

Broadcasting Jan 10

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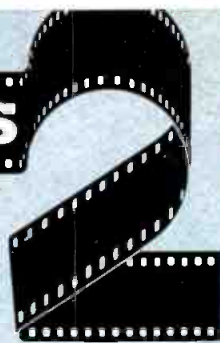
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Station trading in 1982
At Large with TIO's
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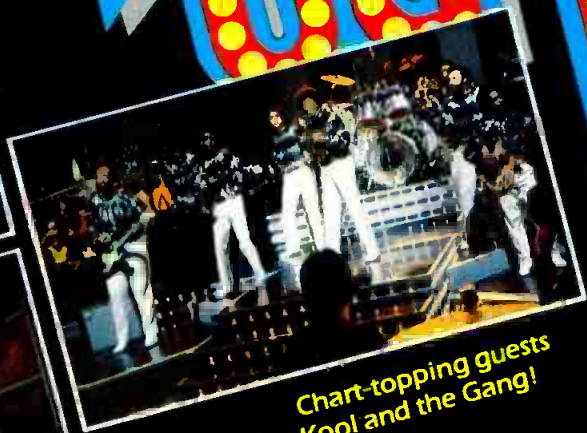


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Broadcasting Jan 10

Superstations begin to feel the effects of CRT rate hikes □ Chicago recommends cable franchisees □ Nielsen Cassandra rankings put 'M*A*S*H' at the top of syndicated shows

LIGHTENING THE LOAD □ Despite postponement of effective date of CRT decision, cable operators begin dropping distant signals to lessen copyright liability. **PAGE 31.**

TO THE VICTORS □ Chicago city council awards franchises for its five designated cable areas to four different operators, who must now negotiate formal agreement with city's Office of Cable Communications. **PAGE 32.**

TOUGH TALK □ NAB all-industry task force on Cuban interference issues report recommending lifting power limits on AM stations; stresses need for negotiating agreement on broadcast standards. **PAGE 34.**

PAYING THE PIPER □ With Judge Gagliardi's signing of judgment in case, reduction in music license payments to ASCAP, BMI by TV broadcasters is to start Feb. 1. **PAGE 35.**

JOIN THE CROWD □ New FCC general counsel makes his official debut, and makes it clear he shares the chairman's aversion to government regulation of broadcasting. **PAGE 36.**

GOOD NEWS □ Nielsen ratings show NBC-TV number one in prime time in New York, and only network to show increase in ratings in all five major markets metered. **PAGE 37.**

CHANGING HANDS □ Station trading for 1982 approached the record level of 1979, coming within \$2 million of the magical \$1 billion. **PAGE 45.** Rundown of transactions of last 29 years appears on **PAGE 46.** Rundown of the year for TV and radio begins on **PAGE 48.** Brokers see 1983 as a good year, especially if interest rates improve and the FCC eliminates or modifies the multiple ownership

rules. **PAGE 66.**

TIO REPRISÉ □ Once again there is a call from some NAB directors that the Television Information Office may not be needed, a matter NAB joint board will take up next week in Mexico. BROADCASTING interviews TIO director Roy Danish, who answers criticism and defines a place for the office in the Fifth Estate. **PAGE 68.**

CABLE BULLS □ Leibowitz says cable stocks look good, broadcasters' less so. **PAGE 76.**

FNN IN BUSINESS □ Second year for Financial News Network sees it surviving first year turmoils and headed for stronger footing. **PAGE 77.**

INDEPENDENTS' DAYS □ Over 200 independent radio producers participated in Dialogue '82 conference on business of creative radio. **PAGE 80.**

FAVORITE SON □ U.S. is backing Richard Colino, telecommunications consultant and former Comsat executive, for top Intelsat post. **PAGE 87.**

BY THE NUMBERS □ Rating service charts cable universe in U.S. at 35% penetration. **PAGE 92.**

STUCK IN THE MIDDLE □ C-SPAN is keeping low profile in skirmish between political parties on use of House coverage outtakes in election campaigns. **PAGE 95.**

FRENCH TEST □ Intelmatique releases numbers on videotext test. **PAGE 98.**

VIACOM'S BIAS □ Company's elder technical statesman, Frank Bias, is charting Viacom's multimedia course through the new technologies, realizing his boyhood aspirations. **PAGE 119.**

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Part way

To take some heat off proposals to repeal television network syndication and financial interest rules, FCC should consider compromise. That's argument Commissioner James Quello is said to be ventilating at commission. Under Quello's compromise notion, rules could be amended only in part, permitting networks to negotiate for, say, maximum of 10% or 20% financial interest in independently produced programming. That way networks would be able to reap additional reward for their financial risk but would be prevented from gaining ownership of outside programming.

Post-strike blues

Although broadcasters celebrated resolution of this season's professional football players' strike, or at least breathed big sigh of relief, post-strike advertising sales performances of games broadcast at local level have been sobering. Major contributing factor—blackouts caused by failure of home team to sell out at stadium. Network source suggested that perhaps half of 84 post-strike games have been blacked out. And picture has not improved for playoffs. Four of eight playoff games scheduled on CBS and NBC for past weekend (Jan. 8-9) were blacked out at home—CBS's Dallas-Tampa Bay and Green Bay-St. Louis games and NBC's Miami-New England and Los Angeles-Cleveland games.

Broadcaster carrying nonlocal contest in place of blacked-out local game will lose roughly 8 rating points on average, it said, forcing compensation to advertisers. Beside black-out problem, one broadcaster said that advertisers made no mad dash in December for available football spots, perhaps because they had spent budgets in other programming.

Bright side

Television viewing levels—off four share points from last year and declining at rate "slightly higher" than expected by network prognosticators—may bear news that is not all bad for networks. Popular view that pay cable is skimming primarily upscale demographics from network viewership is not borne out in soon-to-be-released analysis of recent ratings by CBS-TV. To be unveiled soon, analysis is said to demonstrate that in homes with

incomes over \$30,000, network viewing declines significantly less after pay cable is introduced than in homes of lesser income.

Runners

When National Association of Broadcasters joint board meets in two weeks, members are likely to be subject to great deal of politicking. Although board won't elect officers until June meeting, candidates have already surfaced. Seeking joint board chairmanship are current TV board chairman, Gert Schmidt, Harte-Hanks Communications Television Group, Jacksonville, Fla., and Kitty Broman, president of Springfield Television Corp., Springfield, Mass. TV board vice chairman, Jerry Holley of Stauffer Communications, Topeka, Kan., is reportedly seeking Schmidt's spot, and Bill Turner, KCAU-TV Sioux City, Iowa, is looking at Holley's.

Radio board chairman, Martin Beck, of Beck-Ross Communications, Rockville Centre, N.Y., is seeking re-election. Several candidates have appeared for radio board vice chairmanship, including Walter May, president, WPKE(AM)-WDHR(FM) Pikeville, Ky.; Dick Osburn, president, Osburn & Reynolds Stations, Fort Worth; Gary Stevens, president, Doubleday Broadcasting, New York, and Cliff Gill, KWVE(FM) Marina Del Rey, Calif.

Fund raiser

Personal visit FCC Chairman Mark Fowler paid last week to Annelise Anderson, associate director for economics and government at Office of Management and Budget, promises to pay off. After previous appeal, OMB had said it would recommend only \$78.6 million for FCC for fiscal 1984, which begins next Oct. 1 ("Closed Circuit," Jan. 3). In wake of visit, OMB told commission it would up recommendation to \$86.2 million. Under continuing resolution, FCC is funded at \$79.8 million for remainder of current fiscal year.

Across town

One network's headache is another network's news material. ABC News has begun work on a piece dealing with General William Westmoreland's libel suit against CBS News. Focus of story,

according to ABC News's Jeff Gralnick, is not on CBS but on suit's implications for First Amendment. Lynn Sherr is correspondent on story that will probably be used on *World News Tonight* whenever news hook presents itself. That could be in next several weeks, when preliminary motions are expected to be argued.

The wedge

Warner Amex may be getting more than it bargained for in its purchase of two of five cable systems now serving Houston. Warner Amex, which already owns one of city's systems, notified city council last December that it wanted to buy system owned by Columbia Communications Corp. and increase interest in Gulf Coast from between 10% and 20% to 80%. (Having supplied financing and management for Gulf Coast system, Warner Amex has been in effective control since its inception.) Instead of giving sales its rubber stamp, however, council appointed special committee to examine sales and make recommendations to council. After holding public hearings late last month, committee is planning to condition approval of sales on promises from Warner Amex to improve and upgrade service on systems.

According to committee member and city cable administrator Marsha Gardner, committee will try to use leverage to get Warner Amex to upgrade service to "what other cities are getting" and agree to regulations that would make it more responsive to subscriber complaints. Negotiations with Warner Amex officials will begin this week or next.

Getting together?

Idea of combining National Association of Broadcasters's annual radio programming conference with Radio Advertising Bureau's annual managing sales conference ("Closed Circuit," Dec. 6, 1982) may get backstage nudge when latter's 1983 edition is held Jan. 29-Feb. 1 at Dallas. RAB officials have invited NAB officials to attend RAB convention. There's nothing unusual about that, but it happens to fit into what some broadcasters, who have both NAB and RAB responsibilities, think is reasonable approach to question: NAB observers at RAB's conference, RAB observers at NAB's (Aug. 28-31 in San Francisco), then talks to see whether combining would be good idea for 1984.

Cable castings

Stranded in Denver

Mile Hi Cablevision has taken a second scaled-down proposal of its bid to the Denver city council in the wake of the Mountain States Legal Foundation law suit. The council rejected Mile Hi's first scaled-down proposal in early December, reasoning that reduced services also calls for reduced rates. Mile Hi submitted a new proposal with a slightly increased number of channels—60—and a reduced rate structure. The council and Mile Hi partners, American Television & Communications and Daniels & Associates, were to take up the matter late last week. In the new bid, 25 channels would cost \$2.50, while the price of pay services would drop from \$8.95 to \$8.25.

Pointing fingers

Lame duck mayors of three Portland, Ore., suburbs have announced they are holding Viacom Cablevision and the Multnomah county board of commissioners responsible for delaying cable television service to their communities.

Mayors Al Myers of Gresham, Bob Sturges of Troutdale, and Henry Keller of Fairview told a news conference that residents "are victims of commission and corporate politics." Mayor Bruce Boldt of Wood Village endorsed the statement, but did not attend the news conference.

Viacom broke off franchise negotiations for eastern Multnomah county after it delayed approving the cable franchise pending receipt of more information on proposed rates. The three mayors, whose terms expired last Tuesday (Jan. 4), had favored the proposed agreement.

"It now appears that cable service will be significantly delayed and that when service is provided, it will be of a lower level and at a higher price than that provided by the rejected agreement," the mayors' statement said.

The group also blamed Viacom for not communicating its deep concern to the commissioners "about many of the onerous provisions in the proposed agreement."

Hourly update

The Cable Satellite Public Affairs Programming Network (C-SPAN) reported a sharp increase in its programming hours during 1982. According to a report released last week, C-SPAN's broadcast hours rose by 173% from 1981 to 1982. It aired more than 6,400 hours—nearly three times the 2,338 hours aired in 1981, the cable programmer reported, including 119 hours devoted to communications topics.

C-SPAN attributes the rise primarily to its expanded service (C-SPAN can be seen 24 hours, seven days a week, since Sept. 13,

1982) and to an increase in staff and equipment. The public affairs network provides daily coverage of the House of Representatives, as well as a variety of Senate and House hearings, conferences and conventions, viewer call-in programs and a National Press Club speakers series.

New prez

Burt Reinhardt, one of the creators of Ted Turner's Cable News Network, has been named its new president, filling a post that has been vacant since the resignation in May 1982 of CNN's first president, Reese Schonfeld. Reinhardt was the logical successor to Schonfeld. He and Schonfeld were the first hired by Turner in the summer of 1979 to put the service together in time for its promised June 1980 launch. And, as executive vice president, he has been the ef-



fective head of CNN since Schonfeld's departure. From his start as a cameraman during World War II—he captured MacArthur's historic return to the Philippines on film—Reinhardt worked 17 years (1945-1962) for Fox Movietone News and 13 years (1962-1975) for UPITN. He served as executive vice president of the Non-theatrical and Educational Division of Paramount Pictures for four years before joining Turner.

Robbing Peter?

The National Cable Television Association last week submitted to the FCC its opposition to Henry Geller's plan that would limit cable operators' control over the programming on some of their channels while increasing their control on others. As proposed by Geller, the former head of the National Telecommunications and Information Administration, and his associate, Donna Lampert, the rules would divide cable channels into two groups. The cable operator would exer-

cise full control over the selection and content of programming transmitted over the first group of channels, but would be limited merely to selecting the users of the second group. In exchange for relinquishing control over the second group, Geller and Lampert proposed, the cable operator would be freed from libel/slander liability and equal time requirements with respect to the second group. Although NCTA said it is all for eliminating the equal time obligations, it said it "strenuously objects" to the Geller-Lampert plan "because it proposes a drastic intrusion on a cable operator's First Amendment rights in return for a token rollback of content regulation with respect to a portion of the operator's channels." Because it proposed what amounts to a trade off of fewer First Amendment rights of some channels for more on other channels, NCTA said, the "proposal is of dubious constitutionality." NCTA also questioned the proposal's assertion that restrictions are needed on cable operators' control of some channels to insure diversity of programming. The proposal fails "to acknowledge," NCTA said, "that nonregulatory forces exist which assure that a cable operator will use his multiple channels in ways which advance diversity of sources." To compete with alternative television media, it said, "an operator must select a mix of programming—both entertainment and non-entertainment—that best satisfies the needs and interests of its present and potential subscribers."

Green light

FCC has waived its network-cable crossownership rule to permit CBS Chairman William Paley to become a partner in Whitcom Investment Co. ("Closed Circuit," Dec. 13, 1982). Whitcom, which is a one-third owner of *The International Herald Tribune*, also owns State Cable TV Corp., the operator of cable systems in Maine and New Hampshire. The FCC granted Whitcom a waiver to serve up to 90,000 cable subscribers.

SCTE makes a move

The Society of Cable Television Engineers has packed up its downtown Washington office and moved to more spacious quarters in the suburb of Alexandria, Va. The new office includes a small conference room and technical library and room to grow. New address: 3343 Duke Street, Alexandria, Va. 22314.

Building Boston

AM Cable TV Industries Inc., Coopersburg, Pa., has begun stringing and laying cable in Boston for Cablevision of Boston, the cable company that holds the franchise for the nation's 21st largest city. According to AM Ca-

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PolyGram

We've just acquired U.S. rights to eight MTM movies.
The Boy Who Drank Too Much ★ Critical List ★ Fighting Back
First You Cry ★ Nowhere to Run ★ Something for Joey ★ Thornwell ★ Vampire
What a purrrfect way to start the New Year.

PolyGram Television

ble Controller H. William Freed, Cablevision awarded AM Cable a contract in excess of \$5 million to construct the entire aerial plant and to do all the underground cabling. The contract does not include trenching for the underground cable, he said. AM Cable's work is expected to take up to two years to complete. In addition to building cable systems, AM Cable is a manufacturer of taps, data communications systems and modems for cable security, meter reading and video-text services.

Douglas departs

Citing "numerous offers to do other projects, which the daily production schedule makes it impossible . . . to do," Mike Douglas asked for and was granted an early release from his one-year contract with Turner Broadcasting (due to expire April 30). Douglas will thus permanently depart his slot as host of the hour-long *People Now*, which is cablecast daily on both WTBS(TV) Atlanta and CNN. Replacing Douglas will be long-time WTBS personality Bill Tush, who has been filling in for Douglas while the latter was on vacation.

Guidebook

The American Association of Advertising Agencies has published "A Basic Guide to Cable TV," a 32-page summary of the history, growth and organization of cable in terms of its potential as an advertising me-

dium. One of its conclusions: Although most large agencies still regard cable buys as experimental, "forward-looking advertisers and agencies of any size can take advantage of the cable medium now by including it as an addition to the customary media mix, provided this is done with the right amount of caution." A glossary and cable evaluations by 19 agency media directors are included. Prepared by Gloria Lanza, AAAA director of media services, with the assistance of the AAAA media policy committee, the guide is available for \$7.50 to AAAA members, \$10 to nonmembers.

Talk-back

UTV Talk-back Television, a proposed advertiser-supported cable network based in Fairlawn, N.J., has pushed back its launch date from today (Jan. 10) to Feb. 18. UTV said the reason for the delay is that it is currently negotiating with a major company within the industry to become a partner in the network to insure its "long term financial viability." UTV has signed commitments with systems that have a total of 2.7 million subscribers and has a total of \$2.8 million in advertising commitments so far.

Agency action

Group W Cable has retained Jordan, Case & McGrath as its new advertising agency, replacing Altschiller Reitzfeld Solin/NCK.

JC&M will have a budget of about \$6 million to work with, which is about three times what Group W Cable committed to advertising and promotion last year. The details are still sketchy, but the campaign that JC&M is working on for Group W will use both broadcast and print advertising. The account is JC&M's first in the communications business.

Program guide

Group W Cable has announced the appointment of Martin Lafferty as vice president of programming. Lafferty, who had been director of programming services for Cox Cable since 1980, will be responsible for all programming on Group W systems, including basic, pay



ASSET APPRAISAL



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and local origination. According to Group W Cable President Burton Staniar, who made the announcement, "much greater care needs to be given to cable program products and their packaging, so we're pleased to have an individual with Marty's experience in this critical role."

Behind the mike

Cable subscribers will get a rare chance to watch radio on television tomorrow (Jan. 11) when C-SPAN telecasts a day in the life of National Public Radio. According to C-SPAN President Brian Lamb, the network unleashed a camera crew at NPR headquarters in Washington one day last November with instructions to follow staffers as they prepare and present their two daily newscasts, *The Morning Edition* and *All Things Considered*. The airing of the tape will be interrupted by live call-in talk shows with Barbara Cohen, NPR's vice president for news and information, at 5 p.m. NYT and with NPR President Frank Mankiewicz at 9 p.m. NYT, Lamb said.

Romance and music

"The Far Pavilions," M.M. Kaye's novel of romance in British-ruled India, will become a six-hour mini-series for HBO. Principal photography was due to start today (Jan. 10) in Jaipur, India, with Geoffrey Reeve producing for Goldcrest Ltd. HBO also announced two music specials—one with rock star Pat Benatar, other with country-music's Willie Nelson.

A message for radio broadcasters from Scientific-Atlanta

Preparing for the next generation of radio

The age of digital satellite radio transmission is beginning now. Here's how to make sure you're a part of it.

Four radio networks are in the process of converting to digital audio program distribution.

In 1983, the networks will begin offering programs available only via satellite. In less than two years, you will lose almost all land-line distributed programming. You need to prepare for the change today.

Why the switch to digital audio?

The signal that can be transmitted by digital satellite to your station is crystal clear and dependable. Distribution is genuinely transparent. The use of a digital audio earth station gives you flexibility you've never had before. Because the earth station is yours, you can use it any way you like to pick up a whole new range of programs from any number of sources. You have, for the first time, full control and flexibility.

Why Scientific-Atlanta?

After carefully studying the options, the technical experts at ABC, CBS, NBC, and RKO independently chose Scientific-Atlanta as the best source for both sending and receiving equipment for digital satellite operation.

Scientific-Atlanta is the pioneer in this type of broadcast equipment. We're the largest manu-



The familiar Scientific-Atlanta satellite dishes will soon be in use at network affiliated radio stations all over the U.S.

facturer and installer of earth stations.

Because of our advanced technology, our system is also the most cost effective. At the same time, it's the one best suited to the current and future needs of the radio broadcast industry.

There's an added benefit. Because these major networks are all using Scientific-Atlanta equipment, you're guaranteed compatibility. Several other networks are also evaluating the system for their own use.

Low cost

The cost of a digital satellite receiver is very reasonable when you consider the technology involved, and the vastly increased programming flexibility that comes along with it.

If you own or lease the station, you get the benefits of available tax credits and depreciation allowances.

Scientific-Atlanta and your affiliated network will help arrange the most advantageous payment plan for you.

What kind of programming?

There are network plans for TV

simulcasts, music specials, remotes, overnight and weekend specials.

The effect on your network news coverage will be phenomenal. Because each network will be able to distribute multiple channels, you'll be able to carry live events, more on-the-spots, more extended coverage. You'll be able to receive long-form stereo programming without being interrupted by scheduled news broadcasts.

This is the first major advance in radio technology in thirty years, a chance to increase your program selection, the quality of your signal, your coverage of news events, your appeal and saleability to your public and your advertisers. It gives you the freedom to access and broadcast national programming of every description, something you've never had before.

Installation has started

Over 1000 stations have already made the commitment with Scientific-Atlanta and are planning the installation of their earth stations.

Call for details

For more information about the equipment, call Scientific-Atlanta now. You need to be a part of the next generation of radio. Contact Digital Audio Sales at (404) 449-2313.

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Bill Bixby
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This hilarious hit has a network track record that will put you in orbit, averaging a 38 share over its full network run.* And in syndication Uncle Martin and friends have performed magic, drawing an audience made up of 56% teens and kids and 44% adults; and of those adults, 75% are 18-49.**

All episodes of "My Favorite Martian" have been transferred to tape from the original 35mm prints using the latest video technology to provide the highest quality on-air playback.

And, in the Telepictures tradition, "My Favorite Martian" comes with something extra special — a fully produced promotion and exploitation kit featuring ads, promos, merchandising catalogues, contest ideas and lots more.

So for a highly promotable show that will help your station take off, it's "My Favorite Martian."

* NTV PROGRAM RATINGS SUMMARY REPORT ALL TELECASTS (1963 - '66)
** ARBITRON SPA, 1967-81

Distributed by:

Telepictures
CORPORATION

In Association with



LLOYD ENTERPRISES

Bob Lloyd (213) 788-4880

Business Briefly

TV ONLY

Carvel Corp. □ Campaign for ice cream franchise stores begins this week in about 25 markets. Spots will feature various ice cream products and will air during fringe times throughout year. Target: adults, 18-49. Agency: Winner Communications, New York.

Lewis Rich □ Campaign for turkey products begins Jan. 17 in seven markets. Flight will run through June in day, early fringe, fringe, weekend and prime times. Target: women, 25-54. Agency: Tatham-Laird & Kudner, Chicago.

Chun King □ Campaign for egg rolls

begins Jan. 24 in 18 markets. Thirteen-week flight will run in all dayparts. Target: women, 25-54. Agency: Young & Rubicam, New York.

KFC Trade Association □ Campaign for Kentucky Fried Chicken begins this week in 10 markets. Spots will air 12 weeks in all dayparts. Target: adults, 25-49. Agency: Young & Rubicam, New York.

Progresso Foods □ Campaign for canned soups begins this week in about 15 markets. Flight will run about 11 weeks in prime, fringe and news times. Target: women, 25-49. Agency: Creamer Inc., New York.

International Games □ Campaign for Uno card game begins this week in 40 Northeastern, Southeastern and Midwestern markets. Spots include New York and Chicago. Flight will run through March in day, early fringe, fringe, prime access and news times. Target: women, 18-49. Agency: CPM Inc., Chicago.

Advantage

Ads MASHed. Responding to increasing public pressure, including protests by six members of cast of TV show, Hawkeye Distilling, Skokie, Ill., dropped broadcast ads for its M*A*S*H vodka, canceling future advertising plans for liquor. Effort was initiated by Center for Science in Public Interest, Washington, and included cooperation of National Council on Alcoholism, Remove Intoxicated Drivers (RID), Media Access Project and National Citizens Committee on Broadcasting. Hawkeye began airing commercials before Thanksgiving over WFMT-FM Chicago, and WSMW-TV Worcester, Mass., and according to George Hacker, associate director for alcohol policies at CSP, "They were renegades breaking a time-honored voluntary ban," referring to National Association of Broadcasters code banning broadcast hard liquor advertising (although code was suspended last spring as violation of Antitrust Act, vast majority of broadcasters have continued to respect it). Hacker said he contacted Hawkeye on two separate occasions. After second time, Hacker said Hawkeye agreed to withdraw all broadcast ads for M*A*S*H and promised no further ad plans. Hacker commended Hawkeye's action and added: "We are pleased and congratulate them and believe killing the broadcast ads reflects their understanding that the public will not tolerate hard liquor ads on TV and radio and will set a standard for the broadcasting industry."

Buckling account. Grey Advertising Inc., New York, has been awarded account by Department of Transportation's National Highway Traffic Safety Administration to create advertising campaign encouraging use of safety belts. Contract provides for multimillion dollar budget.

New campaign. Marsteller Inc., Los Angeles, is creating first television advertising campaign for its client, Management Assistance Inc., computer hardware and software manufacturer. Three-million-dollar-plus television and print campaign will focus on MAI's basic four information systems division and business products division and promote retail distribution channels. Computer-generated animation will be used in production of television spots. Network television campaign began with Gator Bowl on Dec. 30 and will continue during major sporting events on ABC. Marsteller also announced it has produced 30-second television spot for American Coal Foundation promoting benefits of coal as energy source. Campaign broke on network, spot and cable TV last week, along with full-page four color ads in Gannett's *USA Today*.

Rep Report

Switch after 28 years. WFLA-TV Tampa/St. Petersburg, Fla., has named MMT Sales, New York, as its national representative, effective today (Jan. 10). Move severs 28-year relationship between station and Blair Television, which has represented WFLA-TV since it went on air in early 1955. Station, affiliate of NBC-TV, is owned and operated by Media General Group. MMT Sales now represents 28 TV stations.

WJAX-AM-FM Jacksonville, Fla.: To BH Radio Sales from Selcom.

WTSG(TV) Albany, Ga.: To Adam Young Inc. from Spot Time Ltd.

KLVU(FM) Dallas: To Hillier, Newmark & Weschler from Jack Masla.

WAGO(AM) Oshkosh, Wis.; KCFI(AM) Cedar Falls, Iowa; WAWV(FM) Vero Beach, Fla.: To BH Radio Sales (no previous rep).

WSAR(AM) Fall River, Mass.; WSRS(FM) Worcester, Mass.; WEIM(AM) Fitchburg, Mass.; WGIR-AM-FM Manchester, N.H.; WHEB-AM-FM Portsmouth, N.H.; WCOD-FM Hyannis, Mass., all Knight Quality Stations: To Blair Radio from Major Market Radio.



radio BINGO

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- **OLDEST PROMOTION IN THE INDUSTRY** ... Over 26 years ... 1,000 plus stations.
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- **TREMENDOUS SPONSOR FOOT TRAFFIC** ... Proves the effectiveness of your station with tangible results.
- **CONTINUOUS RENEWALS** ... Sponsors and listeners demand it.
- **INCREASE RATINGS** ... A proven leader in all markets. © Copyright 1962, J.R. Hampton



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"Our Business Is Improving Yours"



THE SWITCH IS ON

Switch—an hour series that's right in the mold of this season's most popular network shows—*Hart To Hart*, *Magnum P.I.* and *Simon And Simon!* We're offering it to you now on an advertiser-supported basis for once-a-week programming.

Switch stars Robert Wagner, currently one of TV's hottest performers (*Hart To Hart*) and Eddie Albert, a perennial favorite. The series delighted its CBS-TV Network audiences with its high-style action, dazzling settings and clever plots! *Switch* climaxed its network run

by delivering a smashing average 34 share—totally outclassing its competition!

But more than ratings, *Switch* produced superb demographics: delivering huge numbers of young adults (especially young women). In addition, *Switch* attracted an unusually large teen audience, making it an exceptionally strong vehicle for weekend programming. Now *Switch* goes into syndication for the very first time!

You can expect *Switch* to clear fast—so call us today. Contact Bobbi Fisher or Stephanie Beatty (212) 759-7500.

SWITCH HOLIMS

Advertiser-supported programming from

MCATV

VISIT US AT INTV, CENTURY PLAZA HOTEL, SUITE 1760.

TECHNOLOGY THAT WAS AHEAD OF ITS TIME IS NOW RIGHT FOR ITS TIME

Introducing The Dual Beam TVRO Modification

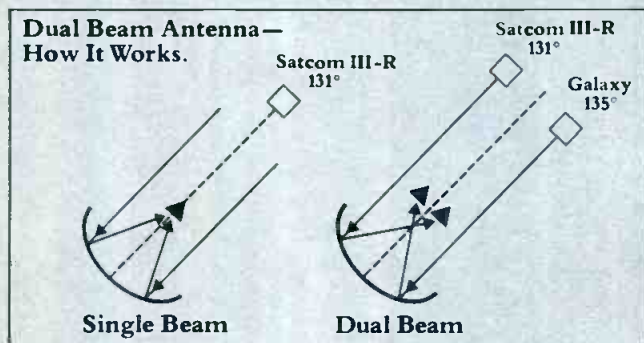
Engineers have long known that a single parabolic dish with two feedhorns can receive signals simultaneously from adjacent satellites. Ten years ago, Hughes Aircraft Company built such an antenna. And as the years went by, the Hughes engineers continued to test and experiment with what came to be called "the dual beam feed modification."

But the modification never received much attention because it had only been used for occasional special projects.

But now there is an opportunity for widespread application.

The FCC assigned the two major cable birds, Galaxy I and Satcom III-R, adjacent slots at 135° and 131°W longitude.

In 1983, there will be 48 channels of quality cable programming available on these two satellites. To receive this programming, cable operators can invest in a second TVRO antenna. Or they can choose an equally effective but far less costly modification of their existing antenna.



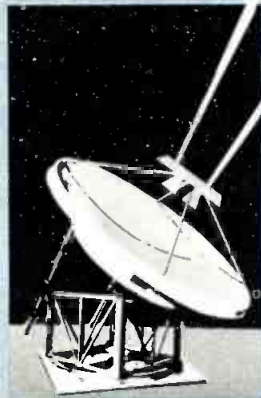
The boresight of the dish is pointed between two adjacent satellites, and two feeds are placed off the focus so that signals from the two satellites are received simultaneously. The result is two beams independent of one another, so that signals even on the same frequency and polarization have an adequate amount of isolation.

Since Galaxy I and Satcom III-R are only 4° apart, there will be an imperceptible decrease in the signal to noise ratio on the order of 0.5 db. Such differences are so small they are difficult to measure, and virtually impossible to see in a TV picture. The modification can be used to receive signals from satellites less than 5° apart.

BENEFITS

The dual beam feed modification is important to the cable industry and to each system operator for several reasons:

- There is no perceptible difference in performance between a modified dish and two separate dishes.
- The modification costs a fraction of the total expense of installing an additional dish.
- No new real estate is required for an additional dish.
- Cable operators will be able to provide expanded tiers of service with more diversified programming.
- Galaxy I and Satcom III-R are the only satellites totally dedicated to cable and feature the strongest programmers in the cable industry.
- Even small operators with 12 channel systems will be able to use this low cost modification to maximize profits.



Satcom III-R
131° W

THE LINEUP

Galaxy I is totally dedicated to cable program distribution. 19 of the 24 transponders on the "Cable Shopping Center" satellite have been sold. The remaining transponders will be sold to cable programmers to provide the most attractive mix of quality cable programming possible. The satellite will be launched in June of 1983.

Galaxy I (135° W)

Time Inc.
Group W Broadcasting
Company
Times Mirror Satellite
Programming
Viacom International
Turner Broadcasting System
SIN Television Network
C-SPAN

Satcom III-R (131° W)

Time Inc.
Warner Amex
Times Mirror Satellite
Programming
Viacom International
Turner Broadcasting System
Southern Satellite Systems
PTL
ESPN
Christian Broadcasting
Network
USA Network
United Video
Community Service Network
Renters
Landmark Communications
Modern Satellite Network
C-SPAN

TECHNICAL FEATURES

Using the new dual beam feed system, an existing parabolic antenna can receive signals from two adjacent satellites which are less than 5° apart in the geostationary orbital arc. Existing mounts and main reflectors can be used as is. All that is required is a modification or replacement of the feed. Reflectors from 4.5 to 7.0 meters in diameter with focal length to diameter ratio (f/d) from 0.3 to 0.5 can be accommodated.

Once modified, the antenna will perform as follows:

Frequency: The dual beam feed will receive signals from 3.7 to 4.2 GHz.

Beam: The modified antenna may receive two conical beams each with horizontal and vertical polarization.

Efficiency: The loss of gain due to production of two beams is on the order of 0.5 db. from the nominal gain of the reflector with a single beam, assuming that the nominal efficiency of the antenna with a single beam is 65%.

Isolation: The isolation between beams will be at least 20 db., in the same polarization.

Mechanical: The feed includes support elements (struts, brackets, etc.) which will maintain structural integrity.

Pointing Adjustments: Adjustment between 3.0° and 5.5° is provided to account for variable geodetic conditions and for satellite spacing of less than 5°.

For additional technical specifications and test data, contact these leading manufacturers:

**M/A-COM VIDEO
SATELLITE, INC.**
Duke Brown
National Sales Manager
32 3rd Ave.
Burlington, Massachusetts 01803
(617) 272-3100

MICRODYNE CORPORATION
Earl Currier
Sales Manager
491 Oak Road
Ocala, Florida 32672
(904) 687-4633

SCIENTIFIC ATLANTA
Pat Miller
Marketing Manager
P.O. Box 105027
Atlanta, Georgia 30348
(404) 925-5000

For additional information contact:
Cindi S. Whalen, HUGHES COMMUNICATIONS
P.O. Box 92424, Los Angeles, California 90009 (213) 615-1000

HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

Hughes Communications, Inc., a wholly owned subsidiary
of Hughes Aircraft Company, P.O. Box 92424,

Johnson & Johnson □ Campaign for baby powder begins Jan. 24 in three markets. Flight will run for nine weeks in day, fringe, weekend and prime access times. Target: women, 18-34. Agency: Young & Rubicam, New York.

Vachon Ltd. □ Campaign for puff pies begins this week in Boston and Providence, R.I. Flight will run about eight weeks in day, early fringe, fringe, prime and weekend times. Target: women, 18-49. Agency: Arnold & Co., Boston.

First Jersey Securities □ Campaign for investment banking services begins Jan. 24 in about 20 markets. Flight will run eight weeks in early fringe, prime access, late fringe, prime, sports and news times. Target: men, 25-54. Agency: Fisher/Feld, New York.

National Pork Producers □ Campaign for pork products begins week of Feb. 14 in 15 markets. Four-week flight will air in day, early fringe, late fringe and news times. Target: women, 18-49. Agency: Lord, Sullivan & Yoder Advertising, Des Moines.

State of Florida □ Campaign for Florida tourism begins this week in 22 markets. Flight will run through Feb. 6 in all dayparts. Target: adults, 25-54. Agency: Mike Sloan Inc., Miami.

RADIO ONLY

Alaska Seafood Marketing Institute □ Campaign for fresh frozen salmon begins Feb. 14 in Boston, Chicago, Cincinnati, Denver, Los Angeles, Philadelphia and San Francisco. Spots will run for varying four-week flight during 6 a.m.-7 p.m. times. Target: women, 25-54. Agency: David W. Evans, Seattle.

Xerox Co. □ Campaign for Xerox retail stores begins in January in Atlanta and Denver. Flight will run through Feb. 7 in morning, afternoon and evening drive times. Target: adults, 25-49. Agency: Young & Rubicam, New York.

RADIO AND TV

Shell Chemical Co. □ Campaign for Bladex corn herbicide begins Jan. 31 in almost 200 markets. Campaign covers entire corn belt area and targets total farmers. Fifteen-week flight will air in early morning times. Agency: Allen and Dorward Advertising, Houston.

Sea Crest Marketing □ Sea Galley restaurant campaign begins this month in about six markets. Flight will run through first quarter in all dayparts for TV and 6 a.m.-7 p.m. times for radio. Target: adults, 25-49. Agency: Evergreen Media, Seattle.

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BUREAUS

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

Kathy Haley, *bureau news manager*.
Rocco Famighetti, *senior editor*.

Anthony Herring, *associate editor*.
Stephen McClellan, *assistant editor*.

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

Hollywood: 1880 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, *correspondent*.
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Founded 1931. *Broadcasting-Teletesting** introduced in 1946. *Teletesting** acquired in 1981. *Cablecasting** introduced in 1972 □ *Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

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Company _____ Bill me

Address _____ Home? Yes No

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Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
(required) No

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Black Belt Theater I and II have been giving independent stations the punch they need to stand up to the network blockbusters. With 39 dynamic, action packed, color, full length martial arts feature films, stations all over the country have been consistently scoring big ratings against the competition.

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ments never lose their knockout capability. They score as high, or higher in reruns proving that they've carved out a solid, loyal audience of young adult viewers.

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INTV-CENTURY PLAZA, SUITE 1659

Datebook

This week

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

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.

■ Indicates new or revised listing

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, Indianalantic, 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.

Also in January

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 Vallarta, 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**—*Ohio Association of Broadcasters'* Columbus managers' luncheon. Columbus Athletic Club, Columbus, Ohio.

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

■ **Jan. 19**—*Ohio Association of Broadcasters'* state legislators' luncheon. Columbus Athletic Club, Columbus, Ohio.

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. 19**—*National Academy of Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert Ferrante, executive producer, CBS News's *Nightwatch*. Copacabana, New York.

■ **Jan. 20**—*Federal Communications Bar Association* luncheon. Speaker: Bruce Fein, general counsel, FCC. Touchdown Club, Washington.

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

Jan. 21—*Broadcasters Promotion Association* board of directors meeting. MGM Grand, Reno.

■ **Jan. 21**—*Pacific Pioneer Broadcasters* luncheon with presentation of Golden Ike Award to Hanna-Barbera Productions. Sportmen's Lodge, Los Angeles.

Jan. 21—*Broadcasters Promotion Association* board of directors meeting. MGM Grand, Reno.

Jan. 21—*Alabama Broadcasters Association* winter convention. Ferguson Center, University of Alabama, Sheffield, Ala.

Jan. 21-23—*Colorado Broadcasters Association* 34th annual winter conference. Four Seasons, Colorado Springs.

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

■ **Jan. 24-25**—*Centel Cable Television Co.* cable TV conference for cable TV company accounting manag-

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.

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Stay Tuned

A professional's guide to the intermedia week (Jan. 10-16)

Network television □ PBS: National Geographic Special: *Rain Forest*, Wednesday, 8-9 p.m.; *Hitler's Night of the Hummingbird*, Wednesday, 9-10 p.m.; *Austin City Limits** (country music), Friday, 9-10 p.m.; *Ian McKellen Acting Shakespeare*, Saturday, 8-9 p.m.; *Life On Earth** (13-part documentary/Sundays), Sunday, 8-9 p.m.; *Winston Churchill: The Wilderness Years*, Sunday, 9-10 p.m.; ABC: *Celebrity Daredevils*, Sunday, 9-11 p.m.

Independent television □ Mobil Showcase Network: *Nicholas Nickleby* (four-part drama), Monday-Wednesday, 8-10 p.m., Thursday 8-11 p.m.; *Job Fair* (local origination), Friday, 8-10 p.m. EST and 7-9 p.m. CST; WBRC-TV Birmingham, Ala., WGR-TV Buffalo, N.Y., WKRC-TV Cincinnati, WDAF-TV Kansas City, WDCA-TV Washington.

Radio (check local times on all listings) □ NBC News: *The Chocolate Fix* (five part series), Monday-Friday, 5:20 a.m., 8:20 a.m.

Cable television □ WTBS: *Portrait of America: The Old Dominion State: Virginia*, Monday, 8:05-9:05 p.m.; WOR-TV New York: *Hard Times** (four-part series/Mondays), Monday, 8-9 p.m.; HBO: *Fraggle Rock** (puppet entertainment), Monday, 7:30-8 p.m.; *The Year That Was: 1982*, Tuesday, 7:30-8:30 p.m.; ARTS: *Bejart: The Love for Dance*, Monday, 9-10 p.m.; *Vincent* [Van Gogh], Tuesday, 9-10:30 p.m.; *Beethoven*, Sunday, 9-10 p.m.; USA: *Gustave Mahler's Third Symphony: A Ballet*, Sunday, 10:30 p.m.-1 a.m.; Entertainment Channel: *Tenko** (10-part dramatic series/Fridays), Friday, 9-10 p.m.; *1915** (seven-part adventure series/Sundays), Sunday 8-9 p.m.; *Pippin*, Sunday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Muppets: Past, Present and Future*, (exhibit), Jan. 11-Feb. 19; *Sid Caesar: Master of Comedy*, (exhibit), extended now-March 5.

*indicates a premiere episode

ers. O'Hare Hilton, Chicago.

Jan. 25—Deadline for entries in *Sigma Delta Chi* Distinguished Service Awards for outstanding achievements in journalism. Information: Sigma Delta Chi, 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 60611.

■ **Jan. 25**—Ohio Association of Broadcasters Cincinnati managers' luncheon. Westin hotel, Cincinnati.

Jan. 25-26—"The Ethics of the Sports Story" conference sponsored by University of Nevada-Reno. Harrah's hotel-casino, Reno.

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

Jan. 26—Deadline for entries in 15th annual Robert F. Kennedy Journalism Awards for outstanding coverage of problems of disadvantaged, sponsored by Robert F. Kennedy Journalism Awards Committee.

■ **Jan. 26**—New York Women in Communications' "Career Night." J.C. Penney Co., New York.

■ **Jan. 26**—Ohio Association of Broadcasters state legislators luncheon. Columbus Athletic Club, Columbus, Ohio.

Jan. 26-27—"Cable Television and Satellite Broadcasting" conference sponsored by *Financial Times*. Hotel Inter-Continental, London. Information: Leslie Collins, Financial Times conference organization, 135 West 50th Street, Suite 1920, New York, N.Y., 10020. (212) 245-7784.

■ **Jan. 26**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Dan Curtis, producer-director of television version of *The Winds of War*. Copacabana, New York.

■ **Jan. 27**—Pacific Pioneer Broadcasters "Nostalgia Night," honoring Metropolitan Opera Broadcasts. Home Savings, Los Angeles.

