. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 101.7 mhz, 710 w, HAAT: 560 ft.)—Granted transfer of control of Rochester Communications Corp. from First Concord Corp. (100% before; none after) to Sheehafer Broadcasting Corp. (none before, 100% after). Consideration: \$1.1 million. Principals: Seller is prin-

cipally owned by Steven T. Moravec, who has no other broadcast interests. Buyer is owned by Donald W. Sheehafer (100%), who owns WOMT(AM) Manitowoc, WQTC(FM) Two Rivers and WXCO(AM) Wausau, all Wisconsin, and also is applicant for new FM at Wausau. (BTC.H-821014GB). Action Dec. 6, 1982.

■ KCBJ-TV Columbia, Mo. (ABC, ch. 17, 750 kw vis., 150 kw aur.; HAAT: 1,144 ft.)—Granted assignment of license from Channel Seventeen Inc. to Wooster Republican Printing Co. for \$3.3 million. Seller: Richard E. Koenig (55%) and brother, Robert H. (45%), who have no other broadcast interests. Buyer: Albert V. Dix and family, Wooster, Ohio-based group owners of four AM's, four FM's, one TV and publishes eight daily and 15 weekly newspapers and is applicant for new UHF at Quincy, Ill. Last year it bought KFBB-TV Great Falls, Mont., for \$5.2 million (BROADCASTING, May 17, 1982). Action Nov. 15, 1982.

■ WKXQ(AM) Reidsville, N.C. (1600 khz, 1 kw-U)—Granted assignment of license from Rockingham Radio Corp. to Statesville Broadcasting Inc. for \$165,000. Seller: Group of eight equal stockholders. None have other broadcast interests. Buyer: Group of 20 stockholders headed by A. Fuller Seans Jr., president. They own WSIC(AM)-WFMX(FM) Statesville and WFSC(AM)-WRFR(FM) Franklin, all North Carolina. (BAL-821004GX). Action Dec. 6, 1982.

■ *WJAN(TV) Canton, Ohio (ch. 17, 436 kw vis., 42 kw aur., ant. 450 ft.)—Granted assignment of license from PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingstone Missionary Foundation Inc. for assumption of \$1,346,250 debt. Seller is nonstock corporation; James O. Bakker is president. It has no other broadcast interests. Buyer is nonstock philanthropy organization headed by Lonnie R. Rex, president. It has no other broadcast interests (BALCT-820413FI). Action Dec. 8, 1982.

■ KQV(AM) Pittsburgh, Pa. (1410 khz, 5 kw-U)—Granted assignment of license from Taft Broadcasting of Pennsylvania Inc. to Calvery Inc. for \$1.75 million. Seller is publicly traded. Cincinnati-based group owner of six AM's, six FM's and seven TV's. It bought KQV along with co-located WDV(FM) from ABC eight years ago for \$3.5 million (BROADCASTING, Nov. 11, 1974). Taft will keep WDV(FM). Buyer is owned by Richard Mellon Scaife. Scaife is Pittsburgh investor and publisher of daily *Sacramento* (Calif.) *Union* and daily newspapers in Greensburg, Pa. he has no other broadcast interests. Action Dec. 6, 1982.

■ WSSC(AM) Sumter, S.C. (1340 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Mid-Carolina Communications Inc. from stockholders (100% before, none after) to Airwaves Inc. (none before, 100% after). Consideration: \$338,332. Principals: Seller is owned by Thomas J. Rogers, Katherine Dameron and James V. Dunbar Jr. (one-third each) Rogers also owns WTGR(AM)-WKZQ(FM) Myrtle Beach, S.C. Buyer is owned by Charles A. Barton and John H. Midlem Jr. (50% each). Barton owns 30% of WEZL(FM) Charleston, S.C. Midlem owns 23.75% of cable system serving Palacios, Tex., and also has interests in cable system serving Coldwater and Sturgis, both Michigan. (BTC-821020HK). Action Dec. 6, 1982.

■ KLUE(AM) Longview, Tex. (AM: 1280 khz, 1 kw-D)—Granted assignment of license from McLarty Communications Inc. to Pine Tree Media Inc. for \$540,000. Seller: Francis McLarty and family, who have no other broadcast interests. Buyer: Herbert B. Wren III and Earl M. Jones Jr. (50% each). Wren is Texarkana surgeon. Jones is Texarkana department store executive. Neither has other broadcast interests. (BAL.H-820901GR). Action Dec. 6, 1982.

■ KMOO-AM-FM Mineola, Tex. (AM: 1510 khz, 500 w-D; FM: 96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from G.E.T. Corp. to KMOO Inc. for \$320,000. Seller: B.W. Wallis, Aubrey E. Irby, Wade Ridley, Wilton H. Fair and Isadore Roosth (20% each), who own KBUS(AM) Mexia, Tex., and bought KTBB(AM) Tyler, Tex., for \$857,000 (see below). Buyer: Virgil Peacock and L.H. Bobo (40% each) and M.R. Montgomery (20%). Peacock is retired. Montgomery is general manager of KMOO-AM-FM and with Bobo owner of public shooting ranges. (BAL.H-820901GR.S). Action Dec. 6, 1982.

■ KTBB(AM) Tyler, Tex. (600 khz, 1 kw-U)—Granted assignment of license from Smith County Broadcasters to Broadcasters Unlimited Inc. for \$857,164. Seller: Marshall Formby Inc. and Clint Formby Inc. (30% each) and Tunnell-Formby Inc. (40%). Marshall Formby owns Marshall Formby Inc., and his nephew Clint Formby owns Clint Formby Inc. Tunnell-Formby Inc. is owned by Graddy Tunnel and Don Chaney (50% each). Formbys also own KPLE(FM) Temple, and KPAN(FM) Hereford, both Texas. Buyer: Don T. Chaney, president (30%), B.W. Wallis, Aubrey Irby, Wilton Fair, Wade Ridley and Isadore Roosth (15% each). Except Chaney, each owns 20% of KBUS(AM) Mexia and sold KMOO-AM-FM Mineola, both Texas (see above). Chaney owns 20% of KTBB. (BAL-829714EA).

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Action Dec. 6, 1982.

■ **WUEZ(AM)** Salem, Va. (1480 khz, 5 kw-D)—Granted assignment of license from Blue Ribbon Broadcasting Inc. to George H. Buck Jr. for \$260,000. Seller: W. C. Triplett and Lester L. Williams (50% each), who have no other broadcast interests. Buyer: Buck owns WCOS-AM-FM Columbia, S.C.; WPCT(FM) Lobelville, Tenn.; WHVN(AM) Charlotte, N.C.; WCLS(AM) Columbus, Ga.; WMGY(AM) Montgomery, Ala.; WYZE(AM) Atlanta, Ga. (BAL-821022EH). Action Dec. 8, 1982.

■ ***WRVM(FM)** Suring, Wis. (102.7 mhz, 100 kw)—Granted transfer of control of WRVM Inc. from board of directors to new board of directors. Principals: Transfer represents election of new Board of Directors and involves no transfer or sale of stock. WVRM Inc. is religious, nonprofit corporation. (BTCH-821012EY). Action Dec. 3, 1982.

Facilities Changes

AM Applications

Tendered

■ **KCLO** (1410 khz) Leavenworth, Kan.—Seeks CP to change hours of operation to U by adding 5 kw-N. Ann. Dec. 14, 1982.

■ **WAYE** (860 khz) Baltimore—Seeks CP to change power to 5 kw/2.5 kw (CH) and make changes in antenna system. Ann. Dec. 14, 1982.

■ **WKKQ** (1060 khz) Hibbing, Minn.—Seeks modification of CP (BP-7809901AG) to change frequency to 650 khz; change hours of operation to U by adding 1 kw-N; increase D power to 10 kw; install DA-N; change city of license to Nashwauk, Minn.; and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 8, 1982.

■ **WJON** (1240 khz) St. Cloud, Minn.—Seeks CP to change city of license to Sauk Rapids, Minn.; change frequency to 660 khz; increase D power to 10 kw; install DA-2; change TL; and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 8, 1982.

■ **WSEN** (1050 khz) Baldwinsville, N.Y.—Seeks CP to increase power to 2.5 kw and make changes in ant. sys. Ann. Dec. 10, 1982.

■ **WCBX** (1130 khz) Eden, N.C.—Seeks CP to change frequency to 830 khz; change hours of operation to U by adding 1 kw-N; install DA-N; and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 8, 1982.

■ **WHHQ** (1300 khz) Hilton Head Island, S.C.—Seeks modification of CP (BP-20830) to change hours of operation to U by adding 500 w-N; install DA-N, and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 6, 1982.

■ **WIVE** (1430 khz) Ashland, Va.—Seeks CP to increase power to 5 kw; change to DA-D, and make changes in ant. sys.; major environmental action under section 1.1305.

Ann. Dec. 10, 1982.

Accepted

■ **KHOW** (630 khz) Denver, Colo.—Seeks modification of CP (BP-20940, as mod.) for additional augmentation of daytime and nighttime antenna patterns. Ann. Dec. 9, 1982.

■ **WEX1** (1280 khz) Jacksonville, Fla.—Seeks CP to change hours of operation to U by adding 1 kw-N; install DA-N; change TL; and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 17, 1982.

■ **WSVL** (1520 khz) Shelbyville, Ind.—Seeks CP to modify standard directional antenna pattern. Ann. Dec. 9, 1982.

■ **WOIC** (1320 khz) Columbia, S.C.—Seeks modification of CP (BP-20.770, as mod.) to change DA parameters. Ann. Dec. 17, 1982.

FM Applications

Tendered

■ **KFMV** (107.9 mhz)—Seeks CP to increase ERP to 100 kw (H). Ann. Dec. 6, 1982.

■ ***WIUM** (91.3 mhz) Macomb, Ill.—Seeks CP to change ERP to 28 kw; change HAAT to 470 ft., and make changes in trans. Ann. Dec. 23, 1982.

■ **WHFB-FM** (99.9 mhz) Benton Harbor, Mich.—Seeks CP to change TL; change ERP to 50 kw (H); 48 kw (V); change HAAT to 497 ft., and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 9, 1982.

■ ***KRLX** (90.3 mhz) Northfield, Mich.—Seeks CP to change frequency to 88.1 mhz; change ERP to 100 kw, and change HAAT to 16 ft. Ann. Dec. 9, 1982.

■ **WMSQ** (104.9) Havelock, N.C.—Seeks CP to decrease ERP to 2.9 kw and increase HAAT to 310 ft. Ann. Dec. 22, 1982.

■ **KDLR** (1240 khz) Devils Lake, N.D.—Seeks CP to increase D power to 1 kw. Ann. Dec. 22, 1982.

■ **WKET** (89.5 mhz) Kettering, Ohio—Seeks CP to change frequency to 98.3 mhz; specify ERP to 124.6 w (H); change HAAT to 250 ft. (H). Ann. Dec. 6, 1982.

■ **WQTW** (1570 khz) Latrobe, Pa.—Seeks CP to change frequency to 890 khz and increase power to 1 kw; major environmental action under section 1.1305. Ann. Dec. 22, 1982.

■ ***KRTU** (91.7 mhz) San Antonio, Tex.—Seeks CP to change ERP to 3 kw (H) and change transmission line. Ann. Dec. 9, 1982.

Accepted

■ **KHFO** (98.1 mhz) Osceola, Ark.—Seeks CP to increase ERP to 50 kw (H). Ann. Dec. 22, 1982.

■ **KLTA** (98.9 mhz) Dinuba, Calif.—Seeks CP to increase ERP to 2.2 kw. Ann. Dec. 22, 1982.

■ **KVIP-FM** (98.1 mhz) Redding, Calif.—Seeks CP to change six bay horizontal with six bay circular polarized ant.; change ERP to 30 kw; change HAAT to 1,710 ft., and

change TPO. Ann. Dec. 15, 1982.

■ **KTPI** (103.1 mhz) Tehachapi, Calif.—Seeks modification of CP (BPH-820426AS) to change TL; change ERP to 856 w; decrease HAAT to 577 ft., and change TPO. Ann. Dec. 9, 1982.

■ **WKYS** (93.9 mhz) Washington—Seeks CP to change auxiliary ant.; decrease ERP to 23.9 kw; increase HAAT to 429 ft., and change TPO. Ann. Dec. 23, 1982.

■ ***WLRN-FM** (91.3 mhz) Miami—Seeks modification of CP (BPED-800623AF) to make changes in ant. sys.; change type trans.; decrease HAAT to 651 ft., and change TPO. Ann. Dec. 15, 1982.

Call letters

Applications

Call	Sought by
	New AM
KHSP	Hesperia Valley Broadcasting Inc., Hesperia, Calif.
	New FM's
WIKX	Umberger Communications, Inc., Immokalee, Fla.
WMVV	Mount Vernon Baptist Church of Henry County Inc., McDonough, Ga.
WCEZ	Mary Ellen Burns, Mt. Zion, Ill.
KOLV	Olivia Broadcasting Co., Olivia, Minn.
KBRB-FM	K.B.R. Broadcasting Co., Ainsworth, Neb.
KPSO-FM	Brooks Broadcasting Corp., Fallurrias, Tex.
KMFM	Latin Broadcasting Ltd., Fremont, Tex.
	New TV's
WFWP-TV	Fort Walton Beach Broadcasting Corp., Fort Walton Beach, Fla.
WBFS-TV	Miami STV Inc., Miami
KWHP	Stering Associates Ltd., Boise, Idaho
WNKJ-TV	Doxa Communications Inc., Hopkinsville, Ky.
WNOL-TV	Cypress Broadcasting Limited Partnership, New Orleans
WWIA-TV	GOS Broadcasting, San German, P.R.
	Existing AM's
WOHP	WTOO Bellefontaine, Ohio
WMYB	WOOK Myrtle Beach, S.C.
KFMN	KBER Abilene, Tex.
KQQO	KNOI Pullman, Wash.
	Existing FM's
KMXO	KACY-FM Oxnard, Wash.
WXMG	WRBR South Bend, Ind.
WGVC-FM	WSRX Allendale, Mich.
WRNF	WCNF Whitehall, Mich.
	Existing TV
WXFL	WFLA-TV Tampa, Fla.

Grants

Call	Assigned to
	New FM's
KLRC	John Brown University, Siloam Springs, Ark.
KBAA	Tri-State Broadcasting Inc., Ortonville, Minn.
WJYJ	Joy Public Broadcasting Corp., Fredericksburg, Va.
KLGM	Buffalo Communications Corp., Buffalo, Wyo.
	New TV's
WSCT	Broadcast Production and Management Corp., Melbourne, Fla.
KRLR	Dres Media Inc., Las Vegas
WNDS	CTV of Derry Inc., Derry N.H.
	Existing FM's
KEZC	KJJJ-FM Glendale, Ariz.
WWKF	WFUL-FM Fulton, Ky.
WLWW	WTWF Moncks Corner, S.C.

Summary of broadcasting

FCC tabulations as of Sept. 30, 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	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses

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VP & GM for San Francisco "Hot Hits" radio format. Requires major market experience in general and sales management, plus heavy creative marketing skills. Send resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EEOE. Qualified women and minorities encouraged to apply.

Growing northern California radio station wants a solid, experienced salesman ready to move up to Sales Manager or Sales Manager ready to make a move. Must have 5 years' radio experience. Market of 150,000. \$20,000 plus to start. Send resume to Box M-1.