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

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

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

February

Feb. 1—Broadcast Pioneers annual Mike Awards dinner. Hotel Pierre, New York.

Feb. 1—Deadline for entries in *Action for Children's Television* awards for TV and radio public service announcements encouraging good health habits for children and adolescents. Information: Judith Rubenstein, ACT, 46 Austin Street, Newtonville, Mass., 02160. (617) 527-7870.

Feb. 1—Deadline for entries in 26th annual Gavel Awards sponsored by American Bar Association. Information: ABA Standing Committee on Gavel Awards, 33 West Monroe Street, seventh floor, Chicago, Ill., 60603. (312) 621-9200.

■ **Feb. 2**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Robert Weisberg, director of programming, Bravo cable service. Copacabana, New York.

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

Feb. 2-6—International Radio and Television Society faculty/industry seminar. Harrison Conference Center, Glen Cove, N.Y.

Feb. 4-5—Society of Motion Picture and Television Engineers 17th annual television conference. St. Francis hotel, San Francisco.

Feb. 5—Deadline for entries in Mark of Excellence con-

test sponsored by Society of Professional Journalists, Sigma Delta Chi, recognizing student reporters, editors, broadcasters, cartoonists and photographers. Information: 840 North Lake Shore Drive, Suite 801W, Chicago, Ill., 60611.

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

■ **Feb. 7**—Advertising Club of Greater Boston meeting featuring viewing of Clio Awards. Boston Park Plaza, Boston.

Feb. 8-9—Arizona Cable Television Association's annual meeting. Phoenix Hilton hotel, Phoenix.

Feb. 9—Alfred I. duPont-Columbia University Awards in Broadcast Journalism telecast from Columbia University, N.Y.

Feb. 9—West Virginia Broadcasters Association sales seminar. Ramada Inn, Morgantown, W. Va.

■ **Feb. 9**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jonathan Hayes, president, Group W Satellite Communications. Copacabana, New York.

Feb. 10—West Virginia Broadcasters Association sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

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

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

Feb. 15—Ohio Association of Broadcasters legal workshop. Hilton North, Columbus, Ohio.

Feb. 15-17—Western Educational Society for Telecommunications annual conference. Civic Auditorium, San Francisco. Presentation of 'Best of WEST Awards' at Golden Gateway Holiday Inn, San Francisco.

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

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

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

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

Feb. 18-19—"Communication Satellites: Systems, Services and Networks," sponsored by New York University School of Continuing Education. NYU campus, New York. Information: (212) 598-2116.

Feb. 20—Deadline for entries in International Reading Association's annual Broadcast Media Awards for outstanding TV and radio programming related to reading, literacy or promotion of lifetime reading habits. Information: IRA, 800 Barksdale Road, Newark, Del., 19711, (302) 731-1600.

Feb. 22-24—Washington Journalism Center's conference for journalists. Topic: "The Sports Business." Watergate hotel, Washington.

■ **Feb. 25-27**—Oklahoma Broadcasters Association annual winter meeting. Lincoln Plaza, Oklahoma City.

Feb. 28—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting given by University of Michigan department of communication. Information: U.M., department of communication, 2020 Frieze Building, Ann Arbor, Mich., 48109.

Feb. 28-March 18—First session of World Administrative Radio Conference for Mobile Services, sponsored by International Telecommunication Union. Geneva.

March

March 1—Academy of Television Arts and Sciences "forum series" luncheon. Speaker: Jeff Greenfield, CBS journalist/commentator on politics and media. Century

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MUSIC NETWORK &



CABLE &



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and the most important
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Volume 23 not only continues
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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:

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Los Angeles

Chicago

Philadelphia

Boston

Cleveland

Houston

Atlanta

Denver

Sacramento

Portland (Ore.)

Phoenix

San Diego

Charlotte

New Orleans

Memphis

Oklahoma City

Greensboro

Tucson

Colorado Springs



Warner Bros. Television Distribution
A Warner Communications Company

Plaza hotel, Los Angeles.

March 1—Deadline for entries in *Broadcasters Promotion Association's* International Gold Medallion Awards competition. Information: Dr Hayes Anderson, Department of Telecommunications and Film, San Diego State University, San Diego, 92182, (714) 265-6575.

March 2—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception and dinner, Washington Hilton, Washington.

March 4-5—Symposium on international satellite television, sponsored by *UCLA Communications Law Program* and *International Broadcasting Association*, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

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

March 8—*Ohio Association of Broadcasters* congressional dinner, Hyatt Regency Capitol Hill, Washington.

March 9—*International Radio and Television Society* Gold Medal Award banquet, to be presented to Roone Arledge, president, ABC News and Sports, Waldorf-Astoria, New York.

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

March 16—Presentation of eighth annual Big Apple Awards, sponsored by *New York Market Radio Broadcasters Association*, Sheraton Center, New York.

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

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

March 17-22—*NATPE International* 20th annual conference, Las Vegas Hilton.

March 21-23—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*, PSCC Technical Center, Denver. Information: (202) 331-1154.

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

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

April

April 5—*Cabletelevision Advertising Bureau* sales workshop, Sheraton Center, New York.

April 5-8—Communications Tokyo '83, sponsored by *Communication Industries Association of Japan*, Tokyo Ryusui Center, Tokyo. Information: Clapp and Poliak International, P.O. Box 70007, Washington, 20088, (301) 657-3090.

■ **April 6**—*Cabletelevision Advertising Bureau's* second annual cable advertising conference for both cable and advertising executives. Conference follows sales workshop on April 5 (see above), Sheraton Center, New York. Information: Lela Cocoros, (212) 751-7770.

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

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

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

April 20-25—*Pennsylvania Association of Broadcasters* annual spring convention, Princess Tower hotel, Freeport, Bahamas.

April 24-26—*West Virginia Broadcasters Association* spring meeting, Oglebay Park, Wheeling, W. Va.

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

April 26—*Advertising Research Foundation's* fifth annual business advertising research conference, New York Hilton.

May

May 3-7—*American Women in Radio and Television's* 32d annual convention, Royal York, Toronto.

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

May 8-11—*International Television Association's* international conference, Royal York hotel, Toronto.

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

May 12-13—*Federal Communications Bar Association* conference on international communications, co-sponsored by Georgetown University's International Law Institute, Capital Hilton hotel, Washington.

May 13-15—*Florida Associated Press Broadcasters* 35th annual meeting/RTNDA region 14 annual meeting, Busch Gardens, Tampa.

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.

May 19-20—*Kentucky Broadcasters Association* spring convention. Speaker: Eddie Fritts, president, National Association of Broadcasters president, Downtown Ramada Inn, Louisville, Ky.

May 20-23—*Pennsylvania Associated Press Broadcasters Association* annual meeting, Pittsburgh Hyatt hotel, Pittsburgh.

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

May 25-26—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*, Washington. Information: (202) 331-1154.

May 28-June 2—*13th Montreux International Television Symposium and Technical Exhibition*, Montreux, Switzerland. Keynote addresses on high-definition television. Information: International Television Symposium, P.O. Box 122, CH-1820 Montreux, Switzerland. Telephone: (021) 62 32 20 or 61 33 84, until March 12, 1983.

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

June

June 7-10—1983 *Clio Awards* Festival Week, Sheraton Center, New York.



Access right

EDITOR: I found the Dec. 13, 1982, "Monday Memo" by Barry Beiderman regarding broadcasters' failure to offer time for advocacy advertising to be very much on target. It appears to me to be very self-serving when we argue that broadcasters deserve coverage under the First Amendment, which they obviously should, when we then deny any opportunity for others to exercise their First Amendment rights.

While I don't agree with the current laws regarding lowest unit rate, etc., we offer the lowest unit rate to anyone wishing to place issue advertising.

Even when something is wrong in the form of a law, it does not prevent it from being our civic duty.—Hugh Christian, gener-

Errata

Osmond Studios and National Institute for Low Power Television are partners in supporting, not financing, development of JPD Television Network Entertainment, clarifying report in Dec. 6, 1982, issue.

Eric Ober, vice president, news, CBS Owned Television Stations Division, named VP and station manager of CBS-owned WCBS-TV New York, not general manager as reported in Jan. 3 issue. Ron Tindiglia continues as vice president and general manager of WCBS-TV.

ton Center, New York

June 9-11—*Upper Midwest Communications Conference*, Raddison Plymouth hotel, Minneapolis.

June 12-15—*National Cable Television Association* annual convention, Astro Hall, Houston.

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

June 14-17—*National Broadcast Editorial Association* annual meeting, Sir Francis Drake hotel, San Francisco.

June 16-17—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting, Grand Hyatt hotel, New York.

June 16-18—*Maryland/D.C./Delaware Broadcasters' Association* annual convention, Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-21—*Georgia Association of Broadcasters* annual convention, Ironworks Convention Center, Columbus, Ga.

June 19-23—*International Conference on Communications*. Theme: "Integrating Communication for World Progress," Sheraton-Boston hotel, Boston.

June 23-27—*Broadcasters Promotion Association/Broadcast Designers' Association* annual seminar, Fairmont hotel, New Orleans.

al manager, *WRFC(AM)* Athens, Ga. -*WFOX(FM)* Gainesville, Ga.

Who's on first

EDITOR: The story on WOR-TV's move to New Jersey (BROADCASTING, Dec. 13, 1982) contained one error. WOR-TV will not become New Jersey's first commercial VHF station as was reported. To set the record straight, WATV (later as WNTA-TV) was located in and licensed to Newark, and on the air from May 15, 1948, until Dec. 22, 1961, before its move to New York and conversion to noncommercial WNDT (now WNET). Thus, WOR-TV will become New Jersey's only commercial VHF station, not its first.—Louis J. Sicilia, Guttenberg, N.J.

A technology commentary from Ed Meek, University of Mississippi

Making room for new technologies

Some people wonder if there is room in the technology marketplace of tomorrow for all of today's technology. I wonder not if there is room, but whether those of us in the telecommunications industry are prepared to take advantage of the greatest opportunity and marketing challenge of the century.

Direct television broadcasting from satellite, satellite master antenna television, home earth receivers, cable, low-power television, satellite radio, cellular radio, computers, teleconferencing and fiber optics are just some of the emerging technologies that most futurists agree will change the face of societies throughout the world. The challenge to develop the equipment necessary for these technologies is being met, but the larger challenge that remains is for innovative business professionals to develop marketing and support programs that will successfully integrate these technologies into our lives, into business and industry, into education and other institutions throughout society.

Consider these thoughts:

- During the next five to 10 years we will build and install more communications technology than presently exists.

- Satellite farms, by the year 2000, could provide between 22,000 and 48,000 channels for television, voice and other communications.

- Teleconferencing is expected to grow at a rate of between 20% and 40% during the next few years and can eliminate by the end of the decade much of the enormous money now spent on executive travel time.

- An optical fiber one-fifth the size of a hair, can carry 10,000 telephone messages or 8,000 TV channels.

- Some \$30 billion was spent on communications technology in the year 1980 and is expected to reach \$150 billion by 1990.

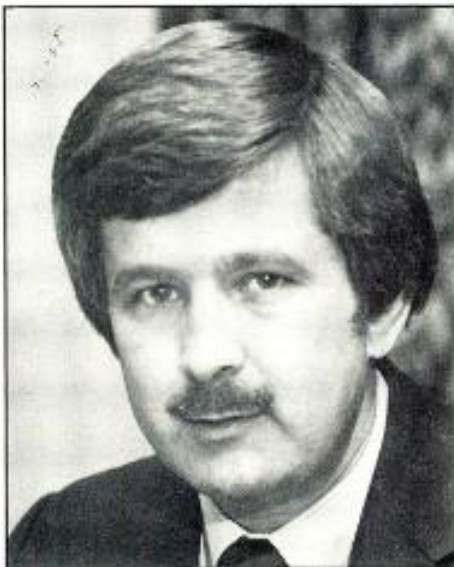
- Computers that will fit inside a shoe box have more power today than room-sized computers had a decade ago.

- A new computer theory, being developed at the University of Mississippi, could, during the coming decade, make it possible to build a "chip" cube the size of two human hairs that is capable of storing all of the world's knowledge.

- Satellite and cable-based newspapers are a reality. Some observers predict a dramatic decline in the use of paper in communications.

- By the year 2000, 67% of the American work force will be employed in education-information industries.

No segment of our lives will remain untouched by these and other technological developments. I believe there is plenty of room



Ed Meek is director of public relations for the University of Mississippi and head of the school's Communication and Resource Center in addition to teaching in the broadcast journalism program. His background includes a stint as a newspaper reporter and owner of an Oxford, Miss., advertising agency. His current media interests include cable systems in Alabama and Michigan and applications for SMATV and cellular radio licenses in Mississippi. He is also president of Education and Communication Consultants, Oxford, Miss.

for all technological developments, and each will present many enriching opportunities for the sale of equipment and services. DBS will not "kill" cable. Neither DBS nor cable will "kill" the market for home satellite terminals. We will see dramatic changes in the mix of communications, with less use of paper and more use of the airwaves. Satellites and satellite receivers are the key elements that will make it all happen.

The greatest opportunities will come to those individuals who begin now to think in future terms. Cable operators must consider the vast market available in SMATV (there are some 28 million apartments in this country, many yet unwired), the market available in institutions such as hospitals, colleges and universities, banks and industry groups which will look for wire interconnections for computer and data links. The market for home and commercial satellite receivers will increase dramatically as churches, banks, radio stations, chambers of commerce, colleges and professionals such as doctors, lawyers and accountants seek to share data and continuing education opportunities. Home security, emergency services, local advertising, utilization of data channels and other applications which will meet the needs of the

homeowner as well as the businessman are in cable's early future. The Qube system in Columbus, Ohio; the growth of teletext programming; profitable local advertising in systems from New York to California and systems providing data interlinks for corporate offices in major markets are just a glimpse of tomorrow.

Low-power TV will carve its niche for specialized audiences while radio stations will be enriched by greater use of satellite services and more local programming.

Cellular radio will expand the mix of services in a tremendous new market that is projected to produce revenues of up to \$15 billion by the end of this century.

Preparing for the information civilization will require a new commitment that bridges business and industry, education and government. It must reach from corporate board rooms to elementary school classrooms to the halls of the Congress and the White House. First, we must reorder the educational programs of the nation to provide future generations with the knowledge of science and math that will be necessary to function in both the business and the home of the future. Corporate officers must concentrate both on the development and the application of technology elements, not as single systems, but as compatible and integrated systems with applications in many sectors of society. Government policy must focus its support in reordering educational programs of the nation, and industry must join the focus in corporate giving efforts and by providing corporate expertise in the planning.

To address the problem of providing industry leaders with a broader range of skills, the University of Mississippi is proposing the establishment of a Center For Future Communications Technologies. The center will incorporate an interdisciplinary program concept, giving students an opportunity to gain engineering, management and marketing, sales and communications, journalism and broadcasting skills. The goal is a program that will provide leaders with all of the skills needed to develop, understand and apply communications technology throughout society. The communications industry will be asked to provide the financial support for development of the program, to share executives as planners and visiting lecturers, to provide equipment, cooperative educational programs for students and employment opportunities for future graduates. The program is the joint effort of engineering, business, journalism-broadcasting faculty and industry leaders.

For those who dream ahead and begin today to expand the application of current technologies, the rewards will be great. Those who fail to dream and refuse to expand the application of these technologies, the marketplace will leave behind. ■

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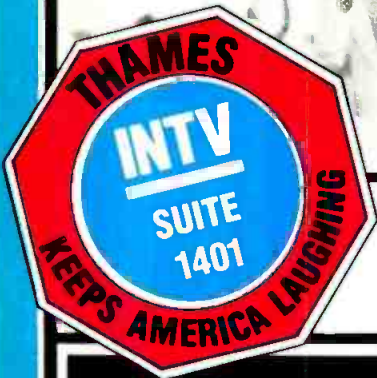
FANS WILL LOVE
SEEING HOW IT ALL BEGAN



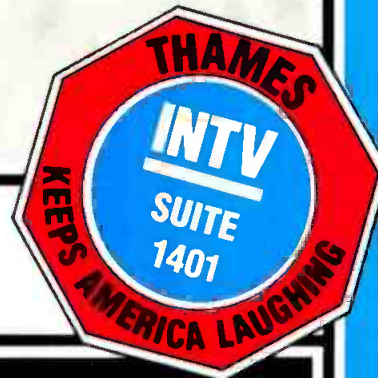
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Broadcasting Jan 10

Vol. 104 No. 2

TOP OF THE WEEK

Feeling the weight of the CRT signal fee increases

Preparing for a March 15 deadline, cable systems are dropping superstations and regional channels to avoid higher payments for distant signals

Despite the postponement of the effective date of a Copyright Royalty Tribunal ruling to increase cable operators' royalty payments for distant signals until March 15, cable operators across the country dropped distant signals, including the three satellite-delivered superstations, to lessen their copyright liability.

Cable MSO's such as Warner Amex, American Television & Communications and Tele-Communications Inc. dropped distant signals on many systems prior to Jan. 1 and plan to unload even more before March 15.

Superstations WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago and regional distant signals reported losses.

WTBS's subscriber rolls dropped by 250,000, according to Nory Lebrun, WTBS's vice president of sales and marketing. Although the loss was not as large as expected, Lebrun noted that the station could lose a million subscribers if the CRT ruling is not overturned.

At WOR-TV and WGN-TV, spokespersons noted that there is still confusion over what cable systems will do. A WOR-TV spokesman estimated the station lost close to 100,000 subscribers as of Jan. 1. The spokesman predicted that by March 15, the effects of the CRT ruling "could be devastating."

Roy Bliss, president of United Video, the satellite carrier for WGN-TV, said the station's subscriber rolls might drop by 500,000 by March 15. (WGN-TV has roughly 10 million subscribers.)

All three superstations and the National Cable Television Association are prepared to fight the CRT ruling. Both WGN-TV and WOR-TV are taking their case to the public to explain why their stations were pulled off cable systems.

NCTA and Turner Broadcasting, WTBS's licensee, are appealing the CRT ruling in the U.S. District Court of Appeals. The CRT made the ruling in October, but Ted Turner and NCTA were able to convince Congress to grant a stay of the effective date until March (BROADCASTING, Jan. 3).

The CRT's rate increase was devised to offset the dropping of the FCC's syndicated exclusivity and distant-signal rules. Large

cable 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 that amount for each distant network affiliate that they would not have been able to carry under the distant-signal rules.

The stay, however, has not necessarily worked to the cable operator's advantage, because the Copyright Office has refused to prorate fees. The cable operators are liable 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. NCTA asked the Copyright Office to reconsider, but that request was also denied.

WTBS and NCTA are also working to educate the public about their plight. WTBS was to air a 30-second message last Friday and Saturday featuring NCTA President Thomas Wheeler making a pitch for viewer support (see box below). Turner is also offering cable systems an incentive to carry all three of his programming services (see story, page 91).

While cable MSO's wrestle with deciding what distant signals to drop, advertising-supported programming services are thriving from the distant signal losses.

According to the Cable Health Network, it added 2.5 million subscribers last December. CHN says 700,000 of those subscribers joined as a result of the CRT ruling. "We were anticipating growth after the Western Cable Show and laid out a specific marketing campaign to accommodate cable operators for the switchouts," said CHN's President Jeffrey Reiss.

Black Entertainment Television and Hearst/ABC Video also reported a swell of subscribers. BET's Bob Johnson projected an increase of three million subscribers by summer. Hearst/ABC Video's Kathryn Creech noted that the company started an aggressive direct mail campaign to garner more subscribers in early December. Creech also reported that, on an average, Hearst/ABC Video signs five contracts a week, but during the last week of December, it signed 52.

For regional distant signals it is harder to determine the immediate effects of the ruling. Cable systems rarely announce the dropping of regional signals. Many of the regional signals are concerned but are not predicting great losses.

KTVT(TV) Dallas's general manager, Jack Berning, doesn't foresee too much "defec-

Anti-CRT campaign. Seven times—beginning on Friday afternoon (Jan. 7) and running through 12:29 a.m. Saturday—Ted Turner's superstation WTBS(TV) Atlanta broadcast a spot opposing the increase in fees that the Copyright Royalty Tribunal has ordered cable television systems to pay. The spot features Thomas Wheeler, president of the National Cable Television Association, who says that the increase will force many systems "to drop popular program channels," and urges viewers to write their senators and congressmen "and ask them to give you back the channels you enjoyed before bureaucrats stepped in."

The spot—carried by cable systems with a total of more than 25 million subscribers—was run despite the threat of legal action by the Motion Picture Association of America, which supports the increase in fees. Arthur Scheiner, MPAA counsel, said in a letter to Turner and Wheeler, that the spots raise "a substantial question as to whether the facilities of WTBS, licensed to serve the public interest, convenience and necessity, are instead being used to promote your personal views and private interests"—specifically, the retention of WTBS's signals by cable systems. If the announcement is transmitted, he warned, "we intend to pursue all appropriate remedies before the FCC, including the filing of a formal complaint and/or a challenge to the next renewal of the WTBS license." Turner Broadcasting System, however, saw the spot as no more than a fairness doctrine issue. "As a licensee, we are obliged to carry controversial issues of public importance," said Turner attorney Robert Ross. And the matter of the CRT ruling and the possible resulting loss of programs is controversial and a matter of public interest, he said. As a result, he added, Turner "will offer MPAA, sports interests, the National Association of Broadcasters and others on the other side of the issue time for presenting conflicting views."



tion," but thinks the ruling will cause more harm to newer stations. David Polinger, WPIX-TV New York vice president, thinks the major superstations will be the first to go.

Some MSO's reported dropping WOR-TV and WGN-TV first; others say a combination of both superstations and regional distant signals were let go. Warner Amex spokesman Leo Murray reported that some 250,000 Warner subscribers have already been affected by the ruling. Warner is also urging its subscribers to write to Congress about the losses.

ATC's senior vice president of cable operations, James Doolittle, said about 30 of its nearly 100 systems will be affected. About one-third of those 30 systems already dropped an average of 1.2 signals. The rest, he noted, will drop signals between now and March 15.

Tele-Communications Inc. dropped a handful of signals by Jan. 1. Close to 50% of TCI's 2.3 million subscribers may be affected in the long run. Chief Executive Officer John Malone noted that TCI received more complaints from city governments than from subscribers for dropping signals. Malone said some cities were even threatening to file suit, but TCI feels there is no basis for legal action.

Continental Cablevision has postponed dropping signals thus far, but will unload both superstations and regionals. Nearly 50% of Continental's 484,000 subscribers will be affected, said John Rakoske, vice president for Continental's New England region. He noted that some of Continental's systems might drop up to four distant signals.

United Cable TV is another MSO waiting until March 15 to drop signals. For United, the effects are limited. A spokesman noted that only 11 of United systems would be adversely affected. United will drop a mix of regional distant signals and superstations. □

Cabling Chicago: Four companies divide the spoils

Group W Cable wins two areas; Dolan's Cablevision Systems, TCI-Cross Country Cable and Continental win other three

In a decision foreshadowed by recommendations of various cable committees and advisers, the Chicago city council last Friday awarded, by a 49-1 vote, cable franchises for its five designated cable areas to four different cable operators. But before those cable operators can begin building their promised cable systems, they must negotiate a formal franchise agreement with the city's Office of Cable Communications, a process that is expected to take about 60 days.

Of the six companies that bid for the five franchises last September (BROADCASTING, Sept. 6, 1982), Group W Cable came out on top, winning the rights to wire two adjacent areas (Area 2 and Area 3) in the northwest

What they propose

Franchise area	Applicant	Total number of activated channels	Interactive?	Cost of basic service	Institutional network	Miles of plant	Cost of construction
1	Cablevision Systems Chicago Inc.	120	Yes	\$4.50	Yes	522	\$108 million
2	Group W	120	Yes	\$4.95	Yes	777	\$175 million
3	Group W	120	Yes	\$4.95	Yes	815	\$155 million
4	Chicago Cable Communications	122	Yes	\$5.00	Yes	771	\$74 million*
5	Continental Cable Chicago Inc.	120	Yes	\$4.95	Yes	1,000	\$110 million

*Includes initial capitalization costs only.

part of the city, the only two areas for which it bid. Cablevision Systems Chicago Inc., another partnership headed by Charles Dolan, won the Area 1 franchise. Chicago Cable Communications, a joint venture of Tele-Communications Inc. and Cross Country Cable, received the Area 4 franchise. And Continental Cable Chicago Inc., a joint venture of Continental Cablevision, the Boston-based MSO, and a number of local investors, was tapped to build the Area 5 system. Satellite Cable Communications Chicago Inc., a local company that bid for Area 4, and Communications & Cable Inc., a small cable and SMATV company based in Chicago that bid for Area 1, came up empty.

Each of the franchise areas contains between 188,000 and 271,000 homes and, if the cable franchisees make good on the promises contained in their bids, each of those homes will have access to a minimum of 120 channels of cable service. And if the winners make good on the demands of the city's request for proposal, each home will be able to receive a 36-channel "universal" service by paying a one-time installation charge of around \$40. The service will comprise all local broadcast signals and all public access channels. (The RFP requires franchisees to set aside 20% of their channels for public access.)

The proposed systems will require enormous sums of money to build. By the time all is said and done, each will cost at least \$100 million. Group W's dual victory represents a commitment of approximately \$330 million.

The city council's votes came as no surprise. The selections reflected the recommendations made by the city's cable consultant, Malarkey, Taylor & Associates; John McGuire, head of the Office of Cable Communications, and the city council's finance committee, which made its recommendations last Thursday, the day before the full council met to decide the question. "Everybody came to the same conclusion on which were the best," said McGuire.

Cablevision and Communications & Ca-

ble bid for Area 1. McGuire said he endorsed Cablevision's bid because Communications & Cable's was "just not a very good proposal." The company did no ascertainment, he said, and its programing proposal and design for its institutional loop were "inadequate." He also found Communications & Cable "short on experience."

For McGuire, Area 2 was a tough call. Group W and the Chicago Cable, the TCI-Cross Country, had bid for it, but in the end he concluded that Group W made a better overall proposal in terms of engineering, programing and financing.

Even though Satellite Cable revised its bid to reflect an agreement by which Maclean Hunter, the big Canadian MSO, would operate its cable system, McGuire dismissed its bid for Area 4 and recommended Chicago Cable. Satellite Cable's financing, he said, "just wasn't there."

Financing also played an important role in McGuire's decision regarding Area 3, which came down to a contest between Group W and Cablevision. Since both had been recommended for another franchise, McGuire endorsed Group W, believing it was better able to carry the financial load of building two systems.

Continental Cable was the only bidder for Area 5, but McGuire said he would not have recommended that the company receive the franchise had its bid not measured up to the high standards of the other winning proposals. Why didn't other cable companies bid for the relatively wealthy area covering the southern end of the city? According to "conventional wisdom," McGuire said, Continental and its local partners, "a who's who of the black business establishment," worked hard prior to submitting its bid and "scared off the rest of the MSO's." McGuire added that the partnership between Continental and the minority investors, who include John H. Johnson, publisher of *Ebony* and *Jet* magazines, is "a true 50-50 joint venture" in which the MSO and the local investors are sharing equity and risk. □



Merger set between The Movie Channel and Showtime

New pay cable combine hopes to offer HBO stiff competition

"It strengthens Showtime and The Movie Channel in their competitive struggle against HBO." That, in the words of Warner Communications Chief Counsel Martin Payson, is the rationale behind the announcement that took the communications industry by surprise late last Friday—an agreement to merge pay cable rivals The Movie Channel and Showtime.

Time Inc.'s Home Box Office didn't take the news lying down. A company spokesperson said, "We are concerned that this combination is a further step in the continuing attempt by the movie companies involved to gain control of the future development of pay television and thereby increase the prices for their movies to the cable operator and the television viewer."

On its face, the announcement represents a significant realignment of the pay cable industry, one that presents the most serious competitive challenge to HBO and its companion service, Cinemax, since four movie companies (two of which are now in the rival coalition) and Getty Oil tried to launch the Premiere service that ran afoul of Justice Department opposition in 1980. Showtime's four million subscribers and The Movie Channel's 2.3 million subscribers together should constitute a more formidable opposition to HBO's 11 million subscribers, plus two million for Cinemax, than they did apart.

What few details of the arrangement were made available are as follows: Warner Bros., Paramount Pictures, MCA and American Express, which are the joint owners of The Movie Channel as per a November 1982 deal join with Showtime's sole owner, Viacom, in a new joint venture that will own both services. Viacom gets \$75 million cash in the deal, the same price it paid to buy back a half interest Westinghouse had held in Showtime until August 1982. The three movie companies and Viacom will be equal partners, American Express will hold "a smaller interest" as it had in The Movie Channel. Effectively, Viacom is selling about 75% of Showtime in return for 22% of The Movie Channel and the cash.

Evidently, this new alignment precludes the alliance of Viacom, ABC and 20th Century-Fox that was rumored to be under discussion. □



New 98th's Roster

The new 98th Congress completed its reorganization process last week for major committees, including the House Energy and Commerce and Senate Commerce Committees. The composition of the Senate Commerce Committee remained virtually unchanged (only two new members were added).

The Energy and Commerce Committee added 10 new members. The ratio of Democrats to Republicans also shifted in the committee: Democrats gained three seats and the Republicans lost two. House and Senate subcommittees will be organized later in the month.

On the whole, communications lobbyists don't foresee any significant changes due to the make-up of the Energy and Commerce Committee. They also agree it is too early to tell where some of the freshmen representatives stand on communications issues.

National Association of Broadcasters' senior vice president of government relations, Steve Stockmeyer, noted that in general the Democrats selected appear to be more "moderate and conservative." He said that could be viewed as a positive sign for gaining support for deregulation.

James Mooney, National Cable Television Association executive vice president, also doesn't foresee any specific problems developing for the communications industry be-

cause of a new committee make-up. Both Stockmeyer and Mooney admit that the organization of the Telecommunications Subcommittee, which has one vacancy on the Democratic side and two on the Republican, will be much more significant.

While the majority of seven new Democratic committee members don't appear to have any significant interests in broadcast issues, there is a broadcaster among them—Mississippi Congressman Wayne Dowdy. Dowdy is part owner of four radio stations and was elected during a special election.

Dowdy owns 33% of WAKK(AM) McComb, Miss., 30% of WKKY(FM) Pascagoula, Miss., and 25% of WMLT(AM)-WQZY(FM) Dublin, Ga.

In the Senate Commerce Committee, former ranking minority member Howard Cannon (D-Nev.), who lost the 1982 election, was succeeded in that post by Ernest Hollings (D-S.C.). New Jersey Democrat Frank Lautenberg will fill the Democratic vacancy. Former Congressman Frank Triple (R-Va.) fills the vacancy created by the defeat of former Senator Harrison Schmitt (R-N.M.).

In the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which has jurisdiction over copyright, Representative Carlos Moorehead (R-Calif.) is expected to seek the ranking minority position left vacant by the defeat of Tom Railsback (R-Ill.) in the state primary.

Senate Commerce Committee

Republicans

Bob Packwood (Chairman)
Barry Goldwater
John Danforth
Nancy Landon Kassebaum
Larry Pressler
Slade Gorton
Ted Stevens
Bob Kasten
* Paul Triple

Ore. Ernest Hollings
Ariz. Russell B. Long
Mo. Daniel K. Inouye
Kan. Wendell Ford
S.D. Donald Riegle
Wash. J. James Exon
Alaska Howell Heflin
Wis. * Frank Lautenberg
Va.

Democrats

S.C.
La.
Hawaii
Ky.
Mich.
Neb.
Ala.
N.J.

House Energy and Commerce Committee

Republicans

James T. Broyhill
Norman Lent
Edward Madigan
Carlos Moorhead
Matthew J. Rinaldo
Tom Corcoran
William Dannemeyer
Bob Whittaker
Thomas J. Tauke
Don Ritter
Harold Rogers
Dan Coats
Thomas J. Bliley Jr.
* Jack Fields
* Mike Oxley
* Howard Nielson

N.C. Henry Waxman
N.Y. Timothy E. Wirth
Ill. Philip Sharp
Calif. James Florio
N.J. Edward Markey
Ill. Thomas Luken
Calif. Doug Walgren
Kan. Albert Gore Jr.
Iowa Barbara A. Mikulski
Pa. Al Swift
Ky. Mickey Leland
Ind. Richard Shelby
Va. Cardiss Collins
Tex. Mike Synar
Ohio W.J. (Billy) Tauzin
Utah Ron Wyden
Ralph M. Hall
* Wayne Dowdy
* Dennis Eckart
* Jim Slattery
* Bill Richardson
* Gerry Sikorski
* John Bryant
* Jim Bates

Democrats

John D. Dingell (Chairman)
James Scheuer
Richard Ottinger

Mich.
N.Y.
N.Y.

Calif.
Colo.
Ind.
N.J.
Mass.
Ohio
Pa.
Tenn.
Md.
Wash.
Tex.
Ala.
Ill.
Okla.
La.
Ore.
Tex.
Miss.
Ohio
Kan.
N.M.
Minn.
Tex.
Calif.

* Denotes new members

Hard line with Cuba advanced by NAB task force

In paper to State Department and FCC, all-industry task force says U.S. should lift power limits on AM stations and stresses need for negotiating agreement on broadcast standards

A National Association of Broadcasters all-industry task force on the Cuban interference problem has some advice for the State Department and the FCC: Get tough. Lift power limits on American AM stations, and permit those that can radiate toward Cuba to blast away without limit. That approach, the task force suggests, might give the U.S. leverage in negotiating with Cuba.

And the "options paper" the task force issued last week stresses the need for negotiating an agreement on broadcast standards. That, it says, is "the only long-term solution to radio interference between the U.S. and Cuba." It even suggests conciliating Cuba by considering the modification of AM facilities Cuba has identified as causing interference to its stations and offering technical

and economic assistance.

But the thrust of the report is a call to the government at least to consider a confrontational approach as a means of placing the U.S. "in a favorable negotiating position with Cuba." The chairman of the task force, Cullie Tarleton, Jefferson-Pilot Broadcasting's senior vice president for radio, said the U.S. must make it clear it "will do whatever is needed to protect American broadcasters... We have to send a message—no more business as usual. We're tired of being the nice guy." He noted that Cuba in 1959, after Fidel Castro came to power, stopped adhering to the North American Regional Broadcasting Agreement that was governing the use of the AM band in the region, and in December 1981 walked out of a conference of hemispheric countries in Rio de Janeiro that was drafting a treaty on AM broadcasting. "It's a renegade nation," Tarleton said.

Cuban-caused interference to U.S. stations throughout vast stretches of the country, particularly the Southeast, has been a matter of mounting concern to broadcasters and the government for years. The issue figured prominently in the last Congress in the debate over and rejection of the administration's Radio Marti proposal, with opponents arguing that a government-owned AM station broadcasting into Cuba would only ex-

acerbate the problem.

The task force was created in response to a State Department plea for assistance. Broadcasters had been clamoring for a diplomatic solution to the problem, but the department said its efforts had proved futile. It had nothing with which to negotiate. What, it said, could the broadcasters suggest?

The options paper, adopted by a majority of the task force's six members (Tarleton said some provisions were opposed by some members but that all were cleared by at least a majority), and approved by the NAB's executive committee, says that negotiation "is the logical method of achieving an agreement." It suggested a range of negotiating "modes," from bilateral talks to conferences sponsored by an international organization. And it said the U.S. must emphasize to Cuba that its "two primary broadcasting requirements"—the political need for the establishment of a specific radio service and protection against interfering signals from abroad—"are not mutually exclusive" with adherence to technical standards and a concomitant agreement with the U.S.

And NAB president Edward O. Fritts, in a letter to Assistant Secretary of State for Inter-American Affairs Thomas O. Enders that accompanied a copy of the paper, said he wanted to "emphasize," on behalf of the NAB executive committee, that the options "should be considered within the context of negotiation." Therefore, he added, "we have refrained from assessing the viability of each option."

But as a means of encouraging Cuban participation in the negotiations, the paper recommends an end to all restrictions on radiation toward Cuba—provided only that domestic stations and those in all other western hemisphere countries but Cuba are protected. One option actually suggests a deliberate effort at causing interference to Cuba. (Technically, at least, there are no restrictions on radiation toward Cuban stations listed in NARBA. The commission lifted those restrictions last year, shortly after Cuba formally denounced the agreement.)

It calls on the government "immediately" to undertake an engineering study to determine which AM stations could modify their facilities in a manner that would adversely affect Cuban broadcasting in a "substantial" manner. In those cases, the report says, the FCC should accept applications for a change in facilities to eliminate protection now afforded Cuban stations. Applications for new AM stations, the report adds, should not be required to provide such protection.

The proviso that U.S. and other non-Cuban stations in the region must be protected is the only limit the task force would impose on U.S. stations in what could become a power war with Cuba. The paper says the commission "should lift power limitations" on AM stations—50 kw is the current maximum—and adds: "The FCC should consider power increases for stations that can increase radiation toward Cuba with no maximum power limit."

What's more, the task force would not impose the burden of changing facilities on the stations involved. That should be borne



Government-press relations. How does a government conduct what it considers an effective foreign policy when the press is free and has a tradition of aggressively seeking out and reporting secrets? That was the question probed on Wednesday night (Jan. 5) on the Public Broadcasting Service, in the first of a four-part series on *The Constitution: The Delicate Balance*. The question, looked at in a seminar-like session by representatives of a variety of disciplines, sparked a lively debate during the 90-minute program on "National Security and Freedom of the Press." The hypothetical situation posed by moderator/ringmaster C. Benno Schmidt, Columbia University professor, involved the use by the press of leaked information regarding a Central Intelligence Agency operation aimed at destabilizing an unfriendly government. Dan Rather, anchor of the *CBS Evening News*, said, "As a professional, my job is to publish and be damned." Former CIA director James Schlesinger was not surprised. "Leaks have become routine, and it is virtually impossible to conduct a covert operation," he said. Federal Bureau of Investigation Director William H. Webster, said if he were a judge (as he was before taking his present assignment), he would be sympathetic to a request for an order barring Rather's broadcast. And retired Supreme Court Justice Potter Stewart objected to journalists' use of the phrase, "the right to know." "The Constitution says nothing" about such a right, he said, suggesting that the use of term leads to "fuzzy thinking." Shown above are (l-r): Stewart (with hands folded), Rather, Webster, Jack Nelson of the *Los Angeles Times* and Schmidt. The series is produced by the Media and Society Seminars, a program of the Columbia University Graduate School of Journalism, in association with noncommercial WTTW(TV) Chicago and WNET(TV) New York.

by the government. "Broadcasters," the report says, "should not have to pay for facility modifications necessary to counteract Cuban interference in consequence of U.S. government foreign policy." The paper says compensation should cover revenue lost as a result of interference as well as technical modifications.

The task force also believes the U.S. should make clear in a public and forceful way its concern over Cuban interference. Those in government responsible for communications policy—in Congress, the White House, the State Department, the commission and the National Telecommunications and Information Administration—should, the paper says, "state as a part of a major public address that the U.S. government will take whatever steps may be necessary to protect U.S. broadcast stations from interference from foreign stations."

If American-caused interference is the stick the U.S. should use in persuading Cuba to negotiate, the task force believes there may also be a carrot or two. The paper says that, "where advantageous to the U.S. licensee, and not economically detrimental to the U.S. station's listenership and service area," changes in facilities that Cuba has identified as problems could be explored as a basis for a U.S.-Cuba agreement. The paper also says the U.S. could provide Cuba with the financial and technical help its broadcast service needs at a cost that "might be far less than" the reimbursement of American stations for mitigating the costs of Cuban-caused interference.

The task force also made recommendations regarding U.S. international telecommunications policy-making and policy. The paper says the State Department should assign exclusive authority for policy in the area to a senior official—a proposal the Senate Commerce Committee has made in the past. But it also says the U.S. should consider withdrawing from the International Telecommunication Union or seek the exclusion of Cuba from it, and that appears to run counter to current U.S. policy. While some U.S. officials have indicated a willingness to consider having the U.S. leave the organization, the U.S. made much of the concept of "universality" in successfully opposing an effort by Arab nations to exclude Israel from the ITU at its plenipotentiary conference in Nairobi, Kenya, last fall (BROADCASTING, Oct. 25, 1982).

Tarleton and other members of the task force delivered copies of the report to the FCC and State Department last Wednesday. Thus far, there has not been much reaction.

An aide to Chairman Mark S. Fowler said Fowler was "very sympathetic" to the plight of broadcasters whose stations are affected by the interference problem. And he was said to be receptive to at least one of the recommendations—that the commission grant conditional licenses rather than special temporary authority (good only for 90 days) to stations permitted to modify facilities to overcome the interference. But the aide said there was at least one recommendation the Communications Act would prevent the commission from adopting—that the U.S.

not take unilateral action to stop transmissions "of any radio broadcasts into Cuba" until the interference problem is resolved. The recommendation could apply to illegal shortwave broadcasts—and the commission has already shut down several beaming anti-Castro propaganda into Cuba.

But the commission believes the problem is principally one for the State Department to handle through diplomacy. And at the State Department reaction to the task force report was cautious. William Jahn, of the Office of International Communication Policy, declined comment. He said he would discuss the matter with staff at the State as well as at the commission, where, he said, some decisions would have to be made.

Drop in music license fees set for Feb. 1

That's when Judge Gagliardi's decision against ASCAP and BMI goes into effect; appeals certain

The reduction in music-license payments that television stations make to the American Society of Composers, Authors and Publishers and to Broadcast Music Inc. will become effective Feb. 1. Starting then, for one year—perhaps longer—each station will pay the two music licensing organizations the same amounts it paid them in 1980. That's approximately 25% less than in 1982.

The effective date of the reduction was established last week when U.S. District Judge Lee P. Gagliardi signed the judgment in the case in which he found ASCAP and BMI blanket licenses for TV stations to be illegal (BROADCASTING, Aug. 23, 1982). He disclosed the judgment's terms—including the reduction in station payments for at least a year while his decision is on appeal—in a memorandum opinion last month, but the effective date depended on when he signed the final judgment (BROADCASTING, Dec. 20, 1982).

His signing it last week meant that the 1980-level payments, or "interim" fees, start Feb. 1 and continue until the effective date of the judgment, which will be Feb. 1, 1984, unless extended. The one-year period before the effective date is to permit ASCAP and BMI to undertake their appeals. If the appeals process is not completed by Feb. 1, 1984, the court may grant an extension of the effective date.

If the effective date is extended, however, the stations may apply to the court for a reduction of their fees. At any time, they may apply for a prospective reduction on a showing that they have obtained needed music licenses from sources other than ASCAP and BMI.

In the meantime, the 1980-level payments are to be made "in monthly installments on an annual basis." The payments should total about \$60 million a year, based on estimates that 1982 payments reached about \$80 million and that 1980's were approximately 25% less.

The case was initiated as a class-action

The official in the department with primary responsibility, Enders, will not be in a position to focus on the matter until the end of the month.

The task force members, besides Tarleton, are Harold A. Frank, vice president and general manager of WINZ-AM-FM Miami, and vice president for radio of the Florida Association of Broadcasters; Matthew L. Liebowitz, special counsel, FAB, and general counsel, South Florida Radio Broadcasters Association; Vincent Pepper, of the Pepper & Corazzini law firm, Washington; Abe Voron, executive vice president of the National Radio Broadcasters Association, and Jim Eddens, vice president of WOW, Omaha, Neb. □

antitrust suit by members of the All-Industry Television Stations Music License Committee, headed by Leslie G. Arries Jr. of WIVB-TV Buffalo, N. Y. The reduction in payments applies to all commercial TV stations having ASCAP and BMI licenses except network-owned stations and WSM-TV Nashville, which opted out of the suit.

Leaders of the all-industry group were delighted with the results of their work—and that of the New York law firm of Weil, Gotshal & Manges, which represents them. "We're very pleased," Arries said. "We won very clearly on all open points."

The committee's objective was to get the blanket licenses, whose fees are based on station revenues, outlawed and eventually replaced by a system in which the producers of syndicated programs and commercials would obtain the needed music licenses at time of production, "at the source." Since networks obtain the licenses for music in network programs, stations then would need licenses only for music used in locally produced programs and commercials and might, in fact, themselves obtain such licenses directly from the composer or publisher of the music used.

Judge Gagliardi's judgment—assuming it is upheld on appeal—sets up conditions looking toward this sort of at-the-source licensing system. Beginning with the effective date of the judgment, for example, ASCAP and BMI would be barred from granting to TV stations music rights in any syndicated program—and their members would be barred from authorizing them to grant such rights. After "a minimum period of five years" from the judgment's effective date, ASCAP or BMI could seek court permission to license music rights in syndicated programs "through a form of per-program license or such other manner as the court at that time may find not inconsistent" with the terms of the judgment.

For music in locally produced programs, the judgment says, ASCAP and BMI are free to offer stations "any form of mutually agreed upon license."

The judgment specifies that the term "syndicated program" includes "regional or na-

tional commercial advertisements contracted for by a local television station," and that "locally produced program" includes locally produced commercials.

Judge Gagliardi retained jurisdiction in the case for a determination of damages, if any, to which stations may be entitled; for determination of reasonable attorneys fees, and for determination of "the appropriate manner, method and amount of payment" by stations for music in syndicated and locally-produced programs acquired or produced prior to the effective date of the judgment.

An estimated \$18 million to \$20 million in station payments being held in escrow are to remain there "pending the determination of damages, if any," owed by ASCAP/BMI to the stations. This determination presumably will not be made until the appeals process is completed, and then only if Judge Gagliardi's decision in the case has been upheld.

All station payments from Feb. 1 until the effective date of the judgment may be subject to retroactive adjustment if ASCAP and BMI win the case on appeal.

How long the appeals process will take is

open to speculation. ASCAP and BMI say they will initiate it "promptly." Whichever side loses in the court of appeals, however, is almost certain to ask the Supreme Court to review the case.

In a statement issued last Thursday, BMI President Edward M. Cramer said that "on at least two counts, I'm quite pleased with the order. First and foremost, it's a far cry from the total cessation of payments as requested by the broadcasters when the initial decision was handed down last August. . . . Second, I'm relieved that the initial trial phase is finally closed and that the appeal process can now begin. Obviously, no one can predict with any absolute certainty how the appeal will finally end, but, with the Supreme Court and several lower courts having upheld the blanket license against similar challenges from CBS and others, I see no reason not to be extremely optimistic. It's just going to take time and money before it's all satisfactorily sorted out."

ASCAP officials were similarly confident of ultimate victory. Representatives of the all-industry committee seemed no less sure that their side would win again. □

plaint by the American Security Council Education Foundation against CBS News's coverage of national security matters [BROADCASTING, July 2, 1979].)

After that, he served as associate deputy attorney general for Justice's Office of the Deputy Attorney General, where he reviewed cases being worked on by all of Justice's litigating divisions. □

Taft and Zenith become teletext partners

Companies will offer programming via WKRC-TV Cincinnati and decoders using British technology

Hoping to encourage television stations to begin broadcasting teletext services using the British system, Taft Broadcasting Co. and Zenith Radio Corp. last week announced a plan to make teletext happen in Cincinnati. Under a five-year agreement, Taft will broadcast a teletext magazine over its WKRC-TV there and Zenith will supply teletext decoders.

The agreement is designed to solve the riddle of the chicken and the egg that could retard the development of teletext service. "By providing teletext receiving equipment when the broadcast service begins operating commercially," said Robert B. Hansen, senior vice president of Zenith, "Taft and Zenith will avoid the dilemma of which comes first, the program service or receiving equipment."

The agreement will take effect as soon as the FCC authorizes broadcasters to transmit teletext services during the vertical blanking interval of their regular television signal. According to industry sources, that authorization is expected to come within the next two months.

The announcement, made at the Winter Consumer Electronics Show in Las Vegas, was also apparently intended to give the British technology a boost in its marketplace fight with the incompatible North American Broadcast Teletext Specification (NABTS) to become the national teletext standard. (The marketplace fight was joined after the FCC indicated that it would not step in and set a standard.)

Using the British technology, WKRC-TV has been broadcasting *Electra*, a 100-page teletext magazine, under an experimental authorization from the FCC since July 1982. The service is currently being seen in about 50 homes that Taft supplied with Zenith color TV sets with teletext decoders.

Taft favors the British system primarily because it is the only system that is currently commercially practical. "We have the opportunity to enter the world of electronic publishing now, as broadcast pioneers," said Taft President Dudley S. Taft. "The availability and proved performance of British technology offers broadcasters the opportunity to begin a teletext service immediately."

Taft's decision to go with the British system puts it in conflict with CBS-TV and

Another unregulator in key FCC role

New FCC general counsel, like chairman he serves, isn't high on government regulations, especially in content areas

If the man the FCC installed as its general counsel can offer further evidence of where the commission is going, broadcasters should be reassured. For Bruce E. Fein, 35, who stepped into that role officially last Monday (Jan. 3), makes it clear that he, like Chairman Mark Fowler, has an aversion to government regulation and an affection for the marketplace.

Especially questionable to him are laws and regulations used to regulate content, such as the fairness doctrine and the equal opportunities mandate, which he said last week "ought to carry a heavy presumption of suspicion under the First Amendment." (He is quick to add, however, that his personal feelings won't prevent him from enforcing those laws. "Just as we are obliged to point

out what we think are flaws and misconceptions in law, we're similarly obliged to enforce them until Congress amends or repeals them," he said.)

At the same time, however, he is not averse to making waves. "I'm not someone who genuflects to past precedent," he said. "I'm not reluctant to ask the courts or administrative agencies to overrule their past decisions, if the factual premises obtained [in a particular case] no longer obtain or the logic [behind those cases] has not passed the test of time," he said.

Fein may be short on practical communications experience, but he's not short on legal—or government—experience. A Republican, he graduated from Harvard Law School in 1972, then worked for a year as a law clerk for U.S. District Judge Frank Kaufman in Baltimore. In 1973, he started working for the Department of Justice as an attorney adviser in its Office of Legal Counsel.

He served as assistant director for Justice's Office of Policy and Planning from September 1974 through September 1975, then worked as special assistant to the assistant attorney general, antitrust division, from October 1975 until August 1977. He then became a senior trial attorney for the antitrust division's appellate section, where he remained until March 1981. While in that section, Fein said he worked on Justice's brief in the 1978 case in which Supreme Court affirmed the FCC crossownership rule grandfathering all but 13 "egregious" cases of newspaper-broadcast combinations, but prohibiting new ones (BROADCASTING, June 19, 1978).

(He also said he worked on Justice's brief for the 1979 case in which the Court of Appeals in Washington affirmed the commission's dismissal of a fairness doctrine com-



Fein

NBC-TV, which have announced plans to launch national teletext service using NABTS as soon as the FCC authorizes teletext broadcasting. But, according to Terry Connelly, vice president of television news for the Taft's seven stations, a practical NABTS system does not yet exist. CBS-TV or NBC-TV may be able to demonstrate a NABTS system within the next few months, he said, but the day when NABTS decoders will be available in the quantities needed to get teletext off the ground "is not in the foreseeable future." By contrast, he said, the British system has been in commercial use in England since 1976.

According to Connelly, broadcasters cannot afford to wait for the development of the NABTS system. "It is critical that broadcasters begin teletext service now," he said, "before they are pre-empted" in the electronic publishing business by newspapers, telephone companies and cable operators.

If Taft thought the NABTS system was any better than the British system, Connelly said, it might be persuaded to wait for it. Connelly said several CBS-TV executives visited him a few weeks ago to try to lure him into the NABTS camp, but the Polaroid pictures he was shown of the graphics of the NABTS system were "literally comparable" to the graphics of the British system.

In a side-by-side comparison of the two

systems, Connelly added, the British system would come out ahead in some areas. First of all, he said, the British graphics appear instantaneously on the screen. Viewers of a British service will not have to wait patiently for the graphics to "build up" on the screen as they will with a NABTS service. Second, he said, because the British system processes the signals at the transmission end instead of in the decoder, the signals are less susceptible to interference. The NABTS signal, he said, "is not as rugged."

Despite Zenith's commitment, the number of teletext decoders in Cincinnati can be expected to increase slowly because the decoders Zenith intends to supply are compatible only with late-model (some 1982 and all 1983) Zenith color television sets. According to Zenith spokesman William Nail, the decoders will sit on top of the television set, but will require a technician to make the connection to the chassis. Although Nail declined to give the retail cost, a Taft engineer said he expected the price to be between \$200 and \$350.

Although Zenith is a proponent of the British system, believing it superior to the NABTS system, Nail said Zenith encouraged the FCC not to adopt a national standard and said the company will make decoders "for whatever system the market determines is the system." □

New York numbers bring gleam to the peacock's eye

Nielsen figures show network gains in other metered markets

NBC-TV is the number-one network in prime time in New York, according to Nielsen ratings averaged from Sept. 27, 1982, the start of the current season, through Jan. 2. Although the network remains a distant third in weekly and season-to-date ratings nationwide, it is also the only one of the three major networks to have increased its average rating in all five of the major markets metered by Nielsen. It is also capturing an audience younger and more upscale financially than it has in the past.

The figures behind those facts appear to indicate a ray of hope for NBC, which has won only two weeks in the prime time ratings in over two years. The wins occurred with the help of the World Series. NBC's ratings gain in the five metered markets indicate its programming has grown in popularity among urban audiences, according to NBC spokesmen, who noted it was through a similar trend that ABC-TV in 1976-77 established the foothold that led to its capture of the number-one spot in 1979. Along with the growth in major markets, NBC's programming is also capturing a younger audience this year than in the past, an audience the network claims is coming from the other networks.

Season-to-date ratings in New York give NBC an average rating of 16.7, up 14% from its average of 14.6 for the same period of a year ago, while CBS-TV slipped slightly during the same period from a 16.2 to a 16 and ABC-TV slipped from a 17.6 to a 15. In Chicago, where ABC is the highest-rated network, NBC's audience rose 9% from an average 15.2 to 16.5, while CBS's fell 12% from a 19.3 to 17 and ABC's fell 5% from 18.4 to 17.5.

In Los Angeles, where ABC is also number one, NBC's audience grew 9% from an 11.7 rating to a 12.7, while ABC's fell 8% from a 15.5 to a 14.3. CBS's audience grew 1%, from a 14.6 to 14.7. In Philadelphia, number-one ranked ABC's audience dropped 16%, from a 20.8 to a 17.4 rating, while NBC's grew 12%, from a 12.7 to a 14.2. CBS's audience dropped 7%, from an 18.5 to a 17.2. Number-one ranked CBS lost 1% of its audience in San Francisco, with a 14.2 rating this year compared to a 14.4 last year, while NBC grew 18% from a 9.5 to an 11.2. ABC fell 8%, from 13.1 to a 12.

In the five metered markets together, NBC averaged a 13% gain in audience, while CBS averaged a 5% drop and ABC averaged an 11% drop.

Observers call such figures "encouraging," and note that NBC had "made inroads" in the prime time ratings this season with its Friday schedule and developed stronger ratings on Wednesday nights. They also note, however, that ratings in the metered markets

NAB codes gone but not forgotten

Association plans to set up committee to study future of industry self-regulation

The National Association of Broadcasters officially laid to rest its television and radio advertising codes last week when its executive committee announced it would recommend that the association's joint board dissolve NAB's code boards. The NAB, however, is not prepared to abandon the concept of a code. The committee proposed that a special study committee be established to review the future of self-regulation. Both recommendations are expected to be adopted by the NAB's joint board when it meets next Monday, Jan. 17, in Puerto Vallarta, Mexico.

According to the NAB's joint board chairman, William Stakelin, executive vice president, Bluegrass Broadcasting, Lexington, Ky., the study committee will have no definite timetable. But Stakelin said he hoped it would be able to issue a report in time for the joint board meeting in June. Stakelin, along with NAB President Edward Fritts, would be responsible for selecting members of the committee.

Fritts noted that members of the committee might include representatives from both advertising and broadcasting but that the exact composition has not been decided. He said that the committee could be established within 10 days of next week's meeting.

The executive committee's recommendations came in the wake of a settlement of a Justice Department antitrust suit filed against the NAB's TV code restrictions on

commercial time and on multiple-product ads in spots of less than one minute. NAB suspended all its code activities in March 1982 while the suit was pending. The suit was finally resolved last November when U.S. District Court Judge Harold Greene approved the consent settlement in which the NAB agreed to abandon the advertising restrictions that were the target of the government's suit.

Extensive programming restrictions in both the television and radio codes have been in suspension since 1976 when a federal judge in Los Angeles ruled that "family viewing" standards for television programming in early evening violated the First Amendment.

Jerome Lansner, former senior vice president and general manager of the code authority, will remain with the NAB, not as a member of the study committee, but probably as a consultant.

Both Stakelin and Fritts indicated that broadcasters are expressing a deep concern about the loss of the code and support some form of self-regulation. The NAB officials noted that the study committee will examine a number of options including possibly asking Congress for legislative relief from antitrust laws to establish new codes.

In another action the executive committee agreed to recommend that the joint board grant financial aid to state broadcasting associations (BROADCASTING, Jan. 3). State associations have indicated they want some form of financial help for their officials in meeting travel expenses incurred attending many NAB-sponsored events. Funding of roughly \$50,000 might be allocated. □

do not tell the whole story.

NBC's season-to-date average national rating is 15.3, the same as its season-to-date average for this time last year. Season-to-date averages for both CBS and ABC are down this year from last, from a 19.2 to an 18.2 for CBS and from an 18.2 to a 16.4 for ABC. Although NBC is the only network to have retained the same audience as it had last year, it did so, observers note, with the help of five prime time World Series games, giving it a full point boost in fourth-quarter ratings. NBC's weekly prime time average has ranged generally between a 14 and a 15 rating, below its season-to-date, a fact that, if not reversed, should drag its season-to-date average lower as the season progresses, and the effect of the World Series is diminished. The fact that CBS and ABC are down in audiences in the five metered markets "is not that surprising," according to David Poltrack, CBS vice president, research, because network viewing levels are down nationally as a result of video media competition.

NBC's growth among urban viewers is coupled with growth among younger, more upscale viewers, an audience sought by advertisers. According to October-November ratings from Nielsen that do not include ratings for the World Series, election night or the baseball playoffs, NBC's audience

among women 18-49 grew 4% from the same period last year, while CBS's fell 12% and ABC's fell 10%. Among men 18-49, NBC's audience grew 9%, while CBS's fell 9% and ABC's fell 20%.

During the same two-month period, NBC's audience among heads of households, professionals, owners and managers earning \$30,000 or more annually rose 3% over the same two months last year, while CBS's fell 5% and ABC's fell 21%. Among the same group earning in excess of \$20,000, NBC's audience grew 8%, while CBS's fell 11% and ABC's fell 29%.

NBC's rating gain in the five Nielsen metered markets is "definitely a plus" for the third-ranked network, according to Robert Daubenspeck, senior vice president and national director for broadcast, Foote, Cone and Belding, New York. Advertisers will pay more for viewers in the largest markets, he said. Those audiences tend to be younger and more upscale than audiences in medium and small markets.

NBC's increased strength in urban markets "may explain why CBS is still riding the number-one spot" in the ratings, said Daubenspeck, while ABC, which has claimed its greatest strength among urban viewers in recent years, is now competing with NBC for those audiences. □

*M*A*S*H* was number one among network affiliates in the top 50 markets (13.33), followed by *Jeffersons* (10/27) and *What's Happening?* (9/30). Among independents in the top 50 markets, *Three's Company* was number one (10/18), followed by *M*A*S*H* (8/16) and *Scooby Doo* (5/15). *M*A*S*H* was number one among network affiliates (13/33) and independents (10/18) in the top 100 markets.

In daytime programming, Monday-Friday, *Donahue* was number one among network affiliates in the top 50 markets (6/34), followed by *People's Court* (6/22) and *Laverne and Shirley* (5/26). Among independents in the top 50, *Donahue* was number one (4/21), followed by *Woody Woodpecker & Friends* (4/15) and *Bonanza* (3/12). In the top 100 markets, *Donahue* was number one among network affiliates (6/33) and independents (4/21). □

CBS gives Moyers, Kuralt own shows

Bill Moyers and Charles Kuralt will get weekly prime time berths on CBS-TV, CBS News announced last week. The news organization had previously indicated it was exploring nondocumentary long-form programs for prime time (BROADCASTING, Jan. 3), and the word last week was that Moyers and Kuralt would each host back-to-back half-hour broadcasts to start in late spring.

The program, it was said, would "examine life in America from different perspectives" with the yet-to-be titled Moyers series "focusing on people in their everyday lives" as it explores "contemporary life." Kuralt's series will continue the *On the Road* title and format with which he's become identified.

The 10-week programs achieve two purposes for CBS News. One, according to senior vice president, documentaries and operations, Robert Chandler, is something CBS News has been looking to do for some time—"find ways to put Moyers and Kuralt on weekly."

The other is that they buy CBS News the dollars to maintain its long-form schedule at 20 hours this season. The money to fund them is an addition to the pared-back CBS News budget, which provides for only 10 hours of documentary-style prime time broadcasts this year. With the two series, Chandler said last week "we are able to keep on a number of talented people we otherwise would have had to have let go." (CBS News did let go some 25 individuals late last year in its budget cutting. [BROADCASTING, Oct. 4, 1982].)

Chandler said the new series will start production "as soon as we can." He hopes to have people in the field in two or three weeks.

The Moyers program's executive producer is to be Andrew Lack, with Moyers himself executive editor. Russ Bensley will be the executive prouder of *On The Road with Charles Kuralt*, departing that slot on the *CBS Weekend News* to do so; Bernard Birmbaum will be senior producer. □

Hawkeye et al. still on top

Cassandra rankings of syndicated shows have 'M*A*S*H' number one

*M*A*S*H* remains America's favorite syndicated program, according to A.C. Nielsen's Cassandra rankings for the November 1982 survey period.

Being viewed in seven fewer measured markets than it was in 1981, *M*A*S*H* drew a slightly smaller audience than it did then, averaging a 13.5 rating and 29 share in November 1982, compared with a 13.9/30 in November 1981. It was the number-one program overall, according to Nielsen, and the highest-rated among women aged 18-49, men 18-49, men overall and adults. Among women overall it ranked third, among teenagers, fourth, among children, 32d. According to a survey of 135 syndicated programs compiled by Nielsen for Katz Television, *M*A*S*H* also leads the pack in the early fringe, late night and prime access time periods on network affiliates and independent stations in the top 100 markets. Nielsen's overall ranking of programs by daypart was not available last week, but should, when released, contain the same ratings as those of the Katz report.

As they did in November 1981, *Family Feud* and *PM Magazine* followed *M*A*S*H* as the second and third rated programs and the only two regular series in addition to *M*A*S*H* to capture double-digit ratings in both 1981 and 1982. *Family Feud*, viewed and measured in 124 markets, averaged a 12.4 rating and 22 share overall, compared with a 13.2/24 in November 1981, when it was viewed in 113 measured markets. The

game show was number one among women overall this year, second among women 18-49 and adults, third among men overall, sixth among men 18-49, 23d among teenagers and 35th among children.

PM Magazine, viewed on 76 stations, averaged a 12/21, compared with a 12.7/23 in November 1981, when it was viewed in 93 measured markets. *PM Magazine* ranks second among women overall, men 18-49 and men and women overall, third among adults, fifth among women 18-49, 26th among teen-agers and 50th among children.

Leading the list among child viewers was *Scooby Doo*, which displaced last year's winner, *The Muppet Show*. Among teen-aged viewers, the favorite was *Three's Company*, which displaced *Happy Days Again*.

In addition to the top three, programs with overall ratings of eight or above were: *Three's Company* (9.6/20), *Hee Haw* (9.3/21), *Jefferson* (9.1/20), *People's Court* (9/24), *Entertainment Tonight* (8.8/18), *Tic Tac Dough* (8.6/20) and *Barney Miller* (8.5/20).

In Monday-Saturday prime access, *Hee Haw* (14/30) took the number-one spot among network affiliates in the top 50 markets, according to the Katz "Comtrac report," followed by *Solid Gold* (13/28), and *PM Magazine* (13/24). Among independents in the top 50 markets, *M*A*S*H* (14/21) was number one, followed by *Laverne and Shirley* (10/18) and *Three's Company* (10/18). In the top 100 markets, *M*A*S*H* was number one among network affiliates (19/33) and independents (14.24).

In Monday-Friday early fringe,

Joplin, Mo.-Pittsburg, Ks.

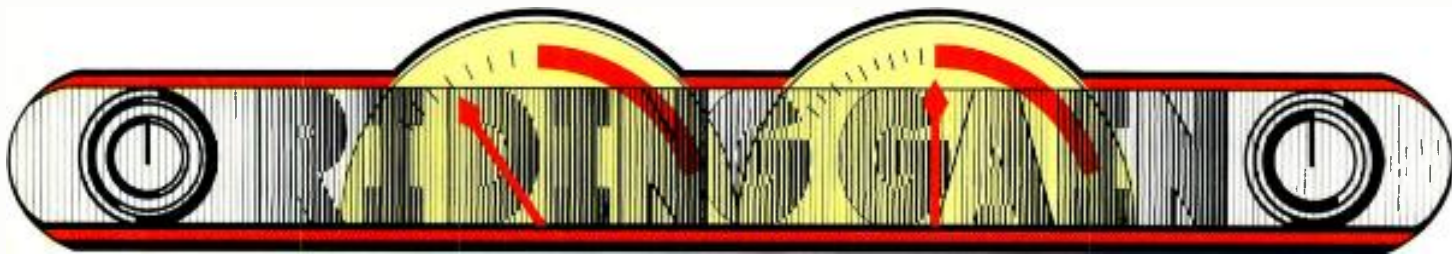
Affiliations
SWITCHED
Audiences didn't.

Daypart	KSNF-TV		KOAM-TV	
	📺 to 📺 (share + / -)*		📺 to 📺 (share+ / -)*	
Mon-Fri 7-9AM		+460%		-60%
Mon-Fri 9-12N		+100%		-36%
Mon-Fri 12N-3:30 PM		+93%		-55%
Mon-Fri NETWORK NEWS		+33%		-24%
Sun-Sat-Prime		+28%		-11%
Sat 7AM-12N		+63%		-22%
SIGN ON / SIGN OFF		+41%		-21%

JUST WATCH US NOW!



*ARB Shares-Source May, 1982 ARB, Joplin, Mo.-Pittsburg, Ks.
 Nov., 1982 ARB, Joplin, Mo.-Pittsburg, Ks.
 Share Change May, '82 VS Nov., '82



Dying breed

One of the last commercial free-form progressive rock stations will soon become the country's only major-market FM news station when the \$2.1-million sale of WHFS(FM) Bethesda, Md. (serving the Washington area) from High Fidelity Broadcasters to the Providence, R.I.-based Outlet Co. is completed (see "Changing Hands," page 88). Outlet, which owns WTOP(AM) Washington, plans to simulcast that station's morning and afternoon drive-time news blocks over WHFS. The basic thrust of WHFS's format will be all-news but may include some features and talk programming, an Outlet spokesman said.

WHFS has been programming progressive rock since 1968. Over the years, the station built a reputation among its young adult listeners and record companies for introducing new music and new musical groups. Station Vice President and General Manager Jacob Einstein said that as many as five citizen groups were forming in the Washington area last week circulating petitions to save the station's format. Einstein is one of six owners of the station and the most active investor.

Outlet, which in the last two years has sold off all its retail store chains, currently owns five VHF TV stations and five radio properties. The company will keep looking for additional broadcast acquisitions, according to the spokesman.

An all-news format is no stranger to FM radio. In 1975, NBC Radio launched its News and Information Service (NIS) which was carried on AM and FM stations, including the company's owned-and-operated FM properties in New York, Chicago and San Francisco. NIS offered 50 minutes of national news and allowed 10 minutes for local news. The venture failed in 1977.

Hamming it up

CBS Records Special Products division is about to kick off its major promotion campaign centering on Al Ham's "Music of Your Life" (MOYL) format—big band and MOR hits from the 1930's to the present—with the manufacture and distribution of the specially produced MOYL record label. Ham, creator and producer of the format, struck this special label deal with CBS Records last summer.

The records will contain songs from original artists and groups from the CBS label as well as other major record labels. "The songs will be the most requested selections as determined by our national research," Ham said.

CBS Records is to make the MOYL label available nationwide through radio, TV and major supermarket chain promotions. Records will be offered to MOYL-formatted sta-

NRBA numbers

The National Radio Broadcasters Association reports that a record-breaking 475 stations became association members in 1982, bringing its total membership to 1,966. That total represents both station memberships and companies that are associate members. NRBA evolved from the old National Association of FM Broadcasters in 1974.

tions for their "exclusive" use.

Direct response television spots will spotlight a two-record set called "A Tribute to the Music of Your Life." And several major supermarket chains will soon launch 12-week campaigns offering a different MOYL record for sale each week.

The idea is to create a "unique, synergistic marketing umbrella" for the "Music of Your Life" stations, Ham said. Over 20 different albums, each containing a list of MOYL stations by state, are set for 1983, Ham added. The MOYL format is now heard on 156 stations.

Cable connection

Culver City, Calif.-based Westwood One is entering cable television this month by providing the satellite-delivered stereo FM feeds for rock concerts to be seen on the Home Box Office and Showtime pay television services. The radio producer/syndicator will handle simulcasts for Olivia Newton-John's concert this month and Fleetwood Mac's performance next month on HBO. The company will also handle audio for Showtime's Crosby, Stills and Nash concert in May.

Also slated next month is a four-hour Grammy Awards special produced in conjunction with the National Academy of Recording Arts and Sciences, the Grammys' sponsor.

Ratings reliability

Arbitron Radio published last week a 139-page report on the two-year, \$500,000 "Replication II" study on which it bases its claims that Arbitron's radio ratings are more reliable than anyone—including Arbitron—used to think.

The nub of the findings had been disclosed before. In fact, one of the key results—a simple, two-step arithmetical formula for determining the size of the sampling error for any radio audience rating published by Arbitron—has appeared in all

Arbitron radio market reports since the fall of 1981. What is new is the mathematical justification, involving complex technical equations, as well as a more refined statement of the findings themselves.

Arbitron said the report may be used to answer such questions as: How likely is it that an increase or decrease in a station's audience as reported from one survey to another represents a real change? If Arbitron had used a different sample of persons in a survey, how different would the results be? How reliable are Arbitron radio audience estimates—for a specific demographic group? For a particular time period?"

Arbitron said the study showed that its ratings have considerably less sampling error (about 24% less, on average) than previous measures indicated; that effective sample bases for Arbitron radio ratings are 53% higher, on average, than previously reported and thus reflect audience listening with more precision, and that reliability varies according to a number of factors and therefore must be custom-calculated for each local market report.

The need for custom calculation led to the development of Arbitron's "simple, two-step" formula, which the report says is based on methods "substantially more sophisticated than any other currently in general use by commercial research firms or governmental bureaus such as the U.S. Census."

The study was conducted and the report written under the direction of Dr. Martin R. Frankel, independent statistical consultant, and Michael G. Occhiogrosso, Arbitron vice president of statistical services. In the study, according to the report, a technique called "jackknife replication" was used to analyze the reliability levels of more than one million published Arbitron radio audience ratings.

The formal name of the report is "Arbitron Replication II: A Study of the Reliability of Radio Ratings." (It's "Replication II" because there was an earlier replication study, completed in 1974, that dealt primarily with TV.) Copies of the new report are available from Arbitron Ratings, 1350 Avenue of the Americas, New York 10019.

State nets go satellite

The Capitol Broadcasting Co., Raleigh, N.C.-based station group owner, will begin satellite distribution of its North Carolina News Network and Virginia News Network in late spring or early summer of next year. Capitol has secured transponder 2 aboard Westar III and will supply its radio affiliates with satellite dishes. So far Capitol has cleared 110 markets in Virginia and North Carolina for satellite reception. Also to be distributed over the bird will be the Capitol Sports Network, which broadcasts football

How To Buy A Production Library, Without Getting Burned.

It's the same old story. Their demo sounds wonderful. But their update cuts sound like they were recorded by the All Polanda Polka Trio. And you wonder "why?"

Like Moths to a Flame

They promise you tracks by the guy who wrote McDonalds, but what you get are 5 year old "demo" tracks *he* couldn't sell to his clients.

In fact, many of the cuts in this "all star" library are old tracks bought from local jingle companies that major advertising agencies would never use.

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The Sound System is Otis Conner Production's first library. But it's far from being his first venture into advertising music. Otis Conner has written and produced CLIO Award Winning music campaigns for clients such as: Century 21, Texaco, Crest Toothpaste, Akai Stereo, Paul Mason Light Wine, National Car Rental, Lipton Cup 'O Soup, Macy's and hundreds of other national regional and local campaigns.



When You're Hot You're Hot

With The Sound System you get national sounding music for your local clients because Otis Conner writes and produces every cut in The Sound System using the same singers and musicians that appear on his award winning spots.

And every cut in The Sound System is recorded just prior to you receiving it. Always fresh. Always correct. That means quality music that's hot off the press.

Fire Up Your Sales Team

With The Sound System you can sign up new accounts and increase existing advertising schedules. And we'll show you how. Your sales staff will be trained by the same people who call on advertising agencies for Otis Conner — people who know how to sell advertising music.

Advertising Hot Line

Call your advertising agency. Ask them about Otis Conner Productions. They know about us and the success of our clients. Chances are they've never heard of the companies that produce other libraries.

If you're ready to increase your local sales then we're ready to show you how. For your free demo call us collect today at (214) 358-5500.

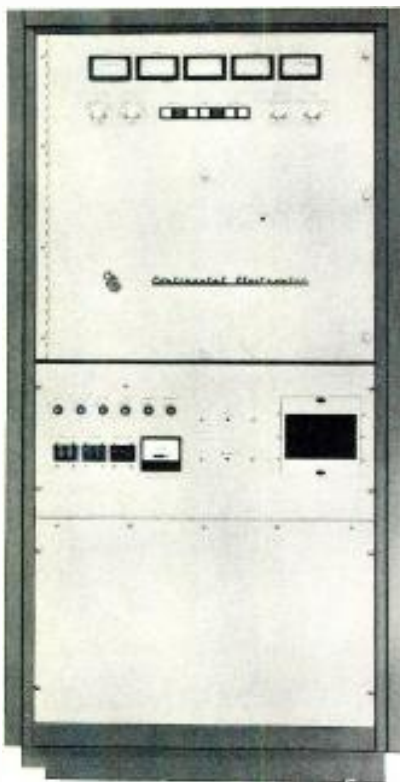
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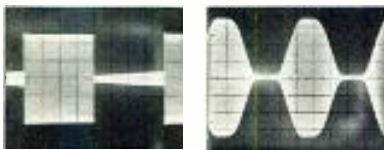




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Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

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Continental
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and basketball games of Duke University and the University of Virginia; in addition, Capitol will begin broadcasting North Carolina State University football and basketball games in the fall of 1983.

"State and regional networks will not be able to survive the long range due to the high cost of telephone lines," explained Jim Goodmon, Capitol Broadcasting president. Goodmon also said that he will no longer have to worry about telephone company rate hikes, and predicted that "you're going to see a lot" of state and regional networks moving to satellite distribution in the future. A spokesman for Capitol said it believed it was the only state or regional network offering free satellite dishes for downlinks to its affiliates. Capitol will have two uplink facilities, one in Raleigh and one in Richmond, Va.

Public opinion

In what is believed to be a first for radio, Sky Corp.'s WEZG-AM-FM Syracuse, N.Y., launched a two-week survey last Wednesday (Jan. 5) asking the listening public to vote on whether the stations should stay with their present format, Schulke's beautiful music, or switch to AOR. Dennis Israel, president and chief operating officer of Sky Corp., said the action was prompted by the announcement that Katz Broadcasting's WSYR-FM Syracuse would change from a Burkhart/Abrams SuperStars album-rock station to adult contemporary. That format switch was scheduled for today (Jan. 10).

Israel said WEZG is airing one spot per hour announcing the survey. A telephone answering service has been employed to handle responding calls from listeners. Ballot coupons are appearing in local newspapers, Israel said, so the response doesn't come just from WEZG's "hard-core audience."

"We will not hesitate to change the format if more people vote for album rock," Israel said. The stations, which have been airing beautiful music for the past 11 years, are the only outlets left in the market with such a format.

Radio recuperation

NBC's Radio Talknet host Bruce Williams was scheduled to resume his three-hour overnight financial advice call-in program last Thursday (Jan. 6), after being injured in a plane crash more than four weeks earlier. The show will be aired directly from Williams's hospital room, according to Richard Penn, vice president and general manager of the NBC Radio Network. A series of different hosts had been handling the program during Williams's absence.

The talk show host has been receiving calls from listeners at the hospital soliciting his financial advice, said Penn. "Bruce decided he might just as well go back on the air and share these dialogues with the rest of his national audience," Penn added.

Phone calls will be directed to Talknet's regular toll-free number at NBC studios in New York and then relayed to Williams via phone lines to the hospital. Penn also noted that Williams would probably continue to do the program from his home in Franklin Park,

N.J., after his release from the hospital.

Williams, who has been with Talknet since it was formed in November 1981, crashed while piloting his single-engine Cessna aircraft last Dec. 5.

Morrison's memory

In an auction co-sponsored with the Museum of Rock Art and *Bam Magazine*, KLOS(FM) Los Angeles raised \$3,000 for the Jim Morrison Scholarship Fund. The fund provides financial aid to film students at the University of California-Los Angeles and is named for the late lead singer of The Doors rock group. The event featured rock memorabilia, including Jimi Hendrix's "Flying V" guitar, an original photo used for a Doors album cover, an original Woodstock Festival poster, artwork by John Lennon and autographed biographies of members of The Who. A painting of the late Doors lead singer by artist Denny Dent brought in the largest sum for an individual item: \$750. KLOS air personalities were among those acting as auctioneers during the Hollywood event.

Hit list

Attorney Ira Lisook and veteran radio promotion director Jack Ainslie have formed All Hit Radio, based in Maiden, Mass., to syndicate a new format by the same name. According to Ainslie, executive producer of AHR, and former promotion director at WXKS-AM-FM Medford, Mass., the format will consist of a base library of 1,200 popular and rock hits from the past 27 years plus a continuously updated supplement of current hits. In addition to the songs, the format will feature 30 news, sports and lifestyle vignettes a month, ranging from interviews with performers to live actualities of the assassination of President Kennedy and the moon landing. According to Ainslie, AHR has 13 stations lined up, and has had inquiries from as far away as Japan and Australia. The format is available in either automated or live assist form.

Source course

NBC's the Source has revamped its *Rock Report* feature and named Rona Elliot, program manager of the Source, as the reporter for the 90-second, six-days-a-week item. Alan Tullio has been named producer and production has been shifted from Burbank, Calif., to New York. *Rock Report's* new segments include: "Caught in the Act," conversations with performers during recording sessions; "Rock Chic," a fashion update; the "Hot Licks Award," excerpts from recent releases; and the latest news of concerts and album releases.

Tunnel tunes

The FCC has authorized the Port Authority of New York and New Jersey to build and operate a low-power radio service within the Lincoln and Holland tunnels, which connect New York City to New Jersey. The system will retransmit broadcasts of metropolitan-area AM radio stations and emergency and traffic advisory information.

SUNSHINE ENTERTAINMENT NETWORK

A vibrant graphic featuring a large red sun with rays extending across a yellow and orange sky. Below the sun is a dark silhouette of a city skyline. In the foreground, a large green palm tree is partially visible on the left side. The bottom half of the image has a dark red background with white text.

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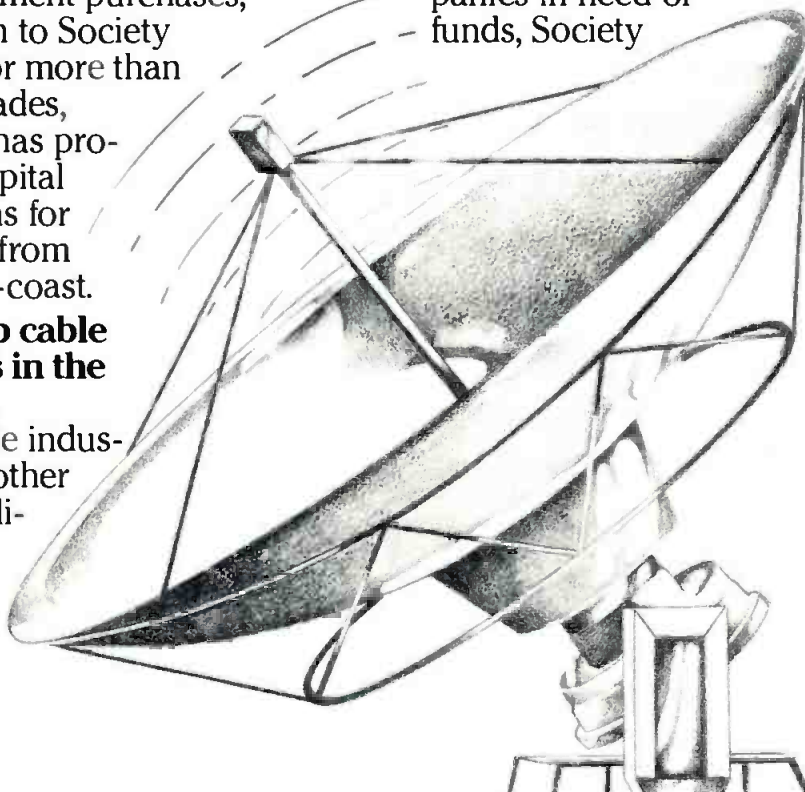
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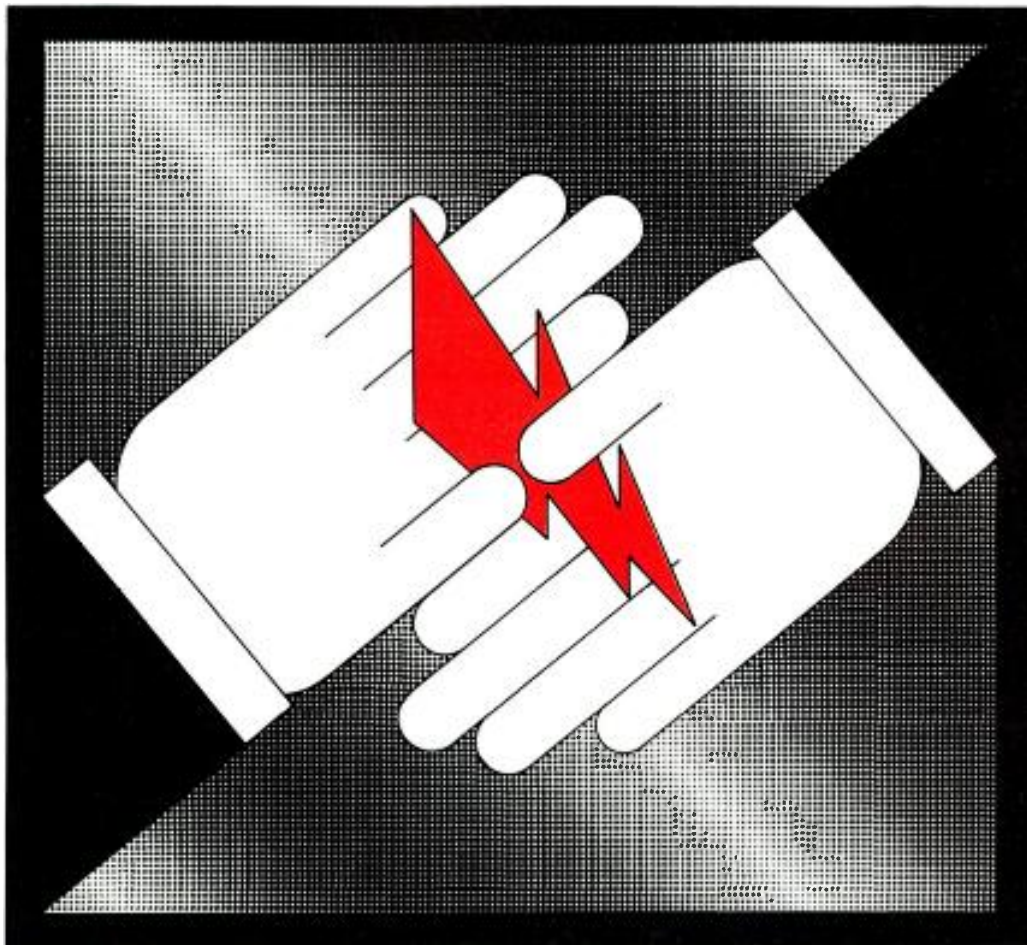
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Changing Hands 1982

\$1 billion (almost) in station trading

Broadcast station trading added up to \$998,398,244 in 1982, the second largest volume in broadcasting history. The dollar volume was given a boost with the FCC's approval in April of Metromedia's \$220-million purchase of ABC affiliate WCVB-TV Boston, the richest single-station trade of all time and its sale of KMBC-TV Kansas City, Mo., (ABC, ch. 9), to The Hearst Corp. for \$79 million.