Radio operations manager to provide day-to-day supervision of an NPR-member station, a low power campus station, and an SCA service. Requirements: minimum of a Master's degree or equivalent in Radio/TV with NPR station background and at least three years' experience, including production, personnel supervision, news, and classical music. Candidates must be able to work cooperatively within a complex administrative structure, and be familiar with budgetary procedures and FCC regulations common to public radio. Starting salary: \$17,496. Send application (including resume and three or more references), postmarked no later than January 11, 1983, to Dr. Robert L. Milkman, Memorial Hall 401, Western Illinois University, Macomb, IL 61455. Western Illinois University is an equal opportunity/affirmative action employer.

If you've achieved the goals you've set for yourself in sales, and now want to move into sales management, keep reading! We are a No. 1 rated FM, located in the heart of the Rockies. There are 7 other stations chasing us, in this town of 70,000, but they'll never catch us, because we have other people like you giving us the edge. You'll need the ability to motivate, to teach & to lead! Send letter, resume and support materials to Steve Benedict, GM, P.O. Box 4106, Missoula, MT 59806. EOE.

Rocky Mountain broadcast group is looking for sales-oriented manager and local sales personnel. Resume to Dan Robbins, 36 South Selig, Montrose, CO 81401. EEO.

Sales Manager for San Francisco "Hot Hits" radio format. Requires major market experience in sales management with heavy creative marketing skills. Send resume and salary requirements to Entercom, One Bala Plaza, Suite 225, Bala Cynwyd, PA 19004. EEOE. Qualified women and minorities encouraged to apply.

Young, aggressive radio group seeking experienced shirtsleeve operations general manager and sales manager to join our New England stations. This is a career opportunity for a college grad looking to management. Contact Mr. Lennon, 203-536-9641, or send resume to P.O. Box 232, Mystic, CT 06355. We are an equal opportunity employer.

HELP WANTED SALES

Radio Mgr./S. Mgr.—East Coast, medium market. Growth opportunity—small chain. Salary open. Send resume; references a must. EEO. Box K-48.

Central coastal California. AM/FM combo opportunity with one of the largest radio groups. Come live in our beautiful community if you are motivated to make great money and enjoy selling direct retail. Send resume: KSLY-KUNA, P.O. Box 1400, San Luis Obispo, CA 93406.

FM station in northern Ohio market, near Cleveland, has an opening for strongly motivated account executive with experience in local sales. EEO employer. Send resume to Box 451, Wadsworth, OH 44281.

Solid AM station in Ohio's vacationland needs experienced salesperson. Established list with assured base. Send resume to Mr. Sal Glorioso, P.O. Box 417, Sandusky, OH 44870. We are an equal opportunity employer.

Sales Manager. Small market AM near Boston has fallen on hard times. New owners and you will change that fast. Substantial experience in small market radio sales required. Good compensation for hard work. Write in confidence to Budd Whitebook, 249 West Newton Street, Boston, MA 02116. EOE.

Still hungry? A top biller? Want to move into management while building on important, existing book? Immediate opportunity exists at aggressive suburban D.C. station where existing Sales Manager is moving up to GM. Contact Station Manager, WAGE, P.O. Box 1290, Leesburg, VA 22075.

Sales opportunity with an exciting, professional small market combo in Texas, near metro. The successful candidate will be experienced in radio sales, have a stable background, and want to grow with a winner. EEO. Write Box M-19.

HELP WANTED ANNOUNCERS

Mature morning personality for Midwest adult MOR to continue long tradition of community involvement, both on and off the air. Must be able to entertain with more than music. EOE. Write Box K-58.

Small market Rocky Mountain resort area adult contemporary station looking for experienced announcers strong on production. No smokers. Like the mountains? Tape & resume to KMTN-FM, Box 927, Jackson Hole, WY 83001. EOE.

Morning drive personality announcer/production. 6-10:30 AM. 100,000 watt 24 hours contemporary-MOR personality format. Contact Jim Pryor/Jim O'Rourke, 218-828-1244. Resumes and tapes, please: WJYJ-FM, Box 746, Brainerd, MN 56401.

Immediate. Must have commercial experience. Salary commensurate. Bright voice. Adult-contemporary. WVOS, Liberty, NY. S. Lubin, 914-292-5533. EOE.

Country jock with pipes and delivery for up-tempo country music show. Must be stable with experience. Contact the No. 1 superkicker, 94 KCKR, Crockett, TX. Call Operations Manager, 713-544-9694.

HELP WANTED TECHNICAL

North Alabama station seeking Chief Engineer for AM directional, FM stereo automated. Call Jim Hall, collect, 205-383-2727.

Chief Engineer. AM/FM combination in central Florida. FM is maximum power, automated. AM is full time DA-N. EOE. Reply to Box K-82.

KLON, assistant chief engineer, for jazz/information public radio station and instructional audio labs. RF and audio maintenance experience necessary. FCC License and music recording experience desirable. Salary: \$18,896-\$22,476. Apply: Personnel Office, CSULB, 1250 Bellflower Blvd., Long Beach, CA 90840.

Broadcast/recording technician. National Public Radio seeks broadcast/recording technicians to work at our Washington, D.C., headquarters. Individuals must have 3 years' broadcast recording engineering experience. Strong background in radio news production; music mixing and remote recording skills desirable. Excellent company benefits. Send resume and salary history to: National Public Radio, Personnel, 2025 M Street, NW, Washington, DC 20036.

Audio Engineer. Do continuous preventive maintenance and repairs on reel to reel, cartridge and cassette machines, plus associated gear. Grow into maintenance of all video recorders. We are a medical audio network and video publisher. All benefits. New York City. Send resume to Engineering Department, 15 Columbus Circle, 7th Floor, New York, NY 10023.

Four-station group on central California coast seeking qualified chief engineer. Starting salary \$24,000, with full benefits. Contact Steve Stagnaro, 805-922-2156.

HELP WANTED NEWS

News Director with experience in all aspects of radio news. Send tape and resume to Orv Koch, Stuart Broadcasting, P.O. Box 80209, Lincoln, NE 68501. EOE.

Texas—leading major market radio leader in process of upgrading news and sports departments. Looking for fresh, adult approach to news or sports. Rush resume to Box K-79.

Experienced, aggressive news reporter. Alaska. Some TV. Equal opportunity employer. Marla Williams, collect, 907-272-3456.

Eager newsperson wanted. Writing skills and good delivery essential, plus a "nose for news." Send tapes and resume to KBAT Radio, 3306 Andrews Hwy, Midland, TX 79703. EOE.

News/public affairs director — WKYU-FM - top-quality communicator needed to be news/public affairs director for WKUY-FM, 100 KW NPR affiliate in a non-teaching, faculty position. Requires minimum of three years' professional experience with ability to manage professional and student staff. Must have at least BA in journalism or related area. Television experience helpful. Very competitive salary. Excellent benefits. Our previous news director was recruited by AP, New York. Provide news and interview audition tape, complete resume with three references, and samples of writing to: David T. Wilkinson, Station Manager, WKYU-FM, c/o Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Award-winning WLAM newswatch needs News Director to lead 3-person team. Strong leadership skills necessary. Excellent pay, benefits, facilities. Gary Bruce, WLAM, Box 929, Lewiston, ME 04240.

Experienced, hard-working, aggressive news person is needed in one of the most famous resort areas in the northern Rockies. EOE. Resume to Box M-8.

WAEB, Allentown, PA, has immediate opening for personality-oriented morning drive anchor. T & R to Box 2727, Lehigh Valley, PA 18001. EOE, M/F.

Top radio writers — major network seeking the best news writers in radio. If you can tell the story conversationally for others to read on the air, send us a resume, writing sample and an aircheck cassette — if you're on the air. No beginners. Looking for polished writers who can write factually but with a flair. Openings in Washington and New York. Women and minorities encouraged to respond. Radio Network, 350 Fifth Avenue, New York, NY 10001, Suite 3308.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Top 20 major mkt. adult contemporary looking for mature pro to maintain and strengthen successful AC format. Must have previous programing experience. EOE. Resume to Box M-27.

SITUATIONS WANTED MANAGEMENT

Complete professional Strong major market sales, programing and corporate experience seeking GM position. 19 years' experience. Prefer Northeast/New England, but will consider other. For resume and further information, call Mr. Allen, 305-235-5776.

Small market specialist: Country broadcasting consultant, 25 years' experience, seeks GM position with potential for ownership. Replies confidential. Write Box K-69.

General Manager: solid professional with 18 years as achiever with logistical know-how. Specializing in heavy sales, programing, leadership and organizational skills. Take-charge individual with strategies for developing maximum profits. Managed AM/FM, all markets. Excellent credentials. Write Box M-12.

400% billing increase! Despite poor station ratings, this is what I've achieved in four years as sales manager in a top 10 market. Ready to make a career commitment with a progressive radio group. Seeking GM position in small-medium market, or GSM/SM in major market. 33 years old, with absolutely the best credentials and references. Write Box M-22.

SITUATIONS WANTED SALES

If you offer intelligent sales philosophy, professional attitude, creative resources, BM or easy-listening format, warmer climate and management potential, I'll put seven years sales success to work for your bottom line. Worth inquiry? Box M-20.

SITUATIONS WANTED ANNOUNCERS

Professional sound & attitude. Eager, quick learner. Anywhere. Ted Robinson, 535 W. Manor Circle, Bayside, WI 53217. 414-352-7314.

Good voice. Great personality. Easy to get along with. 3 months radio experience. FCC license. Will relocate. Paul Kaishian, 510 N. 106 St., Wauwatosa, WI 53226. Call before 8:30 AM, 414-453-4548; after 6:00 PM, 414-543-8683 or 414-453-4548.

Ratings got you down? Bring your small/medium market station to new heights with a dynamic, dependable, hard-working individual. A/C, MOR, country plus news, sports and production. Any shift. Will relocate now. T & R: Jenny Nicholson, 16825 Forest Avenue, Tinley Park, IL 60477, or 312-560-0172 evenings except Fridays.

Reward—"Unarmed Robbery." You can steal me at your price. Well-trained DJ-newscaster. Light experience. Call Andy, 201-666-6748.

Country boy wants to come home! Trained, mature announcer seeks small market station. Michael, 212-287-5210.

Not hiring Janet: tragic! Degree, broadcast grad, RRT. Intelligent, potential, great attitude, diction, enthusiastic, hard-working, persevering. Guidance, support, advancement, no slave labor? Janet Lynch, 3743 Deep Dale, Louisville, KY 40207. 502-895-5208 mornings, evenings, weekends.

Announcer-DJ wants to return to radio. Stable, mature, 12 years' experience. First phone. No maintenance. Prefer country music format. Now employed by Commonwealth of Pennsylvania. Write to Bill Love, 7837 Kiwanis Road, Harrisburg, PA 17112, or call 717-652-7274.

Excellent knowledge of music. Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.

Enjoy Radio More! Put me on—the payroll. Call Crystal, 201-773-3492, for clearly voiced tape.

SITUATIONS WANTED TECHNICAL

Medium market chief engineer seeking new opportunities. Experienced with RF, AM directional, studio construction and maintenance, plus much more. Write Box K-70.

SITUATIONS WANTED NEWS

Experienced, versatile—morning drive, phone, interview-talk, and major market quality PBP—employed, ready to move now—midwest only—Steve Rawlings, 312-586-2379.

Ten-year broadcast veteran seeks PBP, sportstalk in medium/major market. Will also consider sports combo position. Write Box K-59.

Diagnosis—bad auto, steel, blizzard, cabin fever. Pipes not infected! Cure—reasonable adult ticket to warmer climate. I have a good track. Chet Pearce, Box 1451, Elyria, OH 44036.

Your ticket to Teamland: Vibrant, spicy, warm, motivated AC/AOR/newstalk female personality; skillful writer, terrific pipes, features and interviews my speciality. Team me with a hot jock or co-anchor for your Spring book. Heavy experience, top references. 813-686-4081.

Stations: Show Christmas charity—hire the unemployed. This unemployed person has done news/sports at CBS O&O, college football, basketball, professional baseball. News/sports reporting awards. Advisory Board Member-American Sportscasters Association. Will go anywhere immediately. Help me—I'm desolate. Write Box M-25.

Experienced reporter, good voice, writing skills, news judgment. B.A. Journalism. Prefer California or Southwest. Call 213-508-7148.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Need a good PD for your major/medium market AC or CHR-FM? Call me! My credits are: top 5 market research director, production director, top 50 market PD, promotions director. I am currently working in America's fourth largest market at one of the nation's leading A/C stations. I also consult a top 50 market A/C-AM and CHR-FM. If you're interested, Call Bill, 713-975-8483.

NC, SC, VA, 12 years' experience - 32 years old. Have been operations manager, program director, news director, music director, announcer/sales. If you have opening in any of above, I'm interested. Write Box K-62.

I Love Production, splicing, dubbing, producing. I find it fun. Small market announcer/engineer looking for a home. Go anywhere with tons of work. Aggressive on-air voice. Broadcasting school grad. Call Bob Santulli, 603-569-2702.

TELEVISION

HELP WANTED MANAGEMENT

Auction and special events manager. Western New York Public Broadcasting Association is seeking a bright, energetic, self-motivated individual to be staff director for an annual televised auction and to plan and direct a variety of special events throughout the year. Requires proven writing skills, strong ability to plan and organize both self and others, and willingness to work long hours under extreme pressure. Also, must function as liaison with volunteers for our stations. Experience with events and volunteers a plus. Reply with resume, references and salary requirements to Box K-67. An equal opportunity employer.

Business manager: Accounting skills, supervisory experience, college grad necessary. Broadcast experience helpful. Include salary history and salary requirement. Equal opportunity employer. Reply Box M-7.

Research manager with strong sales promotion and station research background needed at network O & O. Send resume to Box M-24. Equal opportunity employer.

Due to a recent promotion, opportunity knocks for a dynamic program operations manager who wants to join a dominant station team in the 72nd market. Must possess all the necessary skills in program, production and promotion. We're looking for a leader who wants to contribute. No beginners. Send resume to General Manager, KFVS-TV, Cape Girardeau, MO 63701.

HELP WANTED SALES

Account executive. TV network affiliate in top 15 market is seeking a person with substantial experience in direct and agency sales. Send resume to Personnel Director, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

Account Executive. Growing group broadcaster in top 20 market in SE seeks ambitious salesperson with knowledge of agencies and retail. Experience with MMP, AID, production & vendor programs desired. EOE. Write Box K-73.

Dominant TV station in south Florida market looking for proven salesperson with minimum three years' TV sales experience, and ability to work with rating book effectively. Send resume to Box K-84. Equal opportunity employer.

Account Executive—Southeast market. Number 1 VHF station in Columbia, SC, looking for experienced AE for heavy list. Great income potential, must have good references. Part of Cosmos Station Group. Send resume to Joe Tonsing, GSM, P.O. Box 367, Columbia, SC 29202. EOE.

Local sales representative: We're looking for a sharp rep with experience in selling retail and agency accounts. Broadcast sales and college required. For a confidential interview, call John W. Moore, Local Sales Manager, WFBC-TV, Greenville, SC 803-242-4404 EOE.

Aggressive, self-motivated individual wanted to join KENS-TV's sales staff in San Antonio, Texas. Join this Harte-Hanks-owned CBS affiliate and San Antonio's dominant No. 1 news station that employs the finest in computer technology, production facilities and people to help you succeed. Live in one of southwest Texas' most attractive cities where sailing, camping, fishing and water skiing in our nearby Texas hill country can be enjoyed almost year-round. If you can demonstrate an ability to generate new business sales, have a minimum of one-year television sales experience and a college degree, send a complete resume to: David Sankovich, General Sales Manager, KENS-TV, P.O. Box TV-5, San Antonio, TX 78299. No calls, please. Applications must be received by January 17. EOE.

HELP WANTED TECHNICAL

Maintenance Engineers. KSTW-TV (Seattle-Tacoma) needs maintenance engineers with general class license, high school diploma or equivalent, and two years specialized training in electronics. Also requires two years broadcast-related maintenance experience. Excellent wages, benefits. Confidentiality assured. For further information, phone 206-572-5789, ask for Mr. Crittenden or Mr. Holman. EOE.

Technician, Christian station—WTKK TV, serving the Washington, D.C. market, seeking stable, qualified electronics technician to assist in maintenance of station in all areas. Requires some experience and willingness to learn. Mr. Foltz, 9008 Center Street, Manassas, VA 22110. Equal opportunity employer.

Ass't Chief Engineer. Heavy on maintenance. 3/4" VTRS, Ampex 2" VTRS, JVC cameras & recorders. Excellent SW market area. Send complete resume, along with salary requirements, to Box M-9.

Television Maintenance engineer for high powered, high frequency independent UHF in Midwest. Excellent salary and benefits package. Small staff. Experience with Harris TV-110 transmitter and ATC subscription television equipment helpful, but not necessary. Will pay for relocation. Let's talk. Reply Box M-10. EOE, M/F.

TV board operator and technician. Must be graduate of TV technical School, FCC 1st class license, at least 18 months' experience in on-air operation. Should be familiar and have experience with two inch, one inch, and three-quarter inch tape equipment, RCA film and Eastman projectors. Send resume to Box M-13. An EOE/M-F.

KUAM-AM/FM/TV on tropical Guam needs ambitious and competent chief engineer. Attractive salary, plus living allowance. Send resume to Hammett & Edison, Inc., P.O. Box 68, International Airport, San Francisco, CA 94128.

Full time/part time employment for: technical director, audio, cameraperson, tape, maintenance. Send resumes to: Martin Begley, Matrix Video, 727 Eleventh Avenue, New York, NY 10019.

HELP WANTED NEWS

Weekday evening anchor sought for an aggressive, small market news department. Broad responsibilities. Not entry level. No phone calls, please. Send resume, videocassette, and salary requirements to David Cupp, News Director, WVR-TV, P.O. Box 751, Charlottesville, VA 22902. AA-EOE.

News Director: Houston's leading independent, KRIV-TV, Metromedia Television, is looking for a top flight, experienced News Director, who is capable of starting up a new news operation in America's fastest-growing city in the Sunbelt. Person must be fully capable of doing it all. Full employee benefits. Send resume and salary requirements to: Jerry Marcus, VP/General Manager, KRIV-TV, Metromedia Television, P.O. Box 22810, Houston, TX 77227. No phone calls, please. An equal opportunity employer.

New York producer seeks on-air TV lawyer for syndicated production. Send resume to Box K-51.

Anchor M-F 6 & 10 news, plus field assignments. Reporting experience needed. Midwest 100+ market. EOE. Resume to Box K-72.

Executive producer for medium-sized, highly-competitive, Sunbelt market. Looking for major market person who wants move into management. Strong track record producing and writing a must. EOE. KOLD, 115 W. Drachman, Tucson, AZ 85705.

Sports/feature reporter. WFRV-TV, Green Bay, is looking for a reporter who loves sports and features. The person must be willing to shoot and edit videotape, and get out to the woods and lakes to cover participation sports. If sports is more than a job, send tape and resume to Ray Wick, WFRV-TV, P.O. Box 1128, Green Bay, WI 54305. EEO.

Southeast group station seeks experienced individual for producer/weathercaster position. Degree preferred, but not required. Minimum 1 year experience. Good growth position with a growing company. Send resume to Box M-11. EOE.

Camera/field producer. Washington news service seeks person to shoot and produce daily news stories for beginning reporters. Start in March. Benefits. Send resumes to Bob Lorentzen Television Production, 1508-82nd St. NW, Bradenton, FL 33529.

Television News Reporter. Must have minimum of two years' experience as broadcast journalist. Presentable appearance and strong writing ability required. Small Eastern entry-level television market offering excellent opportunity for experienced radio reporter ready to move into television. Send resumes to Box M-21.

Producer/director experienced in news, commercial, public affairs, and promos. Strong in news directing. Minimum 2 years' experience as P/D. Send resume, tape and salary requirements to: Robert S. Stone, Production Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal employment opportunity.

Experienced TV news general assignment reporter. 2-3 years commercial TV news experience. No beginners. Send resume only to: Bill Turner, KMPH-TV News, 5111 E. McKinley Avenue, Fresno, CA 93727. An EOE/M-F

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

TV producer-director. Originates, produces and directs a variety of television programs; selects, coordinates the production components (music, sets, visuals, lighting, talent, etc.) and supervises staff and students in production. Send resumes to: Florida State University, Personnel Relations, 216 Suwannee Arcade, Tallahassee, FL 32306. Advertisement deadline: Jan. 20, 1983. Salary: \$16,307.28 Affirmative action/equal opportunity employer.

Major affiliate: seeking feature reporter for award-winning locally produced magazine show. Looking for strong on-air personality and demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to P.O. Box 9494, Seattle, WA 98109. EOE.

Opportunities with a national broadcast/cable network: news director, booth producer, and financial writer needed. Southern California location. Send resume only to Box K-74.

Videographer/editor wanted for major market affiliate. Five years min. experience. Location lighting emphasis with knowledge of 3/4" editing preferred. M/F EEO employer. Send resume to Tom Herron, Operations Mgr., KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. No phone calls.

Associate Producer for station in top 5 market. Two to three years' prior experience with talk show desired. Person should possess strong studio and booking skills. Send resume to: Box M-6. EOE.

PM Magazine co-host: we're looking for a talented and creative personality to join our female co-host already on staff. On-air experience preferred. If you can communicate well, are hard working, can write and have the ability to produce top-notch stories, send resume and tape along with salary history, immediately, to PM Magazine, Executive Producer, WOC-TV, 805 Brady St., Davenport, IA 52808. EOE.

Graphic designer. (television). Degree in design or BFA or equivalent. Three years' experience in graphic art design. Television experience in graphics and/or set design desirable. Salary range (effective 12/15/82) is \$12,580 to \$19,510, depending on experience. Please forward resume no later than January 12, 1983, to Jack McLaughlin, Art Director, New Hampshire Public Television, Box Z, Durham, NH 03824. The University is an affirmative action/equal opportunity employer.

Director of Programming. Leading PTV facility in Southwest seeks aggressive professional to fill senior management position. Station is award-winner in programming, development, and consistently ranks in top 10 PTV viewership. Position responsible for all aspects of programming, including long range planning, developing and maintaining programming philosophy, practice and procedures, supervising all personnel in activities related to program research, acquisition, production, scheduling and promotion, developing program concepts for local, regional, and national distribution, serving on regional and national public television program committees. Responsible for assuring adherence to copywrite laws and FCC rules, budget development and supervision and representing station to community in all programming matters. 7-10 years' broadcasting experience and program/production area, of which two years should be supervisory. Public broadcasting experience preferred. BA in broadcasting or related field required. Salary range of position: \$26,790-\$40,196. Resumes to be received no later than January 21, 1983. Submit application and/or resume to: University of New Mexico Personnel, 1717 Roma NE, Albuquerque, NM 87131, between 8 AM-5 PM weekdays. Mention this ad on your application in reference requisition No. 1205A. AA/EOE.

Videographer/Director. KAID/PTV needs experienced person for directing daily public affairs program, operating EFP, 1-inch editing. Must work well within tight deadlines. No OJT. Call 208-385-1616, or write BSU Personnel Department, 1910 University, Boise, ID 83725 for application. Closes 1/24/82. EOE.

SITUATIONS WANTED MANAGEMENT

General Sales Manager seeking long term commitment, either independent or affiliate. Sales instructor & motivator. Experience with national representatives. Resume & references ready. Write Box K-68.

SITUATIONS WANTED TECHNICAL

Los Angeles only. Director of Engineering, age 35, seeking engineering management position in broadcasting or post production. Very extensive management and maintenance/operations experience in both fields. Currently employed, top 15 market broadcast level post facility. Wife's career requires relocating. Write Box M-18.

Working television engineer, licensed, certified, 15 years' experience, including radio and supervision. Seeks engineering position. Please write Box M-4.

SITUATIONS WANTED NEWS

Dynamic, creative female seeks entry level general assignment reporting position. Excellent writer, thorough researcher. A digger with varied radio and television reporting and writing experience in southern California. Political affairs just one of my fortes. Will relocate for right position. Have writing samples and video tape. Call Toby, 303-245-6879, or write Box K-64.

Ad Lib. That's the magic word in weathercasting. It's vaulted my current TV home to No. 1. I can do the same for your station. Write Box K-76.

Experienced assignment editor seeks major market news management position. Master's degree. Write Box K-85.

Looking for unique opportunity as a noon or evening news anchor in small market. Can bring to the station strong background in promotion, production, news writing/producing. Write Box K-87.

Sportscaster available immediately. Experienced, degreed. Shoot, edit, anchor, report. Professional, energetic, knowledgeable. Ken Bland, 215-438-3806.

Please help me break into broadcasting as a news photographer. I am degreed and licensed. Please call Hilliard at 215-879-0333.

Good looks + personality + intelligence + weather - Frances Eden. I've spent the past four years training at two medium market stations, now I'm ready to move up. I'm dedicated to excellence in weather reporting, and I can bring new life to your newscasts. Interested? Call 615-246-9754.

Stop looking. Talk to me! On camera TV reporter. Broadcasting experience. Excellent voice and presence. Field reporting experience/writing. Will relocate anywhere. Write Box M-3.

TV meteorologist in the Seattle-Tacoma area. Looking for a new position at a medium market. Available now! Call Mark Stern, 206-383-9568.

Sports anchor, sports reporter, 3½ years at the best O&O station in the country. 24, intelligent, attractive and solid production skills. Production assistant/associate producer. Needs on-air break. Have tape, will travel. Brent, 312-951-3601.

Attorney/Reporter. Currently practicing law and general assignment reporting at top-50 TV. Background includes 8 years, award winning, net O&O radio anchor/reporter. Write Box M-15.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Sio-mo operator needs work in sports, commercial, video-rock, studio production. Jay Sullivan, 13200 Mt. Babcock, Reno, NV 89506.

Executive producer-seasoned producer/director seeks move to executive producer level. Creative, excellent communication skills, coupled with strict adherence to budgets and deadlines. Good people motivator. Box M-28.

Producer/Director with 8 years' major market experience seeks challenging position with network, cable, affiliate or production company. Emphasis on special projects. Major markets preferred. Box M-29.

ALLIED FIELDS

HELP WANTED INSTRUCTION

ASU tenure-track appointment, Fall, 1983, in established broadcast program. Rank: assistant professor. Salary commensurate with credentials. Ph.D. preferred. Professional experience necessary. Applicant must teach one area broadcasting (news, production, etc.) and teach intro mass communication, research methods. Sequence accredited ACEJMC. Send application, letter to El Dean Bennett, Chairman, Dept. Journalism/Telecommunication, Arizona State University, Tempe, AZ 85287. Deadline: January 31, 1983. Current references must be provided on request. EEO employer.

Broadcast Journalism—The journalism department at Ohio Wesleyan University is seeking instructor or assistant professor for new tenure-track position. Experience in broadcast journalism required, television preferred. Master's degree required, doctoral preferred. Ability and interest in teaching undergraduates a must, as is commitment to liberal arts education. Responsibilities: teach basic and advanced broadcast journalism courses, develop and advise broadcast laboratory, teach introductory journalism course. Possibility of developing courses in other areas of expertise. Nationally-known department has about 50 majors, an independent student newspaper, a 10-watt FM radio station, access to local cable television facilities. Salary about \$16,000-\$22,000 for 9 months, depending upon qualifications. Position begins Sept., 1983. Send resume, references, college transcripts by Jan. 31, 1983, to: Verne Edwards, Chairman, Department of Journalism, Ohio Wesleyan University, Delaware, OH 43015. Ohio Wesleyan University is an EO/AA employer.

Dean, College of Speech, Marquette University. Marquette University invites applications for the position of Dean of the College of Speech. The College of Speech includes programs in broadcast communication, communicative disorders, interpersonal communication, speech education, theatre arts, and theatre arts education, offering degrees at both the Bachelor's and Master's levels. Candidates should hold a doctoral degree and/or demonstrate significant administrative experience at the department head level or its equivalent in a communications-related field. In addition to the administrative experience, candidates must demonstrate teaching and research interests; the ability to develop and maintain professional rapport with the various units of the College and the University; significant involvement in professional activities and organizations; and an understanding and commitment to the University's urban, Jesuit, Catholic, Christian mission. Salary is negotiable. Applications should be accompanied by a curriculum vitae and the names of three references. In addition, letters of recommendation from these references should be sent directly to: Rev. Kenneth J. Gavin, S.J., Ph.D., Chairperson, Search Committee, Communicative Disorders, Marquette University, Milwaukee, WI 53233. An affirmative action/equal opportunity employer.

Graduate assistants. Teaching assistants to study for MA in communications program for Fall, 1983. Monthly stipend, plus waiver of some fees. Persons with undergraduate broadcasting degrees and professional experience in radio and television production or news are invited to apply. Contact Dr. Jack Detweiler, College of Journalism and Communications, University of Florida, Gainesville, FL 32601. An equal opportunity/affirmative action employer.

Faculty member to teach broadcast production and direction courses beginning Fall, 1983. Candidates should have an M.A. (Ph.D. preferred) and professional experience. Rank and salary dependent upon qualifications. Please send resume to Dr. Larry Lorenz, Chairman, Department of Communications Loyola University, New Orleans, LA 70118. Deadline: January 22, 1983. Loyola University is an equal opportunity/affirmative action employer.

Assistant professor: The department of radio-television at Southern Illinois University at Carbondale seeks an assistant professor for Fall, 1983, to teach courses in broadcast management, programming, and audience research. 9-month, tenure track appointment in one of the largest and most prestigious radio-TV departments in the nation. Responsible for coordinating the management emphasis in the graduate program and conducting research. Ph.D. in Radio-TV or related area with professional experience in broadcast management required. Evidence of successful teaching and research preferred. Salary is competitive and dependent on qualifications. Send letter of application, resume, and 3 letters of reference by February 1, 1983, to: Dr. Sam Swan, Chairman, Department of Radio-Television, Southern Illinois University at Carbondale, Carbondale, IL 62901.

Los Angeles area University, assistant professor, tenure track, September 1983. Two years university teaching in TV production and management required; industry experience in TV production and management required. Prefer terminal degree, doctorate or MFA in related field. \$18,044-22,896. Deadline: February 1, 1983. Search/Screen Committee 83-8, RTVF, California State University, Northridge, CA 91330.