In the radio marketplace, \$470,722,833 worth of stations changed hands, setting a new record in that category. In all, 597 radio stations were sold, 27 fewer than 1981's record of 624. The average price for a radio

station was \$788,480, up 9.8% from \$717,689 in 1981, but still not equal to the 1980 record of \$801,023.

Thirty TV stations were sold in 1982 for a total of \$527,675,411. Excluding the Metromedia deals, however, and John Noels Jr.'s \$6.5 million purchase for the balance of NWG Broadcasting's stock (KIMA-TV Yakima and satellite KEPR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho), dollar volume was \$301,175,411, a 32% gain over 1981's total of 227,950,000.

No station groups changed hands in 1982. The average price for a stand-alone AM station in 1982 was \$495,061, a decrease of

12.9% from the 1981 average of \$568,172. It is the second consecutive drop in two years, down 52.3% from the 1980 average of \$765,000. Altogether, 216 stand-alone AM radio stations were sold.

The average price for a stand-alone FM station in 1982 was \$1,255,361, down 7.3% from the the 1981 average of \$1,350,000 and down 16% from the 1980 average of \$1,493,000. In 1982, 105 stand-alone FM stations changed hands for a total of \$131,812,949, against 96 stand-alone FM's for a total of \$1,299,672,000 in 1981.

Bucking the trend established by stand-alone AM's and FM's in 1982, the value of

an AM-FM combination increased. In 1982, 138 AM-FM combinations were sold for a total of \$231,976,670, fetching an average price of \$1,680,990 per combination, 59.4% greater than the average of \$1,046,501 bought in 1981, when 139 combinations were sold for a total of \$145,463,000.

Excluding the \$229 million worth of Metromedia deals and the \$6.5 million NWG Broadcasting buy-out, the average price for a TV station in 1982 was \$12,047,016, slightly higher than the average of \$11,997,000 in 1981, when 24 TV's were sold for a total of \$227,950,000.

Again excluding the Metromedia and NWG Broadcasting deals, there were a total of nine major VHF TV station sales in 1982 adding up to \$145,500,000, and 16 major UHF deals, for a total of \$76,675,160. The average FCC approved VHF sale in 1982 yielded \$16.2 million, and a UHF sale averaged \$4.8 million. The average 1982 VHF sale rose 2.8% over the 1981 average of \$15,723,000. The average UHF station price increased 38.8% over the 1981 average of \$3,425,000. Neither of those estimates, however, equalled the 1980 averages: \$17,461,000 for a VHF and \$9,328,571 for a UHF.

Among the 11 major VHF stations to be sold in 1982, all were network affiliates, and included five affiliated with ABC, three with CBS, and two with NBC, plus one multi-affiliated station. Among the 16 major UHF sales, there were seven independents, four ABC affiliates, two affiliates each of CBS and NBC, and one subscription TV station.

Not included in any of the above figures, however, are station sales pending FCC approval or deals that have been announced but not yet filed at the FCC.

A significant increase in TV station trading activity began last August with the proposed sales of WFLD-TV Chicago (ch. 32) from Field Enterprises to Metromedia for \$140 million and, in turn, Metromedia's deal to sell WTCN-TV Minneapolis (ch. 11) to Gannett for \$75 million and WXIX-TV Cincinnati to Malrite Broadcasting for about \$45 million. Because of FCC rules prohibiting acquisition of co-located radio and TV stations, Metromedia agreed to sell WMET(FM) Chicago to Doubleday for \$9.5 million. Metromedia, which owns the maximum of 21 broadcast stations allowed by the FCC, will again have room for one more TV after the closing. The price it is paying for WFLD-TV is to date a record for a UHF station.

Field last summer announced it was pull-

ing out of broadcast station ownership and putting its five TV's up for sale. Subsequently it has reached agreements to sell KBHK-TV San Francisco (ch. 44) for \$26 million to United Television Inc., and WLVI-TV Cambridge (Boston), Mass. (ch. 56) for \$47 million to Gannett. Still to be sold are WKBD-TV Detroit (ch. 50) and WKBS-TV Philadelphia (ch. 48).

Field acquired its five TV's when it bought 77.5% of Kaiser Broadcasting Corp., the stations' former licensee, for \$42,625,000 in 1977. It already owned 22.5%.

The prices paid for TV stations in deals still pending FCC action continued to set records in 1982. A group of investors to be assembled by Kohlberg, Kravis, Roberts & Co., a New York and San Francisco investment company, arranged a complicated deal with Gene Autry, 50.1% owner of Golden West Broadcasters, and The Signal Companies, which owns the balance of Golden West's stock. Under terms of the deal, The Signal Companies will pull out of Golden West Broadcasters and its interest transferred to Autry. Autry will become sole owner of all the Golden West broadcast properties, which include five AM's, three FM's and two TV's. But one of the television sta-

29 years of station transactions

Dollar volume of transactions approved by FCC

Number of stations changing hands

	Total	Radio only	Combined Radio-TV*	TV only		Radio only	Combined Radio-TV*	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000**	267,296,410	1971	270	2**	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	1973	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	1974	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	1978	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	1979	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	1980	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	1981	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	1982	597	0	30
Total	\$8,707,421,295	\$3,910,083,165	\$1,261,169,883	\$3,547,498,147	Total	9,737	NA	836

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

*Prior to 1971 figures represent total number of deals involving both radio and television stations. **Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

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tions, independent KTLA(TV) Los Angeles (ch. 5), will be spun off to Kohlberg, Kravis, Roberts & Co. For consideration, KKR will pay Signal \$225 million for its interest in Golden West, plus \$20 million to Autry, thus making it the highest price ever paid for a single station in broadcasting history. Also included in the deal are Golden West Productions, Golden West Videotape, and the company's subscription TV operation in the Dallas-Fort Worth area.

Gannett, as part of its campaign to trade up, also made a deal to swap its KOCO-TV Oklahoma City (ABC, ch. 5) for Chronicle Broadcasting's KRON-TV San Francisco (NBC, ch. 4) plus \$100 million. Because it owns the maximum of five VHF's (and two U's) allowed by the FCC, it must sell one of each to acquire the Minneapolis and Boston outlets. Gannett is expected to spin off KARK-TV Little Rock, Ark. (NBC, ch. 4), to a local group led by that station's general manager. And last week it announced that it would sell WLKY-TV Louisville, Ky. (ABC, ch. 32), and WPTA(TV) Fort Wayne, Ind. (ABC, ch. 21), together, to Pulitzer Publishing Co. for a reported \$24 million to \$25 million.

Cincinnati-based Taft Broadcasting Co. and General Cinema Corp. recently filed applications at the FCC to exchange General Cinema's independent WCIX-TV Miami (ch. 6) for Taft's WGR-TV Buffalo, N.Y. (NBC, ch. 2) plus \$70 million. Broker estimates put the value of WCIX-TV in the neighborhood of \$100 million.

Allbritton Communications, owned by Joe L. Allbritton, has an agreement to buy KATV(TV) Little Rock, Ark. (ABC, ch. 7), and KTUL-TV Tulsa, Okla. (ABC, ch. 8) from Leake TV Inc. for over \$80 million. Allbritton owns one AM, one FM and three TV's.

Former Ziff Corp. President I. Martin Pompadur is putting together a group of general and limited partners to take the four remaining TV stations off Ziff's hands for \$57 million. Ziff last year was granted FCC approval to sell WJKS-TV Jacksonville, Fla., and WRCB-TV Chattanooga (see below), following its announcement in the summer of 1981 that it was putting its TV stations on the block. The stations to be sold to Pompadur and company are WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio.

Time Inc. is about to complete its departure from broadcasting with its proposed sale of WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8), to LIN Broadcasting Corp. for \$32 million. Through its subsidiary, Time-Life Broadcasting Inc., Time once owned five TV's, including WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KGTU(TV) San Diego, and KMGH-TV Denver, all sold to McGraw Hill Broadcasting in 1972 for \$57 million. Time also is former 50% owner of KOB-TV Albuquerque, N.M.

Willoughby, Ohio-based Figgie International has proposed to sell WLIX-TV Onondaga, Mich., to Stephen Adams for \$20.5 million. Adams last year was the principal behind the purchase of WGTU-TV Traverse City and satellite WGTQ-TV Sault St. Marie, both Michigan (see below), and also, subject

to FCC approval, WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for \$6.25 million and WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis, for \$5.18 million (BROADCASTING, Jan. 3).

Barry Ackerley, who last year bought WIXT(TV) Syracuse, N.Y. (see below), also has an agreement to buy KKTU(TV) Colorado Springs for \$15.5 million, from Jackson, Miss.-based Capitol Broadcasting Co.

Capitol Broadcasting also has a deal to sell WJTV(TV) Jackson, Miss., to the News-Gazette Co. for \$19 million.

San Joaquin Communications Corp., which bought KSEE(TV) Fresno, Calif., from McClatchy Newspapers in 1979 for \$13.5 million, has proposed to sell that station to Des Moines, Iowa-based Meredith Corp. for \$17,611,230. San Joaquin Communications is a group of local businessmen and ranchers who acquired the station after filing a competing application for KSEE(TV) facilities.

Meredith in addition announced that it would buy the remaining 60% balance it already did not own of WOFL-TV Orlando-Daytona, Fla., for \$16 million from the current stockholders.

Meredith also has a preliminary agreement to sell KCMO(AM)-KCEZ(FM) Kansas City, Mo., to Fairbanks Broadcasting for about \$8 million and WOW(AM) Omaha to Great Empire Broadcasting for about \$2 million. A proviso in Meredith's preliminary agreement with Great Empire calls for the latter to sell its co-located AM station, KYNN, by Jan. 19 of this year. As of press time, Great Empire had not announced a buyer.

Publicly traded, Denver-based MSO United Cable Television Corp., which owns 20% of WBTI(TV) Cincinnati, announced it would buy the other 80% Buford Television Inc. for \$7.5 million. The deal followed United's \$20-million investment in Buford's Home Entertainment Network, an STV operation, in early 1982.

Richard Benedek, principal owner of WTAP-TV Parkersburg, W. Va., has agreement to buy WYTV(TV) Youngstown, Ohio (ABC, ch. 33), for \$9 million, from Adams-Russell Co., and announced he would buy WBKO(TV) Bowling Green, Ky. (ABC, ch. 13) from Blue Grass Media Inc. for \$4 million (see "Changing Hands").

Media General Inc., Richmond, Va., is buying WCBF-TV Charleston, S.C. (ABC, ch. 2), for \$8 million from The State Record Co. Media General last year also was granted FCC approval to buy Ziff-Davis's WJKS-TV Jacksonville, Fla. (see below).

Ted Baze, vice president, general manager and 20% owner of KGMC(TV) Oklahoma City (independent, ch. 34), has agreed to buy the 80% balance of the stock for \$7 million from General Media Corp.

Joseph D. Jones, former director of minority affairs at KHJ(AM)-KRTH(FM) Los Angeles, has proposed to buy WHCT-TV Hartford, Conn., from Faith Center Inc. for \$4,875,000 under the FCC's distress sale policy.

What could have been the largest radio station group acquisition in the past year fell through last November. Surrey Broadcast-

ing, licensee of KAIR(AM)-KJYK(FM) Tucson, Ariz., in late 1981 had proposed to buy six of the seven radio stations belonging to The Charter Co. for \$32 million. The deal collapsed when a group of European investors Surrey had brought in to supply equity pulled out, forcing Surrey to modify its agreement and propose instead to buy only three stations, WOKY(AM) Milwaukee; WMIL(FM) Waukesha, Wis., and KYKY-FM St. Louis, for a total of \$10 million. Although Surrey is still awaiting FCC approval to purchase those stations, it has already announced that the Wisconsin stations are on the block for \$6 million.

What could turn out to be one of the biggest deals in 1983 was set in motion last year. The General Electric Co., which two years ago was unsuccessful in its \$500-million bid to acquire Cox Broadcasting, announced all eight of its radio stations and two of three of its TV's were up for sale. Estimates on the value of GE's station portfolio varied slightly among brokers, but most put it in the range of \$90 million to \$100 million. GE said it would sell the stations anyway it could, piecemeal or in packages. As of press time, GE had not announced any buyers for its properties.

The following are summaries of broadcast station sales valued at more than \$1.3 million and consummated last year:

VHF

The largest FCC-approved station trade in history went to Metromedia, which bought WCVB-TV Boston (ABC, ch. 5) for \$220 million from Boston Broadcasters Inc., a group of 225 stockholders. To make room for its purchase, Metromedia sold KMBC-TV Kansas City, Mo. (ABC, ch. 9) to the Hearst Corp. for \$79 million. Hearst now owns four AM's, three FM's and five TV's. The year before it acquired WDTN(TV) Dayton, Ohio (ABC, ch. 2) for \$49 million.

Florida-based Gulf United Corp. bought the remaining 52% of KOOL-TV Phoenix (CBS, ch. 10) for \$48 million from Tom Chauncey and Homer Lane. Gulf United earlier had picked up the other KOOL-TV stock from Gene Autry for \$30 million. Gulf United now includes four AM's, six FM's and three TV's. It also sold WVOJ(AM) Jacksonville, Fla., for \$600,000.

KVOA-TV Tucson, Ariz. (NBC, ch. 4), was sold to H&C Communications Inc. for \$30 million. The buyer owns the *Houston Post*, three TV's and one AM. Jack Harris is president of the broadcast division.

Ziff-Davis was granted FCC approval to sell two TV's last year and has four more proposed sales pending at the FCC. Richmond, Va.-based Media General Co. bought WJKS-TV Jacksonville, Fla. (NBC, ch. 17), for \$18 million, and Sarks Tarzian bought WRCB-TV Chattanooga (NBC, ch. 3) for \$16 million. I. Martin Pompadour brought together a group of investors to buy the other four for \$57 million.

Pulitzer Publishing Co. sold WLNE(TV) Bedford, Mass.-Providence, R.I. (CBS, ch. 6), to Freedom Newspapers for 15.5 million.

The buyer is a Santa Ana, Calif.-based publisher of 31 daily and eight weekly newspapers owned by heirs of the late R.C. Hoiles. Freedom Newspapers now owns two TV's: it bought KTUL(TV) Medford, Ore., in 1981.

Pulitzer also has a deal awaiting FCC approval to swap KSDK(TV) St. Louis (NBC, ch. 5) for Multimedia's WXII(TV) Winston-Salem, N.C. (NBC, ch. 12), plus \$9 million.

Barry Ackerly, who owns a Seattle-based outdoor and airport advertising firm, got into broadcasting by buying ABC affiliate WIXT(TV) Syracuse, N.Y. (ch. 9), from Larry Israel and Stephen Kumble for \$13.8 million. The major stockholder in the seller was the WIXT Disposition Trust, which was administered by former trustees of Coca-Cola Bottling Co. of New York, which transferred its interests into the trust after it merged with Coca-Cola, Atlanta. Ackerly also bought, subject to FCC approval, CBS affiliate KKTU(TV) Colorado Springs (ch. 11), for \$15.5 million.

KTVH(TV) Hutchinson (Wichita), Kan. (CBS, ch. 12), was sold by Cowles Media Co. to Kansas Broadcasting System Inc. for \$11.5 million. Cowles bought KTVH in 1955 for \$1 million, and still owns independent WDRB(TV) Louisville, Ky. (ch. 41), and a cable system serving Buffalo, N.Y. KTVH's buyer is principally owned by Ross Beach and Robert Schmidt, who own six AM's, two FM's and two TV's and also acquired

last year KAHL(AM)-KELN(FM) North Platte, Neb., for \$810,000.

Wooster Republican Printing Co. bought multi-affiliated KFBB-TV Great Falls, Mont. (ch. 5), for \$5.2 million from the estate of Donald P. Nathanson. The buyer, owned by Albert Dix and family, a Wooster, Ohio-based group owner of four AM's, four FM's and publisher of eight daily and 15 weekly newspapers, also bought ABC affiliate KCBJ-TV Columbia, Mo. (ch. 17), for \$3.3 million.

WVII-TV Bangor, Me. (ABC, ch. 7), was sold to Seaway Communications Inc., for \$3.3 million. The seller, owned by brothers John and Gerard Pineau, had no other broadcast interests. Seaway also owns WAEO-TV Rhinelander, Wis. (NBC, ch. 12), which was the first VHF to be acquired by minority representatives under the FCC's distress sale policy in 1978.

George Gillett sold KXON-TV Mitchell, S.D. (ABC, ch. 5), to Dakotaland Broadcasting Co. for \$2 million. Gillett last year also sold CBS affiliate WSEE-TV Erie, Pa. (ch. 35), for \$4.75 million. Dakotaland is owned by Sherwood L. Corner and Gilbert Moyle, who own two other TV's.

Fla. (NBC, ch. 17) for \$18 million. Media General is a publicly traded newspaper publisher that owns WFLA-TV Tampa, Fla. (NBC, ch. 8), and a cable system in Fredricksburg, Va. It also sold WFLA-AM-FM Tampa to John Blair and Co. for \$14 million.

WDAU-TV Scranton, Pa. (CBS, ch. 22), was sold to Robert Dudley, Richard Benedek and Charles Woods for \$12 million. Dudley is vice president at Avery-Knodel, New York station representative. Woods owns WTVY-FM-TV Dothan, Ala. (CBS, ch. 4), and WTVW(TV) Evansville, Ind. (ABC, ch. 7). Benedek owns WTAP-TV Parkersburg, W. Va. (NBC, ch. 15).

The Kansas State Network, owned by George Hatch and family, bought NBC affiliate KTSB(TV) Topeka, Kan. (ch. 27), for \$10 million, from Ralph C. Wilson Industries. Hatch now owns a full complement of seven TV's plus six AM's and six FM's.

MMT Sales Inc., a New York-based station representative, bought WSEE-TV Erie, Pa. (CBS, ch. 35), from George Gillett for \$4.75 million. Gillett last year also sold KXON-TV Mitchell, S.D. (see above). The purchase represented MMT Sales's first venture into media ownership.

Philip J. Lombardo, the former president of Dun & Bradstreet's Corinthian Broadcasting, headed a group that bought WEZF-TV Burlington, Vt. (ABC, ch. 22), for \$4.5 million. The Lombardo group included Hartstone & Dickstein, a Hartford, Conn.-in-

UHF

Richmond Va.-based Media General Corp. bought Ziff-Davis's WJKS-TV Jacksonville,

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U.S. Broadcasting Company
has acquired
KQAK FM
Northampton
for
\$5,500,000
from
Golden Gate Radio, Inc.
We are pleased to have served as broker in this transaction.

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C R B Broadcasting Corporation
has acquired
WAEB/WXKW - FM
Mifflintown, PA.
for
\$5,500,000
from
the stockholders of
Rust Communications Group, Inc.
We are pleased to have served as broker in this transaction.

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H.B. Radio of New York, Inc.
A subsidiary of Doubleday Broadcasting
has acquired
WTFM-FM
for
\$8,700,000
from
Friendly Frost, Inc.
We are pleased to have served as broker in this transaction.

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Capitol Broadcasting Company, Inc.
has acquired
WRNL-AM and WRXL-FM
Richmond, Virginia
for
\$4,000,000
from the
stockholders of
Rust Communications Group, Inc.
We are pleased to have served as broker in this transaction.

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Palmer Communications, Incorporated
has acquired
WTNT/WLWV-FM
Tulahoma, Tennessee
for
\$2,600,000
from
Robert E. Ingstad
We are pleased to have served as broker in this transaction.

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The sale
of
KFBB-TV
Great Falls, Montana
from
Advance Corporation
to
Wooster Republican Printing Company
has been closed.
We are pleased to have served as broker in this transaction.

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Ogden Broadcasting of Virginia, Inc.
has acquired
WTON-AM
Staunton, Virginia
for
\$1,650,000
from
Augusta County Broadcasting Corp.
We are pleased to have served as broker in this transaction.

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TK Communications, Inc.
has acquired
KLVU-FM
Dallas, Texas
for
\$8,500,000
from
SJR Communications, Inc.
a subsidiary of
San Juan Broadcasting Associates, Inc.
We are pleased to have served as broker in this transaction.

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vestment firm headed by Barry Dickstein, former president of Cincinnati-based Mariner Communications.

Joseph J. Brechner returned to broadcasting by putting together a group of limited partners to buy WMDT(TV) Salisbury, Md. (ABC, NBC, ch. 47), for \$4 million. The station was in receivership at the time.

Independent KBSA-TV Guasti, Calif. (ch. 46), was sold to two nonprofit groups, Guadalupe Associates and deRance Inc., and other stockholders for \$3.7 million. Several of the buyers included principals in KBSA-TV's former majority shareholder, Unity Minority Broadcasters, but excluded Leon Crosby, who held 48% of the stock.

WFFF-TV Fort Wayne, Ind., an independent on channel 55, was bought by the Charles Sawyer family for \$3.3 million. The Sawyer family, based in Dayton, Ohio, now owns five AM's, four FM's and two TV's. In 1981 it acquired WHAG-TV Hagerstown, Md. (NBC, ch. 25).

The noncommercial Trinity Broadcasting Network, Santa Ana, Calif.-based owner of three TV's and permittee of two other TV's, bought independent WFTI-TV Poughkeepsie, N.Y. (ch. 54), for \$2.9 million.

KLKK-TV Albuquerque, N.M., an independent on channel 23, was bought by entertainer Johnny Carson and 17 others, including playwright Neil Simon, singer Paul Anka, TV personality David Letterman and comedienne Joan Rivers, for \$2,875,000 plus \$830,000 for assumption of broadcast

rights. Carson also owns 27% of independent KVUU-TV Las Vegas (ch. 5).

Leon Crosby, former president and owner of KEMO-TV San Francisco, bought independent WJNL-TV Johnstown, Pa. (ch. 19), for \$1,590,000. Crosby sold his 48% interest in KBSA-TV Guasti, Calif., (see above).

The FCC granted the distress sale of non-commercial WJAN(TV) Canton, Ohio (ch. 17), to the David Livingston Missionary Foundation for assumption of \$1,346,250 debt. The station was owned by the PTL Television Network, Charlotte, N.C., which bought WJAN in 1977 for \$2.5 million.

Center Group Broadcasting, owned by Stephen Adams, bought WGTU(TV) Traverse City (ABC, ch. 29), and its satellite, WGTQ(TV) Sault Ste. Marie (ch. 8), both Michigan, for \$1.8 million. Center Group TV interests also include KIVA-TV Farmington, N.M. (NBC, ch. 12).

FM

Doubleday Broadcasting paid the most for a stand-alone FM in 1982—\$8.7 million for WTFM(FM) Lake Success, N.Y. It also bought, subject to FCC approval, WMET(FM) Chicago from Metromedia for \$9.5 million. Assuming the FCC approves the Chicago sale, Doubleday will own the full complement of seven FM's plus three AM's.

San Juan Racing Association sold its single remaining radio station, KLVU(FM) Dal-

las, to John Tenaglia and Robert Weary for \$8.5 million. The buyers are the principal owners of WSRF(AM)-WSHE(FM) Fort Lauderdale, Fla. SJR sold all its radio stations, except KLVU, in one of the big mergers of 1981, to Gulf United Corp.

Swanson Broadcasting, headed by Ger-ock Swanson, sold KEGL(FM) Fort Worth to Sandusky Newspapers for \$8,315,000. Sandusky Newspapers also bought KWKI(FM) Kansas City, Mo. (see below), and now owns three AM's and six FM's.

Storer Broadcasting sold WLAK(FM) Chicago to Viacom International for \$8 million. Viacom now owns two AM's, six FM's and two TV's. It also donated WWRL(AM) New York to the United Negro College Fund, which sold it to Unity Broadcasting (see below).

KBZT(FM) San Diego was purchased by brothers James and John Levitt for \$6.3 million from Harold Gore and Norman Feur, who bought the station in 1978 for \$965,000 plus \$500,000 for a noncompete agreement. The Levitts also own KEZR(FM) San Jose, Calif.

Williamston, Mich.-based Liggett broadcast group bought WABX(FM) Detroit from Chicago-based Century Broadcasting Co. for \$6 million. Liggett also sold WLOL(FM) Minneapolis to Jeffrey Smulyan and Michael Maurer for \$6 million. Liggett Broadcasting is two-thirds owned by Robert Liggett and one-third by N. L. Bentson, who now owns one AM, five FM's and cable systems in Michigan.

New Jersey attorneys Frederick Mazey and Robert Elkins bought KMPX(FM) San Francisco for \$5.5 million from Golden Gate Radio Inc. In 1981 Mazey and Elkins bought WGGG(AM) Gainesville, Fla.

Charter Co. sold WDRQ(FM) Detroit for \$5 million to the Amaturio Group, a Fort Lauderdale, Fla.-based group owner of two FM's and four TV's. Charter also had a deal to sell its six other radio stations to Surrey Broadcasting for \$32 million, but that transaction was modified to sell only three for \$10 million, subject to FCC approval.

WHOM(FM) Mount Washington, N.H., was sold for \$3.5 million to a group headed by Frederick Godley, a New Canaan, Conn., investor.

Bill Lacey, principal owner of KXLS(FM) Enid, Okla., is the principal in a group that bought KLNK(FM) Oklahoma City from Sunbelt Communications for \$3,456,000. Sunbelt bought the station two years earlier for \$1.35 million.

KWKI(FM) Kansas City, Mo., was sold by Jimmy Swaggart Evangelistic Association to Sandusky Newspapers for \$3.1 million. Sandusky also bought KEGL(FM) Fort Worth (see above).

Hollywood-based Shamrock Broadcasting, principally owned by Roy E. Disney and family, bought WFOX(FM) Gainesville, Ga., for \$3,085,000 from L. H. Christian and family. Last year it also sold KYOK(AM) Houston (see below) and WBOK(AM) New Orleans, the latter for \$900,000. It now owns one AM, five FM's and four TV's.

The Philadelphia-based Broadcast Enterprises National Inc., headed by Ragan Hen-

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Richard Fairbanks, President
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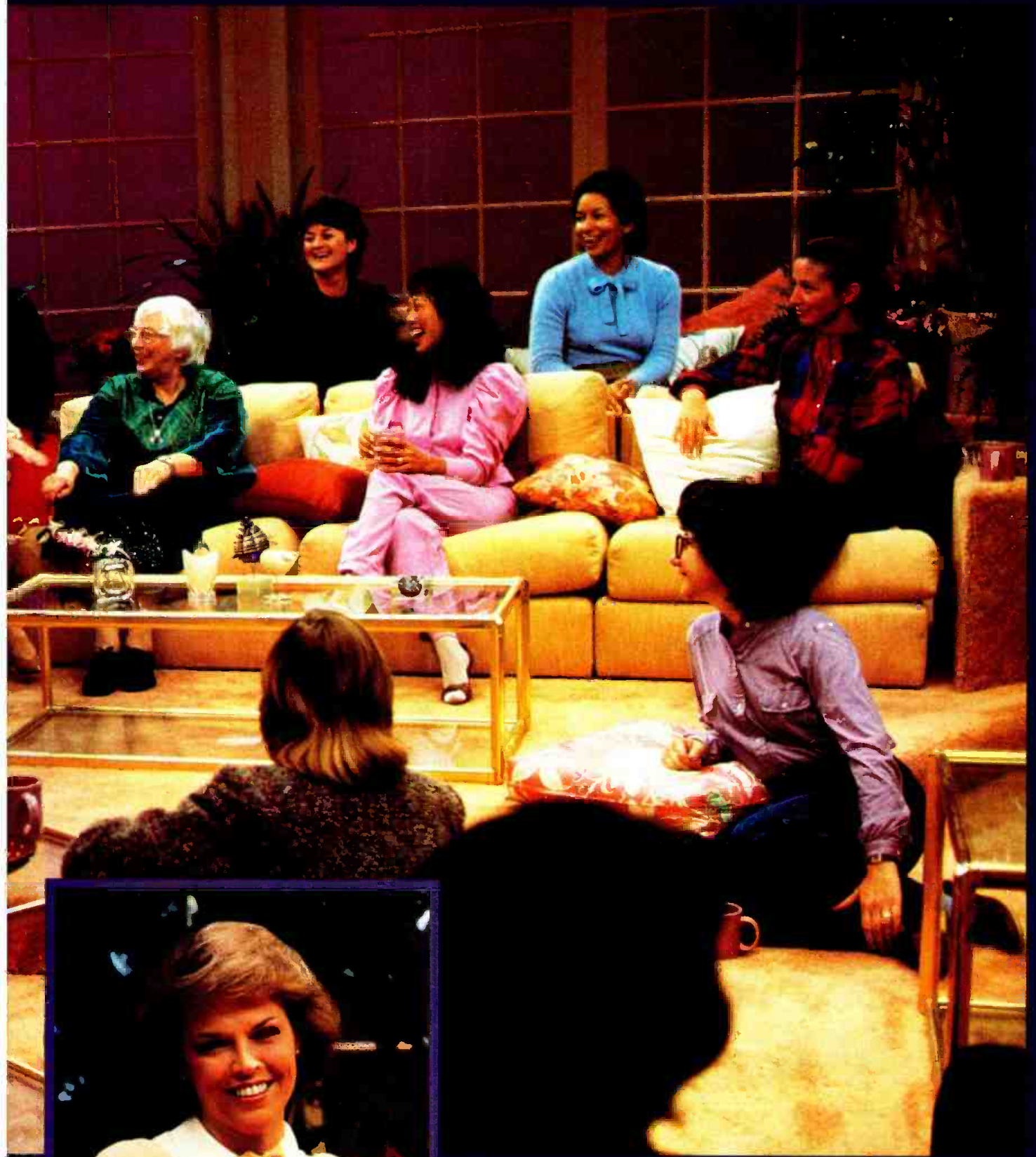


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ry. sold WFYV(FM) Atlantic Beach, Fla., to Metroplex Communications for \$2.85 million. BENI last year also sold WCIN(AM) Cincinnati (see below). It now owns three AM's, one FM and one TV. Metroplex is a Cleveland-based group owner of one AM and four FM's owned by Norman Wain and Robert Weis. Last year they also sold WHTT(AM) Miami (see below).

WRKK(FM) Birmingham, Ala., was purchased by Mack Sanders for \$2.6 million. Sanders last year also bought WNOX(AM) Knoxville, Tenn. (see below); WIZO(FM) Franklin, Tenn., for \$800,000, and WYSH-AM-FM Clinton, Tenn. (see below). He spun off WYSH(AM) for \$500,000 to comply with the FCC's multiple ownership rules. He now owns three AM's and three FM's.

Wendell Triplett sold WUSW(FM) Lebanon, Tenn., to Mooney Broadcasting for \$2.5 million. The buyer is a Knoxville, Tenn.-based group owner of three AM's and three FM's which last year sold WMAK(FM) Hendersonville, Tenn. (see below), and sold WUNO(AM) San Juan, P.R. (see below).

WHHR(FM) Hilton Head Island, S.C., was sold to Hilton Head Broadcasting Corp. for \$2.4 million. The buyer is owned by three Hilton Head businessmen who had no other broadcast interests.

Sixty percent of WFMR(FM) Milwaukee was purchased by Thomas Embrescia and others for \$2 million. Embrescia led a group that owned the other 40%.

Patten Communications Corp. of Southfield, Mich., sold WNJY(FM) Riviera Beach-West Palm Beach, Fla., to Lappin Communications for \$1,615,000. The buyer, owned by Robert Lappin and his wife, Dorothy, also owns WMAS-AM-FM Springfield, Mass.

KMXX(FM) Austin, Tex., was bought by Clear Channel Communications Inc. for \$1.6 million. Clear Channel is a San Antonio, Tex.-based group principally owned by Lowry Mays and B. J. McCombs who now own four AM's and four FM's.

John Brown University sold KMCK(FM) Siloam Springs, Ark., to Jess Smith and Allen Burns for \$1 million. Smith is news director at KKDA(AM) Dallas and Burns is a Dallas businessman.

Ogden Newspapers, publisher of the *Wheeling* (W. Va.) *News Register*, bought WMNB(FM) North Myrtle Beach, S.C. (and a CP for a new AM), for \$1.5 million. Last year it also acquired WTON(AM) Staunton, Va. (see below).

KINT-FM El Paso, Tex., was sold by Taber Broadcasting Inc. to Great American Broadcasting Co. for \$1.5 million. Great American, owned by B. Thomas Hoyt, the former president of Hefel Broadcasting, a major radio group, also bought KELP(AM) El Paso from Clear Channel Communications for \$650,000 last year.

A group of businessmen from two Kansas towns, Russell and Hays, bought KJLS(FM) Hays for \$1.35 million plus \$100,000 for a

five-year noncompete agreement. The group included Bruce Kent, a Hays attorney; Norman Brandeberry, a Russell oil and gas company executive, and Donald Buster, a Hays investor.

Mooney Broadcasting sold WMAK(FM) Hendersonville, Tenn., to Samuel H. Howard, for \$1.35 million. Howard owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTPK(FM) Topeka, Kan.

Newhouse Broadcasting Corp., on its way to complete its divestiture of broadcasting, sold WTPA(FM) Harrisburg, Pa., for \$1.25 million to Foster Media Corp., which is controlled by John H. Foster, who heads a Stamford, Conn.-based investment company and holds interests in three AM's and one FM.

Theodore Feinstein and family sold WLYN-FM Lynn, Mass., to Stephen Mindich for \$1.1 million. Mindich is the publisher of the weekly *Boston Phoenix*.

WYBR(FM) Belvedere-Rockford, Ill., was purchased by Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. It was sold by Jack Ambrozic, who also bought WLKE(AM)-WGGQ(FM) Waupun, Wis. (see below).

Bill Myers sold WZZC(FM) East Moline, Ill., to Sconnix Group Broadcasting Inc. for \$1,080,000. Sconnix is a Laconia, N.H.-based group of three AM's and four FM's which last year also sold WDON(AM)-WSRK(FM) Oneonta, N.Y. (see below).

Walton Stations, a Pebble Beach, Calif.-based station group, bought KKCS-FM Colorado Springs from Mountain Center Broadcasting for \$1,020,000. Walton Stations last year also bought co-located KYSN(AM) (see below) from a different seller and now owns four AM's and three FM's. John B. Walton is the principal owner.

Robert B. Taylor, former owner and general manager of WRKT-AM-FM Cocoa Beach, Fla., bought WXKE(FM) Fort Wayne, Ind., for \$1 million.

WCOD-FM Hyannis, Mass., was sold by the estate of John Keljikan to Taylor Communications for \$1 million. The buyer is a subsidiary of J. J. Taylor Distributing Co., a North Dartmouth, Mass., beer and wine distributing company.

AM

WOWO(AM) Fort Wayne, Ind., was sold by Westinghouse Broadcasting and Cable Inc. to Price Communications for \$6 million. The buyer is a New York-based group that was formed to buy communications properties. Principal stockholders include Robert Price, who is a former general partner in Lazard Freres, a New York investment banking firm.

Metroplex Communications, owned by Norman Wain and Robert Weiss, sold WHTT(AM) Miami to Herbert Levin and others for \$2.2 million. Levin is general manager of WQBA-AM-FM Miami.

Ragan Henry's Broadcast Enterprise National Inc. sold WCIN(AM) Cincinnati to

The Amatro Group, Inc.

has acquired radio station

WDRQ-FM

Detroit, Michigan

from

Charter Broadcasting, Inc.

For \$5,000,000

The undersigned acted as broker in this transaction.



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KLM Communications for \$2.2 million. KLM, owned by Ken McDowell, is a Cincinnati attorney and former account executive at WLWT(TV) Cincinnati.

Tom Chauncey bought back KARZ(AM) Phoenix from Stauffer Communications for \$2 million. Chauncey also sold his interest in KOOL-TV Phoenix (see above) but kept co-located KOOL-FM.

Detroit investor Harvey Deutch bought WMZK(AM) Detroit from Booth American Co. for \$2 million.

The employees of KOLT(AM) Scottsbluff, Neb., bought that station from Russell Hilliard and family for \$1,867,500.

WRNG(AM) North Atlanta, Ga., was sold by Charles Smithgall to his son, Charles Smithgall III, the station's general manager for \$1.8 million.

Taft Broadcasting sold KQV(AM) Pittsburgh to Richard Mellon Scaife for \$1.75 million. Scaife publishes the daily *Sacramento* (Calif.) *Union* and a daily newspaper in Greensburg, Pa.

Ogden Newspapers bought WTON(AM) Staunton, Va., for \$1.65 million. It also bought WMNB(FM) (and a CP for a new AM) in North Myrtle Beach, S.C., for \$1.5 million (see below).

WLOU(AM) Louisville, Ky., was bought by John H. Johnson for \$1.6 million. Johnson publishes *Ebony* and *Jet* magazines and also owns WJPC(AM) Chicago.

Viacom International Inc. donated WWRL(AM) New York to the United Negro College Fund which in turn sold it to the National Black Network for \$1.5 million. National Black Network is a New York-based black-oriented news and information network principally owned by Eugene D. Jackson and Sydney L. Small. They also own WDAS-AM-FM Philadelphia and KATZ(AM) St. Louis, the latter they bought in 1981 for \$2,695,000.

Willie Davis, former Green Bay Packers linebacker, bought KYOK(AM) Houston from Shamrock Broadcasting for \$1.5 million. Davis's All Pro Broadcasting now owns three AM's, one FM and one TV.

WYCB(AM) Washington was purchased by its general manager, Howard Sanders, and secretary, Jacqueline Robinson, and others for \$1,375,000. Sanders also was the principal owner in a group that purchased WENN-AM-FM Birmingham, Ala., for \$3 million

(see above).

Pebble Beach, Calif.-based Walton Stations bought KYSN(AM) Colorado Springs for \$1.3 million. Walton, principally owned by John B. Walton, also bought co-located KKCS-FM from Mountain Center Broadcasting for \$1.3 million. Walton Stations now include four AM's and three FM's.

Reno financial consultants Roger Larson and Hollis Norton bought KGU(AM) Honolulu for \$1.3 million.

KXIV(AM) Phoenix was sold to Phoenix real estate developer Michael D. Levin for \$1.2 million.

Jose J. Acosta and family, who own WFID(FM) Rio Piedras, P.R., bought WUNO(AM) San Juan, P.R., for \$1.2 million. The seller is the Knoxville, Tenn.-based Mooney Broadcasting Corp., which last year also sold WMAK(FM) Hendersonville, Tenn., for \$1.35 million (see above) and bought WUSW(FM) Lebanon, Tenn., for \$2.5 million (see above).

WNOX(AM) Knoxville, Tenn., was sold by Scripps-Howard Broadcasting to Mack Sanders for \$1.2 million. Seller is publicly traded, Cleveland-based group owner of three AM's, four FM's and six TV's, part owned by Scripps-Howard Newspaper group. Buyer also last year bought WRKK(FM) Birmingham, Ala., and other stations (see above).

WRJZ(AM) Knoxville, Tenn., was sold by Eric Jorgensen to Glenview, Ill., broadcast consultants Burt Sherwood and Bill Hennes for \$1.2 million.

Jacqueline Lindauer sought and was granted a waiver of the FCC's three-year-rule to sell KANC(AM) Anchorage to Community Pacific Broadcasting Corp. for \$1,106,750. Lindauer, who bought the station in 1980 for \$530,750, was granted the waiver on grounds of financial distress. Community Pacific also bought KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, all California (see below).

The Polish American Congress and a group of other investors headed by Algis Zaporackas, a design engineer with the Ford Motor Co., Detroit, bought WPON(AM) Pontiac, Mich., for \$1,065,000.

KEND(AM) Lubbock, Tex., was sold to James Thrash and John Frankhouser for \$1,015,000, who also own two AM's and two FM's.

Los Angeles Lakers basketball player Earvin Johnson Jr. bought KWBZ(AM) Englewood, Colo., for \$1 million from John C. Mullins Jr., and his mother, Martha Welch.

KSCJ(AM) Sioux City, Iowa, was sold for \$1 million to Apple Broadcasting Corp., owned by Sioux City businessmen Larry Magnuson and brothers William and Thomas Burke.

The San Juan archdiocese, owner of WORO(FM) Ponce, P.R., bought WKVM(AM) San Juan, P.R., for \$1 million.