Faculty position at University of Colorado—Boulder, School of Journalism. Responsibilities: research and teaching in the area of broadcast/telecommunication law or policy. Person also would work with media professionals, serve on university committees, do advising, etc. Responsibilities also might include participation in M.S. in telecommunications program administered by the graduate school. Qualifications: Ph.D. or equivalent in mass communication or related field, such as law. Doctoral candidates with all but dissertation completed will be considered. Professional experience preferred. Terms: appointment as assistant professor beginning August 25, 1983. Salary competitive (minimum \$21,000). Deadline: direct applications postmarked no later than January 15, 1983, to Professor Sam Kuczun, Chair, Search Committee, School of Journalism, Box 287, University of Colorado, Boulder, CO 80309. The University of Colorado is an equal opportunity/affirmative action employer. Applications from minorities and women are encouraged.

Communications interns sought for challenging six-month internship in a progressive union environment. Full range of assignments in print and electronic media. Salary, plus some benefits. Applications by Jan. 14 to: UAW Public Relations and Publications, 8000 E. Jefferson, Detroit, MI 48214.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Call Bill Kitchen, Quality Media Corporation, 404-324-1271.

\$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.

Evangelical group needs 1 inch type "C" recorders, EFP cameras, switchers, monitors, related production equipment for distribution to domestic and foreign mission organizations. Prefer no-cost, possible cash purchases. Contact: Circle Productions, Inc., 1564 South Third Street, Niles, MI 49120.

Panasonic AS-6000 switcher, new or used, wanted for remote telecasts, etc. Contact George Molnar, WIPB-TV, 317-285-4771.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 404-563-9331.

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 P-70, RCA TK 45A, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—RCA TTU-30. Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

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.

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, 404-324-1271.

10 & 20 KW FMs: Harris 20H-3, CCA 10,000D. Also two 25KWs. All transmitters on-air and guaranteed. Call M. Cooper, 215-379-6585.

Copper strap, wire, screen. Check our prices. 317-962-8596, ask for copper sales.

AM transmitters: CCA 5000 D, 1977, on-air, mint. RCA-BTA-1R & Gates BC-1G, 1 kw AM's. M. Cooper, 215-379-6585.

GE Model BTA-50, 50,000 watt AM transmitter; available early 1983. Amber 4400-A audio test set. Bill Massey, KZLA Radio, 5700 Sunset, Los Angeles, 90028.

Film/chemicals—one lot chemicals consisting of 1st dev., stop bath, color dev., bleach fixer, stabilizer. Cost-\$2,196. make offer. Film—8-100 ft. rolls YNX455 7250 tungsten silent. Cost \$112. Make offer. 60-360 ft. rolls VNF 601 7240 daylight SOF. Cost: \$3,306—make offer. Film and chemicals worth \$5,502; will sell all for \$2,750. Call Jim LaBranche, 304-325-5487.

2 edit systems, Panasonic NV9200 NV9500 NVA950. 2 edit systems, Panasonic NV9240 NV9600 NVA960. 2 Panasonic 9200A. 3 Panasonic 9240. 3 Panasonic WV2150's. 1 Panasonic WV3700. 1 GE PE24 film camera. 1 Laird telemedia multiplexer. 2 Edutron TBC's. 1 video data systems character generator. 1 RCA AVQ-10 weather radar system. Please contact Jim Moore, KADN TV, 318-237-1500.

Audiotronics 110A Grandson audio console, 10 inputs with equalizers, \$5,000. Electro-voice 667A microphone, \$90. Shure SM5C microphone, \$70. Thompson/CSF RM104 wireless microphone, \$1,500. 313-548-2500.

60" G.E. searchlight for sale. Recently reconditioned, very good condition, includes extra parts. Works great with remote broadcasts, promotions, grand openings. Al Cornella, 605-348-4684.

Audio console bargains! Recording tapes. Cart machines. Limiters. Write for catalog: Box 213, Dunkirk, MD 20754.

Canon TV lens, PV25X20B, for Ikegami HK-357A; F1.8, full servo, without pattern projector. New: best offer. 201-767-1000.

Studio lighting system—used, excellent condition. 12 Stage Brite 7.2KW dimmers w/2 scene control. Also, 100 Kluge Rotocolors in frame, 4 connector strips. J. Kietzer, 612-466-4611.

Bauer 7.5KW FM transmitter—excellent condition, \$9,000. McMartin BF3.5K, year old, \$14,500. Increased station power. 308-345-1981.

CMX 340X with Grass Valley 1600 switcher, including all I squares and interface for Ampex 1". Available immediately. 1-yr. old. Complete, now working. \$98,500. 213-467-6272.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

Comic Relief. Just for laughs. Bi-weekly. Free sample. White Creative Services, 20016 Elkhart, Detroit, MI 48225.

CONSULTANTS

Need video technicians? Call VTI. Trained techs available. No fee. 214-263-2613.

MISCELLANEOUS

The Weather Channel wants your 3/4" video tape of snow, ice storms, tornadoes, dust storms, floods, heavy rains, etc. Call Linda Lloyd or Joe Gareri, 404-434-6800.

INSTRUCTION

Cassette recorded preparation for FCC General Radiotelephone Operators license plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth, Manhattan Beach, CA 90266. 213-379-4461.

RADIO

Help Wanted Management

SALES/MARKETING DIRECTOR

for major market Midwestern AM/FM. If you've proven you can do it and have sold with and without numbers, you owe yourself the opportunity for the rewards that can come from joining our team in this market. Must be a strong motivator and trainer for our established sales staff. EEO employer. Write Box M-30.

Help Wanted Technical

CHIEF ENGINEER CLASS B FM

Midwestern major market seeks experienced chief. Must be knowledgeable in audio processing, maintenance, STL, studio construction and computer sciences. Great opportunity with growing group for hard-working skilled individual! EOE. Write Box M-17.

Situations Wanted Announcers

GIVE ME A BREAK!

Eager as a beaver to work on radio! I love jazz, pop. St. will my listeners. I know all facets of radio. Great personality, charm, wit, humor, cooperative. Also reliable, fast learner. 201-451-7339. Grad. School of Broadcasting—Announcing; NBC Radio; volunteer work PBS, NPR experience.

TELEVISION

Help Wanted News

METEOROLOGIST

Great opportunity for strong performer. Major market, Northeast, ABC affiliate. Week-ends—plus reporting. Send resume and salary requirements to Box M-14. An equal opportunity employer.

GENERAL ASSIGNMENT REPORTER

WDIV, Post-Newsweek in Detroit, is looking for the best general assignment reporter around. The person we seek is an excellent journalist, a storyteller, a hustler who can handle whatever the big city has to offer, someone with an on-air presence that stands out from the crowd. This is an opportunity to join a first-rate, innovative news organization in the most competitive news town in the U.S. EOE. Please send a resume and tape to:

Mark Efron, Executive Producer
WDIV News
550 Lafayette Blvd.
Detroit, MI 48231.

Help Wanted News Continued

NEWS PRODUCER

For 6 and 10 pm casts at all-ENG/live Midwest top-100 affiliate. We've staked our future to staying strong number one against strong competition. If you can contribute immediately to that objective, and have: videography and reporting experience, one year's producing experience, creative understanding of graphics systems/video techniques, send your credentials. Four-year J-degree or similar preferred. Resume and salary needs to Jared VanHorn, KWVL-TV, Waterloo, IA 50703. EOE.

CONSUMER REPORTER

We are a top ten Midwest network affiliate with a reputation for provocative journalism. The person we seek is an excellent journalist already working the consumer beat, with a style and on-air presence that is truly original. If your approach to consumer news has an impact, and if you have a couple of ideas that nobody has tried, please send a cover letter and resume to Box M-26. EOE.

IF YOU ARE THE BEST

sports anchor in television and would like to work in a major market in the Southeast, we want to hear from you. EOE, M/F Resume only to Box K-40.

Help Wanted Management

DIRECTOR,

HUMAN DEVELOPMENT PROGRAMS

Incumbent's primary responsibility will be to design, initiate and develop recommendations for a structured training and career development program. The incumbent is also responsible for the smooth and effective implementation of approved training and development programs, initiating contracts in that area and generally monitoring the day-to-day operation and management of the human development component on behalf of the Assistant to the President for Human Resources Development. Individual should have a Bachelor's degree and five years' work experience in the area of educational administration, human resources or training; and/or a Master's degree in area(s) related to educational administration, human resources, counselling, training and development and a minimum of three years' experience in training and educational related activities. Salary commensurate with experience—minimum of \$34,989 and a maximum of \$50,352. Mail resume before COB January 14, 1983, to:

Personnel Department/HDP
Corporation for Public Broadcasting
1111 Sixteenth Street, NW
Washington, DC 20036

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing

PROMOTION PRODUCER

Number one network station in the nation's 19th largest city is looking for a first-class promotion producer-writer. We have an excellent facility and top-notch people. Our commitment to on-air promotion is second to none. You would work with a large staff (including a full-time videographer/editor). Two years' producing experience preferred. Creative writing background essential. Magazine show and special project producers looking for a new opportunity are also encouraged to apply. Send resume' and tape to:

Mr. David Sams
WBNS 10TV
PO. Box 1010
Columbus, OH 43216
(No phone calls please.)

WBNS-TV is an equal opportunity employer. M/F



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**Help Wanted Programing,
Production, Others
Continued**

**CO-HOST
KOMO-TV
SEATTLE**

Award-winning, locally produced magazine show seeking co-host to join current female co-host. Anchor/co-host experience preferred. Strong story producing skills are essential. Send audition tape and resume to Personnel Dept., KOMO-TV, 100-4th Ave., No., Seattle, WA 98109. ABC-TV network affiliate. EOE.

Help Wanted Technical

TELEVISION

**Maintenance
ENGINEER**

This is a unique opportunity in the subscription television industry.

If you hold a first class FCC license or equivalent and have prior UHF television experience as a chief engineer, transmitter supervisor or transmitter maintenance engineer, you could be part of the challenge Chicago Transmitter Company offers in Chicago.

You'll be involved in maintaining subscription television broadcast equipment, including a five megawatt (E.R.P.) UHF television transmitter, and studio equipment.

Formal education in broadcast engineering is preferred and thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to:



501 W. Algonquin Rd.
Arlington Heights, IL 60005
Attn: **SUE VETTA**
Personnel Dept.

Equal Opportunity Employer M/F

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Technical Continued



**ELECTRONIC
MAINTENANCE
ENGINEERS**

**BROADCAST
SYSTEMS
ENGINEERS**

Utilize your engineering skills at the leading edge of broadcast technology.

Join NBC, where motivation and dedication lead to career advancement in a dynamic industry

The National Broadcasting Company now has a number of excellent opportunities for qualified Electronic Maintenance Engineers and Broadcast Systems Engineers at our New York headquarters.

The individuals we seek should have experience in broadcast systems technology or a background that reflects training, education and/or practical experience in a related complex electronics field. A BSEE is an added plus.

Successful candidates will become directly involved in NBC's programing efforts, providing vital technical support to news, sports, entertainment and daytime shows. You will work on the latest portable newsgathering cameras, recorders and RF equipment on state-of-the-art studio, graphics and video systems; on Grass Valley character generators, Quantel digital effects equipment, Convergence and CMX editing systems. A knowledge of digital techniques and microprocessing would be an advantage.

NBC is committed to the future of broadcasting. If your enthusiasm can match ours, and you know you can contribute to our efforts, we'd like to hear from you. We offer salaries commensurate with experience and a comprehensive benefits package. Please send resume with salary requirements to:



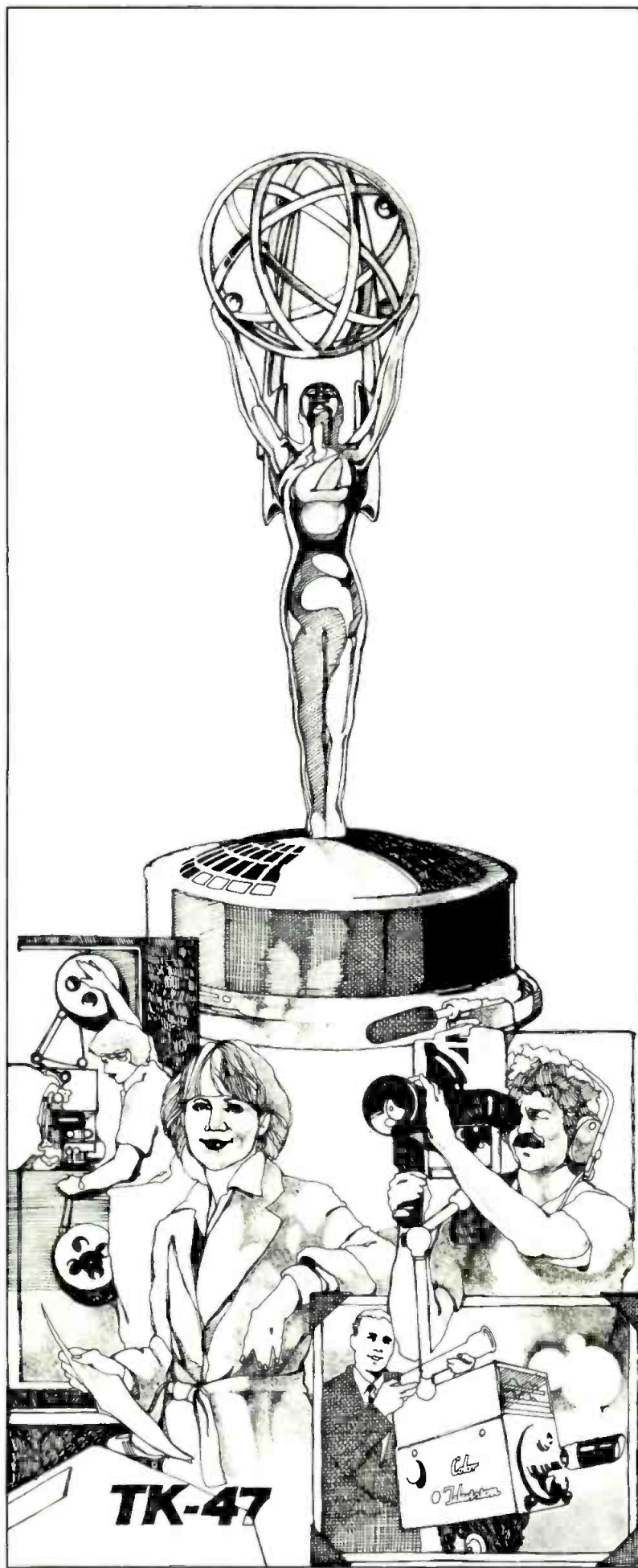
NBC

Staffing Dept/EME,
Suite 1678,
30 Rockefeller Plaza,
New York, NY 10112.

Men and women of all races are encouraged to apply.

**CONVERGENCE
CORPORATION
IS
EXPANDING**

Major manufacturer of video editing systems needs qualified field engineers. Must know 3/4" and 1" video, computers. Install and service A/B roll editing systems, Eastern U.S. Location flexible, travel required. Call 203-233-4685.



Setting A New Pace For The Industry We Pioneered!