AM-FM Combinations

The highest price paid for a group of radio stations last year was the result of a merger between two Chicago-based corporations. Publicly-traded, diversified Northwest Industries sold its beverage subsidiary, which owned KKUA(AM)-KQMQ(FM) Honolulu and KJOI(FM) Los Angeles, to Beatrice Foods Co. A \$20 million value was assigned to the radio stations in the \$600 million deal. Beatrice later sold the Honolulu stations to Patrick Lannan and others (see below).

Heftel Broadcasting, principally owned by Representative Cecil Heftel (D-Hawaii), sold WXKS-AM-FM Medford, Mass., to a general partnership of WXKS-AM-FM employees and a group of limited partners for \$15 million, headed by Richard Balsbaugh, vice president and general manager.

Richmond, Va.-based Media General Co. sold WFLA-AM-FM Tampa, Fla., to John Blair & Co. for \$14 million. Media General last year also bought WJKS-TV Jacksonville, Fla., from Ziff Davis (see above). John Blair & Co. is a publicly traded, New York-based station representative and now owns two AM's, two FM's and three TV's.

Another station representative, Katz Communications, bought WDBO-AM-FM Orlando, Fla., from the Outlet Co. for \$9.5 million. In 1981 Katz got into station ownership by purchasing group owner Park City Communications for \$16 million and its station portfolio now includes three AM's and five FM's. Katz also bought WSYR-AM-FM Syracuse, N.Y., last year for \$5.1 million from Newhouse Broadcasting.

Another pair of Orlando, Fla., radio stations, WLOF-AM-FM, was sold by Robert W. Rounsaville to Nationwide Communications for \$7 million. The buyer is a subsidiary of Columbus, Ohio-based Nationwide Mutual Insurance Co. and through subsidiaries now owns three AM's, six FM's and three TV's. Last year it also bought a cable system serving 10 central Ohio communities for more than \$10 million.

Cleveland-based Malrite Communications Group bought KLAQ(AM)-KPPL(AM) Lakewood, Colo., for \$7 million from a subsidiary of the Des Moines Register and Tribune Co., publisher of *Des Moines Register*. Malrite, headed by Milton Maltz, now owns six AM's, six FM's and four TV's.

Harris Enterprises, headed by former FCC Commissioner Robert Wells, bought WACO(AM)-KHOO(FM) Waco, Tex., for \$2,668,000 from WACO Broadcasting Inc. Harris, a Garden City, Kan.-based newspa-

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per publisher, is principally owned by John P. Harris and family, and now owns seven AM's and five FM's.

KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, Calif., was sold by Thomas Jones and sister, Sally, to Dana Kott and wife, Carole, for \$2.6 million. Dana Kott is the former owner of WCOD(FM) Hyannis, Mass.

Davenport, Iowa-based Palmer Communications bought WTNT(AM)-WLWV(FM) Tallahassee, Fla., from Robert Ingstad for \$2.6 million. Ingstad also sold WDRV(AM)-WLWV(FM) Statesville, N.C. (see below). Palmer Communications now owns four AM's, four FM's and three TV's.

Leonard Strauss sold KLDY(AM)-KSAS(FM) Liberty, Mo., to Larry Saunders and Norman Beasley for \$2,350,000. The buyers also own WWDE(AM)-WPEX(FM) Hampton, Va.

Ed Muniz bought out his other two partners, Michael O'Keefe and Brennan Bridgeman, to acquire WNNR(AM) New Orleans and WAIL(FM) Slidell, La., for \$2,316,000. The three of them also sold KIEL(AM)-KEZQ(FM) Jacksonville, Ark., and Bridgeman and other principal bought out Muniz and O'Keefe's interest in KALO(AM)-KZZB(FM) Beaumont, Tex. (see both below).

WOKS(AM)-WFEX(FM) Columbus, Ga., was sold by Ken Woodfin and Milton Hirsch to a group led by John Lee for \$2.3 million. Lee is president of KLBK-TV Lubbock and KTXS-TV Sweetwater-Abilene, all Texas.

Brothers Charles and Robert Mortimer sold KPTL(AM)-KKBC(FM) Carson City, Nev., to Woodward Communications for \$2,050,000. Woodward Communications is a family-owned, Dubuque, Iowa, publisher of the daily *Dubuque Telegraph Herald* and group owner of four AM's and four FM's.

WMFR-AM-FM High Point, N.C., was sold by Frank Lambeth and family to Jack McCarthy and Carl Venters for \$1.8 million. McCarthy is the former general manager of WPXI(TV) Pittsburgh, and Venters is the former president of Durham Life Broadcasting, Raleigh, N.C.

Arnold Morck sold KRKK(AM)-KQSW(FM) Rock Springs, Wyo., to Brian Cobb and Tom Geimer for \$1.8 million. Cobb is a former general manager of KOA-AM-FM-TV Denver and Geimer is a Denver stockbroker.

Robert Ingstad, who sold WTNT(AM)-

WLWV(FM) Tallahassee, Fla. (see above), also sold KGRZ(AM)-KDXT(FM) Missoula, Mont., for \$1.75 million. The buyer is owned by Samuel C. Johnson and family. Johnson is a Racine, Wis., businessman.

WDRV(AM)-WLWV(FM) Statesville, N.C., was sold by Metrolina Communications Corp. to Raleigh, N.C.-based Capitol Broadcasting Inc. for \$1.75 million. Capitol also sold KMAC(AM) San Antonio, Tex., last year for \$1 million and is awaiting FCC approval to buy KBEQ(FM) Kansas, City, Mo. from Mariner Communications for \$5.25 million. It now owns four AM's, six FM's and one TV.

Mark Woodlinger, former owner of KBEQ(FM) Kansas City, Mo., bought KCLO(AM)-KTRO(FM) Leavenworth, Kan., for \$1.7 million.

Radio and TV entertainer Ralph Edwards sold KNTB(AM)-KLYD(FM) Bakersfield, Calif., to American General Media Corp. for \$1,375,000 plus \$300,000 for a noncompete agreement. AGMC's broadcast interests now include three AM's and three FM's. AGMC spun-off KNTB to Alexander Klien Jr. and his wife, Barbara, for \$650,000.

KTYL-AM-FM Tyler, Tex., was sold to a group led by Atlanta refrigerated transport company executive Richard Beauchamp for \$1.6 million.

W.J. Wheeler sold KTGR(AM)-KCMQ(FM) Columbus, Mo., to group headed by Jim McCrudden for \$1,286,250 plus \$375,000 for a noncompete agreement. McCrudden's broadcast interests now include three AM's and two FM's.

Daniel Kops and Richard Monahan sold WAVZ(AM) New Haven and WKCI(FM) Hamden-Hartford, Conn., to Eastern Broadcasting Corp. for \$6 million. Eastern is a Washington-based group of five AM's and five FM's principally owned by Roger Neuhoff, president.

KFIV-AM-FM Modesto and KTOM(AM)-KWYT(FM) Salinas-Monterey, both California, were sold by Kilibro Broadcasting Corp. and Monterey Peninsula Communications Inc. to Community Pacific Broadcasting Corp. for \$5,650,000. The buyer, based in Gresham, Ore., is principally owned by David Benjamin, chairman, and Charles Banta, president, and also bought KANC(AM) Anchorage, Alaska last year (see above).

They now own seven AM's and three FM's.

William Rust Jr. and family reduced their broadcast group to four AM's and four FM's by selling WAEB(AM)-WKKW(FM) Allentown, Pa., to Carter Burden and Edward Rogoff for \$5.5 million. Burden and Rogoff also own WTCR(AM) Kenova and WHEZ(FM) Huntington, W. Va., which they bought in 1981 for \$2.5 million.

Affiliated Communications, a subsidiary of *Boston Globe* publisher, sold WSAI-AM-FM Cincinnati for \$5.2 million to Booth American Co. In 1981 Affiliated closed on the purchase of WAIV-AM-FM Jacksonville, Fla., so its broadcast interests stayed even at five AM's and five FM's.

WSYR-AM-FM Syracuse, N.Y., was sold by Newhouse Broadcasting to Katz Communications for \$5.1 million. Katz also bought WDBO-AM-FM (see above).

McClatchy Newspapers sold KOH(AM)-KNEV(FM) Reno and KBEE-AM-FM Modesto, Calif., to John Price and family for \$4.5 million. McClatchy, besides publishing newspapers in Fresno and Sacramento, both California, still owns two AM's, two FM's, one TV and California and Reno, Nev., cable franchises. The Price family owns KKR-D-FM Wichita, Kan., and KROW(AM) Reno, and also bought, subject to FCC approval, WWVA(AM)-WCPI(FM) Wheeling, W. Va., and KCPX-AM-FM Salt Lake City from Columbia Pictures Industries for \$11.75 million.

Francis Lough and Irving Cottrell sold WLNA(AM)-WHUD(FM) Peekskill, N.Y., to Gary B. Pease for \$4.2 million. Pease is former vice president of General Communcorp, New Haven, Conn.

Boston neurosurgeon David A. Roth bought KCBN(AM)-KRNO(FM) Reno from Lorraine W. Arms for \$3,775 million. The year before Roth bought WIRA(AM)-WOVV(FM) Fort Pierce, Fla., for \$2,225 million.

John S. Tyler sold KATT-AM-FM Oklahoma City to Surrey Broadcasting for \$3.65 million. Surrey owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and has modified an agreement to buy WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., along with KYKY-FM St. Louis for \$10 million from Charter Broadcasting. It originally planned to buy six of Charter's seven radio stations for \$32 million.) Surrey also announced it would sell the Wisconsin stations for \$6 million once it was granted FCC approval to buy the stations from Charter.

WCRT(AM)-WQEZ(FM) Birmingham, Ala., was bought by Mobile, Ala.-based Capitol Broadcasting Corp. for \$3,381,000. Capitol now owns four AM's and four FM's.

A.G. Gaston sold WENN-AM-FM Birmingham, Ala., for \$3 million to a group led by Howard Sanders, who also was the principal in the group that bought WYCB(AM) Washington (see above).

Marvin Josephson Associates, the publicly traded New York-based international talent agency and producer of *Captain Kangaroo*, bought WVKO-AM-FM Columbus, Ohio, for \$3 million. Josephson International now owns three AM's and three FM's.

William Matta sold WCKG(AM)-WFFM(FM) Braddock, Pa., for \$3 million to Robert Bennis, president and 50% owner of



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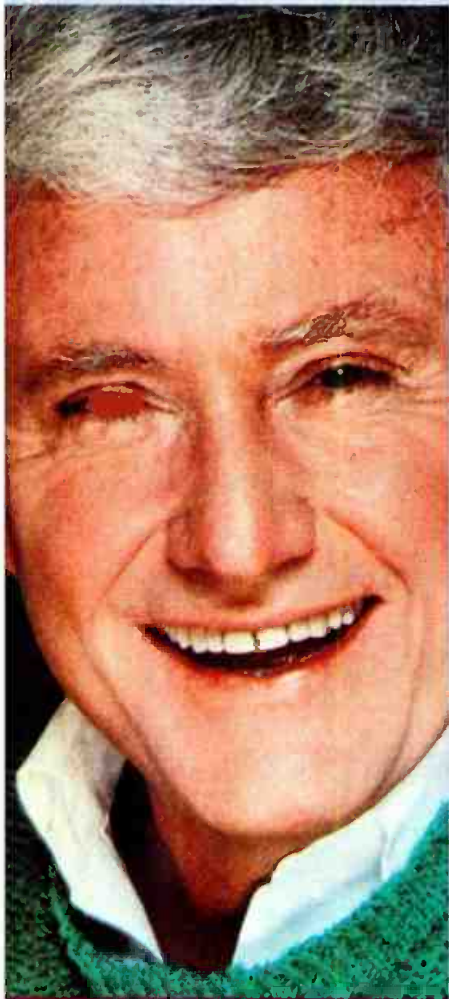


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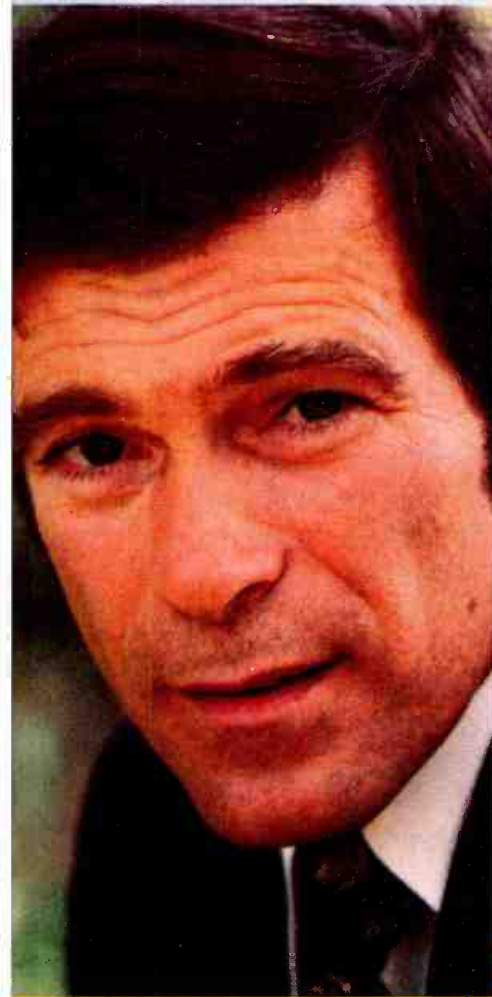
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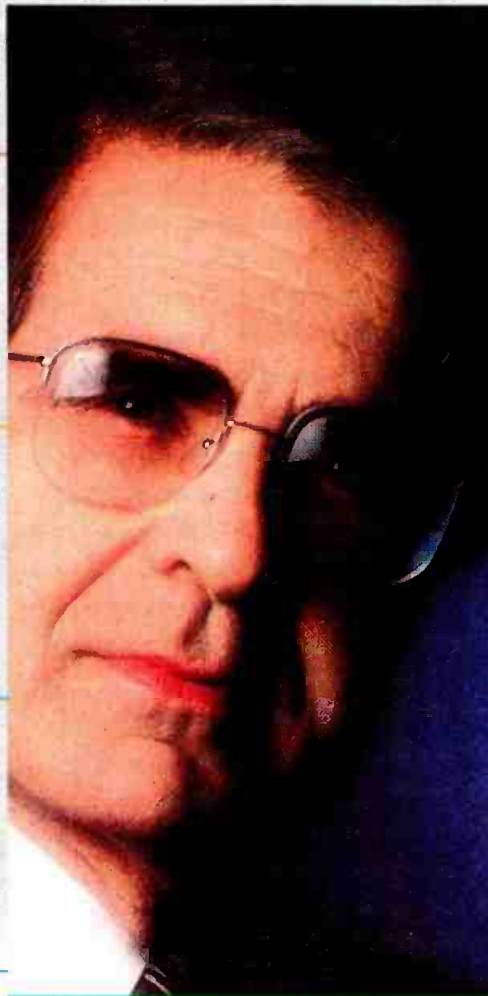


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A.S. Abell Co., publisher of the *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, bought WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va., for \$3 million. Last year it also bought WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000 and now owns two AM's, four FM's and one TV.

Ed Muniz, Brennan Bridgeman and Michael O'Keefe sold KIEL(AM)-KEZQ(FM) Jacksonville, Ark., to a group led by Robert Understein for \$1.5 million. Muniz also bought out his other partners' interest in WNNR(AM) New Orleans and WAIL(FM) Slidell, La. (see above) and Bridgeman bought out Muniz and O'Keefe's interests in KIEL(AM) and KALO(AM)-KZZB(FM) Beaumont, Tex. (see below). Understein is former principal in WAVA(FM) Arlington, Va., which was sold last year to Doubleday Broadcasting for \$8 million.

KYLF-AM-FM Missoula, Mont., was sold to Phillip B. Huff and others for \$1.5 million. Huff, a Boulder, Colo., radio promoter and merchandiser, has no other broadcast interests.

James Harbart sold KSEK(AM)-KMRJ(FM) Pittsburg, Kan., to Richard Chegwin and John David for \$1.45 million. Chegwin and David also own KVRO(FM) Stillwater, Okla.

WTIP(AM)-WTIO(FM) Charleston, W. Va., was sold by Gus Zaharis to Beasley Broadcast Group for \$1,425,000. The Beasley group now includes six AM's and seven FM's.

Terry Jacobs bought WKYG(AM)-WQAW(FM) Parkersburg, W. Va., for \$1.4 million. Jacobs now owns four AM's and two FM's.

Paul Reid sold WLAG(AM)-WWCG(FM) La Grange, Ga., to Robert Williams and others for \$1,370,000. Williams is a former marketing director at McGavren Guild, New York.

Charles Jordan and Gary Ackers bowed out of KRMD-AM-FM Shreveport, La., by selling their interests to their other partners, Robert Hyde and Jim Phillips, for \$1,350,000.

Richard Surles sold WISP(AM)-WQDW(FM) Kinston, N.C., to Thomas Joyner and David Weill for \$1.35 million. Joyner owns 50% of WCLE(AM)-WQLS(FM) Cleveland, Tenn.

KOLE(AM) Port Arthur and KZOM(FM) Or-

ange, both Texas, was sold to Dale Palmer and Jimmy Welch for \$1,325,000. Palmer is a former principal in Tyler, Tex.-based Center Group Broadcasting, but sold his interest to other partner, Steve Adams, last year.

Beatrice Beverage Co. sold KKUA(AM)-KQMQ(FM) Honolulu to J. Patrick Lannan Jr. and others for \$1.35 million. Beatrice Foods, parent of seller, acquired the Honolulu stations along with KJOI(FM) Los Angeles from Northwest Industries as part of a \$600-million merger of Northwest's beverage subsidiaries, which were licensees of stations (see above).

Kerby Confer and Paul Rothfuss sold WKRT(AM)-WNOZ(FM) Cortland, N.Y., to Robert Burstein, John Laubach and Larry Garrett for \$1.35 million. Burstein and Laubach own WCKK(AM)-WEYZ(FM) Erie, Pa., where Garrett is general manager. Confer and Rothfuss also bought WDIX(AM)-WPJS(FM) Orangeburg, S.C., for \$1.25 million.

Sconnix Group Broadcasting, which bought WZZC(FM) East Moline, Ill. (see above), also sold WDOS(AM)-WSRK(FM) Onoenta, N.Y., for \$1.3 million to group of New York investors led by John McGeehan and Jan Mitchell. □

Mixed reviews on 1982 from brokers

Whether buyers or sellers had better year is open to question, but business remained upbeat; 1983 could be banner year if interest rates and FCC multiple ownership limits recede

Brokers are divided in their appraisals of the 1982 station trading season. Some say it was a seller's market, others say buyers were still in hiding, waiting for interest rates to drop. Declining prices of the average stand-alone AM and FM radio station presented no concern. Many brokers said that if 1982 was not the best year they ever had, it was as good as most years. A few brokers proclaimed 1982 "excellent," or "the best year we ever had."

Whatever their fortunes in 1982, brokers see a promising 1983. They expect interest rates to continue to fall in 1983, bringing

down the cost of borrowing money and sparking a brisk year of station trading.

Across the board, brokers report the trends they reported in 1980 and 1981: Stand-alone AM's are difficult to sell; more radio station deals are owner-financed with the seller taking back paper to help the buyer take over the property.

"Television and radio are still a healthy business. There are still more buyers than sellers, but it's tough to pay high prices in a money market that is difficult and an economy that is difficult," explained Jim Blackburn, president of Blackburn & Co., Washington. Blackburn added that his firm handled "far fewer facility buys" in 1982 than previously, explaining that buyers were giving a hard look to cash flow and the station's financial record, rather than seeking out a poorly rated station and attempting to turn it around.

The high cost of money, brokers agree, hits the newcomers to broadcasting hardest. Cecil Richards, of Falls Church, Va., who has been in the media brokerage business for 15 years and who handled the \$86-million San Juan Racing Association-Gulf United station group merger of 1981, reported: "There's always been money available [to buy a station]; it's just the high cost of it that's the problem. There are a lot of buyers out there waiting for the interest rates to come down significantly and substantially. They haven't come down that far to shake lose all those buyers. I think [1983 is] once again going to be a seller's market."

But Richards reports he got fewer calls from entrepreneurs last year, from the prospective buyer who is an announcer or a sales manager at a radio station, has saved a little money and is hoping to put together a leveraged deal to buy a station. "Most of them are aware that it just isn't the right time to even try," Richards said.

Bill Chapman of Chapman Associates, Atlanta, Ga., estimated his firm handled about one broadcast station sale per week last year, and currently has over 150 properties listed across the country. All-cash deals are continuing to disappear, Chapman believes, and he sees "more and more discrimination by the buyers in seeking earnings as well as facilities." The more demanding buyers, Chapman thinks, also helped to bring down the multiples—one of the ingredients that goes into appraising the value of a broadcast station.

Brokers warn, however, against relying too heavily on multiples, whether based on gross revenues or on cash flow. Robert Mahlman, a New York broker who specializes in radio properties, pointed out that radios multiples vary from market to market. "I don't think they've fallen drastically for excellent facilities in the sunbelt areas," Mahlman said, but "they have fallen in industrial areas." For industrial areas, Mahlman reported multiples are in the range of two-to-two-and-a-half times gross revenues, and eight to eight-and-a-half times operating cash flow. In sunbelt areas, Mahlman said, "we're still in the three's and the ten's" for stand-alone FM's and AM-FM combinations with good facilities. Mahlman reports that for his last fiscal year he had handled about

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\$18 million in radio station transactions.

Ted Hepburn, a Cincinnati-based broker who had eight closings in 1982 totaling more than \$52 million, saw a "softening" in 1982 station trading, especially in the first three quarters of the year, which he attributes to "the sluggish economy and the high cost of money." Although Hepburn still sees no "roaring optimism" among players in station trading, he notes that the market continues to perk along because "people have learned to live with it."

Hepburn agreed with Mahlman that multiples do not remain constant between markets. Hepburn even sees the gap between certain markets growing ever wider, "where the disparity between the haves and have-nots is becoming more evident." Explained Hepburn: "An FM station in Atlanta is going to command a significant multiple, as it would in Dallas or Houston. But that same station in Detroit, Cleveland or even Birmingham, Ala., might [carry a] 30 or 40% lower multiple. Where you might get 11 or 12 times in Atlanta or Dallas, you might get six or seven times in another market."

Howard Stark, a New York broker, points out that the FCC's rule limiting group ownership to seven AM's, seven FM's and seven TV's contributes to TV station trading. Most of the major trading is among full group owners, who must sell a TV to make room for another in their push to trade up, Stark explained. But after a point, Stark added, there is no more room for movement. "If you look at who owns the major markets, the major groups own most of those, and they wouldn't sell any of them unless they could upgrade, and it's tough to upgrade a major market," Stark said. If the FCC lifts or relaxes its limits on station ownership, Stark foresees an increase in trading activity, but he predicts major group owners and the networks will be relatively unaffected. Stark thinks the FCC will keep a limit on the percentage of the total audience a given owner can reach. Stark closed two TV station sales in 1982 totaling \$157 million, and arranged three other major market deals involving four TV's collectively worth \$492 million, he said.

The supply of good TV's for sale is "very limited," said Richard Crisler, a Cincinnati broker, who recently brokered the Pulitzer purchase of two of Gannett's TV stations (see "Changing Hands"), and Pulitzer's sale to Freedom Newspapers of WLNE-TV New Bedford, Mass.-Providence, R.I. His partner, Clyde Haehnle, reports the TV market may even be beginning to soften slightly. "We're no longer getting 10-times multiples on that side of the fence. We're looking at nine times. Financial institutions will not lend much if you're talking over nine times."

However, with stand-alone FM's, Crisler believes "there's no real multiples because [the principals] are looking at the market and the chance to do business." And "for a good facility AM station there are buyers," Crisler said, although generally his opinion is that for other stations it is a seller's market.

The decrease over the past two years in the average price of stand-alone AM and FM stations is principally due, Crisler and

Haehnle say, to an increase in the volume of smaller stations being sold off. The reason, Crisler tersely explained, is that "a lot of them don't make any money."

Dick Kozacko of the Keith W. Horton Co., Elmira, N.Y., reported he did in 1982 "about half the volume" of the previous year, but still handled about 10 sales totaling over \$5 million. "Performance is definitely far more meaningful than it ever was before," Kozacko asserted, with buyers giving a more cautious look at the kind of debt they are going to have to service.

When brokers talk about the big deals, the sales of TV stations in major markets, they usually end up talking about the same person who, they suggest, has been a major impetus

behind recent TV trading: John W. Kluge, chairman of Metromedia Inc. Kluge's overtures to buy Field Enterprises' WFLD-TV Chicago at a premium price may have motivated Field to sell out of television altogether while the market was hot, brokers hypothesize, and that set off a chain-reaction as group owners scrambled to trade up. Gannett, which has agreements to buy two of Field's stations and one of Metromedia's and to swap another plus cash for Chronicle Broadcasting's San Francisco VHF, also has agreements to sell two TV's to Pulitzer and another to one of its general managers. Without that sort of trading, brokers say the last quarter of 1982 would have been a good deal less exciting. ■

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The Television Information Office, a tiny organization supported by broadcasters to serve as information resource for, and defender of, the television industry, has come under attack in recent months, as a reform-minded National Association of Broadcasters, in reassessing its own activities from top to bottom, has questioned the need for a New York-based public relations effort that duplicates much of its own in Washington. Although the NAB joint board of directors is expected to grant the TIO a reprieve next week at its annual winter meeting, its scrutiny of the TIO over the past six months has renewed interest in the 24-year-old institution, and raised questions about its ongoing role in the changing television industry. Roy Danish, president of the TIO since 1962, is largely credited with having convinced a special committee of the NAB to recommend unanimously to the joint board that it continue funding TIO. The committee's report to the NAB Television Board, a simple two-sentence recommendation, gave little insight into the current state of the TIO nor did it answer the question of why TIO should continue to operate. BROADCASTING editors explored these issues with Danish.

Telling television's side of the story

The question that the National Association of Broadcasters futures committee seemed to be asking last fall—and one we too have asked over the years—is whether TIO is a good idea or not, or whether it has outlived its usefulness. Your own response is surely yes and no, respectively. Nevertheless, we'd like to invite you to make the case for your point of view.

This issue has come up periodically at about six- or seven- or eight-

year intervals, ever since the TIO was founded, and I don't think that it's either improper or unproductive, necessarily, for a look to be taken at the operation of an organization like this in terms of what it's doing and how it's going from time to time.

The thing that concerns me always is the underlying purpose for the look. And it's very difficult sometimes to piece out what the purposes are. In the past, questions have been raised and answered within the context of the television broadcasting industry. That is to

say, the NAB's TV board or the Television Information Committee had addressed itself to the question of whether TIO was doing what it should be doing: Should it be serving the entire industry? Is its structure proper? And so on.

This time the inspiration, if you will, and motivation for the investigation came from the radio side and had nothing to do, really, with TIO. It arose in January a year ago with questions about our surplus. And the question of whether or not radio should be supporting a television operation. The question was not: Is TIO doing its job? So it didn't have anything to do with whether we were doing it right. It had to do with very different things.

And to that extent, I don't think it was necessarily productive, as earlier looks at TIO were.

But the wheels had begun to turn. We went through the year and made our presentation and there was finally the appointment of the ad hoc committee, as you know, which came out with the unanimous finding that this is a unique and worthy activity that should be supported by the NAB, and there you are. And if it plays out as I think it will, that momentary flurry of radio versus TV, the intra-NAB activity will have subsided, and we will be back on what is essentially the proper course—subject to continuing oversight by the TV board as to whether or not we're doing right or wrong.

Well, I guess what we're doing with this interview is our own ad hoc investigation, raising the question of whether TIO does serve a useful purpose, or is just, as the editorial page of BROADCASTING has at times past wondered, a boondoggle.

Let me begin by asking what, in your opinion, is the most important thing that TIO does?

Well, I could give you what seems to be an unresponsive answer, which is that we create an information source for the purpose of moving information about television out beyond the television industry, to broader publics of various kinds, and that we're the only people in this business who do that.

Now, I don't know how well you feel answered by what I just said. There is a reason why a licensed industry, or any industry as much in

the public eye as is television, should offer a reasonably candid view of what it's doing to people who have an interest in it, who have concerns about it, who believe it has one sort of obligation or another—and there is a wide range of opinion about what television is and should be and could be and does do and doesn't do. And we are the place, if you will, where people can come for answers about television as a social phenomenon.

Now, we don't track legislation. That's somebody else's business. We don't lobby. That's somebody else's business. Our concerns, although I suppose every broadcaster's concerns finally center on Washington, our day-to-day concerns are not Washington. They are all the voices around the country which taken together set up the kinds of reverberation that have impact on legislation, have impact on regulation, have impact on the way communities regard their local broadcasters. And so we work on them nationally, but we also try to help local broadcasters deal with the questions that they face in their communities about the appropriateness of television broadcasting behavior.

Do you think there has been a shift in the public's perception about television as a result of any effort that the TIO has made?

What I think we have done over the years is to still some voices, to neutralize certain kinds of criticism. There are people who will not listen, and just as in politics there are some kinds of folks you don't try to convert to your point of view. You talk to the people who'll listen to you with an open mind, who come to you and say, "I want to know." There are areas which people outside the industry, or outside the academic world which points its interest toward us, areas where the people are totally ignorant. They simply don't have information. And we can at least help them begin to fill in some of the gaps.

Some 20 or 22 years ago the National Council of Teachers of English and this office got together in the production of a volume called, "Television and the Teaching of English." And we had nothing to do with its writing. We did have something to do with its financial support and its distribution. And at that time I remember

To TIO or not to TIO

That's what the NAB board will consider—whether to continue funding information service

When the National Association of Broadcasters joint board of directors convenes its annual winter meeting in Puerto Vallarta, Mexico, next Monday (Jan. 17), a key decision it will face will be whether to continue its substantial support for the Television Information Office, a New York-based offshoot of the NAB that for more than 20 years has served as an information clearinghouse, reference library, speakers' bureau and defender of the television medium.

The 48-member NAB board has been given conflicting recommendations, one from a special futures committee of its own members which, surmising that the growth of cable and other video services is gradually reducing public pressure on over-the-air TV, suggested last August that the TIO be eliminated and its functions folded into the Washington-based NAB's public relations department. The second recommendation came in November, from a seven-member ad hoc committee appointed by the NAB board, at the request of members of its television board, to make a deeper study of continued funding for the TIO. That committee, after a visit to TIO headquarters and a thorough

briefing by the organization's president, Roy Danish, and members of his 18-person staff, recommended that the NAB continue full funding for TIO so it may continue functioning.

"We decided that if we dissolved TIO we'd have to turn around the next day and create another organization to do what it does," said ad hoc committee member George Schweitzer, vice president, communications, CBS/Broadcast Group, who noted it would be more expensive to do that than to keep the present TIO alive. William M. Dunaway, vice president, general manager, WTHR-TV Indianapolis, completed his chairmanship of the ad hoc committee by signing up his station as a TIO subscriber, telling his fellow committee members he was convinced of the organization's worth. "The NAB doesn't have the resources to do what TIO does," he said.

In spite of the second committee's unanimous recommendation, TIO is not, by all indications, out of the woods yet. Last year's futures committee report did not mark the first time TIO funding has come under fire from members of the NAB board, the majority of whom are radio broadcasters. Radio directors over the years have questioned funding an organization that works only for TV. The recommendation came, however,

from a futures committee composed half of TV board members, and at about the time the report was issued there were indications from ABC that it would follow the NAB's example and deny future funding to TIO if TIO refused to move to Washington. Danish, who has run the TIO for 23 years, is considered "too sophisticated" by some small-market broadcasters and his six-figure salary is thought by some to be excessive.

Although Danish is within two years of retirement age, he has given no indication to the governing TIO committee that he wants to retire.

TIO's 1982 budget was \$1.4 million. About 60% of TIO's annual income comes from dues paid by member TV stations, which are assessed according to market size. The other 40% comes from annual NAB contributions and the three major networks.

The TIO does not disclose the number of stations on its membership list, but maintains it has the support of many major broadcasters, and, according to Danish, its income amounts to "over half of the industry rate base." Last week, it announced that five new stations had joined the TIO: KSBY-TV San Luis Obispo, Calif.; WSOC-TV Charlotte, N.C.; WHMM(TV) Washington, and WHSV-TV Harrisonburg and WVJR-TV Charlottesville, both Virginia. □

being told by someone high up on the council that this was a good idea, and in 20 years we'd probably be beginning to see some fruits of it.

And I remember my shock when he said 20 years. I thought, Good Lord, you know. Who's going to wait around? But he was very wise, and he knew how long it takes for things to happen in education. And when I complained about the 20 years, he said, "That's fast." He said, "Pretty good ideas take 30, and I think this is a good idea, a really good idea."

And so, going back that far, we began to do things which we thought would speed up that process. We got engaged in the publication of teachers' guides to television, and started appearing at the various forums where this sort of thing is under discussion. We helped with our mailing list to acquaint teachers with all kinds of programing that we felt would be appropriate for their use in the classroom.

We did a second piece of work for the National Council of Social Studies, the second largest body in education. And this has continued to this day, because that is a very slow process, but we have made a difference, and now we're a resource of information about television and the teaching process recognized by everyone.

Is it unfair to say that the real purpose of the TIO is to be an apologist for the television industry?

It depends on what you mean by "apologist." Certainly we do not set out to paint television in drab black and white colors. What we try to do is to help people understand what its limitations are—what its accomplishments are, realistically, because ultimately we've got to deal realistically with them. They're not fools. To show them what constructive uses they can make of television, and to disabuse them of notions that get in the way of real dialogue about what television is, can be, should be, in the society.

We do a lot of things to try to balance the picture. Before we existed, before there was a Television Information Office library, when people wrote about television, they went to the conventional print sources for their background information. There wasn't a great deal at that time, much of it written out of concern and even fear, by other media, that this monster was going to gobble them up. And there was a lot of very hard writing about television in those days.

What we try to do is to cultivate a clientele of writers, of students, of educators, of people who have a serious concern, a serious interest in television, to try to develop a resource to which they could come and get all sides of the picture. Books have been written out of this library which have damned television. Books have been written out of this library which have praised television. Most have been neutral, but at least people have had an opportunity to be exposed to a wide range of material bearing on their subject matter. And we take pride in being able to say we have been very helpful in that sense to a lot of folks who want to write seriously about the media.

Now, we know how selective some media are in the use of our facts. When *Time* came to us and asked for a comment on the *Wilson Quarterly* piece about where people get their news, we gave them a lot of information, and you could see that it was almost reluctantly that they fed that information into the piece they did.

There's still a great reluctance in some parts of the world to accept anything about television that is not negative. Particularly it's true in the daily press, and we don't have the adequate means to get around that.

We're still fighting the inaccurate news release that crept into the *New York Times* about 15 or 20 years ago saying the average person watched television 54 hours a week. That's still creeping in.

How many inquiries do you get every year?

Oh, gee, thousands and thousands and thousands. You know, it just

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goes—well, it goes on forever. It goes up and down year by year, depending on the amount of traffic that a given year's product will produce. Some materials we produce elicit few calls because they are totally self-explanatory. Other materials produce a lot of calls because they invite inquiry.

In a year when we publish a Roper report, for example, there's an increase in traffic.

What percentage of your inquiries come from broadcasters?

My impression is, somewhere around 15% to 20%. But that could be high. There aren't that many broadcasters, you know. They're a very small part of the total universe, and this is a public facility.

Just what is television's problem with the public at large?

The problem? Television is pervasive, it occupies time, everybody's time; it satisfies almost everyone sometimes; it dissatisfies almost everyone sometimes, and is perceived, because of the amount of time it occupies in people's lives, as having effects, big effects, great power, to modify behavior, to create attitudes, to do a variety of things.

It has become, therefore, very easy to respond to questions about what caused X or Y or Z by saying, "Well, it must have something to do with television." People rarely stop and say, "What was it like before television?" And when I tell them that child crime in New York City of 1850 was so bad that you couldn't walk the streets without a companion and a weapon, they don't believe that. They don't believe that it's really better today than it was then. They only go back to, "Well, television started in 1946 or '40, or whenever that was, and something's happened to the crime rate since then." Well, a lot of things have happened in this country since then.

So we're dealing with a pervasive medium, which is an easy scapegoat. It's easy for me to say it's an easy scapegoat, too, and I'm aware even as I say it that I fall into a trap of sorts. So television does have some effect, but its effects are less and different than they are thought to be.

Is the concern more about the effects of the medium or disappointment in the performance of the medium, or expectations of what the public wants from it?

From where we sit, what is generally expressed is concern. That seems to be the tenor. There is, as people have become more familiar with the medium over a period of years, 35 years, a more willing acceptance now of it as, you know, just something one lives with, and far, far more thoughtful attempts to use it with good purpose. And the educational thing is one.

I think people's hopes are more rational, more sensible about what you can expect from an entertainment medium, which has a heavy overlay of information. They have come to learn that every situational comedy that's got a big name in it is not going to be the funniest thing that ever came down the road, that every drama which is based on a not-so-famous novel is not going to be the greatest theatrical experience they ever had; but they also know there are going to be marvelous surprises, they're going to fall in love with the characters and things that they never thought they would, and that they're going to be reliant on television for a whole variety of things, including sports, news, and whatnot, to an extent that makes them realize it's really a part of their lives, and kind of a friendly, useful part of their lives.

The romance is gone. "Gee, it's different than it was before TV." Those folks are fewer and fewer in the population, so we're living with something that by and large we're comfortable with. When I say, "we," I mean "we" in the largest sense. And those who are concerned are the ones who are concerned generally with social problems and are looking for causes and reasons—

Often with an elitist point of view?



Well, surely. But I think we're talking about people who are by and large among the elite, if you define the elite as the better-educated, more affluent, those with higher taste levels, as they see higher taste levels anyway. Sure, there's disappointment that there's not more opera and ballet. We all know the fate of these things in television. The economics of the business are punishing. I'd like to see more of those things because I was raised in a city where those were available to me, I became accustomed to seeing them: they're part of my life style.

I've wandered a bit, but you know, I guess we get back to it. The people we deal with are those who are, quote, serious.

Well, at the time that the TIO came into being there was an enormous level of concern being voiced, and there was a great amount of outrage in the Congress. It does seem to have been moderated since then, you know. We don't have the violent hearings now that we did at that time. Is there still a need?

It depends. What risks do you run? For the small investment this industry makes in TIO—and it's really very small given the size of this total enterprise—about a million four, in an industry that grossed seventeen billion this year. Not a very large outlay. If you want to call it image or information service or whatever service. And a lot of that is just straight nuts-and-bolts information service in the sense of running a library to which people come from the industry to get the information they need, don't spend the money and time that it would take to do it back home using other sources. That's a core service, if you will.

I think as long as television remains a business which must by and large float on a sea of acceptance, there's got to be a place for the kind of activity we perform. It owes answers about the most pressing aspects at least, or the most visible aspects of its performance. The temptation to say, "Let the public be damned" may be okay if you're the only guy making your own particular kind of machine screw. They come to you or they don't to get that machine screw. That's not true here. Communities have all kinds of ways of expressing themselves, with uncomfortable consequences.

Are you 100% programed as a defender of the medium, or do you retain any objectivity toward the medium that gives you an opportunity to see its shortcomings?

I'm perfectly comfortable saying publicly that there are things I don't approve, because I don't like them personally, that I wish there were more variety of some kinds, that I'm not always sure that economics do not sometimes dictate more of what occurs on television than I would prefer. I'm not sure I know how to change that but that's my feeling about it. Among broadcasters, you know, you've got a pretty wide array of opinions about a whole bunch of stuff on TV. It's not as though they themselves are monolithic.

How is the world looking at television at this point? More critical? Less critical? Resigned to it all?

We're doing what has to be done.

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Love Canal dramatized the dangers of hazardous wastes. Business, government, and the insurance industry are showing that today's dumps need not be tomorrow's disasters.

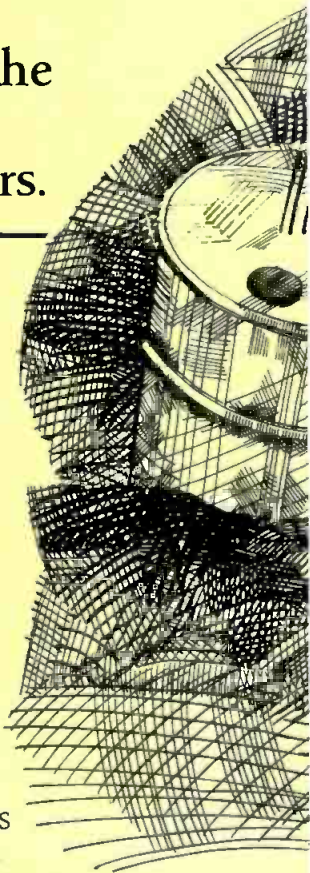
In a modern, heavily-industrialized society, waste materials are abundant and, in some cases, dangerous. Toxic leftovers from many industrial processes can pollute the environment, contaminate the water, and threaten the public safety. And, let's face it, serious accidents have occurred.

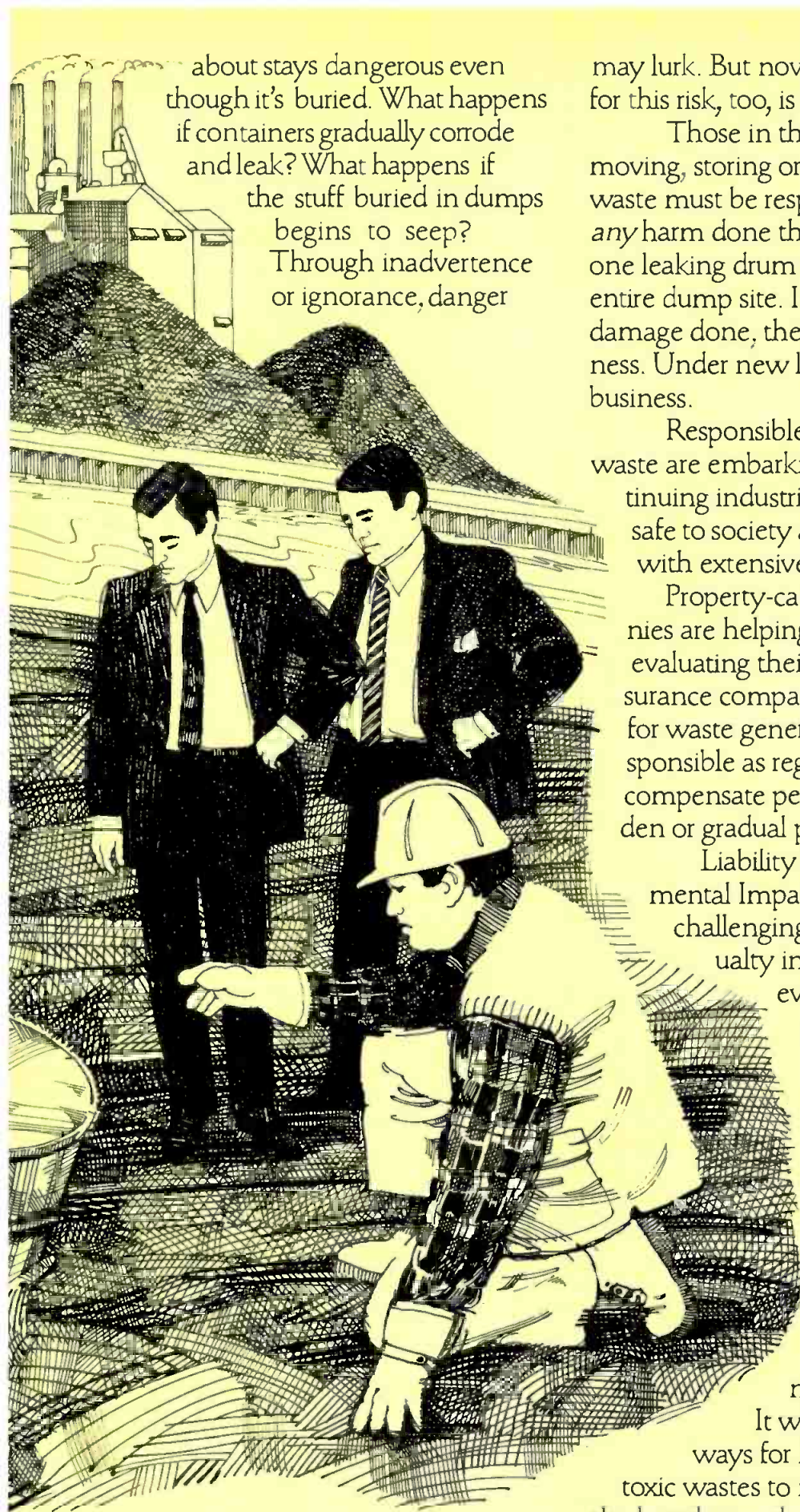
Today, the combined efforts of legislators, regulators, responsible waste-generating companies, the insurance business, and a concerned public are being felt.

New laws and standards go a long way toward making sure that firms that produce, move, store, or dispose of dangerous substances do so with care. Government tests and inspections are meant to assure compliance and minimize risk. Concerned

industries have developed new technology and methods for safe waste disposal. But with materials this potentially dangerous, the best of care may not prevent every accident.

Although any accident with hazardous substances is bad news, some accidents are worse than others. And more insidious. Sudden spills and fires are quickly found and remedies quickly applied. Liability insurance for those accidents has been available for some time. But the material we're talking





about stays dangerous even though it's buried. What happens if containers gradually corrode and leak? What happens if the stuff buried in dumps begins to seep? Through inadvertence or ignorance, danger

may lurk. But now, liability insurance for this risk, too, is becoming available.

Those in the business of producing, moving, storing or disposing of dangerous waste must be responsible to the public for any harm done them—sudden or gradual—one leaking drum or the slow leaking of an entire dump site. If they can't pay for the damage done, they shouldn't be in the business. Under new law, they *can't* be in the business.

Responsible handlers of hazardous waste are embarking on a difficult path—continuing industrial activity in a manner as safe to society as possible and in compliance with extensive governmental regulation.

Property-casualty insurance companies are helping those waste generators by evaluating their risk potential. And now, insurance companies have devised a way for waste generators to be financially responsible as regulations require, able to compensate people harmed by either sudden or gradual pollution.

Liability Insurance for Environmental Impairment is one of the most challenging coverages property-casualty insurance companies have ever been asked to provide. The potential for loss to both people and property is large and little known. But if proper safety standards are issued and enforced by either federal or state government, and if insurance companies are allowed to administer the coverage with some sense of certainty, this new insurance can do a job.

It will be one of the best ways for handlers and disposers of toxic wastes to meet the responsibility that the law demands and the public deserves.

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It comes and it goes. I think sometimes that it has to do with the nature of a season in terms of its entertainment values, in terms of what the mix of programming is. That's for the general viewer. There are people who really don't care what the mix is. They just say: It's the medium that's doing this or that or something else. And they're always there. They are a constant. They worry about the impact on children, on the political process, on the quality of life, on—you name it. And it doesn't matter to them what the schedule looks like this week.

I think they're more accustomed to it, they use it sensibly in their own terms.

As a result of this evolving change in the structure of the medium, and the entry of new programming variety via HBO and the other basic and pay cable services, do you see a change in the need for, or in the role of, the TIO?

At our last board meeting there was a discussion about this, very brief, and it died where it started. The question was raised essentially as you raised it, and there was just no response to it. It's something that someday may have to be dealt with, but that certainly isn't the case now.

You must get inquiries about cable TV, though, sometimes.

Sometimes?! My God, we're swamped with them! Broadcasters swamp us with them. Broadcasters are in the cable business; we're endlessly into cable now. We are really the only resource of its kind, at least, that's prepared to do a real general question about cable, particularly as it relates to cable programming.

How do you deal with it? As someone defending cable or attacking it?

We just give people information. How many cable systems are there, and how many subscribers does HBO have. Who is in the business of furnishing cable program services. We're sometimes asked whether we are anticable or pro-cable. We're cable-neutral. Our job is to deal with over-the-air television. These are the people who support us. This is still, seven to one, the most viewed part of what people watch on television.

Do you think you'll ever go to a Cincinnati and defend a cable operator for, let's say, the elimination of CBS Cable?

I don't know. I would think a greater possibility is that the National Cable Television Association is going to find it more and more in its interest to start doing the kinds of things we do, but from a different point of view.

For one thing, you know, this is smoke-talk. Those other program services—cable-fed, satellite-fed, MDS-fed—have got a long way to go before anybody even knows what the final shape is going to be. Their concerns at the moment—as were television's in the earliest days—are how to get the stuff from here to there, and what to get to put on that transmission system. And they're really not much concerned to deal with the matters that we deal with relating to over-the-air broadcasting.

How long have you been on this job?

I became director in '62. I came to TIO in '60.

So you've been in the job over 20 years. How's the burnout phenomenon?

Well, it's not a matter of burnout. Am I bored? Well, there have been enough changes around, the industry has changed, players have changed on both sides, attitudes have changed, the needs of stations in the industry have changed. Television has refreshed itself as a subject matter, and we have refreshed ourselves. I find it a business that's relatively exciting, interesting and challenging. I continue to

like it. I just enjoy it. I don't mind the work, I don't mind the travel. And I can look anybody in the eye.

What is your tenure likely to be?

Well, I think when anyone reaches 80, he ought seriously to think of a second career.

Just in passing, let me note that the questions you're asking reflect the same underlying attitude which has prevailed at BROADCASTING over the years. Instead of saying that bunch of guys who don't part with a buck very easily support this operation and have supported it all these years—instead of saying, well, someone perceives value here—you say: Is it worth it? Well, it's almost not for me to make that judgment any more than it is for a merchant selling a sweater over the counter to make a judgment about what—it's the buyer who makes the judgment. There's either perceived value or there isn't.

What about the BROADCASTING attitude toward the radio and TV codes, which parallels its attitude toward TIO—which is to say, rock-ribbed and negative. Are they wrong?

I can tell you how I feel about the two of them, and you can decide, but I won't say whether you are right or wrong. I believe it is comforting to the consumer to believe that there are rational standards applied to the production of some product that he consumes in great quantity. I think it's comforting to the producer of that material to know that there are standards to which he can turn which help him make better informed judgments, based on more information and knowledge, perhaps, than he has, about what constitutes a right decision about a given piece of programming or a commercial. To that extent, I think the codes were useful. And finally—and this is a rather parochial response—I think it served a good purpose in public relations terms to have a self-regulatory mechanism to which the industry could point and say, "We are, you know, responsible people and try to act in concert, responsibly."

Well, we worry about the impact in terms of the First Amendment and of having it taken over by the government. The FCC for years used it against the broadcasters.

That's right, it did. And that's a downside element. But you know, like so many other things in this rather imperfect society, I think there has to be a weighing out. And if you came out on the side of saying that the risk is too great, well, it's a fair conclusion that it was risk that could be contained in other ways—and there are other ways of dealing with the FCC, including resolutions in the Congress and God knows what—maybe you could live with that threat because it could never quite become real. But you pay your money and you make your choice.

You've got to do good programming, you've got to do it right, you've got to do it properly if you want to win the hearts of your folks. You'd damn well better do a good job.

And nothing we do in New York is going to change that in Indianapolis. But what we can do, perhaps, is see to it that what appears in the columns of the Indianapolis newspapers is not sheer hogwash from time to time. We make it embarrassing for some people to say some of the dumb things they used to say unembarrassedly.

We can suggest some reasonable uses of television without being laughed at now because for years we have built on a platform that has some support among the educators, for example. So people no longer say, "Television and education, how can you link the two?" Well, you can link the two. They're that, they're this, they're that, you know.

Maybe these are small things. I've wondered, for example, how much money we made for the television industry with the Roper reports, how much faster news became popular because of those early studies when they first began to emerge and become part of the literature—that most people get most of their news from television. I'll bet it's hundreds of millions of dollars. If we do nothing else, I think we've paid for TIO for 1,000 years with that kind of thing. ■

Leibowitz bullish on cable; more restrained on broadcast stocks

Analyst sees Time, Viacom, Storer, LIN and Capcities as best media buys

Bullish on cable despite its much-reported problems and lukewarm about most broadcasters, despite their fairly healthy outlooks, or more especially because of the high market valuations their present health has inspired. That was the picture presented to clients of the Wall Street brokerage of Donaldson, Lufkin & Jenrette by the firm's media analyst, Dennis Leibowitz, last week. Leibowitz said he expects the cable industry to experience in a year or so a situation similar to that in the late 1970's, when its profits, and concurrently its stock values, soared. But he had one word of caution—the possibility that the reputation of the industry as a whole will be tarnished by “renegeing on urban franchises” or even bankruptcies that he thinks are likely to hit some weaker companies in the near future.

Higher construction costs and lower-than-anticipated subscriber counts (particularly for movie services), coupled with high interest rates, all combined to slash the bottom lines of cable companies this year. Leibowitz noted, a negative influence on the stocks not helped by the perception of new competitors for cable. But the analyst said he thinks “there will be a breakout beginning in 1984” for the profitability of the industry, as construction slows down. Leibowitz told clients he thinks the cable industry's construction peaked in 1982, and although it will remain high, will “gradually decelerate” from here on out. At the same time, new revenue

sources, advertising, pay-per-view and other services, should boost that side of the financial equation. Looking beyond 1984, Leibowitz sees 20% revenue growth continuing for the industry.

Reviewing his specific cable recommendations, Leibowitz was bullish on Time, Viacom and Storer. Cox Communications and TeleCommunications Inc. remain on his recommended list, he said, although they are already “further along in price.”

Time's cable division, American Television & Communications, is already “at the point of a major breakout,” Leibowitz believes, with its major franchising push having stopped in the mid-1970's, and ATC's



Leibowitz

profits up 40% in 1982 by his estimate. Leibowitz figures the Time Video Group will contribute just under half of the corporation's earnings this year, while continuing to grow at 25% a year, and the company will further benefit from a cyclical upturn in its forest product group. Down the line, Leibowitz suspects that Time's current man-

agement might even be inclined to sell its forest products by 1984. The analyst expects HBO to continue to perform well (it will turn in \$100 million profit in 1982, he calculates) despite pressures from competitors. And Leibowitz noted that the Time management sees its \$100-million commitment to the new *TV Cable Week* listing guide as having a “greater potential than the whole magazine group” at present.

Reviewing the recent story of Viacom, its buy-back of Westinghouse's half interest in Showtime and subsequent rumors of a venture with ABC and 20th Century-Fox involving Showtime, Leibowitz called that company's stock “by far the cheapest with any major cable play.” What has kept the price down, he said, is concern about where Showtime is going and Viacom's give-back of the Multnomah County, Ore., cable franchise, which, if the county and Viacom don't come to terms, will take 85,000 homes out of Viacom's franchise pipeline. Noting that the network financial interest and syndication controversy also concerns some investors looking at Viacom, Leibowitz thinks repeal of the rules might be a plus for Viacom shareholders—“the best way for networks to get into the syndication business would be for them to buy existing companies,” he suggested.

Storer is also high on Leibowitz's list, even though the company “is symbolic of the problems of the industry.” Storer franchises, where construction has “wiped out earnings,” are nevertheless “attractive.” Furthermore, Leibowitz said he thinks the company may “attempt to sell some assets or restructure assets” as a way to raise capital. Right now, he feels, Storer's “private market value is the furthest away from public value of any major cable company;” and on a 12-month to 18-month basis, it's a “more speculative but attractive,” investment.

Two smaller cable concerns Leibowitz likes, but he is not yet recommending, are Comcast and Heritage. “[Both] actually have earnings and are solid companies with growth potential selling at substantial discounts to the market,” he said.

Looking at broadcasting, Leibowitz is recommending only Capital Cities Communications and LIN Broadcasting, the latter largely on the basis of its cellular radio potential. The networks are no longer on his recommended list, even though “the broadcast side looks healthiest and the networks are in good shape through 1984.”

In the first place, Leibowitz said, “for the whole broadcast group our feeling is that companies have gotten overvalued” by a stock market that in this recession looked to broadcasters as a group whose earnings were “a lot more secure than other industries if recovery were delayed.” Leibowitz is also concerned that with advertising expenditures in general tied to nominal growth in the

Bottom Line

Pennies for heaven. Comsat plans to offer one million shares of common stock, for price of \$77.50 each. Comsat identified two uses for proceeds: to help finance its Satellite Television Corp.'s plans for DBS service, and for Intelsat, international communications system of which Comsat owns 25%. First Boston was leading underwriter.

□

No chicken feed. CBS Inc. took its 1.5 million shares of new common stock to market at \$58.50 each on Dec. 22. In announcing intention (BROADCASTING, Dec. 20, 1982) company had said proceeds would go toward retirement of commercial paper. Stock had been trading as high as \$67 few weeks earlier in bullish market before dropping to \$58-\$59 range as market skidded.

□

Going public. MGM/UA Home Entertainment made initial public offering of 4.5 million shares of common stock, at \$12 each. Company will apply proceeds to advance payment of \$60 million made to parent MGM/UA Entertainment for worldwide home-video and pay-TV rights to library and future film product.

economy, lower inflation may slow broadcast advertising revenues as well.

Capcities gets his nod as "the best company in the business," and LIN, which stands to benefit from the "explosive potential" of cellular, is "a good way to play cellular," he thinks, as the growth rate of its present businesses justifies its current price.

Acknowledging his reversal on the networks—he had been recommending ABC

for some time—Leibowitz said it was largely due to the "networks" being fairly persuasive in convincing people their loss of share would be compensated by household growth," which in turn lifted their prices from the depressed levels at which he had started recommending ABC. "I'm not telling you to sell networks," Leibowitz said, "but don't count on further multiple expansion" from ABC or CBS. □

the door last summer, FNN's new president, Norm Potter, said FNN will come close to balancing the budget this month and be in a "profit mode" by mid-1983 at the latest. If the break-even point is reached, he said, it will be due to careful monitoring of operating expenses as well as to steadily increasing advertising revenue.

According to Rodney Buchser, vice president and general manager, FNN has been successful in attracting a select corps of advertisers with what he likes to call "selective-casting." Not only does FNN deliver viewers with a common interest as narrowcasting services do, Buchser said, but it also delivers viewers with similar demographic profiles. According to Buchser, FNN now charges advertisers between \$750 and \$3,000 for a 30-second spot.

FNN underwent some hard times early this year. With money flowing out and trickling in, it was forced to slash expenditures and pare the staff. At one point last July, it found itself \$2 million in debt and behind in its payments to its two largest affiliates and the Robert Wold Co., which provides satellite time. For the fiscal year ended last Aug. 31, FNN lost \$4 million on revenues of just \$740,000.

The turnaround came last July when FNN raised nearly \$5 million through a public offering of stock and warrants. The cash permitted FNN to pay off some of its debt and, according to Thomas McChesney, a vice president at Paulson Investment Co., the underwriter of the public offering, allowed

FNN: heading out of the woods

Financial News Network, with most of its personnel and fiscal problems behind it, plunges into second year of operation with renewed vigor

The Financial News Network, the broadcast-cable network that aspires to be "Wall Street's electronic newspaper," has begun its second year of operation confident that its money and management troubles are over and that it will become a growing presence on the television scene.

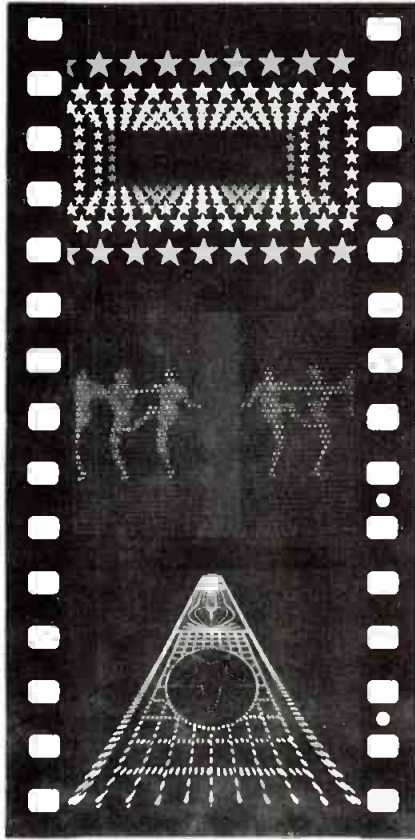
Its new management team not only expects to balance the budget soon, but also to expand the service, perhaps making it a part of a "supernetwork" comprising regional sports programming and a shop-at-home service.

From its main studio in Santa Monica, Calif., the advertiser-supported service has been providing viewers with up-to-the-min-

ute financial news and continuously updated numbers from securities and commodities markets since Nov. 30, 1981. The hard news is complemented by telephone reports from financial analysts and occasional interviews with top businessmen and financial and economic experts, including government policymakers.

FNN, which operates seven hours a day (10 a.m. to 5 p.m. NYT), Monday through Friday, now reaches a potential audience of some 30 million homes through a Westar IV transponder and a network of broadcasting and cable affiliates. The broadcast affiliates, mostly STV operators who shift to their scrambled pay television mode at night, cover 23 markets (including nine of the top 10) and account for the bulk of FNN's viewers. FNN's 586 cable affiliates serve more than 6.8 million homes.

Although FNN had creditors pounding on



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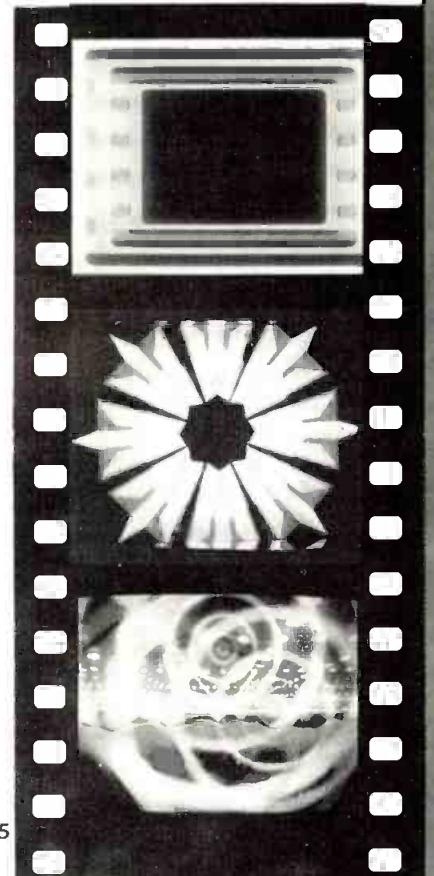


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New On-Air Movie Opens!



FNN to bring in new management and talent (including *New York Times* columnist Robert Metz) that "had to be convinced that there was enough money to get through the crunch times."

FNN will soon have more capital with which to work. It has called in its warrants (options to buy for \$2.50 shares now selling for around \$6). McChesney said, a move that should raise an additional \$4 million.

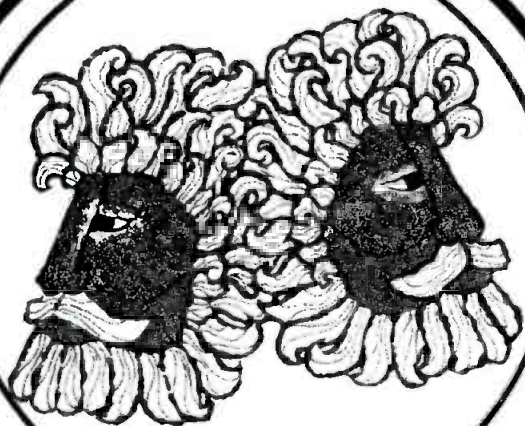
FNN's money problems were compounded by management troubles. A *Los Angeles Times* article alleged last July that Glen Taylor, then chairman and president of FNN, had been involved in some questionable financial schemes in the past. Fearing his continued involvement in FNN's management might put the public offering in jeopardy, he

and the board of directors decided he should resign. Taylor, one of FNN's co-founders, remains a minority stockholder.

With Taylor gone, the board appointed Executive Vice President Karen Tyler to take over as president and chief executive officer. Her tenure was short-lived, however. At its Aug. 19 meeting, the board dismissed Tyler, citing "incompatibility between her views and those of the board." Her loss, the board said at the time, "was not expected to adversely affect the [FNN's] operations." With Tyler gone, Paul Farrell, executive vice president and chief operating officer, and Jeremy Wiesen, chairman, managed the company until the board elevated Potter to the top spot. Potter had been hired in September as executive vice president, market-

ing and sales.

Potter has big plans for the future. He hopes to stretch FNN's programming day to 11 hours within the next four months and is busy putting together the talent and equipment needed to make it happen. "We are bringing in as many good people as we can as fast as we can," he said. Meanwhile, he has initiated discussions with Comp-U-Card, which is planning a shop-at-home service in cooperation with Metromedia, and some of the regional sports networks about combining the services into "supernetwork." As Potter envisions it, the network would feature FNN from 8 a.m. to 7 p.m.; the shop-at-home service from 7 p.m. to 8 p.m., and sports from 8 p.m. to 10:30 p.m. After a half-hour update from FNN at 10:30, the network would return to sports until 3 a.m. Although Potter hasn't decided what to do with the five early-morning hours, he has decided what not to do with them. There will be no "blue movies," he said. Since cable and STV affiliates of the supernetwork are able to switch in and out of a scrambled mode, Potter suggested, some segments of the supernetwork could be ad-supported and others could be supported by pay dollars. □



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Plessey moves to buy into S-A

British firm will acquire 13%
of stock of Atlanta equipment maker

Financially troubled Scientific-Atlanta announced last week that a British firm, Plessey Co., plans to purchase a 13% stake in the Atlanta manufacturer of satellite, cable and other communications equipment. Plessey, it was said, would purchase three million outstanding shares of S-A stock, about 13% of the company, either on the open market or in private transactions. Additionally, Plessey has an 18-month option to purchase 4.3 million common shares that are currently unissued, at an option price of \$26.50. Scientific-Atlanta closed Wednesday at \$16.67.

The announcement left open, if it did not suggest, the possibility of greater involvement by Plessey in the United States concern. Plessey, it was said, had agreed it won't acquire more than 30% of S-A's voting securities while the option term is in effect, although once it has purchased three million shares of common stock, the British company will be entitled to nominate two people to the S-A board of directors.

During the option term, Plessey also won't move to merge with or acquire S-A "without the approval of Scientific-Atlanta's board," and for another three years wouldn't take such action unless an investment banking firm judges the terms "fair" to S-A shareholders.

The two companies will at the same time set up a joint venture in the United Kingdom, of which Plessey will own 51%, that will manufacture products for satellite and cable communications. □

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Radio's production indies in a dependent world

Audio Independents meet to find ways to get material on the air

The business of creative radio—"conceiving, producing, distributing and marketing"—occupied the attention of independent radio producers for four days last month in Pacific Grove, Calif. The conference, held at the Asilomar Conference Center, was sponsored by Audio Independents, a San Francisco-based independent radio producers' organization, in cooperation with eight other nonprofit groups. More than 200 producers and audio artists attended the meeting, titled "Dialogue '82," which was basically a nuts-and-bolts conference on how to get programs produced and heard. Workshop topics ranged from field recording of environmental sounds to marketing strategies, from tape machine maintenance to nonbroadcast distribution. A half-hour radio drama was produced during the four-day event and representatives from five major funding organizations met with many of the producers. Attendees shared many of their programs via Radio Free Asilomar, a 100 milliwatt FM station broadcasting to the conference grounds.

Most independent radio producers "do it because they love to do it, not because of the money. I am hopeful that is changing somewhat, as more producers find economic success in this work. Radio truly is a magical medium because in the beginning was the word, not the picture. It creates pictures in the mind," said Michael Toms, executive director of Audio Independents, and until recently, head of New Dimensions, an independent radio production/syndication company. He expressed optimism about radio's future as a creative medium, citing cable-delivered audio services, satellite-based radio networks and growing acceptance of independently-produced programming on the part of programmers and listeners.

Although noncommercial radio remains the primary outlet for most individual producers, several panelists said opportunities on commercial stations are expanding.

"We work with a number of independents," said David Hefferman, public affairs director for KXXN(AM) Santa Barbara, Calif. "I think their work helps differentiate stations in a market." He said he believes that is especially helpful for small, daytime AM stations, such as KXXN.

David "T," program director of KTIM-AM-FM San Rafael, Calif., told the independent producers that if they want to compete in the commercial marketplace, they should target their audience as narrowly as possible, stay within a 90-second to three-and-one-half minute format and carry out a professional marketing and promotion campaign for their

programming. KTIM, he said, works with 15 independents each week on its rock-oriented FM station and several others on its "big band" formatted AM.

A barter approach to syndication was recommended by Jim Metzner, producer of an "audio vignette" feature, *You're hearing America*. Metzner's two-and-a-half minute



Toms

feature is distributed throughout the U.S. and Japan with sponsorship by Maxell Tape. "You can get your program on commercial radio," he said, "without compromising the integrity of its content."

A more pessimistic note was sounded by Jim Cameron, founder of Cameron Communications, a New York consulting firm, and former news director of NBC Radio's *The Source*. "I'm not particularly optimistic about where commercial radio is going in terms of information and news programming," he declared. "Mark Fowler may be the James Watt of communications, giving away the store" to commercial interests. He said he sees "a dwindling of air time [on commercial outlets] for anything inspiring, intellectual or stimulating." Cameron's advice to independents is that they "be willing to adapt to changes in programming and technologies," and not necessarily mold their offering to "traditional concepts."

Norman Davis, operations manager of KTIM(AM) San Rafael, Calif., said he sees a bridge building between commercial and noncommercial radio producers. "Each of us has some prejudices toward the other side. Noncommercial folks tend to look down a little at commercial people for maybe having 'sold out.' On the other hand, commercial radio people tend to look at noncommercial stations as not very important because they don't have that large an audience. I'm starting to see some crossing over between those two types of radio people and I think it's really a good sign." □

AMIP is a firm go

Program convention, limited to foreign companies or U.S. firms selling in foreign marketplace, is set for early November in Miami Beach

The American Market for International Programs (AMIP) is a "firm go" for Nov. 7-10 in Miami Beach, according to its organizers, who announced last week they have signed 32 overseas companies to exhibit their wares. First proposed in May of last year, the AMIP is being planned as a new TV programming marketplace that will be limited to foreign producers and distributors and U.S. companies selling foreign programming. It is to be open to U.S., Latin American and Canadian buyers from "every phase of video telecommunications."

Organizing the event are Bernard Chevy, who runs MIP-TV and other marketplaces in Cannes, France, and Harvey Seslowsky, president of the Broadcast Information Bureau and National Video Clearinghouse. Backing it is Perard Associates, a New York-based marketing firm headed by Elwood Mickless.

Exhibitors are paying in the neighborhood of \$4,750 for booth space at the convention, which is expected to cost organizers about \$1.1 million to stage. As of last July, about 25 companies had committed to exhibit, about half of them French. The following is a list of those that have signed to date:

Antenne 2	France
Arte!	Netherlands
Best Seller	France
Beta Films	West Germany
Compix	Italy
Croche Del Sud	Italy
Europa Films	France
European Films for America	U.S.
FR-3	France
INA	France
Interartoon Fever	Italy
Latin American Independent Network	Venezuela/U.S.
Linked Ring TV Film	U.K.
Lotto Independent Production Company	Nigeria
Max Stuart Associates	U.K.
Motion Picture Marketing	U.K.
Radio Canada	Canada
Sacis-RAI	Italy
Sofriad	France
Stemax	Italy
South African Broadcasting Corp.	South Africa
Studio 72-Films Christiane Kieffer	France
Telecip	Belgium
Telemondes	France
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Lansing lands. Former 20th Century-Fox Productions President Sherry Lansing has formed a new independent production company with producer/director Stanley Jaffe, based at Paramount Pictures in Los Angeles. Under terms of the five-year exclusive production agreement, Hollywood-based Lansing and New York-based Jaffe will co-produce their own films and produce films that Jaffe directs, and will acquire completed features for distribution through Paramount. No films are in development now, but a studio spokesman said about three or four films per year are expected from the partnership. Lansing resigned last month from her post at Fox (BROADCASTING, Jan. 3), and it had been speculated that she might head the newly formed studio backed by Home Box Office, CBS Inc. and Columbia Pictures.

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ABC takes out insurance policy for Olympics

Policy for summer games includes ratings protection

ABC has purchased a \$200-million insurance policy for its coverage of the summer Olympics to be held in Los Angeles. It paid \$225 million for the rights to those games and \$8 million for the premium on the policy.

The network usually does not take out policies on sporting events, but with such high stakes (it expects to gross \$425 million) and given NBC's loss of Olympic coverage in 1980, ABC opted for protection. In 1980 the U.S. and several other western nations, protesting the Soviet invasion of Afghanistan, boycotted the Moscow games, to which NBC had acquired broadcast rights. NBC was insured by Lloyd's of London, paying a little more than \$2 million for an \$85-million policy. After protracted negotiations, it received the full indemnification from Lloyd's.

Stephen Brett, an executive with Fireman's Fund, said the ABC policy is the largest ever written to cover broadcasting rights and production for a sporting event.

It insures against a long list of circumstances that could cause expenses (\$225 million in rights fees and production costs that may total an additional \$100 million) to exceed revenues derived from the coverage. And only if that happens can the policy be invoked, Brett said.

Among the circumstances listed in the policy for which ABC would be compensated is the withdrawal of one or more of 10 key countries, the U.S., the Soviet Union, East Germany, France, Great Britain, China, West Germany, Japan, Canada and Australia. ABC also would be covered if the Olympics were canceled because of an earthquake, not uncommon in California, a political disturbance, war or acts of terrorism.

ABC would also be paid if it sustains revenue losses because audience ratings fall below a certain level, if production or transmission equipment malfunctions or if labor disputes develop.

Fireman's Fund, a subsidiary of American Express, is said to be the nation's largest entertainment-industry insurer. Its main competitors are Lloyd's and Chubb Custom Market, based in New York. Most of Chubb's business is in the production of television commercials. □

'MH, MH' to return

Popular late-night show will be made available by Embassy

For the first time since its original 1976-77 syndication, the *Mary Hartman, Mary Hartman* comedy/drama series is being made available to television stations, Embassy Telecommunications President Gary Lieberthal announced last week.

All 325 episodes of the half-hour strip will become available beginning April 4 as part of what Embassy termed "a master plan designed to ultimately provide ongoing original entertainment programming to local stations."

Lieberthal told BROADCASTING he expects Embassy to have a new scripted series available by the time the re-released program completes its second run in June 1984. "What made *Mary Hartman, Mary Hartman* economically viable was the cooperative formed by both independent stations and network affiliates," he said. "Our goal is to build that 'network' again and, with it, create the base for another first-run entertainment series."

Lieberthal expects most stations to schedule the re-released program in late fringe periods, although several are placing it in prime time and late afternoon slots. *Mary Hartman, Mary Hartman* has been sold in "about 20" markets so far, including seven of the top 10. Sales in New York and Los Angeles are expected "in about a week." Among markets where the series has been sold are Chicago (WFLD-TV), Philadelphia (WKBS-TV), San Francisco (KBHK-TV), Boston (WLVI-TV), Detroit (WJBK-TV), Cleveland (WKW-TV), Dallas-Fort Worth (KTVT-TV), Houston (KHTV-TV) and Seattle-Tacoma (KSTW-TV).

Lieberthal describes the show as "blue-collar, middle-America humor" that has not become dated during the intervening seven years. "Nearly 70% of the women who are 18 to 28 years old now—who were the backbone of this show—were under the age to watch it then. There's a whole new audience out there."

Mary Hartman, Mary Hartman was carried by about 125 stations during its first run, which began in January 1976. □

Ratings Roundup

Despite a ratings average lower than that it has tended to capture in recent weeks, CBS-TV scored its 11th prime time ratings win this season in the week ending Sunday, Jan. 2. Averaging a 17.9 rating and 28.9 share compared with ABC-TV's 16.5/26.9 and NBC-TV's 14.1/22.9, CBS won Thursday, Friday and Sunday, while ABC took Tuesday and Saturday and NBC, winning two nights in the same week for the first time since it broadcast the World Series in September, took Monday and Wednesday.

Season-to-date ratings continued to give CBS (18.2/29) nearly a two-point lead over ABC (16.4/26) and nearly a three-point lead over NBC (15.3/25).

NBC's Monday night win was its third in as many weeks and came from its *Monday Night Movie*, the feature film *Skeezzer* (19.1/30) and its series *Little House on the Prairie: a New Beginning* (19.30). That lineup averaged a 19.1/30 over ABC's average (16.3/25.9) for *Monday Night Football*, a game between the Buffalo Bills and Miami Dolphins (18.6/32) and an *ABC News Closeup, The Way to Dusty Death* (10.4/17). CBS averaged a 16.1/25.4 for its regular series that night.

On Wednesday, NBC won with reruns of its regular series lineup of *Real People* (17.3/28), *Facts of Life* (17.9/28), *Family Ties* (17/26) and *Quincy, M.E.* (15.1/25) which beat reruns of ABC's *Tales of the Gold Monkey* (11.9/19) and *Fall Guy* (15/23) and an original episode of *Dynasty* (19.3/32) averaging 15.4/24.6. CBS (13.6/22) came in third for the night with *Seven Brides for Seven Brothers* (13.7/22) and its Wednesday night movie, *Miss All-American Beauty* (13.5/22).

The First 20

1.	60 Minutes	CBS 28.8/42
2.	Sugar Bowl—"Georgia vs. Penn State"	ABC 24.4/38
3.	Hart to Hart (R)	ABC 24.1/41
4.	One Day at a Time	CBS 23.6/36
5.	Jeffersons	CBS 23.4/34
6.	Gloria	CBS 22.4/32
7.	Three's Company (R)	ABC 21.5/33
8.	CBS Saturday Night Movie—"The Black Stallion"	CBS 21.1/33
9.	Rose Bowl Game (8-8:24 p.m.)	NBC 21.0/33
10.	Magnum, P.I.	CBS 20.7/34
11.	Archie Bunker's Place	CBS 20.6/30
12.	CBS NFL Football-game # (S)	CBS 20.3/33
13.	9 to 5	ABC 20.2/32
14.	Simon & Simon	CBS 19.9/33
15.	M*A*S*H	CBS 19.5/30
16.	Dynasty	ABC 19.3/32
17.	Hill Street Blues	NBC 19.2/33
18.	NBC Monday Night Movie—"Skeezzer"	NBC 19.1/30
19.	Little House on the Prairie: A New Beginning (R)	NBC 19.0/30
20.	Trapper John, M.D.	CBS 18.9/32

The Final Five

61.	Secrets of the Bermuda Triangle	NBC 10.1/21
62.	Voyagers	NBC 9.8/15
63.	Orange Bowl Game—"Nebraska vs. LSU"	NBC 8.9/14
64.	NBC White Paper, "Reagan at Midterm"	NBC 8.7/15
65.	ABC Friday Night Movie—"The Ivory Ape"	ABC 8.4/17

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TELECASTINGS

Meters made

Arbitron turned on the meters in Philadelphia on Jan. 1, as scheduled. So far, five stations in the market have signed up to participate in metered surveys—WPVI-TV, WCAU-TV, WPHL-TV, WKBS-TV and WTAJ-TV. Philadelphia becomes Arbitron's fifth metered market, following New York, Los Angeles, Chicago and San Francisco, which turned on last October. Meters are being installed in Dallas now and Arbitron expects to begin metered surveys in that market on March 1.

'Newscope' notes

Two networks O&O's, ABC's KABC-TV Los Angeles and CBS's WCAU-TV Philadelphia, have signed for *Newscope*, the news/information co-venture of the Gannett Broadcasting Group and Telepictures Corp. that's set to start next September (BROADCASTING, Aug. 23, 1982). Gannett and Telepictures officials hailed this acceptance by "two of broadcasting's finest news operations" as signifying "the ultimate in station confidence" and further confirming "the viability of the project."

Newscope had been designated "a firm go for September 1983" even before the two signings, which lifted the lineup to 53 stations as of last week. It's being developed as a daily half-hour, Monday through Saturday, to be fed by satellite (probably around 3

p.m., NYT). Stations will add their own anchors and present it as a live program leading into, or out of, their local or network news. Officials said most stations plan to use it as lead-in, although some see it as a lead-out, in some cases with potential for access time.

Content will be provided by *Newscope* crews, regular contributors and charter member stations. Officials said pricing is based on a formula that takes into account varying conditions from market to market. Each half-hour will provide for six minutes of commercial time including end positions, with Gannett-Telepictures reserving 30 seconds of that time Monday through Friday for national sale and repeating those 30's on Saturdays.

Air care

In a corporately-sponsored telethon-type program, five Taft Broadcasting Co. television stations will air a two-hour *Job Fair* Jan. 14: WBRC-TV Birmingham, Ala.; WGR-TV Buffalo, N.Y.; WKRC-TV Cincinnati; WDAF-TV Kansas City, Mo., and WDCA-TV Washington. Businesses in each of the cities where the stations are located will be asked to pledge jobs, which will be announced on the program. The five-station telethon sprang from another Taft station, WTVN-TV Columbus, Ohio, which ran a *Job Fair* that produced 500 jobs.

In another telethon, Meredith Broadcasting's WNEM-TV Bay City, Mich., raised more than \$120,000 for needy people in its service area. The five-hour program aired Dec. 14, 1982. Proceeds from the event, which included \$30,000 worth of nonperishable food, were donated to the Salvation Army and local food banks. The idea for the program came from station anchor Marian Strozier, who discovered that Michigan's 10 "hunger-stricken" counties included two in WNEM-TV's service area.

Telethon time

A lineup of 107 TV stations—98 in the U.S., nine in Canada—is set to carry the 32d annual United Cerebral Palsy telethon. The fund raiser will run live from 10 p.m. NYT Saturday, Jan. 22, to 8 p.m. the next day, originating in both New York and Los Angeles with Broadway, Hollywood, sports and television personalities participating.

Dennis James and Paul Anka will be co-hosts in New York; John Ritter, Henry Winkler, Nancy Dussault and others in Los Angeles. There will also be a segment from Hawaii, featuring Carol Burnett, Tom Selleck and others with host Don Ho.

UCP, which produces the telethon, hopes to raise more than the \$14.1 million that last year's edition brought in. UCP was co-founded and is headed by Leonard Golden-son, chairman of ABC Inc., and the station lineup reflects affiliate recognition of his interest: About two-thirds of the U.S. stations are ABC affiliates. NBC and CBS affiliates and independents make up the rest.

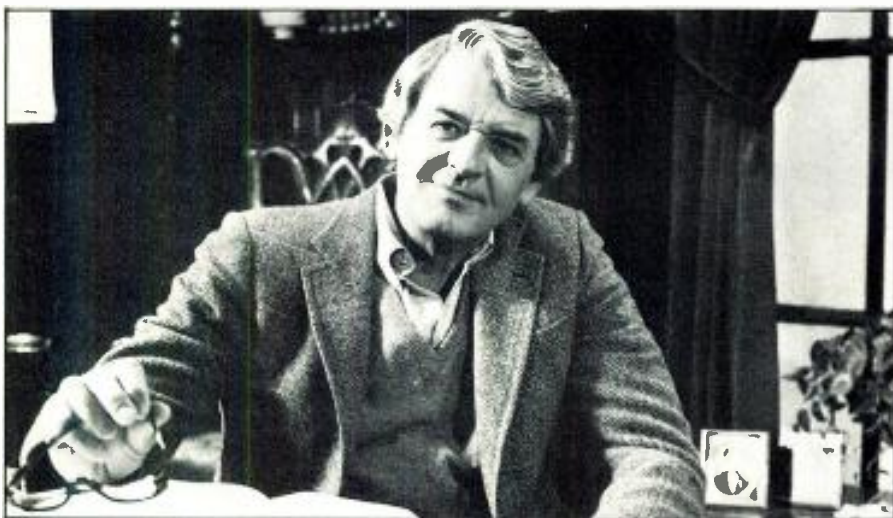
Trimming

Public television stations throughout the country are facing curtailed funding from the federal government in 1983. The byword is cost-cutting and two stations, WNET(TV) New York and KPTS(TV) Hutchinson, Kan., have announced programs to meet the challenge of less money.