...RCA Broadcast Systems

Most people associate the coveted Emmy Award with television writers, producers, entertainers and musicians. However, since 1956, RCA engineers have been awarded seven Emmy's by the National Academy of Television Arts and Sciences for their contributions to picture perfect programming. The most recent Emmy was presented in recognition of the development of the TK-47 automatic color television camera.

Virtually any picture you encounter on your home screen has been touched by RCA engineering. As America's largest supplier of commercial video equipment, we are involved in every step: studio cameras, portable cameras, video recorders, editing equipment, telecine equipment, transmitters, and broadcast antennas. As you read this, we are moving ahead with advanced development programs in digital video equipment and the creation of a completely solid state color television camera.

Our commitment is to continue to set the pace for the industry we pioneered. If you are an engineer who is interested in furthering the development of advanced broadcast technology, we invite you to share this adventure with us. For engineering career details, please write to: RCA Broadcast Systems Division, Joy K. McCabe, Dept. PR-1, Front & Cooper Sts., Building 3-2, Camden, New Jersey 08102.

Equal Opportunity Employer

**Setting The Pace In
Broadcast Engineering!**

RCA

Situations Wanted News

NOT A CLONE

Unique, award-winning anchor/producer in top 60 ready for large market weekday challenge. Eight years' experience. Successful track record. Write Box M-16.

Consultants

STATION MANAGERS,
PROGRAM DIRECTORS:

RING IN THE NEW YEAR!

When phones ring on radio talk "magazines," you know you've got an active listening audience ... an audience which translates into both community support and advertising dollars.

Ring In The New Year with first-class talk programming designed by Don Stebbins, producer of the "Best Regularly Scheduled Talk Program" at The 1982 International Radio Festival of New York, available now for program consultation.

Call or write now ... and you'll hear your phones ringing all year long!

Don Stebbins,
Executive Producer
Spectrum Productions
2378 Camino Capitan, No. 3
Santa Fe, NM 87501
505-473-0378

ALLIED FIELDS

Help Wanted Technical

DIRECTOR OF ENGINEERING

Audio Production Facility

Bonneville Productions is looking for a key individual to oversee the technical operation of its Salt Lake City tape duplication and audio recording facilities.

The successful candidate will be responsible for the design, construction, maintenance, and enforcement of technical standards for 3 Gauss high-speed duplicator lines, 5 recording studios including 24-track, and a multi-media production center.

This position has supervisory responsibility for a staff of 10 engineers and technicians. The applicant must be well versed in professional audio production techniques and equipment, have a BSEE or equivalent technical background, and have a minimum of 3-5 years' experience in a professional audio engineering capacity to include some supervisory experience. Excellent interpersonal skills are a must.

Please reply to Ellen Richardson, Personnel Director, Bonneville Productions, 130 Social Hall Avenue, Salt Lake City, UT 84111; 801-237-2431.

A Division of

BONNEVILLE INTERNATIONAL CORP.

Equal Opportunity Employer

Help Wanted Management

GENERAL MANAGER Public Access Cablecasting System

Experienced manager with public access background needed to develop, manage, & operate public access cablecasting system (TV & FM) serving Fairfax County, VA. Responsibilities include program production, recruitment of paid & volunteer staff, & development of operating policies & procedures. Applicants should have major commitment to development of community participation. Applications will be received until Jan. 31, 1983. Send detailed resume in response to responsibilities outlined above. Include salary history, managerial & technical qualifications, education, training, awards, & history of community involvement to:

**FAIRFAX CABLE
ACCESS CORPORATION,**
P.O. Box 1184, Falls Church, VA 22041.

Public Notice

PUBLIC NOTICE

TOWN OF WEST BRIDGEWATER, MA

Applications for cable television license. The Town of West Bridgewater will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on the 14th of March, 1983. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of West Bridgewater. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspections in the town clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Doris Haight, Chairman, Town Hall, West Bridgewater, MA 02379.

PUBLIC NOTICE

The City of St. James, Watonwan County, Minnesota, invites proposals for a cable communications franchise. All proposals must be prepared and submitted in accordance with the "Request for Proposals" available from the undersigned. Proposals will be accepted until February 4, 1983, at 5:00 p.m. All proposals received will be available for public inspection during normal business hours at the City Hall, 124 Armstrong Boulevard South, St. James, Minnesota. Each proposal must be accompanied by a \$100 non-refundable certified check payable to the City Clerk of St. James. Requests for proposals may be obtained from: J. Russell Fifield, Jr., City Manager, 124 Armstrong Boulevard South, St. James, MN 56081. 507-375-3241. Dated December 7, 1982.

Miscellaneous

RADIO SURVEYS

Raw data special offer. 100 calls—\$395.00.
Call Dick Warner collect at 404-733-0642.

S-A-M-S

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

JANUARY 12, 1983 BOARD OF TRUSTEES

The National Association of Public Television Stations' Board of Trustees will meet at Loews L'Enfant Plaza Hotel, Washington, D.C., from 9:00 a.m. to 3:00 p.m. In addition to general business and staff reports, the Board will review federal budget and legislative matters, the CPB Budget, and the advertising experiment.

For Fast Action Use BROADCASTING's Classified Advertising

We're Looking For You!!!

Frank N. Magid Associates, Inc., the world's leading communications research and consulting firm, is looking for professional radio broadcasters to fill openings as they occur at our 100-plus client stations. Our radio clients are interested in recruiting top-notch people, including radio management personnel, programmers, announcers, news professionals, and engineers. We've helped thousands of broadcasters find better jobs and we'd like to help you, too. If you're interested in this unique opportunity to advance your career, we urge you to send us a resume and an audiotape. There's no charge to you and we promise you won't get lost in the shuffle.

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For Sale Stations

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STATION		CONTACT	
MW Metro	Pay TV	\$6,000K	Bob Thorburn (404) 458-9226
NE Metro	AM/FM	\$1,350K \$500K	Jim Mackin (207) 623-1874
NW Regional	FT/C1.C	\$1,000K \$250K	Elliot Evers (213) 366-2554
R.Mt. Metro	C1.C FM	\$900K	Cash Bill Chapman (404) 458-9226
MW Small	AM/FM	\$725K \$190K	Peter Stromquist (612) 831-3672
R.Mt. Metro	Fulltime	\$650K \$150K	Brian Cobb (303) 322-3763
FL Metro	AM	\$525K \$200K	Bill Cate (904) 893-6471
R.Mt. Small	AM	\$235K \$60K	Greg Merrill (801) 753-8090
Mid			
Atl. Small	Fulltime	\$210K \$31K	Mitt Younts (804) 355-8702
SE Small	AM	\$175K \$60K	Ernie Pearce (615) 373-8315

To receive offerings within your area of interest, or to sell, contact Chapman Co. Inc., 1835 Savoy Drive, Suite 206, Atlanta, GA 30341. (404) 458-9226.

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WHAT BETTER WAY
 to start 1983 than with your own radio station. We have several good properties that can be bought with little cash down.
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SOUTHERN CALIFORNIA

Profitable, top-rated AM facility in fast-growing market with strong, stable economy. Latest state-of-the-art broadcast equipment. New studio building. Qualified principals write Box M-5.

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FOR SALE

Fulltime AM 1 kw station. Real estate included. Excellent opportunity for Spanish broadcaster. \$350,000, cash. Principals only—no brokers. Submit financial qualifications with inquiries to Joe Madas, P.O. Drawer K, Blythe, CA 92225. 619-922-7143.

**FLORIDA AM/FM
 IN COASTAL MARKET**

Excellent facility, gross and market. Owner retiring. \$1.5 million price tag is firm. Reasonable terms to a qualified buyer. Show financial responsibility on your letterhead. No brokers, please. Reply Box K-77.

FM - SOUTH CENTRAL

Maximum facilities. Class A-FM. All new equipment. 40,000 + marketing area. \$390,000. Minimum of \$180K cash. Qualified principals only. Call 303-320-6218.

TEXAS FULLTIME AM

Underdeveloped class 4 AM in robust medium west Texas market. Great potential. \$500,000. Write Box K-81.

- Fulltimer. Ft. Payne, AL. Assume liabilities or acquire minority interest with option.
- AM-FM. SE AL. \$690,000.
- Fulltimer. So. CA coastal. Powerful. Big population. \$600,000.
- Fulltimer. Coastal city. NW FL. \$580,000.
- FM. Guam. \$890,000.
- Fulltimer. Powerful. Hawaii. \$850,000.
- FM. No. Michigan. Nice college town. \$1.2 million.
- Daytimer. Good dial position. S. AL. \$85,000.
- Daytimer. E. Arkansas. \$150,000, terms.
- FM. South central TX. \$360,000.

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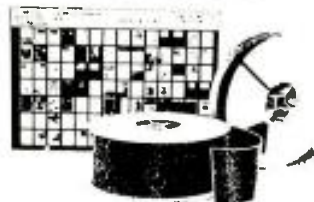
NY	AM	\$20,000 downpayment
MN	AM/FM	\$35,000 downpayment
LA	FM	\$20,000 downpayment
PA	AM	\$35,000 downpayment
VA	AM	\$25,000 downpayment
AZ	AM	\$35,000 downpayment
GA	AM	\$20,000 downpayment
CO	FM	\$30,000 downpayment
IA	AM	\$35,000 downpayment
TN	AM	\$30,000 downpayment
MT	FM	\$50,000 downpayment
MS	AM	\$35,000 downpayment
WI	AM	\$50,000 downpayment
ND	AM/FM	\$15,000 downpayment

**109 North Main, 2nd Floor
 Sioux Falls, SD 57102 605/338-1180**

**\$595,000 BUYS
 CLASS C FM**

in the Sunbelt. Only 1 FM competitor in this city of 75,000 population. \$150,000 down includes real estate. Write Box M-2.

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For Sale Stations Continued

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Ideal owner operator situation. The only fulltime AM station in this pleasant Carolina community; needs aggressive management to turn it around. \$350,000 with \$90,000 downpayment — liberal terms designed to match property's ability to retire debt. Favorable long term lease on real estate.

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809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

UHF TELEVISION CONSTRUCTION PERMITS

Several markets available. Medium & small. Call Bill Kitchen, Quality Media Corp., 404-324-1271.

INDIANA

50 kw stereo FM & 500 w daytimer with presunrise. Excellent combo plant on 9.5 acres of prime property. \$750,000. Qualified buyers only please. Write to: "Station," 192 Twin Springs Court, Carmel, IN 46032.

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215-865-3775

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Fates & Fortunes

Media

Eric Ober, VP, news, CBS Owned Television Stations Division, named VP and general manager, CBS-owned WCBS-TV New York.

Steven Dinetz, VP and general manager, WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla., named executive VP of parent T.K. Communications. **Joe Davidman**, general sales manager, WSRF-WSHE, named VP and station manager.

George Hancock, senior VP, finance, SelectTV, Marina Del Rey, Calif., named executive VP and chief operating officer, with responsibility for company's STV systems in Los Angeles and Milwaukee. **George Gates**, controller, succeeds Hancock, and **Randy Dryden**, director of financial planning, succeeds Gates.

Joel Day, general manager, KOA(AM)-KOAQ(FM) Denver, joins WIOD(AM)-WAlA(FM) Miami in same capacity.

Bill Phippen, general sales manager, WSB-AM-FM Atlanta, joins WWSH(FM) Philadelphia as general manager.



Day

Reavis Gibb, regional VP, general manager, Times Mirror Cable Television's Irvine, Calif. office, joins Tribune Cable Communications as general manager of its Lakewood, Calif., cable system.

James Haviland, VP and general manager, WLAK(FM) Chicago, joins WABC(AM) New York in same capacity.

Ronald Pulera, general sales manager, WTEN(TV) Albany, N.Y., joins WJKW-TV Cleveland as president and general manager.

Frank Robert, VP and general sales manager, WREG-TV Memphis, and director of sales for parent New York Times Broadcast Group, named executive VP of station, with operating responsibility for all departments except news.

Howard Ritchie, VP and director of sales, WISN-TV Milwaukee, joins WDTN(TV) Dayton, Ohio, as VP and general manager.

Vincent Barresi, VP and general manager, WKBS-TV Philadelphia, joins WFLD-TV Chicago in same capacity, succeeding **Robert Harmon**, resigned. **Kenneth MacDonald**, VP, marketing, Field Communications, New York,

joins WKBS-TV succeeding Barresi.

Charles Harrison, television manager of information, training and special projects, WHBF-TV Rock Island, Ill., named VP and general manager, succeeding **Robert Sinnett**, who retires after 50 years with parent Rock Island Broadcasting. **Dewey (Bud) Nelson**, head of television sales department, named assistant general manager and VP, television sales.

Stan Roman, production manager, WTEN(TV) Albany, N.Y., joins WTNH-TV New Haven, Conn., as operations manager.

Kenneth Taishoff, program and operations manager, WTVN-TV Columbus, Ohio, joins KWTW(TV) Oklahoma City as station manager.

David Woodcock, general sales manager, KCOP(TV) Los Angeles, named VP and station manager.

Elizabeth Young, general sales manager, KDJQ(AM)-KDKB(FM) Mesa, Ariz., named station manager.

William J. (Bill) Wisniewski, VP, network operations, Mutual Broadcasting System, Washington, named VP, communications services.

Joseph Collins, president, American Television & Communications, Denver, elected VP of parent, Time Inc.

Steve Steinberg, director of broadcast services, WHAS-TV Louisville, Ky., elected VP.

Elliot Lazarus, sales manager, KOCM(FM) Newport Beach, Calif., named general manager, succeeding **Dennis Blackburn**, resigned.

Don Schuette, station manager, WIRE(AM) Indianapolis, joins WOCB(AM)-WSOX-FM West Yarmouth, Mass., in same capacity.

Richard Hoffman, assistant director of internal audit, Viacom International, New York, named director of internal audit.

Roger Colloff, VP, director, public affairs broadcasts, CBS News, New York, named VP, division services, CBS Television Stations.

Appointments, NBC:**Timothy Brooks**, director, television network research, New York, to director, program research; **John Rogers**, director, staff labor relations, New York, to VP, staff labor relations; **June Baldwin**, negotiator, associate director, business affairs, Los Angeles, to director, program acquisitions, and **Joseph Gerardi**, director, advertising finance and administration, NBC-TV, New

York, to director, advertising operations.

Richard Gozia, VP and controller, Campbell Taggart Inc., Dallas, joins Harte-Hanks Communications, San Antonio, Tex., as VP, chief financial officer.

Susan Crudgington, director of marketing for American Cablesystems' Quincy (Mass.) Cablesystems, named director of marketing development, American Cablesystems, Boston.

Ilene Price, staff attorney, Mutual Broadcasting System, Washington, named assistant general counsel.

Bill Morley, director of budget and proprietary accounting, Times Mirror Cable, Newport Beach, Calif., named VP.

Charles Hoard, general manager, Cox Cable, Maywood, Ill., joins Continental Cablevision of Cook County (Ill.) as business manager.

Marketing



Butensky

Ave Butensky, chief operating officer, Ed Libov Associates, New York, named president, assuming executive responsibilities from **Carmine Cicchino**, chief executive officer, who has resigned.

Reginald Bird, executive VP, Europe, Marsteller International, Geneva, named president, Marsteller International.