At a news conference last week, John Jay Iselin, WNET's president, reported that the station has a working capital deficit of \$6.5 million. To increase liquidity, he said, the station is pressing corporate and government funders and its creditors to make faster payments. "We are the last to get paid," he remarked. During 1983, which will be the station's 21st year, Iselin said, cost-cutting will be put into effect in all areas of operations. Another tactic, he said, will be to examine carefully all projects to minimize risks.

These moves, Iselin indicated, should help its working capital deficit position by reducing outside borrowing. He noted that as a nonprofit organization, WNET cannot deduct interest.

During the year, Iselin continued, the sta-



On the road, with TBS. Turner Broadcasting System unveils an ambitious program project today (Jan. 10) when it airs, over superstation WTBS(TV) Atlanta, the opening installment of its five-year series, *Portrait of America*.

The premiere episode in the one-hour series will be a profile of the state of Virginia. As in the 59 other segments to be carried over the next five years, the Virginia program was filmed on location and attempts to capture the essence of the people, their spirit and traditions, according to TBS. The monthly programming will focus on the 50 states and 10 commonwealths and territories. The host and narrator for the series is Hal Holbrook (above).

tion "is looking into additional sources of revenue through subsidiary uses of its programming via cable television, videocassettes and disks and pay cable. He observed that WNET has co-produced programs with Showtime and is optimistic about other similar projects.

KPTS is taking a more direct route to cost-cutting. It has announced that broadcast hours will be reduced, as of this month, by 10% to 15%. Jim Lewis, vice president and director of programming for the Hutchinson public station, said the cutback resulted from "a shortfall from the necessary and expected level of viewer support."

He said a recent subscription drive raised \$80,000 in new and additional subscriptions (20% over December 1981) but added that viewer support since last July is still \$100,000 short to maintain its 1982 level of programming. Viewer support accounts for approximately half of the station's financial resources, Lewis said.

Children and TV

Television stations throughout the country have been invited to participate in National Children and Television Week (March 13-19), which will focus attention on the role of television in the lives of children and their families.

The U.S. Senate and House have passed a resolution, which is awaiting President Reagan's signature, calling upon all governmental agencies and the people of the country to observe the week with appropriate activities supporting television programs that address the needs of children and the family.

Nicholas B. Van Dyck, executive director of the National Council for Children and Television, which initiated the project, stresses that the NCCT is not an advocacy group but an educational organization. It runs workshops, seminars and training programs designed to appeal to broadcasters and the educational community.

The theme of the week-long celebration is: "All Your Time is Prime Time... Think About It." The NCCT has asked TV stations to carry spots incorporating this slogan and to schedule programming of special interest to children and the family.

The NCCT also is enlisting the support for its project from educational institutions, professional associations, child advocacy groups and advertisers.

Spanish winds

WBBS-TV Chicago will increase its service to Hispanic-Americans in the area when the channel 50 independent, on Jan. 24, begins a three-hour block of novelas (serialized dramas) and feature-length motion pictures in Spanish. This will be in addition to news broadcasts in Spanish from the WBBS-TV news team that includes veteran Chicago newscaster Jose Chapa; Julie Monterrubio, formerly of KDTV(TV) San Jose, Calif., and producer Esmerelda Reyna, previously with the BBC in London and in Mexican television. Sports coverage will be by Rubiani De La Rosa, whose background includes sports coverage in Puerto Rico. Currently, WBBS-TV also airs 24 hours weekly of Sportsvision (pay TV) and beginning this year will offer

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that programing both in Spanish and English. WBBS-TV, which went on the air in 1978, earlier this year moved its antenna to the top of the Sears Tower and has been constructing studios there preparatory to its Spanish-language programing. WBBS-TV is licensed to Hatco '60 and Metrowest Corp. The former is an acronym for Hispanic American Television Co.

Health food

HealthBeat, a monthly, half-hour series produced by Metromedia Producers Corp. and syndicated to television stations reaching up to 80% of U.S. viewers, expands this month to a package of weekly health information programs, inserts and periodic specials. As does *HealthBeat*, the new *HealthBeat Network* will star Dr. Timothy Johnson, vice president, health programing, Metromedia Producers Corp., medical editor for ABC-TV's *Good Morning America* and syndicated columnist. *HealthBeat Network* will include three one-hour *Health Specials* on breaking health topics, *The Body Works*, a series of five half-hour specials for young people on how parts of the body work, and *HealthBeat*, a weekly, half-hour information series.

Market manual

Arbitron has come out with a new publication, entitled the "ADI Market Guide," which profiles Arbitron's 211 television markets by geography, demography, media outlets and retail sales. Among other things, the 1,500-page volume lists the television and radio stations for each market, cable systems (including county-by-county penetration figures) and household cumes and average household ratings for television stations.

Demographic information provided in the guide includes total population figures for TV households, with breakdowns for black and hispanic populations and 21 age/sex categories. PRIZM profiles (a geo-demographic targeting system which groups zip code areas with similar life-style characteristics into various categories) are also provided as well as census data and sales data (effective buying income, total retail sales and 10 store sales categories). The guide is to be updated each spring and is being promoted by Arbitron as the one resource that "provides you with all of the information crucial to your affiliate marketing strategies and advertising sales efforts." The ADI Market Guide costs \$300 with additional copies \$50 each.

Medium crossover

Westwood One, a radio producer/syndicator based in Culver City, Calif., has entered into an agreement with Dave Bell & Associates, a Hollywood documentary producer, to produce its twice daily *Off the Record* radio feature for television, to begin distribution in 1983. Terms of the deal were not announced. Radio personality Mary Turner is heard on the two-and-one-half minute rock interview features currently.

Westwood One will also introduce *The*

Olympian, 10 weekly interview and information features recounting stories of the "past, present, and future Olympic encounters as a prelude to the winter and summer games of 1984." Series, hosted by a former Olympic athlete, joins Westwood One's line-up some time next year.

On location

WCVB-TV Boston chief correspondent Gene Pell will begin three-to-five-minute live reports from Washington in February on the Metromedia station's 6 p.m. news. The satellite transmission will be New England's first regularly scheduled programing from Washington, according to WCVB-TV. Pell, a former NBC News Moscow bureau chief and Voice of America news and current affairs



director, will interview studio guests and cover federal agencies as well as the White House and congressional beat. Station news vice president, Philip S. Balboni, won't disclose the cost of the two-person Washington bureau, saying only that it represents a "substantial" six-figure annual investment. But, Balboni says, "We have to provide it if we're going to be a full news service to viewers. It's something we could and should have done many years ago."

Year in rock

The News That Rocked '82, an hour-long, roundup of major events and people in rock music in 1982, is set to air on at least 80 TV stations, following its initial Jan. 2 broadcast on Warner Amex Satellite Entertainment Co.'s Music Television. Produced by Denny Somach and Dave Nelson, the special is now in its third year as an annual roundup, having aired last year on MTV and WCVB-TV New York and the year before that, on KYW-TV Philadelphia. This is its first year as a nationally syndicated broadcast TV program. Blair Video Enterprises which owns the worldwide distribution rights, is retaining five minutes of time in the program, sponsored nationally by Miller beer. Seven minutes are available for local advertising sales. *The News That Rocked '82*, hosted by MTV video jock Mark Goodman, will feature interviews with Mick Jagger and Roger Daltry and segments about Paul McCartney, Fleetwood Mac and Flock of Seagulls.

Herpes scores

Metromedia Inc.'s WTCN-TV Minneapolis has proved that locally produced television documentaries can win battles for prime time

audiences. Its one-hour documentary, *Herpes Is Forever*, did just that at 9 p.m. on a Saturday (Dec. 11), humbling its competition with a 25 share.

Raymond Schonbak, WTCN-TV vice president and general manager, attributed that success largely to the topic's timeliness. Nonetheless, he admitted to being pleasantly surprised by the audience response. There had been some concern that close-ups of a penis and a vagina infected with herpes sores—which Schonbak described as an "absolute first," at least for Minneapolis broadcast television—might have offended some viewers.

However, Schonbak said the station received no complaints. In fact, the station received so many requests for a repeat performance that it decided to run the documentary again at 7 p.m. on Jan. 4, Schonbak said.

Public opinion

Noncommercial WHMM(TV) Washington is asking its viewers to give their opinions on the station's programing via the *Program Preference Primary* show the station will air on Wednesday, Jan. 12. The station will telecast from 8 to 9 p.m. a segment from each show in its current program schedule. Viewers will be asked to cast their vote using ballots available in the *Washington Post*, *TV Guide* and area buses. The show will be repeated Thursday at 2 p.m. and Friday at 10 a.m. WHMM says it will use the information from the returned PPP ballots as a guide for planning its 1983 fall schedule.

Academic support

20th Century-Fox Film Corp. presented a donation of \$250,000 to the University of Southern California Cinema Television Center in ceremonies at the Los Angeles-based studio. The contribution, delivered by Fox President Alan J. Hirschfield, is toward construction of the \$14.7-million complex, scheduled for completion in 1984. USC officials noted that the gift is the first received from a major motion picture studio and put the campaign within \$2 million of its fundraising goal.

'Family' hour

Columbia Pictures Television and Lexington Broadcast Services have reached a licensing agreement whereby the former ABC-TV *Family*, will be available as an advertiser supported strip beginning in September. Eighty-six hours will be available, with five minutes in each hour sold to national sponsors.

Book report

Bach Communications is syndicating *Today's Book Review*, a series of 60- to 90-second inserts to fit into local news and magazine formats. Each segment reviews a popular book and is offered with market exclusivity and unlimited plays. The initial air date is set for March 1.

Colino: U.S. choice for Intelsat

Former Comsat executive is being backed for organization's top spot

No one has yet called the Republicans' favorite, David Garth, or the Democrats', Robert Squier, or any other political consultant. But an election campaign now under way is of major concern (if not popular interest) not only to the U.S. but also to the entire world. It is the campaign for the position of director general of The International Telecommunications Satellite Organization, that unique creation of the last third of the 20th century that knits together virtually every country on earth with an extraordinarily sophisticated telecommunications system. And the U.S., let it be known, has a candidate for the six-year term that begins on Dec. 31.

Given the trouble the U.S. has had in meetings of multinational bodies in recent years—at the International Telecommunication Union's plenipotentiary conference in Nairobi, Kenya, last fall, for instance, or at UNESCO or United Nations meetings, at almost any time—it might seem that official U.S. endorsement would be a kiss of death for anyone aspiring to the position of Intelsat's chief executive officer. But Intelsat, the U.S. believes, is different, an organization "free of the poisonous politics that has infected other multinational bodies," in the words of one State Department official.

So the U.S. is backing a candidate—Richard R. Colino, president of his own Washington-based telecommunications and broadcasting consulting firm, who has spent much of his adult life bringing Intelsat into being and, as an executive of the Communications Satellite Corp., working with the world organization ("Closed Circuit," Nov. 15, 1982). The U.S. is using his election on the basis of his experience and expertise.

Certainly, Comsat, the U.S.'s signatory to, or shareholder in, Intelsat, made much of Colino's background in the nominating letter it sent in November to the chairman of Intelsat's 28-member board of governors, which will conduct the election in June. Intelsat, wrote Joseph V. Charyk, Comsat's president and chief executive officer, requires as director general an individual who has "years of experience in the management and operation of satellite systems, earth stations and other telecommunications facilities and services," as well as "a deep knowledge of the Intelsat organization." Then he added: "Mr. Colino meets the requirements to a high and unique degree." Charyk also made similar arguments in what might be termed "lobbying letters" to the 105 other members of Intelsat.

And that is not simply Comsat talking. Colino has the full backing of the U.S. government. The State Department, encouraged (if not prodded) by the Commerce Committees of the Senate and House, has been pro-

viding Colino with, in effect, campaign workers throughout the world. William Schneider, under secretary of state for security assistance, science and technology, who is directing the effort, said last week that cables requesting support for Colino have been sent to 96 U.S. embassies. "We will follow up with a further effort in a dozen or so key countries," he said.

Schneider said the aim is to avoid making the contest political. "We are emphasizing the need for a candidate who is qualified in a technical sense," he said. "We think Mr. Colino is such a fellow. We want to persuade



Colino

other countries of this. Intelsat performs a useful, a technical, service to all participating countries. It needs to be well managed, so a director general with the technical qualifications is to everyone's advantage."

The director general, like the chief executive of any large organization, is at the heart of the enterprise. That official is the organization's spokesman, and is responsible for conducting studies and developing proposals to aid the board in determining policy and in planning the system. As manager, the director general supervises a staff of 540, who include more than 300 professionals. And the organization is rapidly growing. In the five-year period ending in 1986, it is expected to invest \$2 billion in major programs.

Thus far, there are two other candidates in the race—Randolph Payne, an Australian, and Jean-Claude Delorme, a Canadian. Payne, an official of Australia's Intelsat signatory, the Overseas Telecommunications Commission of Australia, and a former chairman of the Intelsat board of governors,

is backed by the signatory but not the government, possibly because another Australian, Richard Butler, was recently elected secretary general of the ITU. Delorme is president and chief executive officer of the Canadian signatory, Teleglobe. The names of additional candidates, probably from smaller countries, are expected before nominations close, on Feb. 1.

Whoever is chosen would succeed the only person ever to serve the organization as chief executive director general—Chile's Santiago Astrain. And the decision may not be settled by a vote: as is true of other multinational bodies, Intelsat prefers to resolve differences by consensus. But if the issue goes to a vote, a two-thirds majority would be required to win, and the U.S. would have the advantage of the weighted voting that Intelsat—unlike most other international bodies—employs. Since the U.S. has a 24% share in Intelsat—it accounts for 24% of the system's use—it is entitled to 24% of the total vote, the most of any country. The decision of the board is subject to confirmation—in October—by the Assembly of Parties, which consists of the member governments, on a one-country, one-vote basis. But the assembly would not be expected to overrule the board.

The board will give a clue to its thinking on the director general issue at a meeting to be held in March. At that time, the board will invite candidates regarded as likely prospects to its meeting in June for interviews on June 15.

It may be too much to say that the U.S. considers the election to be a test of the integrity of the Intelsat system. But Colino feels that if he were elected or rejected simply because of his nationality, "that would be a matter of concern to persons interested in the organization." Intelsat, he says, has been successful by avoiding that kind of politics.

Colino has few if any doubts about his qualifications. "With the knowledge I have of the system, and having helped run satellites and earth stations—I don't want to be arrogant about it—but I should have a damn good chance compared to other people." He can make that point in four languages—French, Spanish and Italian, as well as English—a facility particularly helpful to a director general of an organization whose official languages are English, French and Spanish.

And his resume is impressive. As a young lawyer in the FCC's Common Carrier Bureau in the early '60's, he served as spokesman on delegations to conferences that wrote the interim agreements establishing Intelsat in 1964. (He was chairman of the committee that negotiated the financial provisions.) And during his 14-year career with Comsat, he helped draft the "definitive arrangements" bringing Intelsat into existence in its present form in 1973.

Colino did more than help write the script.

As one of his first assignments at Comsat, he developed and then headed the staff responsible for all dealings with Intelsat, and that was when Comsat managed the international organization. He served as alternate U.S. representative to Intelsat from 1965 until 1973, when he became the U.S. governor on the then-brand new board of governors. And after a one-year term as vice chairman, he moved up to chairman of the board in 1976. During those years, he played a key role in developing and winning agreement—of the board, the signatories and the governments involved—on the Permanent Management Arrangements under which Intelsat now operates.

Meanwhile, his star at Comsat was rising. By the time he left, in 1979, Colino was vice president and general manager of the International Operations Division, Comsat's largest business unit. It provides international satellite services and operates the six U.S. Intelsat earth-station complexes and all other U.S. Intelsat facilities, which at the time accounted for 25% of the use made of the international system. And it consistently produced more than \$100 million annually in revenue.

Since leaving Comsat, Colino has functioned as a chief executive. For a year, he headed and held a minority interest in a subscription television company, Continental Home Theater Inc., based in Burlingame, Calif., and was an officer of affiliated companies. "I wanted the challenge of ownership," he says. He also wanted the "hands-on" control to try to turn around some of the properties that were losing money. He suc-

ceeded in that, too. And when the company's assets were sold, he established Dynacom Enterprises Ltd., which he heads as president and which has major-league clients. A recent one was Ford Aerospace Satellite Services Corp.; Colino spent five and a half months helping the company prepare application for a \$285-million domestic satellite service that it filed with the FCC last month (BROADCASTING, Dec. 20, 1982).

With all of that background, Colino looks at Intelsat and the telecommunications world in which it operates and sees organization, opportunities and challenges which he seems hungry to address.

"When you see the expansion of cable television around the world," he says, "I believe you'll see more interconnection in transmission among countries, and Intelsat should position itself to service that need, which is a lot different than meeting the need for occasional television service for special events. . . . [Intelsat] should position itself to attract some of that business—high speed digital services, wide-band services, business services, with the convergence of computers." Yes, he says. Intelsat does provide such service now. "But I don't think we've seen the full impact of that convergence yet, in the U.S. or worldwide."

Then there is the creation of regional satellite systems—Arabsat, for instance—and the question of whether they are a threat to Intelsat: "I don't think of these as necessarily harmful to Intelsat. . . . I think the challenge is to make sure Intelsat is not harmed in the future. You do that by running an organization that is commercially effective, and that

means introducing new services, not spending time in reaction. The members are pledged not to 'cause significant economic harm' to Intelsat, but the definition of those words will be as much a function of these new offerings at good prices as it will be interpretations of the agreement."

There is also the matter of competition in providing international telecommunications service. As an example, he mentions the use of fiberoptic technology in the construction of submarine cables "that will make point-to-point communication by cable very effective." Should that be a matter of concern to Intelsat? "It's something Intelsat has to reckon with. It's to the benefit of all telecommunications users, and I'm one myself. These other technologies have the effect of improving service and reducing rates. Everyone benefits. But Intelsat has to offer services at rates that are better or comparable in order to hold the business it does today."

And all of those considerations are present in his answer to the question of why he would give up an apparently successful consulting business to take on the burdens of Intelsat. "Intelsat is challenged," he says. "It's at a crossroads. It needs firm business-like management. It needs the ability to enter into accommodations with other systems, with new technologies. It needs someone who sees ahead. Not many people can do that. I think I'm one of them."

Then he said: "I've spent a lot of time helping create something I think is unique and very successful. There is a lot at stake in the commitment that was made to have Intelsat be successful—I think I can meet those requirements. I do so with the recognition that not all of the signatories have the same view of the future. [But] I think I'm perceptive enough and experienced enough. . . . to give them the combination of a guy who can represent the organization and also run it."

In other words, he's the man for the job. □

Late Fall Sales*

WARE-AM	Ware, Mass.	\$ 1,275,000
WJTV-TV	Jackson, Miss.	\$19,000,000
WQOK-AM	Myrtle Beach, S.C.	\$ 318,750
KACY-AM/FM	Oxnard/Santa Barbara, Calif.	\$ 2,590,000
KDON-AM/FM	Salinas, Calif.	\$ 3,300,000
WIFM-FM	Franklin, Ind.	\$ 325,000
KKTV-TV	Colorado Springs, Colo.	\$15,500,000
WASK-AM/FM	Lafayette, Ind.	\$ 2,425,000
WAKE/WLJE-FM	Valparaiso, Ind.	\$ 1,310,000

*All subject to FCC approval.

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1/10/83

IRTS looks ahead

Annual seminar will focus on new electronic media and will be open to society members for first time

The annual faculty/industry seminar sponsored by the International Radio and Television Society, to be held Feb. 2-5 at the Harrison Conference Center at Glen Cove, N. Y., will focus this year on new electronic media. The theme: "All Television Is Not Created Equal—New Media in the '80's."

Some 75 professors from communications schools around the country and 25 communications school students chosen from 700 applicants will attend the sessions, featuring industry leaders on subjects ranging from cable programming and audience trends to SMATV and pay-per-view.

For the first time, IRTS members will be eligible to attend.

IRTS leaders say this innovation is an experiment, to gauge general membership interest in attending sessions that through the years have been conducted exclusively for

communications professors and students.

They say there is room for about 30 IRTS members, at \$150 per person per day or \$300 for three days. The registration deadline is Saturday (Jan. 15).

Gerald M. Levin, video group vice president of Time Inc., will deliver the keynote speech at the opening session, a dinner meeting on Wednesday, Feb. 2. Others scheduled for the dinner program are Frank Biondi of Home Box Office, chairman of the seminar organizing committee; Steve Nenno of ABC Entertainment; Ave Butensky of Ed Libov Associates, IRTS president; Sherril Taylor of Bonneville International, president of the IRTS Foundation, which finances the seminars, and Professor Rod Clefthon of Gonzaga University, Spokane, Wash., who as IRTS's Stanton Fellow is the society's communications professor of the year.

Other principal speakers on the three-day agenda include Dr. Kenneth Schwartz of Opinion Research Institute at Thursday's luncheon, Ralph Baruch of Viacom International at the Friday luncheon and Fred Friendly of the Columbia University School of Journalism at the closing luncheon Saturday.

The Thursday sessions are scheduled to open with a panel on "Television's Audience: Where It's Going and How It Will Be Measured," with Joel Segal of Ted Bates & Co. as moderator. It's to be followed by "Cable 101," a Cabletelevision Advertising Bureau presentation. Then will come a panel on "The Making of an Advertiser-Supported Network," with Bob Alter of CAB as moderator and, in the afternoon, panels on "The New New Media: Alternate Services," with Charlotte Schiff-Jones of Schiff-Jones Ltd. as moderator, and "The New New Media: Enhanced Services," moderated by Ed Bennett of Viacom Cable.

Friday morning's schedule calls for two panels on programing, one moderated by Ed Bleier of Warner Bros. Television and the other, dealing with programing in the context of "Fighting for Space and Time," with Viacom Cable's Ed Bennett moderating. A tour of Cablevision Systems Inc.'s facilities is scheduled Friday afternoon.

Friday morning's program calls for an examination of pay-per-view by a panel to be announced and a roundtable on jobs. □

Curtain falls on Blairsat

John Blair & Co., New York, has suspended operations of Blairsat Inc., a company that transmitted television commercials to stations by satellite, after suffering a loss of \$7 million in slightly more than two years. The last transmission was Dec. 29, 1982.

James Jurist, vice president and treasurer of Blair, said the service was used by more than 100 advertising agencies but explained it had not been tapped by major agencies. He added that Blairsat was unable to operate at a level to cover high overhead costs, including the leasing of transponder time and the distribution and maintenance of satellite earth dishes.

According to Jurist, the expenses associated with Blairsat "will not have a material effect" on the 1982 consolidated earnings of John Blair & Co. □

Quaal move. Ward L. Quaal Co., broadcasting consulting firm, moves to new quarters today (Jan. 10): Suite 3140, 401 North Michigan Avenue, Chicago 60611. Telephone: 312-644-6066.

Changing Hands

PROPOSED

WLKY-TV Louisville, Ky., and WPTA(TV) Fort Wayne, Ind. □ Sold by Gannett Co. to Pulitzer Publishing Co. for \$24-\$25 million. **Seller** is Rochester, N.Y.-based newspaper publisher of 89 dailies and 22 nondailies and group owner of six AM's, seven FM's and seven TV's. It bought, subject to FCC approval, KRON-TV San Francisco from Chronicle Publishing Co. for \$100 million plus swap of KOCO-TV Oklahoma City (BROADCASTING, Oct. 4, 1982). It also has announced agreements to buy WTCN-TV Minneapolis from Metromedia for \$75 million and sell KARK-TV Little Rock, Ark., to local group headed by KARK-TV's president and general manager, David Jones, for about \$25 million (BROADCASTING, Aug. 30, 1982). It also bought, subject to FCC approval, Field Enterprises' WLVI-TV Cambridge (Boston), Mass., for \$47 million (BROADCASTING, Nov. 22, 1982). To comply with FCC ownership limits, Gannett had to sell one UHF before acquiring WLVI-TV, a U. It sold both of its present U's for package price that Pulitzer offered. Allen H. Neuharth is chairman and

Alvin Flanagan is president of broadcast group. **Buyer** is St. Louis-based publisher of *St. Louis Post-Dispatch* and *Tucson (Ariz.) Star* and owner of one AM, one FM and three TV's. It recently was granted FCC approval to sell WLNE-TV New Bedford, Mass.-Providence, R.I., for \$15.5 million (BROADCASTING, Jan. 3), and is still awaiting FCC approval to swap KSDK-TV St. Louis for Multimedia's wxii-TV Winston-Salem, N.C., and wfbc-TV Greenville, S.C., plus \$9 million. WLKY-TV is ABC affiliate on channel 32 with 4,300 kw visual, 860 kw aural and antenna 1,260 feet above average terrain. WPTA is ABC affiliate on channel 21 with 562 kw visual, 55 kw aural and antenna 760 feet above average terrain. **Broker:** R. C. Crisler & Co.

KCMO(AM)-KCEZ(FM) Kansas City, Mo. □ Sold by Meredith Corp. to Fairbanks Broadcasting Co. for \$8 million. **Seller** is Des Moines, Iowa-based publisher of *House & Garden* magazine and group owner of six AM's, six FM's and five TV's. It also bought, subject to FCC approval, KSEE(TV) Fresno, Calif., for \$17.6 million (BROAD-

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CASTING, Aug. 16, 1982) and 60% balance of WOFL(TV) Orlando-Daytona, Fla., for \$16 million (BROADCASTING, Dec. 6, 1982). Buyer is Indianapolis-based group owner of four AM's and four FM's and cable systems serving Lawrenceburg, Ind., and Delray Beach, Fla., totaling over 14,000 subscribers. Richard Fairbanks is president. KCMO is on 810 khz with 50 kw day and 5 kw night. KCEZ is on 94.9 mhz with 100 kw and antenna 1,060 feet above average terrain. *Broker: Robert O. Mahlman.*

WLKW-AM-FM Providence, R.I. □ Sold by McCormick Communications Inc. to JAG Communications of Rhode Island Inc. for

\$4.9 million. Seller is owned by Tech/Ops (80%) and William M. McCormick (20%). Tech/Ops Inc. is publicly traded, Boston-based medical instrument manufacturer. Marvin Schorr is president. Sellers also own WJYE(AM) Buffalo, N.Y. and WLPM(AM)-WFOG(FM) Suffolk, Va. Buyer is headed by John A. Gambling, chairman, and Morton I. Hamberg, president. Gambling is personally on WOR(AM) New York. Hamberg is New York attorney. Neither has other broadcast interests. WLKW is 50 kw daytimer on 990 khz. WLKW-FM is on 101.5 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WBKO(TV) Bowling Green, Ky. □ Sold by

Bluegrass Media Inc. to Benedek Broadcasting of Kentucky Inc. for \$4 million. Seller is closely held group headed by Clyde G. Payne, president. None have other broadcast interests. Buyer is owned by Richard Benedek, who owns WTAP(TV) Parkersburg, W. Va., and who also bought, subject to FCC approval, WYTV(TV) Youngstown, Ohio, for \$9 million (BROADCASTING, Aug. 16, 1982). WBKO is ABC affiliate on channel 13 with 316 kw visual, 30.2 kw aural and antenna 740 feet above average terrain. *Broker: Chapman Associates.*

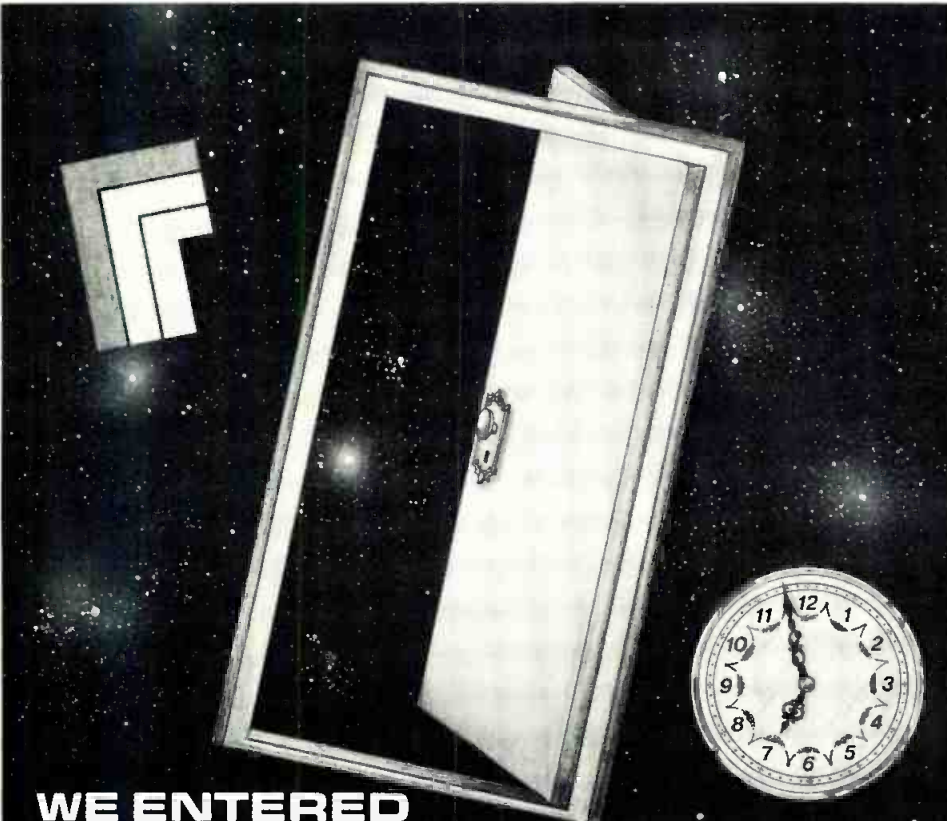
WHFS(FM) Bethesda, Md. □ Sold by High Fidelity Broadcasting Inc. to Outlet Co. for \$2.1 million. Seller is owned by Bernard Margolius (34.28%), his son, Phillip, and James Bierbower (18.1% each), Marvin Rosenbloom (15.24%), Jacob Einstein (9.52%) and J. Alvin Jewler (4.76%), who have no other broadcast interests. They bought station in 1967 from George P. Griffith for \$102,900 (BROADCASTING, June 19, 1967). Buyer is Providence, R.I.-based group owner of one AM, four FM's and five TV's, including WTOP(AM) Washington. WHFS is on 102.3 mhz with 2.3 kw and antenna 340 feet above average terrain.

WAKE(AM)-WLJE(FM) Valparaiso, Ind. □ Sold by Porter County Broadcasting Corp. to Porter County Radio Association for \$1.3 million. Seller is headed by Leonard J. Ellis, president, who has no other broadcast interests. Buyer is headed by Kenneth W. Gneus, general partner, who also is part owner of WAIK(AM)-WGBQ(FM) Galesburg, Ill. WAKE is 1 kw daytimer on 1500 khz. WLJE is on 105.5 mhz with 1.6 kw and antenna 400 feet above average terrain. *Broker: Blackburn & Co.*

WJHR(FM) Jackson, Tenn. □ Sold by Radio Station WJHR Inc. to WJHR Inc. for \$1.2 million. Seller is owned equally by Jay Baxter, Gordon Bostic and Jerry Hunt. Baxter and Bostic also own WAYD(AM)-WORJ(FM) Ozark, Ala., and WXOQ(AM) Tupelo, Miss. Buyer is owned by William Glassman and wife, Sandra. Glassman family interests include co-located WDXI(AM): WMCL(AM) McLeansboro and WTAO(FM) Murphysboro, both Illinois, and WKWK-AM-FM Wheeling, W. Va. WJHR is on 103.1 mhz with 3 kw and antenna 262 feet above average terrain. *Broker: Milton Q. Ford & Associates.*

KGBX(AM) Springfield, Mo. □ Sold by Stauffer Communications to Springcom Inc. for \$825,000 plus \$50,000 for five-year noncompete agreement. Seller is Topeka, Kan.-based publicly traded publisher and owner of five AM's, three FM's and two TV's. Company is headed by Stanley Stauffer, president. It was granted FCC approval to sell KARZ(AM) Phoenix to Tom Chauncey for \$2 million (BROADCASTING, Dec. 20, 1982). Buyer is owned by Al Sikes, Neal Ethridge, Gary Cansler and Noel Boyd, who also own KLGT(AM) Breckenridge, Colo., and KRMS(AM)-KYLK(FM) Osage Beach and KJAS(AM) Jackson, both Missouri. KGBX is on 1260 khz with 5 kw full time.

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KWAO(FM) Sun City, Ariz. (BROADCASTING, Jan. 3); WILX(TV) Onondaga, Mich. (BROADCASTING, Nov. 22, 1982); KEKR-TV [CP] Kansas City, Mo.; WEHS(FM) (CP) Cherry Hill, N.J.; KYTE(AM)-KLLB(FM) Portland, Ore. (BROADCASTING, Jan. 3); WYSS(FM) Saegertown, Pa. (BROADCASTING, Jan. 3); WSTX(AM) Christiansen, Virgin Islands (BROADCASTING, Jan. 3). (see "For the Record," 101).

APPROVED

KSPL(AM) (formerly KAYO) **Seattle** □ Sold by Obie Broadcasting Corp. to KSPL Associates for \$1,909,284. **Seller** is subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mord (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMYH(AM) Wailuku, Hawaii. They bought KSPL in 1980 for \$2.6 million (BROADCASTING, Nov. 26, 1979). **Buyer** is owned by Simpson Investments (46.1%), Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.4% each), and two others. Christiansen, Gray and Greenfield each own 16.67% of KENI(AM)-Anchorage. KSPL is on 1150 khz with 5 kw full time.

WARE(AM) Ware, Mass. □ Sold by Central Broadcasting Corp. to Ware Communications for \$1,275,000. **Seller** is principally owned by Allan W. Roberts, president, who owns 65% of WUHN(AM)-WUPE(FM) Pittsfield, Mass. **Buyer** is owned by brothers David and Robert Strassler. David Strassler is former chairman of UA Columbia Cablevision. They have no other broadcast interests. WARE is on 1250 khz with 5 kw day and 2.5 kw night.

WKRS(AM) Waukegan, Ill. □ Sold by News-Sun Broadcasting Co. to WKRS Inc. for \$650,000. **Seller** is subsidiary of Keystone Printing Service Inc., which publishes daily Waukegan *The News-Sun* and weekly, Libertyville, Ill., *The Independent Register*, and is owned by heirs of late William L. Just. **Buyer** is controlled by Roger E. Kaplan, who is principal owner of WXLG(FM) Waukegan. WKRS is 1 kw daytimer on 1220 khz.

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

KCOT(FM) La Mesa, Tex. □ Sold by KPET Radio Inc. to Giraffe Communications for \$525,000. **Seller** is principally owned by Galen O. Gilbert, who also is principal owner of co-located KPET(AM) and KDXE(AM) Sulphur Springs and KTXJ(AM)-KWYX(FM) Jasper, both Texas, and KBTN(AM) Neosha and KXEO(AM)-KWWR(FM) Mexico, both Missouri. He also sold, subject to FCC approval, KSWM(AM)-KELE(FM) Aurora, Mo. (BROADCASTING, Nov. 29, 1982). **Buyer** is principally owned by Dick Fields and wife,

Donna Fields, and Albert C. Hajny, who are principal owners of KBYG(AM) Big Springs, Tex. KCOT is on 104.7 mhz with 100 kw and antenna 189 feet above average terrain.

WBKB-TV Alpena, Mich. □ Fifty-one percent sold to Stephen A. Marks for \$500,000. **Seller** is group of 21 stockholders, headed by Frederick T. Johnston, president and 14% owner, who will retain other 49%. **Buyer** is consultant with WONN(AM) Lakeland and WPCV(FM) Winterhaven, both Florida, and has no other broadcast interests. WBKB-TV is CBS affiliate on channel 11 with 316 kw visual, 63.2 kw aural and antenna 665 feet above average terrain.

Other approved station sales include: WEIS(SM) Centre, Ala.; KYUC(FM) (CP) Yucca Valley, Calif.; WSOJ-FM Jesup, Ga.; KBMO-AM-FM Benson, Mo.; WGGR(FM) Duluth, Minn.; KYMN(AM) Northfield, Minn.; KMSR(FM) Sauk Centre, Minn.; WXRQ(AM) Mt. Pleasant, Tenn.; KPEP(FM) Gatesville, Tex.; and WRJQ(AM) [CP] Clintonville, Wis. (see "For the Record," page 101). □

Turner's bonus plan

In wake of CRT fee increases, TBS will pay systems offering CNN, Headline News and WTBS

"It's another round in the battle between CNN and SNC." That's how Turner Broadcasting System's vice president of sales and marketing, Nory LeBrun, categorizes a new incentive plan that TBS is pitching to cable operators. The move, LeBrun says, is designed both to encourage operators to hold onto WTBS in the face of potential increases in copyright fees, and to "put CNN Headline News on a par on a monetary basis with Satellite News Channels."

That's all something of a reversal for Turner, who early in the competition between his Cable News Network and its CNN Headline News on the one hand and the SNC joint venture from Group W and ABC on the other, lambasted SNC as "paying systems to carry the service... to drive me out of business." Adopting an incentive of his own, Turner added to a recent Mailgram he sent cable operators announcing "good news" of

the copyright royalty stay (BROADCASTING, Jan. 3), the additional word of "an offer that will warm your hearts this holiday season." The essential idea is that operators who offer their subscribers all three TBS cable services—WTBS, CNN and CNN Headline News—as basic cable offerings will be paid \$1 per year per subscriber for three years.

LeBrun calls the offer a "bonus packaging deal," and says it does not obviate the per-subscriber tariffs that TBS charges operators for CNN, 20 cents per sub if it's the only TBS product, 15 cents if WTBS is also offered. (The per-subscriber fee operators pay for WTBS goes to Southern Satellite Systems, the common carrier that distributes the signal.) There is a tariff for CNN Headline as well, but it's waived for systems that also carry CNN. (LeBrun also concedes TBS has been a "little more flexible in rates" that have been negotiated in the past year, although he won't further categorize the situation.)

Right now, LeBrun says, systems serving 1.5 million subscribers offer all three Turner products, so the offer amounts to an extra \$1.5 million TBS will automatically shell out at the end of 1983. All told, 2.5 million subscribers are offered by CNN Headline News, 17.5 million by CNN, and 25 million by WTBS. (TBS separately announced those figures mean 30% of all U.S. TV households receive WTBS, 21% get CNN; the company projected the WTBS percentage would rise to 37% by year-end 1983.) And LeBrun claimed that by "doing a good job" he thinks TBS can use the bonus program to gain "substantial millions" of homes for CNN Headline News in 1983.

LeBrun also claimed that CNN Headline News, with a 2.5 million subscriber base, is closer to SNC's total than it appears. He charges that SNC's figure of 5.4 million subscribers by mid-January is inflated by counting subscribers in systems with agreements or contracts with SNC that do not yet offer the service. "Their numbers are a lot more like 2.7 million" LeBrun maintains. SNC, in reply, branded the charge "ludicrous," a spokesman saying the organization stood by the numbers it has announced, and calling LeBrun's claim of parity "an attempt to deflect attention" from the Turner organization's adoption of an incentive program after having lambasted SNC for its bonus package. □

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Nielsen charts cable universe at 35% penetration

What television market has the highest level of cable penetration? According to Nielsen's latest (November 1982) market-by-market figures, it's Santa Barbara-Santa Maria-San Luis Obispo, Calif. Nielsen reports that 78.5% of the television homes in the mid-sized market midway between San Francisco and Los Angeles are now wired to receive cable services.

Close behind Santa Barbara are several smaller markets: Marquette, Mich. (74.3%); San Angelo, Tex. (72.7%); Clarksburg-Weston, W. Va. (71.1%), and Parkersburg, W. Va. (70.7%).

Although Nielsen's top five television markets accounted for millions of cable homes, their percentages of cable penetration were considerably lower than those of smaller markets: New York (29.7%); Los Angeles-Palm Springs, Calif. (23.8%); Chicago (11.9%); Philadelphia (36.3%), and San Francisco-Oakland (44.1%).

Nielsen's national figures, released earlier with the Arbitron market-by-market numbers, show that 29.3 million homes now have cable, 35% of the estimated 83.3 million homes with television in the U.S. (BROADCASTING, Dec. 20, 1982). The Nielsen figures indicate that the cable universe has grown substantially since November 1981, when the rating service counted 23.2 million cable homes (28.3% of all television homes). The number of cable subscribers has jumped 26% over the past year as cable operators increased subscribership at a rate of more than half a million a month.

Because of differences in methodologies and definition of television markets, the Arbitron cable penetration figures have been consistently lower than those of Nielsen. Arbitron's November 1982 numbers show 24.7 million homes, 30% of its estimated 83.5 million television homes.