Elected VP's, Young & Rubicam, New York: **Susan Gianinno**, director of creative research; **Garth Anderson**, **Bonnie Goren**, and **Mark Lindner**, account supervisors; **R. Mark Arnold** and **Elizabeth Rockwood**, planning group supervisors, and **John Miller**, group supervisor.

Paul Blustain, VP and executive producer, Campbell-Ewald, Warren, Mich., elected senior VP.

Barbara Pierson, VP, media director and co-founder, Advertising to Women New York, joins HBM/Stiefel there as VP, media director.

Harriet Olguin, writer and creative consultant, Rosenfeld, Sirowitz & Lawson, New York, joins Advertising to Women there as creative VP.

Peter Thoen, associate creative director, Cunningham & Walsh, named VP.

Walter Verbanic, account supervisor, Cunningham & Walsh, New York, elected VP.

Mary Brownell, associate research director, Grey Advertising, New York, named VP.

G. Daniel Japhet, account supervisor, Metz-dorf Advertising, Houston, named senior VP.

Janet Davy, from Ketchum Communications, San Francisco, joins Dancer, Fitzgerald & Sample there as media planner. **Donna Hara-zim**, from W.B. Doner, Los Angeles, joins DFS, San Francisco, as broadcast buyer.

Michael Weiden, VP, manager of advertiser sales, Lexington Broadcast Services, New York, named VP, director of advertiser sales.

Howard Mendelson, executive VP and direc-tor of media sales, Lexington Broadcast Ser-vices, New York, has left to form own adver-tising consulting firm. Howard Mendelson Enterprises there.

Appointments, CBS Television Network Sales: **Dorothy Schwartz**, VP, daytime and children's sales, New York, to VP, prime time sales; **Daniel Koby**, director, central sales, Chicago, succeeds Schwartz, and **Martin Daly**, account executive, central sales, suc-ceeds Koby.

William Kovacs, from *Ovation* magazine, New York, and **John Rayher**, from General Foods, White Plains, N.Y., join AyerDirect, New York, as account supervisors.

Jan Hahnke, account executive, Modern Sat-ellite Network, New York, joins The Weather Channel, Atlanta, as account manager, adver-tising sales.

Ron Castelli, member of independent blue sales team, Blair Television, New York, named manager of team.

Richard Abels, director of marketing, Tele-mation Productions, Denver, joins Marsteller Inc. there as account supervisor.

Susan Westre, member of art department, Frankenberry, Laughlin & Constable adver-tising agency, Milwaukee, named art director.

Jefferson Miller, VP, associate creative direc-tor, Kenrick Advertising, St. Louis, named creative director.

Tim Greenier, account executive, MMT Sales, Chicago, named sales manager, B team, MMT, Los Angeles.

Julie Minor, manager, marketing support ser-vices, Group W Satellite Communications's The Disney Channel, Stamford, Conn., named creative manager, marketing support services, GWSC.

Jay Rosenthal, account executive, Group W Television sales, Stamford, Conn., named advertising sales account executive, Group

W Satellite Communications.

Phyllis Libowski, from Bozell & Jacobs, Houston, joins Allen & Dorward there as copywriter.

Pamela Ross, advertising supervisor, Man-hattan Cable TV, named manager, advertising sales.

Martin Sherry, sales manager, WSB-AM-FM At-lanta, named general sales manager, succee-ding Bill Phippen (see "Media" above).

Charles Bortnick, local sales manager, WSHE(FM) Fort Lauderdale, Fla., named gen-eral sales manager of WSRF(AM)-WSHE(FM) there, succeeding Joe Davidman (see "Me-dia" above).

Eric Henry, national sales manager, WDTN(TV) Dayton, Ohio, named general sales manager, succeeding Howard Ritchie (see "Media" above). **William Lind**, local sales manager, WDTN, succeeds Henry.

Charles Togias, local sales manager, WSYR-AM-FM Syracuse, N.Y., named general sales manager, WSYR(AM). **John Terboss**, national sales manager, WRGB(TV) Schenectady, N.Y., joins WSYR-FM as general sales manager.

Kevin Mirek, account executive, raiders inde-pendent team, Seltel, New York, named sales manager, raiders, succeeding **Dennis Kelly**, resigned.

Fred Grumbach, sales manager, WKTZ-AM-FM Jacksonville, Fla., named general sales man-ager.

Steve Grzyb, manager, promotion and adver-tising, WSAZ-TV Huntington, W. Va., joins WTTG-TV Washington as advertising manager.

Ken Smith, sales manager, KNOW(AM) Austin, Tex., named general sales manager of KNOW-KEY(FM) there. **Rene Campos**, sales man-ager, KEYI, named local sales manager, KNOW-KEYI.

Lynn Halterman, local sales manager, WBOW(AM)-WZZQ(FM) Terre Haute, Ind., joins WYNG-FM Evansville, Ind., as general sales manager.

Jack M. Gilday, Las Vegas sales manager, KXR(FM) Mountain Pass, Calif., named VP, Nevada sales.

Jerry Watson, account executive, WOWT(TV) Omaha, named local-regional sales manager. **Clarence Jones**, account executive, WTVJ(TV) Miami, joins WOWT, succeeding Watson.

Lisa Berkely, account executive, WMTR(AM) Morristown, N.J.-WDHA-FM Dover, N.J., joins WJDM(AM) Elizabeth, N.J., in same ca-pacity.

Terri Winking, account executive WBBM(AM) Chicago, joins CBS radio networks there in same capacity.

Robert Epstein, local sales manager, WTLV(TV) Jacksonville, Fla., named general sales manager.

Programing

Robert Rehme, head of distribution and mar-keting, Universal Pictures, Los Angeles, named president, succeeding **Ned Tanen**, who resigns to become independent producer, in association with Universal.



Goldsmith

Russell Goldsmith, entertainment attorney and partner, Sanders, Barnett, Goldsmith, Los Angeles, joins Lorimar independent production facility there as chief operat-ing officer and mem-ber of board.

Karla Davidson, VP and general counsel-entertainment, MGM, New York, named VP, general counsel, MGM/UA.

David Stanley, VP, business affairs, television production division, MGM/UA, Los Ange-les, joins Metromedia Producers Corp. there as VP, network business affairs.

Elected VP's of parent, Time Inc.: **Frank Biondi**, executive VP, planning and adminis-tration; **Winston Cox**, executive VP, oper-ations, and **Michael Fuchs**, executive VP, programing, Home Box Office, New York.

Allan Rubinstein, executive VP, Madison Square Garden Network, New York, named chief operating officer.

Lionel Schaen, president, SelecTV, Marina Del Rey, Calif., named president, SelecTV programing division in corporate restructur-ing to emphasize programing.

John Symes, director of operations, Para-mount Television and Video Distribution, Los Angeles, named director of program produc-tion, Paramount Video.

Robert Stern, controller, 20th Century-Fox Television, Los Angeles, named VP, finance.

Fred Ciccone, manager, programing, Man-hattan Cable TV, New York, named senior manager, programing. **Steven Kirby**, pro-graming, to manager, program operators.

August Turak, director of sales and affiliate relations, Northeast region, The Entertain-ment Channel, New York, named director of affiliate marketing, corporate offices, New York. **Timothy King**, regional sales manager, Northeast region, succeeds Turak.

Linda Sheldon, VP and general manager, Me-dia Five, Northbrook, Ill.-based syndicator, takes on additional duties as VP, marketing, Dave Bell Associates, Los Angeles. Media Five is syndicator for Bell, which is televi-sion documentary producer

Stephanie Tuttle, account executive, McCaf-frey & McCall, New York, joins ABC Enter-

tainment there as director of advertising services.

Charles McKellar, executive producer, *The Shopping Game*, The Program Factory, Nashville, named director of marketing, Program Factory.

David Champtaloup, director of marketing for international television, Children's Television Workshop, New York, named VP, marketing for international television. **Anne Kreamer**, distribution and sales manager, named associate director of international division.

Steven Rothenberg, director of co-op advertising, New World Pictures, Los Angeles, named branch manager.

Allan Camp, staff announcer, WOCB(AM) West Yarmouth, Mass., named program director.

Joe Garagiola, sports air personality, NBC Sports, has signed new multiyear contract with network.

Jay Strong, assistant program director, KNXT(TV) Los Angeles, named director of programing.

Jack Elliot, music director, WKY(AM) Oklahoma City, named program director.

David Patton, director of graphic services, Aurora Systems, San Francisco computer graphics firm, joins KPIX(TV) there as art director.

Frederick Horton, research director and air personality, KKYK(FM) Little Rock, Ark., joins WSYR(AM) Syracuse, N.Y., as program director.

Evans Mirageas, from noncommercial WUOM(FM) Ann Arbor, Mich., joins WFMT(FM) Chicago, as producer.

Steve Behm, assistant music director and air personality, KEZR(FM) San Jose, Calif., joins KYUU(FM) San Francisco as music and research coordinator.

Joanne Lee, midday personality and production director, WFUN(AM) South Miami, Fla., named continuity coordinator.

Roger Stallard, program director, WLOF(AM) Orlando, Fla., joins WHLY(FM) Leesburg, Fla., as air personality.

Mike Bush, weeknight sports anchor, WVUE(TV) New Orleans, joins KMBC-TV Kansas City, Mo., as weekday sports anchor.

News and Public Affairs

Norman Potter, executive VP, sales, marketing and affiliates, Financial News Network, New York, named chief operating officer.

Edward Planer, VP, news coverage, NBC News, New York, named VP, news coverage and editorial staffing.

The winner is. Walter Cronkite will be master of ceremonies at the Feb. 9 presentation of 1981-82 Alfred I. duPont-Columbia University Awards in Broadcast Journalism. Finalists are to be announced in January. Presenting the awards: Ed Bradley, CBS News correspondent; Charlayne Hunter-Gault, correspondent, *MacNeil-Lehrer Report*; Ted Koppel, anchor, *Nightline*, ABC News; Bill Moyers, senior news analyst, CBS News, and Sander Vanocur, chief diplomatic correspondent, ABC News. Presentation ceremonies will be broadcast live over PBS stations. A special \$20,000 award will be shared by year's outstanding independent production and the first station that broadcast the winning program.

Rob Steinbrinck, assistant news director, KMPC(AM) Los Angeles, named news director.

Steven Hammel, news director, WHTM-TV Harrisburg, Pa., joins WSTM-TV Syracuse, N.Y., in same capacity.

Pete Jacobus, news director, KYW-TV Philadelphia, joins KGO-TV San Francisco as news director.

Appointments, WKYT-TV Lexington, Ky.: **Bob Speaks**, assistant news director, to news director; **Wayne Bowman**, assignment editor, to newly created position of senior editor, and **David Lander**, city hall reporter, succeeds Bowman in restructured position of assignment manager.



Monterrubio

Appointments, news department, WBBS-TV Chicago: **Julie Monterrubio**, anchor, KDTV(TV) San Francisco, to news director and anchor; **Esmeralda Reyna**, correspondent, Televisa, Mexico, to news producer, and **Jose Chapa**, from WSBC(AM) Chicago, to anchor.

Rick Willis, managing editor, WPCQ-TV Charlotte, N.C., joins WLWT(TV) Cincinnati as assistant news director.

Dana Millikin, executive news producer, KTBC-TV Austin, Tex., joins KTTV(TV) Los Angeles in same capacity.

Allen Berman, news producer, WTVJ(TV) Miami, joins WDIV-TV Detroit in same capacity. **Gerald Harrington**, general assignment reporter, WDIV-TV, named weekend co-anchor.

Tom Terry, from WTVC(TV) Chattanooga, joins WTOG(TV) Tampa-St. Petersburg, as assignment editor. **Chris Abel**, from WFTV(TV) Orlando, Fla., joins WTOG as general assignment reporter.

Elli Wohlgeleitner, assignment editor, KOMO-TV Seattle, named writer-coordinator for early morning news. **Tamara Lee Wilson**, nighttime news writer, assignment desk, succeeds Wohlgeleitner.

Bob Charles, from KSHI(FM) Salt Lake City, joins KDYL(AM) there as evening anchor. **Dotie Brockbank**, reporter, KSOP(AM) Salt Lake City, joins KDYL(AM) as afternoon co-anchor.

Molly McCoy, from KPIX(TV) San Francisco, and **Rick Edlund**, from WXYZ-TV Detroit, join

KMGH-TV Denver as weekend co-anchors. **Andy Avalos**, from KOAA-TV Colorado Springs, joins KMGH-TV as weekend weather anchor.

Mike Maus, reporter, *NBC Nightly News*, NBC News, New York, named United Nations correspondent. **Beverly Byer**, correspondent, NBC Radio, named U.N. correspondent, NBC Radio, New York.

Ted Payne, from KSDO(AM) San Diego, joins KCNN(AM) there as news anchor.

Mary Jo West, correspondent, CBS News, New York, named co-anchor and interviewer for *CBS News Nightwatch*.

Janet Wu, political correspondent, WGBH-TV Boston, joins WCVB-TV there as state house reporter.

Dick Allgire, from KUTV(TV) Salt Lake City, joins KTVX(TV) there as reporter.

Jerry Penacoli, from WTVJ(TV) Miami, joins KYW-TV Philadelphia as reporter.

Derrick Blakley, reporter, CBS News, Chicago, named correspondent there.

Jackie Nedell, reporter, WPCQ-TV Charlotte, N.C., joins WMC-TV Memphis in same capacity.

Technology

Buddy Winsett, from Satellite Group, Orlando, Fla., joins American Satellite and Television, Gainesville, Fla., as president of new subsidiary, Telesat Network, to operate and market satellite uplink services for television broadcasting and teleconferencing.

David Martin, executive VP, National Advanced Systems, Santa Clara, Calif. subsidiary of National Semiconductor Corp., named president, NAS, succeeding **E. Floyd Kvamme**, resigned.

Bruce Smith, VP, corporate development, Comsat, Washington, elected president of Comsat Technology Products Inc. He will be responsible for company's telecommunications equipment manufacturing and marketing activities.

Robert McNanley, group VP, engineering and technical services, Communications Technology Management, McLean, Va., named executive VP and chief operating officer.

Robert Wahner, general manager, Mobile Telephone Communications, Atlanta, joins RCA American Communications as head of

newly formed Northwest sales region, based in San Francisco.

David Alvarez, director of marketing, Microdyne Corp., Ocala, Fla., named VP, marketing, satellite communications division.

John Cuccia, manager, data communications, Manhattan Cable TV, New York, named manager, data communications-engineering.

Michael Doto, from Pennsylvania State University, University Park, Pa., joins C-Cor Electronics, State College, Pa., as manager, sales administration.

David Hammond, Southeastern regional sales manager, Atlanta, for California Microwave Inc., named area sales manager, East Coast, telecommunications, Atlanta.

Hai Lee, video engineering manager, Audio-ronics Corp., Los Angeles, named director of engineering.

Jeffrey Weaver, from Tele-media, Erie, Pa., joins General Electric Cablevision, Decatur, Ill., as advertising sales manager.

Rex Houser, assistant manager for operations, noncommercial WMRA(FM) Harrisonburg, Va., named chief engineer.

Jimmy Gamble, from engineering department, Cable News Network, Atlanta, joins WPDE-TV Florence, S.C., as chief engineer.

Michael Purcell, staff videographer, news department, KICU-TV San Jose, Calif., named chief videographer. **Tim Walton**, freelance videographer, joins KICU-TV as videographer.

Keith Handyside, engineer, noncommercial WGBH-TV Boston, named director of engineering.

Promotion and PR

Edward Stanton, vice chairman and general manager, Manning, Selvage & Lee, New York, named president of Manning, Selvage & Lee, USA. He remains based at firm's headquarters in New York office.

Jane Norris, promotion and marketing executive, Blair Video Enterprises, New York, has left to form own promotion, public relations and marketing consulting firm. Jane Norris and Associates, Greenwich, Conn.

Ruth Kaplan, director of communications, WETA-TV Washington, named director of public information.

Carolyn Kowalski, public information director, noncommercial KAET(TV) Phoenix, joins Georgia Public TV, Atlanta, as public relations director.

Linda Pinstein, manager of network sports relations, WEEI(AM) Boston, named director of advertising and promotion.

Pat Stiphout, director of advertising and pro-

Grim news. Two teen-age boys were arrested in Houston and charged with the murder of Robert Jewell, 43, an on-air director in the news department of KTRK-TV there, who was found strangled and beaten to death in a Houston hotel room Dec. 23. The teen-agers had apparently accompanied Jewell to the motel from an adult bookstore, according to KTRK-TV manager of news, Walter Hawver, who wrote the station's account of the murder. According to Hawver, a newsroom snapshot of Jewell used on KTRK-TV's newscast, was later circulated by police and identified by an adult bookstore owner, leading to the subsequent arrest of the teen-agers.

motion, Metromedia Producers Corp., Los Angeles, joins KTXA(TV) Fort Worth as promotion director.

Allied Fields

Elected officers, Pennsylvania Association of Broadcasters, Harrisburg, Pa.: **Arthur Greiner**, WSHP(AM) Shippensburg, president; **Robert Zimmerman**, WRSC(AM) State College, vice president, radio; **David Dodds**, WGAL-TV Lancaster, vice president, TV; **Harry Haas Jr.**, WFLN-AM-FM Philadelphia, secretary, and **Fred Young**, WTAE-TV Pittsburgh, treasurer.

Elected officers, Economics News Broadcasters Association, Greenbelt, Md.: **James Newman**, Satellite News Channels, president; **Jere Laird**, KNX(AM) Los Angeles, vice president; **Robert L. Gray**, ENBA executive VP, secretary; **John Davis**, Maryland Center for Public Broadcasting, treasurer, and **Frank Seltzer**, KRYS(AM) Corpus Christi, Tex., assistant treasurer.

Elected officers, Southern California Broadcasters Association, Los Angeles: **Bob Fox**, KVEN(AM)-KHAY(FM) Ventura, chairman of board; **George Green**, KABC(AM) Los Angeles, vice president; **William Shearer**, KACE(FM) Inglewood, secretary, and **Bob Nelson**, KNX-FM Los Angeles, treasurer.

Ted Dorf, WGAY-AM-FM Silver Spring, Md.-Washington, elected chairman of Arbitron Radio Advisory Council, succeeding **George Green**, KABC(AM) Los Angeles. **Herbert M. Levin**, WSUA(AM) Miami, elected vice chairman. **Ellen Hulleberg**, McGavren Guild, New York, named council member.

Elected to executive committee, Congressional Radio-Television Correspondents' Galleries, Washington: **John Bascom**, Satellite News Channels; **Patrick McGrath**, Independent Television News Association, and **Russ Ward**, NBC News.

Deaths

Jack Webb, 62, veteran television producer and actor died of heart attack Dec. 22 at his home in Los Angeles. Webb, best known as Sgt. Joe Friday ("just the facts, mam") on radio and TV's *Dragnet*, was head of Mark VII Productions, which produced show, along with number of later series, including *Emergency*, *Adam-12*, and *Project UFO*. Webb began his broadcasting career as air personality on San Francisco radio station in 1945. *Dragnet* radio program began in 1949, moving to television in 1951, where it ran until 1959. Show was revived in 1967, and ran until 1970. Upon hearing of Webb's death, Los Angeles Police Department, whose case

files were used in both *Dragnet* and *Adam-12*, and which uses episodes from *Adam-12* as part of training program for new officers, ordered all station flags to be flown at half mast. Webb is survived by his wife, Opal.

Charles Underhill, 73, first program director for CBS-TV in 1945, died at his home in Wellfleet, Mass. He played role in bringing to CBS-TV such early programs as *What's My Line*, *The Ed Sullivan Show*, *The Goldbergs*, *Suspense* and *Mama*. In early 1950's, he left CBS to join program department of ABC-TV. In 1955 he joined U.S. Steel as special assistant, TV productions. He retired from that company in 1971 as manager of audio and visual media. He is survived by his wife, Julie Stevens, and two daughters.

Richard Zell, 54, independent cable consultant, died of cancer Dec. 1 at Milwaukee county general hospital. Zell began his cable career as chief financial officer of Daniels & Associates in 1960, and had later been part owner of systems in Florida. He is survived by his wife, Marcia, and two sons.

George Bahder, 57, president, Cable Technologies Laboratory, New Brunswick, N.J., died of cancer Dec. 17 at his home in Edison, N.J. He is survived by his wife, Alice, and three sons.

Donald Dillon, 68, editor and correspondent, United Press International, died of cancer Dec. 14 at his home in River Edge, N.J. He is survived by his wife, Marie, son and daughter.

Earl Steven Dix, 38, member of Dix family which owns eight radio stations and one television station, died in plane crash Dec. 15 outside Defiance, Ohio. He is survived by his wife, Ann, and three children.

Roy Webb, 94, musician and author who was among founders of American Society of Composers, Authors and Publishers, died of heart attack Dec. 10 at St. John's hospital, Santa Monica, Calif. He is survived by his wife, Jean.

Alan Freedman, 59, founder and chairman of WNYC Foundation, which provides financing for New York public radio stations, died of heart attack Dec. 15 at his home in New York. He is survived by three daughters.

Jack Pearl, 88, veteran radio, stage and film comic, died Dec. 25 at Doctors hospital, New York. He is survived by his wife, Winnie Desbrought.

Henry Valenti, 67, founder and owner of WFLR-AM-FM, Dundee, N.Y., died of cancer Dec. 20 at Schulyer hospital, Montour Falls, N.Y. He is survived by his wife, Joan, four sons and daughter.

Henry Rivera: much more than minority commissioner

Henry Michael Rivera, the FCC's Hispanic commissioner, is concerned about how well minorities and women will fare in the new telecommunications environment. But don't try to limit his role to "minority commissioner." He hasn't served on the commission for much more than a year, but the record demonstrates he isn't limiting himself to minority affairs; he's making his voice heard on most of the other subjects that the commission addresses.

His resume hints at his energy and ambition. He started law school after receiving an undergraduate degree in economics in 1968, but postponed his studies when drafted into the Army later that year. After completing a tour of duty in Vietnam—for which he received the Bronze Star and Army commendation medals—he returned to law school. He received his law degree in 1973, then was drafted again: this time by Sutin, Thayer & Browne, one of New Mexico's largest law firms, where he specialized in corporate and commercial law for the next eight years.

Although a full-time lawyer, Rivera still found time to attend school part time and received another undergraduate degree—in accounting. He also found time to become heavily involved in the activities of the American Diabetes Association (he doesn't suffer from the disease, but his mother and several members of her family do) and the American, New Mexico and Albuquerque Bar Associations.

It was through his role as chairman of the New Mexico affiliate of the American Diabetes Association that he made the connection that led to the FCC. In early 1981, Senator Harrison Schmitt (R-N.M.), a member of the Senate Communications Subcommittee, was searching for a home-state candidate to recommend to President Reagan for a seat on the FCC. Rivera, by his own account a "conservative to moderate" Democrat, didn't know Schmitt personally, but a friend Rivera had met through his association work did. That friend, scouting for Schmitt, first asked Rivera, who was also president-elect of the Albuquerque Bar Association, to recommend possible candidates, then urged Rivera to toss his own hat into the ring. Rivera did and won Schmitt's approval. He soon had won the approval of Washington behind-the-scenes kingmakers as well, and President Reagan appointed him to a term that ends June 30, 1987.

Rivera, who had no background in communications, admits that moving back into the top echelon of communications policy-making wasn't easy. "It's an overwhelming body of law," he says. He hit the ground running in September 1981, and he credits his staff for having helped bring him up to speed in a hurry.



Henry Michael Rivera—FCC commissioner; b. Sept. 25, 1946, Albuquerque, N.M.; BA in economics, University of New Mexico, Albuquerque, 1968; JD, University of New Mexico School of Law, 1973; BS, University of Albuquerque, accounting, 1981; U.S. Army, 1968-70; partner, law firm of Sutin, Thayer & Browne, Albuquerque, 1973-81; present position since Aug. 10, 1981; m. Catherine Kil, March 1, 1969; child—Henry II, 8.

Although Rivera says he has found himself becoming most absorbed with the arcane world of common carriers—"it's intellectually challenging"—he notes that broadcast matters present challenges of their own.

One of the first major issues he had to face at the commission, for example, was whether to go along with the majority on a broad set of legislative proposals. Because he felt he hadn't had enough time for study, he refrained from voting on some—including the commission's call for repeal of the fairness doctrine. He says he's still not sure how he feels about that recommendation.

With his background in economics and business law, Rivera says it's only natural that he supports most of Chairman Mark Fowler's proposals for unleashing market forces in the broadcast arena. Nonetheless, he also has demonstrated that he won't buy everything Fowler wants to sell.

A recent case in point is the commission majority's decision to approve the sale of WJAN(TV) Canton, Ohio, by PTL of Heritage Village Church and Missionary Fellowship Inc. to David Livingston Missionary Foundation Inc. for the assumption of \$1.3 million of debt (BROADCASTING, Dec. 6, 1982). Rivera and Commissioners Joseph Fogarty and Anne Jones felt that PTL's application should have been set for hearing, and issued dissents that vehemently expressed their

views.

Rivera also insists that the public interest standard of the Communications Act shouldn't be construed to permit the commission to dismiss all of its problems with that well-worn phrase, "leave it to the marketplace." One example Rivera has been citing with regularity is children's television, which he feels is suffering from neglect. "Children are our most important resource," Rivera said recently. "The marketplace isn't going to do it. I don't think we can sit back and ignore this problem.

"Let's deregulate on a rational, thoughtful basis," the commissioner said. "Let us not do it simply on empty rhetoric; let us be very sure that we have thought things through, and that we have thought things through within the parameters of the Communications Act."

At the commission, Rivera hasn't contented himself with merely reacting to each week's agenda items, but has taken on related chores as well. His fellow commissioners, for example, appointed him supervising commissioner for the FCC's massive Uniform System of Accounts proceeding, which is revising accounting systems for all common carriers. He served as senior adviser to the International Telecommunication Union plenipotentiary conference in Nairobi, Kenya, last fall, where ITU representatives reviewed and amended their basic charter. He also supervised the effort to establish the United States Telecommunications Training Institute, an industry-supported effort to bring people from less-developed countries into the U.S. for telecommunications training.

But the achievement of which he is proudest is his role as chairman of the FCC's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications. That committee's recommendations prompted action extending the commission's tax certificate policy to include cable facilities (BROADCASTING, Dec. 6, 1982). Its recommendations, among other things, also resulted in action that should make it easier for minorities to qualify for tax certificate and distress sale benefits. (Under previous policy, tax certificates and distress sales were available only in situations where a firm was more than 50% owned by minorities. Under the change adopted, limited partnerships in which a minority general partner controls more than 20% would be able to benefit from those breaks as well.) "It's a giant step forward for minorities," Rivera says.

Rivera speaks fondly of former Commissioner Glen Robinson—"many of his separate statements are classics"—and hopes his own record will be as bright. "I hope I'm remembered as a commissioner who was conscientious about his job—and was a good lawyer," said Rivera.

In Brief

Weeks 12 and 13 of 1982-83 prime time season went to CBS-TV, now nearly two rating points ahead of second-ranked ABC-TV in season-to-date ratings, which, as of week ending Sunday, Dec. 26, put CBS-TV with average 18.3 rating and 29 share against ABC's 16.4/26 and NBC's 15.4/25. Week 12 (Dec. 13-19), included 11 specials, most of them holiday-oriented, and left CBS with average rating and share (18.9/30) two-and-a-half points ahead of ABC (16.4/26) and more than four points ahead of NBC (14.7/23). CBS won Tuesday, Thursday, Friday and Sunday nights, while ABC won Monday, Wednesday and Saturday. Week 13 (Dec. 20-26), included 12 specials, one of them, *Bob Hope Christmas Show* (24.2/36) finishing second only to *60 Minutes* (24.6/41). CBS won Tuesday, Thursday and Sunday with average rating of 15.8/28.2, while ABC won Monday, Wednesday and Saturday with average 14.5/25.9. NBC, with average 11.9/28.5 for its regular lineup, squeaked past CBS (11.4/27.7) to take Friday. ABC, which aired *The Fish That Saved Pittsburgh* (8.3/20) that night, suffered one of its lowest-rated nights this season, averaging (8.2/20). Two CBS specials aired Saturday (Dec. 25), *Eye on the Media* and *Kennedy Center Honors*, gave that network a nightly average even lower (8.1/16.7)

Elaborating on its 35% estimate for total U.S. cable penetration (BROADCASTING, Dec. 20, 1982), A.C. Nielsen has released its market-by-market breakdown of cable penetration. Fifty most heavily cabled markets range in penetration from number 50 Lake Charles, La., with 54%, up to Santa Barbara-Santa Maria-San Luis Obispo, Calif., with 78.5% of homes wired. After Santa Barbara et al, rest of top 10 most-cabled markets are Marquette, Mich.—74.3%; San Angelo, Tex.—72.7%; Clarksburg-Weston, W. Va. 71.1%; Parkersburg, W. Va.—70.7%; Laredo, Tex.—70.4%; Johnstown-Altoona, Pa.—68.3%; Lima, Ohio—66.9%; Monterey-Salinas, Calif.—66.2%; and Casper-Riverton, Wyo.—65.9%. Penetration figures for top 10 television DMA's are as follows: New York—29.7%; Nielsen's Los Angeles-Palm Springs—23.8%; San Francisco-Oakland—44.1%; Philadelphia—36.3%; Pittsburgh—51.1%; Boston-Manchester-Worcester—27.1%; Seattle-Tacoma—42.0%; Houston—33.3%; Cleveland-Akron—30.4%; San Diego—57.5%. That already puts one of the top 10 markets, San Diego, among top 50 most-cabled markets, at rank 35.

NBC Nightly News, two days before Christmas, carried report on cocaine use in Hollywood. In report, correspondent Brian Ross interviewed alleged former dealer and screenwriter who said he has now stopped using cocaine. Alleged dealer, in discussing various studios at which he claimed to have made drug sales, listed NBC's own Burbank facility as among his stops, and said he'd dealt drugs out of network's commissary. Earlier that day, NBC dispatched memo to all employees from executive vice president for personnel and labor relations, Gene McGuire, stating "in strongest possible terms," that sales or use of illegal substances on NBC premises, "apart from a violation of the law," is against NBC policies and "to the extent that we become aware of any such sale or use" will be met with "appropriate action." Network and NBC news officials denied rumors there had been internal pressure exerted to halt broadcast of report. However, NBC President Robert Mulholland did get preview of report earlier in day.

FCC has denied National Association of Broadcasters request that it stay its decision granting direct broadcast satellite construction permit to Comsat's Satellite Television Corp. FCC said NAB hadn't demonstrated that it would be irreparably harmed by commission's grant. FCC also said NAB hadn't demonstrated that stay would serve public interest. NAB already has asked Court of Appeals in Washington to stay STC's grant.

Multimedia Inc., licensee of 12 radio and six television stations, and Stanwood Corp., Charlotte, N.C.-based apparel manufacturer, have announced they will file joint application for cellular radio operations in five markets.



Austin, Tex., economist George Douglas was sworn in last week (Dec. 27) as fifth member of Federal Trade Commission. Douglas' whose nomination was confirmed by Senate Dec. 16, fills term vacant by Robert Pitofsky, who resigned in 1981. Douglas, Democrat, is president of Southwest Econometrics Inc., Austin-based economic consulting group. FTC Chairman James Miller (I), administered oath to Douglas in Austin, as his wife, Barbara and children, Barbara and Geoffrey, look on.

In wake of Federal Election Commission investigation, Stanley Kaplan has agreed to pay \$190,000 penalty for making illegal campaign contributions. According to FEC, Kaplan—husband of Sis Kaplan president and general manager of WAYS(AM)-WROQ(FM) Charlotte, N.C., and president of National Radio Broadcasters Association had contributed \$32,100 through other individuals to 1978 campaign of Luther Hodges, who was Democratic candidate for Senate seat. Those contributions exceeded \$1,000 maximum any individual can legally contribute to one candidate in federal election. FEC said Kaplan also had loaned Hodges's campaign committee \$38,305 in 1978, another violation of federal election law.

All Industry Radio Ratings Committee, eager to negotiate rates with Arbitron, has been waiting six months for Justice Department clearance, but insiders say they haven't lost hope. Radio committee headed by Fred Walker of Broad Street Communications and E. Harris of Group W, applied to Justice last summer, under department's business review procedure, for letter saying in effect there is no antitrust reason to prevent formation of industry-wide negotiation committee (BROADCASTING, July 5, 1982). Although request denied, mention Arbitron, that service is known to be first, if not only, on negotiation list. Broadcaster complaints about Arbitron rates were largely responsible for creation of all-industry radio ratings committee, set up by Radio Advertising Bureau. Arbitron critics say industry-wide negotiations—that is, negotiations on behalf of radio broadcasters—as best and perhaps only way to bring Arbitron rates into what they consider proper line. Sources close to committee say its lawyers stay in touch with Justice and they look for a definitive word "early in 1983."

Metromedia Inc. announced that it purchased 580,000 shares of common stock in privately negotiated transaction. While Metromedia did not disclose purchase price, had shares been bought at market closing price day before announcement, deal would have totaled close to \$173 million. Company had recently completed financial deal involving outdoor advertising unit that netted \$460 million. Stock buy-in represented 16.6% of Metromedia's 3.5 million outstanding shares, and following similar purchases in last 18 months move fuels speculation that ultimate goal is to take company private.

Linda Cinciotta, partner in Arent, Fox, Kintner, Plotkin & Kahn, will leave firm about Feb. 1 to join Department of Justice. She will become director of its Office of Attorney Personnel Management with responsibility for all personnel functions involving nonpolitical attorney slots. Cinciotta, who has been with Arent, Fox more than

years, specializing in communications law, was first woman president of Federal Communications Bar Association, in 1980. Her new assignment will mark Cinciotta's second tour with Justice Department. While attending George Washington University Law School, in late 1960's, she worked at Justice as employe relations specialist.

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State attorney general for New York filed law suit in Albany last week against Eastman Kodak Co. and Eastern Airlines for running allegedly deceptive advertising campaign in both television and print media. TV spots (featuring magician David Copperfield) and print ads offered two Eastern Airlines tickets for price of one with purchase of certain Kodak cameras and/or film. State alleged that campaign was deceptive because in many instances costs would fly for much less by simply using Eastern's "supersaver" fare, fact which state says should have been pointed out in campaign. Kodak spokesman responded that ads "stated very clearly" that promotion pertained to full-price tickets only, and thus campaign was not deceptive. "Most of the consuming public is aware," he said, "that it pays to shop around and compare prices." He said response to campaign, designed to stimulate holiday sales, and which ended just prior to Christmas, "has been positive but difficult to quantify at this point."

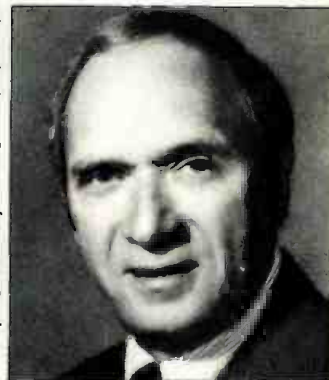
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Capital Legal Foundation, which is representing retired General William C. Westmoreland in his libel suit against CBS, has sent out direct mail piece soliciting money to defray costs of suit. CLF, Washington-based public interest law firm that describes itself as "free-market" oriented, says that it has "already spent much of its own money in this case" and that "funds are running dangerously low." Solicitation letter, over signature of CLF Chairman Leslie M. Burgess, says CBS's documentary, *The Uncounted Enemy... A Vietnam Deception*, broadcast on Jan. 23, 1982, constituted "vicious attack on [Westmoreland's] integrity." Letter says Westmoreland is bringing suit "to save his integrity," and calls on recipients to help pay "legal fees for this great American."

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Mattel Broadcasting announced it had struck license agreements with Mattel Electronics to license cartoon characters developed by its Hanna-Barbera subsidiary for new line of video games. Cartoon characters include Yogi Bear, The Flintstones, The Jetsons, Huckleberry Hound and Scooby-Doo and Scrappy-Doo. Video games will be marketed through Mattel's "Intelelevision" line of video games or other line compatible with competing home video systems.

Sid Davis, NBC News Washington bureau chief from 1979 to 1982, has been named senior Washington radio correspondent, according to announcement from Jo Morning, vice president, NBC Radio News. Davis joined NBC in 1977 as director of news, Washington, and before that, had been chief of Group W's Washington news bureau. As a White House correspondent in 1963, Davis was the "pool" reporter on Air Force One for swearing in ceremony of President Johnson.



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American Newspaper Publishers Association, Associated Press and National Press Photographers Association have joined court fight seeking admittance of cameras—still and television—and microphones to trial of U.S. judge accused of bribery. Three groups filed friend-of-court brief with U.S. Court of Appeals for Eleventh Circuit, in Atlanta, urging reversal of district court, in Miami, that rejected request for broadcast and photographic coverage of trial of Judge Alcee L. Hastings. Hastings had originally requested such coverage as means of assuring him fair trial, and friend-of-court brief said court's denial "is contrary to the interests of informed public opinion assured by a free and effective press." Friend-of-court brief supports appeal taken last month by Post-Newsweek Stations Inc., National Association of Broadcasters and three other media groups. Principally at issue in appeal are federal rules that U.S. Judge Edward Gignoux bar broadcast and photographic coverage of federal court proceedings (BROADCASTING, Dec. 6, 1982).

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Subscription Television Association and National Association of MDS Service Companies announced they would merge their annual pay TV conferences. STVA Conference Chairman James LeVitus said "both industries have similar needs and face similar problems; a merger is practical for both associations and the door is open for other pay TV industry groups to combine with us for future shows." STVA and NAMSCO said they expect to draw 500 attendees and 60 exhibitors to their first joint show Oct. 30-Nov. 2 at Century Plaza Hotel in Los Angeles.

Lincoln finalists

Eight broadcasters have been named finalists in the 1982 Abe Lincoln Awards competition of the Southern Baptist Radio Television Commission. Two of the finalists—one in TV and one in radio—will be chosen as winners of top Abe Lincoln Awards. The other six will receive Abe Lincoln Merit Awards.

This is the 14th year in which the Fort Worth-based SBRTC will recognize broadcasters for contributions made through public-service programming and projects. Ceremonies are to take place Feb. 17 at the Americana hotel in Fort Worth. Master of ceremonies will be William Stakelin, joint board chairman of the National Association of Broadcasters and vice president of Bluegrass Broadcasting Co., Orlando, Fla.

The SBRTC also said that it will soon announce other special awards to industry figures who have made significant efforts in the field.

The four Abe Lincoln finalists in television:

Roberta Baskin, WLS-TV Chicago investigative reporter, will be recognized for a series of reports on X-ray exposure dangers which led to reforms by the state of Illinois in X-ray equipment inspection procedures and in the training of X-ray technicians.

Thomas B. Cookerly, president and general manager of WJLA-TV Washington, will be cited for his commitment to locally produced

documentaries and public programming.

John E. Evans, WESH-TV Daytona Beach, Fla., executive vice president and general manager, has been singled out for his work with the Florida State Reading Council and other efforts to encourage reading education.

Mary Alice Tierney, WISN-TV Milwaukee community services director, will be honored for coordinating that station's "Food for Families" drive for the needy in the Milwaukee area.

The four Abe Lincoln finalists in radio:

David Berry, WQDR-FM Raleigh, N.C., vice president and general manager, was chosen for initiating a 32-part news and public affairs series on problems of Vietnam veterans and the resources available to them.

Louise Collins, WBUX(AM) Doylestown, Pa., air personality, will be recognized for use of her daily interview program to spotlight achievements of women in her area.

Eric G. Norberg, general manager of KWIP(AM) Dallas, Ore., was chosen for his station's service to citizens of northwest Oregon during a violent windstorm emergency.

William H. Spencer Jr., WAGE(AM) Leesburg, Va., station manager, was cited for his station's "Celebrity Day Radiothon" that raised \$15,000 for a worthy purpose.

Editorials

First things first

A new 1983 arrived as a reminder that only 365 days remained before the advent of 1984, a year that people now in their upper middle age have expected to be fateful ever since they read George Orwell's novel by that name in their impressionable youth. In Orwell's 1984, individuality was to have vanished under the dominating presence of Big Brother in a world where no channel of dissent could be sustained. Language was to be so debased that peace meant war and love, obedience.

Orwell's 1984 arrived ahead of schedule in some parts of the world, as Russian emigres have testified. Hints of it are occasionally discernible in other parts. Here, for example, the corruption of the language proceeds apace. By the end of 1982 the ultimate nuclear weapon could be called the Peacemaker by the President who wanted Congress to vote the money to develop it. The Orwellian era was postponed, however, when Congress called the weapon by other names and put off decisive action until people had time to think about its consequences.

For admirers of the pluralistic society that Big Brother would hate, the comforting thought to be harbored at the outset of 1983 is that Orwell's 1984 can't happen here. So many channels of communications are coming into operation that dissent in all its shades has more chance for expression than it has had in any previous culture larger than the tribe. True, not every speaker can expect access to the television network evening news, but then not every speaker is worthy of a national audience. It is impossible to believe that meaningful opinion can be suppressed where media are multiplying as they are these days in the United States.

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Consider the new outlets of expression that were authorized in the one year of 1982 to take their chances in the fierce competition already prevailing in the electronic marketplace. At the smaller end of the scale of audience potential, 8,000 applications for low-power television stations are beginning to be processed at the FCC. At the other end, the initiation of direct broadcasting from satellites to home earth stations is almost at hand. Pending action at the FCC are proposals for the creation of a multichannel, multipoint distribution system to carry still more television signals into the American home.

At the FCC, they are still considering ways to shoehorn new stations into the FM band, where nearly 4,500 stations are now in operation. The older AM service had 4,668 commercial operations on the air. At last count, 1,079 conventional television stations were broadcasting, with prospects of still others added to the FCC's allocation plan.

The cable television universe, all but free of federal regulation, is expanding by 400,000 basic subscribers per month. Older systems everywhere are rapidly enlarging channel capacity. Cable service at the end of 1982 reached 35% of the nation's 83.3 million television households, according to Nielsen, at least 30%, according to Arbitron.

To all those paths of electronic delivery must be added the satellite-fed master antenna systems that continue to expand, videocassettes and videodisks. No Big Brother has arms long enough to collect within its stifling embrace the profusion of American channels of communication.

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That is not to say that smaller brothers will not try to keep control over those elements of the Fifth Estate that remain to be given First Amendment parity with the printed press. For every

Bob Packwood and Mark Fowler who want to set radio and television broadcasting free there is a Timothy Wirth who refuses to admit that the asserted scarcity of media units that was once invoked to justify content regulation was never a legitimate excuse and is now a joke.

In anticipation of a 1984, that, glad to say, will come without the rigidities that Orwell foresaw for it, proprietors of the multiplying elements within the electronic media have a mission in 1983. It is, as stated weekly at the top of this page, to remain committed to the attainment of full First Amendment freedoms for the Fifth Estate.

Present tense

Before 1984 comes around, of course, all Fifth Estaters will have to live through 1983. As things stand now, that's shaping up as some spectacular kind of year.

For television broadcasters at large—and especially for the three television networks—1983 will provide still another challenge in holding their own. For the independents, it will provide still another shot at taking it away from the affiliates. For cable, 1983 will provide a challenge in financing all those miles of new plant, and all those channels of new programming.

Wherever one is positioned in the Fifth Estate spectrum, one can expect important—even pivotal—action on the regulatory front in 1983. The FCC's hoary multiple ownership rules will almost certainly be liberalized if not dropped altogether, permitting a wholesale change in the way the industry's ownership is structured. And some of the restrictions that had sought to pin down the networks when they were Gullivers may be loosened as they begin to look more like Lilliputians. The march to marketplace is inexorable.

One carryover from 1982 will continue to haunt broadcasters and cablecasters in 1983: the unresolved question of cable copyright. Before the cudgels are picked up again on that issue, it may be well to reflect on one of the real accomplishments of this past year: the genuine progress that was made in effecting a spirit of compromise between the National Association of Broadcasters and the National Cable Television Association. Before everyone falls back to their hard-line positions, we believe it would serve the interests of all parties to make still another stab at togetherness. Eventually, they'll all acknowledge membership in the same Fifth Estate.

Worth making into a New Year's resolution?



"I want to get this station in on this new productivity kick—tell the boys to talk faster and crank up the record speed!"



The Grape Escape

Footraces, bed races, grape stomping and wine tasting were all part of the fun at the three-day wine and harvest festival jointly sponsored by Paw Paw and Kalamazoo, Michigan. This "Grape Escape" was designed to promote the area's wine industry. And to help insure its success, the planning committee turned to WKZO Radio.

The station responded with the WKZO Performance Stage, where singers, dancers and musicians entertained the crowds with free shows all three days. More than 200,000 people attended the festival. As one committee chairman said, "I'm sure WKZO's support, both on and off the air, played an important part in our huge success!"

Helping build awareness for a growing and important state industry is all part of the Fetzer tradition of total community involvement.



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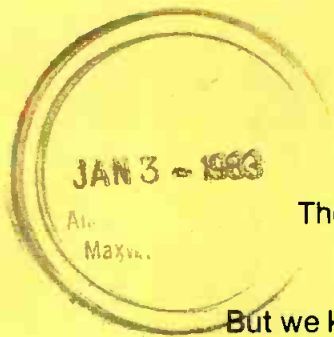
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