The Nielsen Designated Market Areas (DMA's) and their cable penetration follow:

Market	Cable penetration
Abilene-Sweetwater, Tex.	63.4
Ada-Ardmore, Okla.	51.1
Albany, Ga.	46.1
Albany-Schenectady-Troy, N.Y.	50.9
Albuquerque, N.M.	35.2
Alexandria, La.	49.8
Alexandria, Minn.	35.8
Alpena, Mich.	51.0
Amarillo, Tex.	60.9
Anchorage	13.3
Atlanta	32.8
Augusta, Ga.	41.1
Austin, Tex.	47.0
Bakersfield, Calif.	62.7
Baltimore	18.3
Bangor, Me.	32.7
Baton Rouge	45.2
Beaumont-Port Arthur, Tex.	36.5

Beckley-Bluefield-Oak Hill, W. Va.	63.9	Harrisonburg, Va.	43.9
Bend, Ore.	54.5	Hartford-New Haven, Conn.	51.6
Billings-Hardin, Mont.	45.2	Hattiesburg-Laurel, Miss.	40.4
Biloxi-Gulfport-Pascagoula, Miss.	60.6	Honolulu	50.2
Binghamton, N.Y.	59.4	Houston	33.3
Birmingham-Anniston, Ala.	40.0	Huntsville-Decatur-Florence, Ala.	44.2
Boise, Idaho	31.9	Idaho Falls-Pocatello	46.3
Boston-Manchester-Worcester	27.1	Indianapolis	31.2
Bristol, Va.-Kingsport, Johnson City, Tenn.	43.9	Jackson, Miss.	45.7
Buffalo, N.Y.	54.8	Jackson, Tenn.	49.1
Burlington, Vt.-Plattsburgh, N.Y.	45.6	Jacksonville, Fla.	34.8
Butte, Mont.	60.3	Johnstown-Altoona, Pa.	68.3
Casper-Riverton, Wyo.	65.9	Jonesboro, Ark.	51.6
Cedar Rapids-Waterloo, Iowa	31.5	Joplin, Mo.-Pittsburg, Kan.	42.3
Champaign-Springfield-Decatur, Ill.	57.3	Kansas City, Mo.	38.2
Charleston, S.C.	37.3	Knoxville, Tenn.	37.6
Charleston-Huntington, W.Va.	55.5	La Crosse-Eau Claire, Wis.	45.0
Charlotte, N.C.	29.0	Lafayette, Ind.	61.0
Chattanooga, Tenn.	37.0	Lafayette, La.	48.5
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	62.0	Lake Charles, La.	54.0
Chicago	11.9	Lansing, Mich.	47.4
Chico-Redding, Calif.	57.9	Laredo, Tex.	70.4
Cincinnati	21.6	Las Vegas	8.2
Clarksburg-Weston, W.Va.	71.1	Lexington, Ky.	45.7
Cleveland-Akron	30.4	Lima, Ohio	66.9
Colorado Springs-Pueblo	37.5	Lincoln-Hastings-Kearney, Neb.	44.1
Columbia-Jefferson City, Mo.	37.4	Little Rock-Pine Bluff, Ark.	33.3
Columbia, S.C.	38.1	Los Angeles-Palm Springs	23.8
Columbus, Ga.	47.6	Louisville, Ky.	31.9
Columbus-Tupelo, Miss.	43.9	Lubbock, Tex.	47.1
Columbus, Ohio	41.3	Macon, Ga.	51.5
Corpus Christi, Tex.	48.7	Madison, Wis.	38.8
Dallas-Fort Worth	26.8	Mankato, Minn.	51.0
Davenport, Iowa-Rock Island-Moline, Ill.	42.5	Marquette, Mich.	74.3
Dayton, Ohio	45.5	Mason City, Iowa-Austin-Rochester, Minn.	37.9
Denver	19.5	Medford-Klamath Falls, Ore.	55.0
Des Moines-Ames, Iowa	37.9	Memphis	30.5
Detroit	13.4	Meridian, Miss.	41.0
Dothan, Ala.	40.3	Miami-Ft. Lauderdale	30.0
Duluth, Minn.-Superior, Wis.	38.2	Milwaukee	17.7
El Paso, Tex.	46.8	Minneapolis-St. Paul	11.6
Erie, Pa.	41.7	Minot-Bismarck-Dickinson, N.D.	46.8
Eugene, Ore.	58.6	Missoula-Butte, Mont.	49.7
Eureka, Calif.	65.8	Mobile, Ala.-Pensacola, Fla.	45.0
Evansville, Ind.	46.9	Monroe, La.-El Dorado, Ark.	39.4
Fairbanks, Alaska	33.2	Monterey-Salinas, Calif.	66.2
Fargo-Valley City, N.D.	49.7	Montgomery, Ala.	45.0
Flint-Saginaw-Bay City, Mich.	38.4	Nashville, Tenn.-Bowling Green, Ky.	27.4
Florence, S.C.	46.0	New Orleans	30.7
Fresno, Calif.	28.8	New York	29.7
Ft. Myers-Naples, Fla.	60.5	Norfolk-Portsmouth-Newport News-Hampton, Va.	36.3
Ft. Smith, Ark.	54.4	North Platte, Neb.	37.9
Ft. Wayne, Ind.	36.0	Odessa-Midland-Monahans, Tex.	65.1
Gainesville, Fla.	57.1	Oklahoma City	44.0
Glendive, Mont.	60.0	Omaha	30.1
Grand Junction-Montrose, Colo.	53.3	Orlando-Daytona Beach, Fla.	46.0
Grand Rapids-Kalamazoo-Battle Creek, Mich.	40.7	Ottumwa, Iowa-Kirkville, Mo.	48.7
Great Falls, Mont.	51.0	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	41.5
Green Bay, Wis.	29.0	Panama City, Fla.	46.6
Greensboro-Winston Salem-High Point, N.C.	31.7	Parkersburg, W. Va.	70.7
Greenville-New Bern-Washington, N.C.	38.7	Peoria, Ill.	51.5
Greenville-Spartanburg, S.C.-Asheville, N.C.	33.0	Philadelphia	36.3
Greenwood-Greenville, Miss.	60.0	Phoenix-Flagstaff	17.8
Harlingen-Weslaco, Tex.	37.6	Pittsburgh	51.1
Harrisburg-York-Lancaster-Lebanon, Pa.	52.0	Portland-Poland Spring, Me.	40.9
		Portland, Ore.	25.0
		Presque Isle, Me.	55.9
		Providence, R.I.-New Bedford, Mass.	19.4
		Quincy, Ill.-Hannibal, Mo.-Keo-	

kuk, Iowa	40.5	St. Louis	15.3
Raleigh-Durham, N.C.	38.3	Syracuse-Elmira, N.Y.	58.2
Rapid City, S.D.	47.7	Tallahassee, Fla.-Thomasville, Ga.	43.1
Reno	57.4	Tampa-St. Petersburg-Sarasota, Fla.	29.9
Richmond-Petersburg-Charlottesville, Va.	28.4	Terre Haute, Ind.	37.3
Roanoke-Lynchburg, Va.	43.1	Toledo, Ohio	39.5
Rochester, N.Y.	38.5	Topeka, Kan.	62.1
Rockford, Ill.	50.1	Traverse City-Cadillac, Mich.	34.5
Roswell, N.M.	62.5	Tucson, Ariz.	20.8
Sacramento-Stockton, Calif.	30.3	Tulsa, Okla.	49.0
Salisbury, Md.	62.8	Twin Falls, Idaho	52.2
Salt Lake City	24.5	Tyler, Tex.	55.3
San Angelo, Tex.	72.7	Utica, N.Y.	61.8
San Antonio-Victoria, Tex.	40.3	Waco-Temple, Tex.	55.0
San Diego	57.5	Washington-Hagerstown, Md.	16.7
San Francisco-Oakland	44.1	Watertown, N.Y.	50.1
Santa Barbara-Santa Maria-San Luis Obispo, Calif.	78.5	Wausau-Rhineland, Wis.	29.2
Savannah, Ga.	42.3	West Palm Beach-Ft. Pierce, Fla.	55.7
Seattle-Tacoma	42.0	Wheeling, W. Va.-Steubenville, Ohio	60.3
Shreveport, La.	41.6	Wichita Falls, Tex.-Lawton, Okla.	54.3
Sioux City, Iowa	33.8	Wichita-Hutchinson, Kan.	53.4
Sioux Falls-Mitchell, S.D.	36.7	Wilkes Barre-Scranton, Pa.	62.8
South Bend-Elkhart, Ind.	32.4	Wilmington, N.C.	35.5
Spokane, Wash.	46.8	Yakima, Wash.	50.4
Springfield-Holyoke, Mass.	56.5	Youngstown, Ohio	43.2
Springfield, Mo.	26.7	Yuma, Ariz.-El Centro, Calif.	63.0
St. Joseph, Mo.	47.1	Zanesville, Ohio	59.2

sented by newspaper editors, television news directors and cable TV program directors), the survey found the two groups were "extraordinary similar." It showed that media leaders spend less time communicating with friends, either in person or on the telephone and spend less time on such home-centered activities as hobbies, fixing or building and gardening.

In their use of media, the report says the public and media leaders are "strikingly similar." Although television is the most popular activity among the general public, both newspaper reading and television viewing are popular among leaders. Both media producers and consumers are quite similar in their daily patterns of watching television, reading books and listening to records and tapes, according to the report. □

Westmoreland fund drive falls short

The Capital Legal Foundation's appeal for funds to help pay the costs of representing General William Westmoreland in the libel suit he has filed against CBS (BROADCASTING, Jan. 3) was less than a major success, Dan Burt, who heads the foundation, acknowledged last week. He said the 150,000-piece mailing produced some \$15,000 in contributions.

The foundation, in the letter sent to a randomly selected list, said it had already spent much of its own money in the case and that funds were running low. Burt offered some specifics: The foundation has spent between \$250,000 and \$300,000 on the case in the last six months, and expects to spend up to \$600,000 this year. The foundation's total budget for 1982 was \$850,000.

The Westmoreland suit grows out of the CBS documentary, *The Uncounted Enemy... A Vietnam Deception*, broadcast on Jan. 23, 1982. The solicitation letter says the program constituted a "vicious attack" on Westmoreland's integrity. And Burt last week indicated the foundation was determined to press the suit to vindicate the general's integrity. But, he acknowledged, after reviewing the costs involved as well as the revenues produced by the direct mailing, "CBS may spend us to death." □

Media dominate leisure time of Americans

UME survey finds 72% watch TV, 70% read newspaper daily

Watching television and reading newspapers emerge as the most popular leisure time activities of Americans in a study commissioned by United Media Enterprises, New York, a Scripps-Howard company involved in newspaper syndication, television production and book publishing.

The study shows that 72% of respondents watch television every day as compared with 70% who read a newspaper. It also reveals that people spend 2.8 hours a day viewing television and 40 minutes daily reading a newspaper. Among other popular daily activities cited in the report are listening to records and tapes, talking on the phone, talking with friends and reading books and magazines.

Listening to radio was not mentioned among the 11 activities reported on in the study. BROADCASTING asked an official of Research and Forecasts Inc., which conducted the study, for an explanation. An official said that "in our pre-testing, radio did not show up significantly, but, in retrospect, I think we should have included radio."

Titled "Where Does The Time Go?," the study is based on a nationwide random sample of more than 1,000 Americans and, in addition, 300 leaders of the nation's media. The interviews were conducted by telephone and lasted an average of 40 minutes each.

The overriding impression created by the study is that American families spend their free time together and their leisure activities are largely conducted in the home. In this context, it was found that television is not a disruptive force and actually may help bind families together.

The study shows that parents who watch a lot of television daily are as likely as parents who watch little television to participate in activities with their children, interact with their spouses and participate in community affairs. For example, 50% of parents who spent four or more hours per day watching television said they played games with their children, as compared with 50% who watch one hour or less and 45% who watch two hours.

The survey also shows that although television watching is the favored leisure-time pursuit, only 41% said they "pay close attention" to the television set. Six out of 10 Americans say that while watching TV they participate in other activities, such as discussing the programs they are watching or interacting with their children or spouses.

Comparing the leisure-time habits of the general public with the media leaders (repre-

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Stock Index

Exchange and Company	Closing Wed. Jan 5	Closing Mon. Dec 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	54 1/2	58	-3 1/2	-6.03	10	1,579
N Capital Cities	119 3/4	117	+2 3/4	+2.35	17	1,571
N CBS	59 3/4	60 7/8	-1 1/8	-1.84	12	1,672
N Cox	41 7/8	44 3/4	-2 7/8	-6.42	19	1,187
A Gross Telecasting	37 1/4	40 1/2	-3 1/4	-8.02	10	30
O LIN	33 1/2	33 1/2			19	347
N Metromedia	282 1/2	294 1/2	-12	-4.07	19	952
O Mooney	4	4			13	3
N Outlet Co.	47	47 3/4	- 3/4	-1.57	18	127
O Scripps-Howard	23 3/4	23 3/4			13	245
N Storer	28 1/4	30	-1 3/4	-5.83	18	463
N Taft	39 5/8	41 1/4	-1 5/8	-3.93	10	369
O United Television	11 1/8	11 1/4	- 1/8	-1.11	15	134

Exchange and Company	Closing Wed. Jan 5	Closing Mon. Dec 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	20 1/4	20 5/8	- 3/8	-1.81	14	80
A Affiliated Pubs.	37	37			13	192
O A.H. Belo	34 1/4	33 1/2	+ 3/4	+2.23	15	321
N American Family	15 1/8	15 1/8			12	204
O Associated Commun.	20 3/4	21 1/4	- 1/2	-2.35		49
N John Blair	43 3/4	43 7/8	- 1/8	-.28	10	170
N Charter Co.	12	12			5	262
N Chris-Craft	58 1/4	58	+ 1/4	+ .43	14	126
N Cowles	54	51	+3	+5.88	31	214
N Dun & Bradstreet	99 5/8	101	-1 3/8	-1.36	20	2,698
N Fairchild Ind.	14 7/8	14 5/8	+ 1/4	+1.70	9	195
N Gannett Co.	59	61 3/4	-2 3/4	-4.45	18	3,139
N General Tire	31 1/4	28 3/8	+2 7/8	+10.13	22	736
O Gray Commun.	44	44			11	21
N Gulf United	27 3/8	27 1/2	- 1/8	-.45	10	757
N Harte-Hanks	38 3/8	41 1/8	-2 3/4	-6.68	14	378
N Insilco Corp.	20 7/8	20 1/2	+ 3/8	+1.82	18	317
N Jefferson-Pilot	29 1/2	28 3/4	+ 3/4	+2.60	7	633
O Josephson Intl.	14 7/8	14 3/4	+ 1/8	+ .84	13	58
N Knight-Ridder	49 1/8	48 1/4	+ 7/8	+1.81	17	1,589
N Lee Enterprises	37	38 1/4	-1 1/4	-3.26	13	254
N Liberty	14 1/8	14 1/8			9	181
N McGraw-Hill	71 1/2	75 1/4	-3 3/4	-4.98	17	1,780
A Media General	44	45 1/2	-1 1/2	-3.29	10	305
N Meredith	87	87 1/2	- 1/2	-.57	10	269
O Multimedia	48 3/4	49 1/4	- 1/2	-1.01	18	496
A New York Times Co.	57	56 5/8	+ 3/8	+ .66	12	715
A Post Corp.	35 1/4	35 1/4			18	64
N Rollins	17 1/8	14 5/8	+2 1/2	+17.09	10	454
N Schering-Plough	39 5/8	41 3/8	-1 3/4	-4.22	12	2,109
N Signal Cos.	24	22	+2	+9.09	13	1,732
O Stauffer Commun.*	43	43			10	43
A Tech Operations	19 1/8	19 1/2	- 3/8	-1.92	9	16
N Times Mirror Co.	61	62 1/4	-1 1/4	-2.00	15	2,083
O Turner Bcstg	16 1/2	19 1/8	-2 5/8	-13.72	31	337
A Washington Post	54 3/4	55 3/8	- 5/8	-1.12	15	774
N Wometco	25 7/8	34 3/4	-8 7/8	-25.53	14	353

Exchange and Company	Closing Wed. Jan 5	Closing Mon. Dec 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	8	6 1/2	+1 1/2	+23.07	40	40
N American Express	63 1/4	66 1/4	-3	-4.52	11	6,073
O Burnup & Sims	9 1/2	9 1/2			10	83
O Comcast	27	27			21	120
N General Instrument	48	52 1/2	-4 1/2	-8.57	14	1,489
N Heritage Commun.	10 1/4	11 1/4	-1	-8.88	18	75
O Rogers Cablesystems	7 1/8	6 1/2	+ 5/8	+9.61	14	157
O Tele-Communications	27 1/2	26 3/8	+1 1/8	+4.26	76	579
N Time Inc.	49 3/4	52	-2 1/4	-4.32	20	2,538
O Tocom	9	9 1/4	- 1/4	-2.70	7	51
N United Cable TV	22 1/4	23 7/8	-1 5/8	-6.80	20	243
N Viacom	29 3/8	29 3/4	- 3/8	-1.26	18	335

Exchange and Company	Closing Wed. Jan 5	Closing Mon. Dec 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Barris Intl.	3 3/4	3 1/8	+ 5/8	+20.00	54	21
N Coca-Cola	51 1/8	52	- 7/8	-1.68	18	117
N Disney	61 3/8	64 3/4	-3 3/8	-5.21	18	2,047
N Dow Jones & Co.	66 1/8	68 1/2	-2 3/8	-3.46	24	2,109
O Four Star	5 1/2	5 1/2			31	3
N Getty Oil Corp.	52 3/4	49 1/4	+3 1/2	+7.10	6	4,269
N Gulf + Western	16 1/4	16 5/8	- 3/8	-2.25	7	1,202
N MCA	69 3/8	73 1/8	-3 3/4	-5.12	17	1,642
N MGM/UA	7 1/8	6 3/4	+ 3/8	+5.55	23	354
N Orion	17	17 1/4	- 1/4	-1.44	3	116
O Reeves Commun.	20 1/4	25 1/4	-5	-19.80	7	166
O Telepictures	12	12 3/4	- 3/4	-5.88	33	252
O Video Corp. of Amer.	6 1/4	5 3/8	+ 7/8	+16.27	7	10
N Warner	34	28 1/4	+5 3/4	+20.35	7	2,160
A Wrather	23 1/2	23	+ 1/2	+2.17	28	52

Exchange and Company	Closing Wed. Jan 5	Closing Mon. Dec 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	63	63 1/2	- 1/2	-.78	12	183
O Compact Video	5 1/4	5 7/8	- 5/8	-10.63	2	17
N Comsat	72 3/8	77	-4 5/8	-6.00	15	579
O Doyle Dane Bernbach	21 1/2	19 1/4	+2 1/4	+11.68	11	123
N Foote Cone & Belding	40 1/4	40 3/8	- 1/8	-.30	9	110
O Grey Advertising	73 1/2	74	- 1/2	-.67	7	42
N Interpublic Group	46 3/4	47 3/4	-1	-2.09	11	217
N JWT Group	28 1/8	29	- 7/8	-3.01	67	148
O MCI Communications	36 1/2	39 5/8	-3 1/8	-7.88	26	3,509
A Movielab	4	3 3/8	+ 5/8	+18.51	5	7
O A.C. Nielsen	72 1/4	68 1/2	+3 3/4	+5.47	18	811
O Ogilvy & Mather	45	44 1/4	+ 3/4	+1.69	12	191
O Telemation	4 3/4	4 3/4			13	5
O TPC Communications	1 3/4	1 3/8	+ 3/8	+27.27	1	2
O Unitel Video	8 1/2	8 3/4	- 1/4	-2.85	15	11
N Western Union	45 1/4	46 1/2	-1 1/4	-2.68	12	927

Exchange and Company	Closing Wed. Jan 5	Closing Mon. Dec 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL	16 3/4	16 1/4	+ 1/2	+3.07	9	33
N Arvin Industries	18 7/8	19 1/8	- 1/4	-1.30	18	131
O C-Cor Electronics	21 3/4	17 1/2	+4 1/4	+24.28	17	65
O Cable TV Industries	5	5			16	15
A C&C	5 1/2	5 3/4	- 1/4	-4.34	13	12
O Chyron	28 1/2	24 1/2	+4	+16.32	22	77
A Cohu	5 7/8	6	- 1/8	-2.08	13	10
N Conrac	32 1/2	32 3/4	- 1/4	-.76	17	72
N Eastman Kodak	85 1/4	88 3/8	-3 1/8	-3.53	13	13,852
O Elec Missile & Comm.	13 1/2	14	- 1/2	-3.57	123	37
N General Electric	93	99 1/2	-6 1/2	-6.53	12	21,071
N Harris Corp.	36 3/4	38 1/4	-1 1/2	-3.29	17	1,151
O Microdyne	11 1/8	11 1/4	- 1/8	-1.11	20	52
N M/A Com. Inc.	22 7/8	22 7/8			21	895
N 3M	73	77 3/8	-4 3/8	-5.65	13	8,571
N Motorola	82 7/8	87 7/8	-5	-5.68	17	3,160
N N. American Philips	48 5/8	47 1/4	+1 3/8	+2.91	9	672
N Oak Industries	13 3/4	14 1/2	- 3/4	-5.17	8	224
A Orrox Corp.	10 3/8	10 1/2	- 1/8	-1.19	17	23
N RCA	22 3/4	23 1/8	- 3/8	-1.62	11	1,717
N Rockwell Intl.	43 1/8	45	-1 7/8	-4.16	11	3,294
A RSC Industries	5	4 7/8	+ 1/8	+2.56	38	16
N Scientific-Atlanta	16 5/8	15	+1 5/8	+10.83	41	389
N Sony Corp.	15	15			14	3,459
N Tektronix	59 3/4	56 3/8	+3 3/8	+5.98	16	1,127
O Telemet (Geotel Inc.)	2 5/8	2 3/4	- 1/8	-4.54	14	8
A Texscan	18 1/8	18 3/8	- 1/4	-1.36	25	107
N Varian Associates	62 7/8	61 1/4	+1 5/8	+2.65	21	581
N Westinghouse	38	40	-2	-5.00	7	3,269
N Zenith	14	15 1/4	-1 1/4	-8.19	88	265

Standard & Poor's 400 Industrial Average 159.62 158.83 + .79

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

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split 2 for 1. + Stock traded at less than 1.25 cents. **** Stock inactive due to limited bidding.

C-SPAN caught in political tussle

House Republicans ask Democrats for pledge against using C-SPAN footage for political ads

The television coverage of the House of Representatives, which has been hailed as a means of allowing viewers across the country to witness part of their representative government in action, has become the center of a squabble between House Republicans and Democrats. The Republicans are warning that "unrestrained commercial and political use" of the coverage can result if the Democrats do not promise to keep their party's candidates from using it for partisan purposes.

The issue began developing in the final weeks of the election campaign last fall, in the contest in which a Democrat, G. Douglas Stephens, was attempting to unseat House minority leader Robert Michel of Illinois. Stephens used clips of Michel's remarks in floor debate on Social Security—he said only 10% of those on Social Security are in serious financial trouble and that 90% were "fairly well heeled"—in one of the political ads Stephens ran on television stations in Peoria, Ill. (BROADCASTING, Nov. 1, 1982).

Republicans were outraged. The material had been taped by Stephens's aides as it was transmitted by Cable Satellite Public Affairs Network, in its routine relay of television coverage of House proceedings. House rules prohibit commercial or political use of broadcast coverage of House debate—but the rules apparently do not apply to non-members.

To deal with that loophole, Representative Guy Vander Jagt (R-Mich.), chairman of the Republican Congressional Committee, wrote to his opposite number, Representative Tony Coelho (D-Calif.), asking assurances that the Democratic Congressional Campaign Committee will ask all Democratic candidates for the House to abide by the House rules regarding use of the television coverage. He called for a public declaration that the Democratic Congressional Campaign Committee will withhold support "from any candidate" who does not abide by the rules.

"I hereby make a similar pledge on behalf of the National Republican Congressional Committee," he said. He warned that the alternative to such a mutual pledge would be "unrestrained commercial and political use of House coverage," which, he said, "would be more unpleasant for the Democratic majority than for the Republican minority." The Republican committee quoted Vander Jagt in a press release as stating that the committee would "have to consider throwing the complete weight of our financial resources and

tremendous technological advantage behind an effort to protect our members.

But, "as the future majority," Vander Jagt said in his letter to Coelho. "we Republicans are as concerned as you in maintaining public respect and confidence in the House of Representatives. Therefore, we must share the responsibility for proper use of House television coverage."

The letter, mailed on Dec. 20 and released on Jan. 3, asked for Coelho's response by that date. But Coelho was not to be rushed. An aide said: "We always encourage our people to obey the rules, but this letter raises larger questions. We can take our time a little on this one."

As for C-SPAN, its officials were keeping their heads down. "It's a matter between the members," said Brian Lamb, C-SPAN president. "I just hope it doesn't become a political football." C-SPAN can assure "only that it will abide by the rules," Lamb said. "We can't police the use made of the coverage."

One question that has arisen in connection with the controversy is whether it will work against efforts to open the Senate to television coverage. Lamb, who is anxious to transmit coverage of Senate floor proceedings, does not think the issue is critical. "I've heard 15 different reasons from opponents of television coverage why they oppose it before this happened," he said. □



Harris on FCC agenda

Action on multiple ownership and financial rules likely; little movement on prime time access

FCC action on rules governing financial interest and network syndication, multiple ownership and prime time access was discussed by the commission's Mass Media Bureau chief, Larry Harris, at an industry press luncheon last Wednesday (Jan. 5) organized by the New York public relations firm, March Five, and sponsored by Eastman Kodak.

"We will recommend our decision on the financial interest and network syndication rule to the FCC commissioners some time

next summer," Harris said. A fierce battle has been brewing between the major TV networks, which are seeking repeal of the FCC rules preventing their financial participation in programs produced by others, and program producers and syndicators who fear that the networks will monopolize the syndication marketplace. Network affiliates have come out in support of their respective networks.

By spring, the FCC will be looking at either lifting or modifying the multiple station ownership rule, Harris told the group. "This is an archaic rule. It doesn't make any sense in today's society," he said.

Harris said the commission will not rule on prime time access in the foreseeable future. There's no movement in the commission to bring that item up, he said.

Harris noted that the FCC hiring freeze for the past two years is affecting the agency's operations. "Our engineers are leaving to go into private industry or another government agency at a higher grade level," Harris said. "And we are running close to not having adequate clerical help." Harris noted that FCC Chairman Mark Fowler is going to the White House to seek additional funds ("Closed Circuit," Jan. 3). □

TV in Senate may see early action in 98th Congress

Stevens says on C-SPAN that issue may come up soon; Warner switches to pro-TV after lame-duck session

The chances for passage of a resolution to permit television coverage of Senate proceedings appears brighter in the 98th Congress. Senate Majority Whip Ted Stevens (R-Alaska), during a Cable Satellite Public Affairs Network call-in show, said last week that "it's time" to bring up the issue, and he added: "It will have to come up fairly early this year."

Stevens, who noted that he had worked with Majority Leader Howard Baker (R-Tenn.) for passage of the measure in the last Congress, was optimistic. "I would hope we would get it done and be able to install the facilities in one of the recesses like the Easter recess," he said.

Baker is expected to reintroduce the measure some time after Jan. 25, when the Congress reconvenes after its current recess although many members remain opposed to the measure and threaten to filibuster. Senator Russell Long (D-La.), a critic of the resolution, is still prepared to fight it.

A former critic of the resolution, Senator John Warner (R-Va.), has said he changed his mind. The prolonged debates surrounding the gas-tax bill in the closing days of the 97th Congress did it for Warner. He said if

the Senate were televised, such debate might become limited.

"I think it is unlikely that certain aspects of this debate, particularly those of personal acrimony among members, which are destructive and undermining of the great traditions of this institution would have taken place had our proceedings been televised," Warner said. "I want to preserve the rights of

senators to discuss and debate all measures. But there comes a time when the business of the Senate, which is the business of the nation, must be allowed to move forward."

Stevens, on C-SPAN last week, also argued that Alaskans who are closer to Tokyo than Washington, ought to "know what's going on here daily on a real-time basis, the same as all the rest of Americans." □

Washington Watch

Caribbean view. Cuba has applauded death in Senate of Reagan administration's Radio Marti proposal (BROADCASTING, Jan. 3). Official Cuban news agency, Prensa Latina, in dispatch monitored in Mexico City, said Senate vote to help proposal to fund station avoided "dangerous risks of confrontation." Story noted that congressional critics had warned that station—which administration wants to establish to broadcast news of Cuba to that country—could "unnecessarily intensify bilateral tensions and provoke a reply from Cuba." Rejection of "anti-Cuban station," dispatch said, "is considered here as a positive step to avoid dangerous risks of a confrontation between this island and the United States." However, issue is not closed. Senate Republican leadership has promised new Radio Marti bill will be given "urgent priority" in 98th Congress.

□
U.S. push. United States will contribute some \$500,000 to special UNESCO program designed to help Third World countries strengthen their information and communications systems. U.S. delegate William G. Harley, who announced planned contribution, said it would be largely in form of funds-in-trust grants to secretariat of U N Educational, Scientific and Cultural Organization for support of specified communications projects. Harley made announcement at conference of UNESCO-backed International Program for the Development of Communications, at UNESCO's Paris headquarters. U.S. grant will not be direct contribution to program; U.S. will determine projects to be funded. U.S. and some European countries and Japan oppose direct contributions to program, saying they do not want new international fund established that would operate substantial aid program at UNESCO.

□
Writers and deregulators. Inherent conflict between freedom guaranteed by First Amendment and regulation of media is issue addressed in 24 essays by educators, lawyers and journalists that have been collected in "Free but Regulated: Conflicting Traditions in Media Law." Book, published by Iowa State University, is work of co-editors Daniel L. Brenner, legal assistant to FCC Chairman Mark S. Fowler, and William L. Rivers, professor of communications at Stanford University. Essays range from question of whether guarantees of free press are different from, and superior to, those of free speech, to when free press protection breaks down in face of rights of individuals to access to media and to collect damages for libel. Editors, who accompany each set of essays with commentary, say in opening chapter that essays "suggest the degree to which all journalists are involved in the legal process and all lawyers in the information gathering and distribution process."

□
ACT advisory. Action for Children's Television has sent letters to general managers of all commercial television stations "reminding" them that they had obligation to meet requirements of FCC's children's television report and policy statement. ACT's letter warned broadcasters that increasing volume of commercials on children's television, using program host or characters to promote products and failing to develop and present programming that serves "unique" needs of child audience is breach of FCC policy. ACT said letter was prompted by termination of National Association of Broadcasters television code. ACT said it wanted to warn broadcasters "who might be tempted to use the suspension of the code as an excuse to take advantage of the vulnerable child audience."

□
Fowler on free flow. Competition and free flow of knowledge and ideas are cornerstones of free world, FCC Chairman Mark Fowler told Organization of Economic Cooperation and Development Committee for Information, Computer and Communications Policy in Paris last week. "Interfering with the flow of information across borders by taxes or other administrative procedures can result in the central nervous system of civilization being slowed down and made more costly," he said. "We must guard against the inclination to erect artificial barriers to information flows." Fowler attended conference as guest of Department of State.

□
Catholics for code. United States Catholic Conference has come out against dismantling of National Association of Broadcasters television code. In statement, USCC charged that loss of code is "serious blow to the American public." USCC official noted that "NAB's decision may well lead to abuses by irresponsible elements of the industry and so invite government intervention."

April 18

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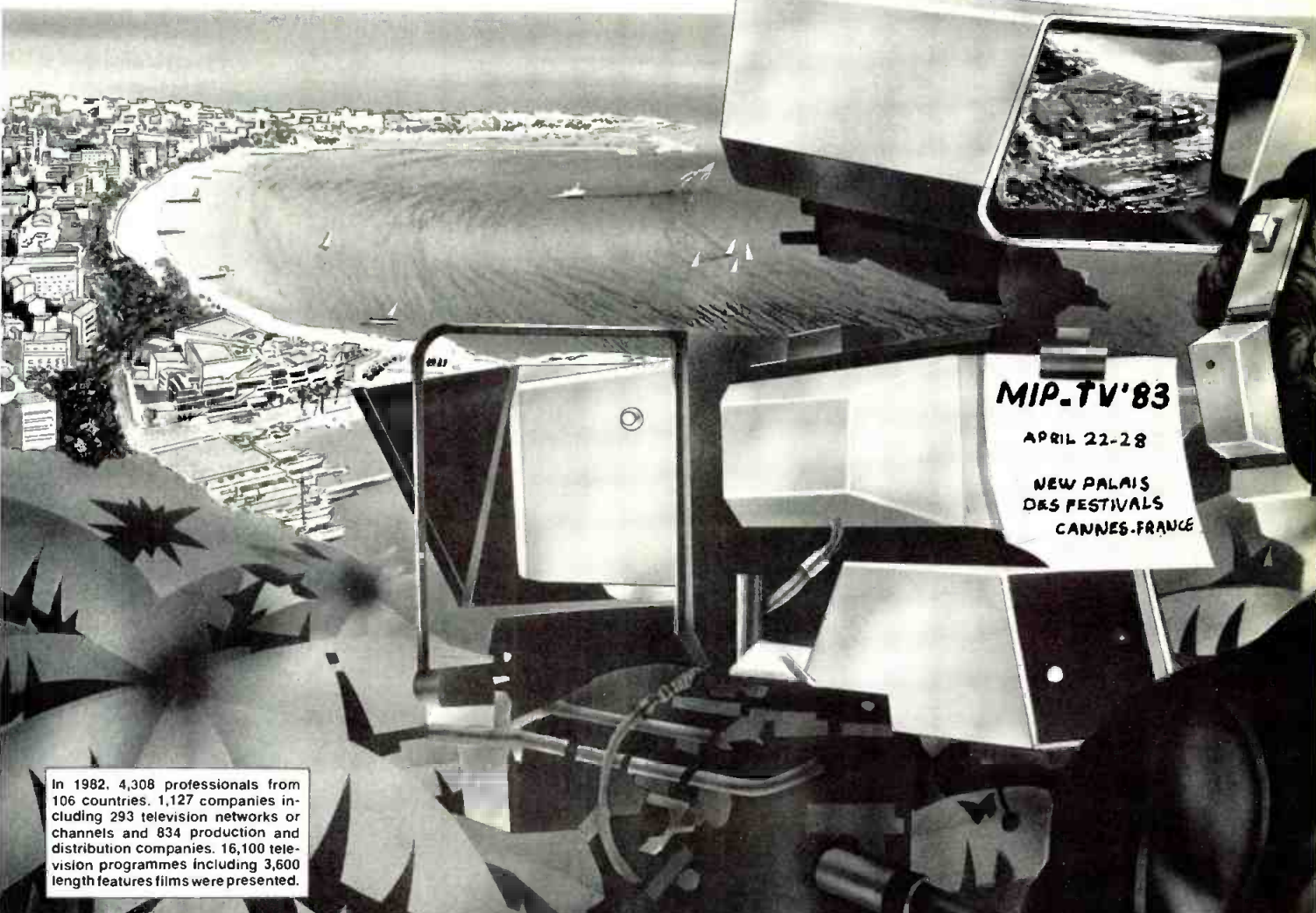
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Videotext test tracks usage

French experiment studies habits and patterns of users

Some preliminary tabulations have been compiled from a nine-month French videotext experiment by Intelmatique, the promotional arm of the French Telecommunications Administration which authorized the trial. And Roy Bright, managing director and chief executive officer of Intelmatique, concludes that the results "seem to suggest that there is a viable mass-market opportunity for a well-rounded videotext service" offering informational as well as transactional services.

The trial was conducted in three suburban communities outside Paris from October 1981 through August 1982. Some 2,200 households were represented in the research sample. During the trial, the number of available services increased from 100 to about 190, a condition that may have accounted for "added interest" among users as the trial progressed, reported Bright.

Intelmatique reports that an average of 3.6 service providers were accessed during each videotext call, with calls averaging 14.5 minutes each. The average user made between 6.2 and 8 calls per month. The so-called "heavy-user," defined as a household making at least one access call per week, averaged between 14.8 and 16.2 calls per month. Connect time did not vary much between average and heavy users. About 63% of the participating households used the system more than once a week.

The busiest hour of the day was around 6 p.m., with Saturday as the busiest day and Wednesday a close second, explained by the fact that Wednesday is not a school day in France.

Heads of households were divided into seven socioeconomic categories—professionals, craftsmen, senior executives, middle management executives, white-collar and blue-collar workers and retirees. Users in the executive categories accessed the system most frequently.

As to the services accessed, the "undisputed leader," reports Intelmatique, was the data base on news and entertainment information, which also offered some video games and other popular items such as a Chinese horoscope. In June of 1982, for example, that category accounted for close to 30% of user accesses. The only service coming close was the system's index which accounted for almost 22% of usage in the same month. Placing a distant third was an electronic mail service which accounted for 10% of usage. A data base providing financial information placed fourth with 9%, and one on tourism and travel came in fifth, scoring 8.2%. Three transactional mail-order ser-

New year. "World Communications Year" in the U.S. was proclaimed by President Reagan at a White House ceremony last month, heralding the start of a 12-month program in which public and private sectors of the U.S. will work to help encourage the development of communications systems throughout the world. Global observance of the "Year" was approved by the United Nations General Assembly in November 1981. Reagan noted in his proclamation that many people throughout the world have not been able to take full advantage of the far-reaching technological advances that have been made in communications systems. He said he hopes U.S. observances will help remedy that situation. William M. Ellinghaus, president of AT&T, who will serve as chairman of the U.S. Council for World Communications Year '83, participated in the White House ceremony in behalf of some 100 corporations, universities, foundations, unions and trade and professional associations participating in the observance. Ellinghaus said U.S. activities during "World Communications Year" will be aimed at "raising national and world consciousness of the importance of communications development (including telecommunications and broadcasting applications) and stimulating research and trade in the field of communications and related technologies."

vices accounted for a total of 2.9%

Within the household, the husband was the most frequent user, accounting for nearly 45% of all calls. Wives accounted for about 15%, and children over 18 another 12%. □

Journal Co. goes classified

Milwaukee electronic publishing service introduces ad feature

The Journal Co., publisher of the *Milwaukee Journal* and *Sentinel*, continued its foray into electronic publishing, as its Teltron subsidiary began a classified advertising service over RVS Cablevision near Milwaukee. For a \$1 premium above the newspapers' classified rate, customers can place their classified ads on RVS for seven days, in addition to 13 newspaper exposures (seven in the afternoon, six in the morning).

The move is Teltron's third in cable/electronic publishing. Last May it began a 24-hour teletext service, *Newsline*, now on one of RVS Cablevision's vacant channels. *Newsline*, which is re-edited *Journal* copy plus news from UPI and AP, will appear on Metrovision's 5,000-subscriber system this month. (RVS Cablevision serves 33,000 subscribers.)

The classified advertising appears on its own channel and initial magazines have run three hours. Advertising is the third element Teltron is involved in—it serves as RVS's sales rep for local and regional availabilities for ESPN, CNN, MTV and the USA Network. Eastman CableRep handles national accounts.

Teltron was formed in the 1960's as a cable company and through purchases and franchise awards has a 24,000-subscriber interconnect in the Wausau area. Teltron is having discussions with American Television & Communications and Viacom for channel rights on their suburban systems. The MSO's pass 38,000 and 75,000 homes, respectively, and both have ample channel capacity for news and advertising services. The biggest franchise in the area belongs to Warner, the yet-to-be-built 252,000 homes in the city of Milwaukee. Teltron says it has "communicated" with Warner about leasing channels on its 108-channel proposed system.

The Journal Co., in addition to owning the *Journal* and *Sentinel*, owns WTMJ-AM-TV and WKT(FM) Milwaukee and KTNV-TV Las Vegas. □

Teletext by the Bay

Group W's KPIX(TV) DirectVision is in third phase of test, which officials say is going smoothly

DirectVision, San Francisco's first look at teletext, courtesy of Group W's KPIX(TV), is nearing the end of its initial six-month test, and officials there are pronouncing it successful.

Like most teletext experiments, this one tilts heavily to the research and development of the user application side. Arthur Kern, the station's vice president and general manager, said the test "was exciting" and that "people seem to like it, even after the honeymoon period is over."

There are three magazines in DirectVision, a news portion that runs about 15 pages, a classified advertising section running 80 to 100 pages and a 30- to 40-page daily shopping guide. Group W and Sparks Newspapers, a Bay-area group, are working together on the classified sections; ads that appear in the newspapers also appear in the teletext magazine.

The test is in its third two-month phase, with a sample of 25 homes changing with the phases. A wider survey is planned for next year.

Kern said viewers tend to stay with the magazine, reading it almost like a newspaper, instead of switching back and forth from text to regular television. He said younger viewers are the most flexible, although older ones are comfortable once they get over the technological hump. □

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For LPTV searchers

To help itself process the enormous backlog of low-power television applications, the FCC divided the applications into three "tiers" and arbitrarily decided that tier-one applications, those proposing service outside the top 212 television markets, would be processed first. To help prospective applicants scan the country for suitable tier-one locations to set down an LPTV station, Comsearch Inc., an engineering services firm in Reston, Va., has prepared a set of state maps that clearly indicates tier-one areas. The set sells for \$50. And once the applicant identifies a particular area for a station, Comsearch, for an additional fee, will pinpoint a location within the area and produce an exhibit showing the precise coordinates for the application.

We control the vertical

There was nothing wrong with their television sets—ABC was just conducting further technical tests of its planned Home View Network last week in New York. But there were enough inquiries from wee-hour viewers puzzled by the fading and ghostly images on ABC-owned WABC-TV to attract the attention of area television columnists. With decoders in 50 homes, the test focused on the technical aspects of the HVN scrambled-signal delivery system intended to put exclusive pay programming in the homes of VCR owners. It was not the market testing of HVN that has been anxiously awaited by

industry observers. ABC is still keeping mum on where that testing will occur, and when, although with last week's separate announcement of the appointment of Michael S. Dubester, a vice president with major MDS operator Contemporary Communications Corp., as vice president, operations for HVN, it's presumed the unit is gearing up.

Time for standards?

Although the first of the direct broadcast satellites (DBS) are still at least three years from the launch pad, most DBS proponents are eager to set technical standards for the service. Transmission standards and home earth stations standards, they believe, are critical to the future of individual services and the media as a whole. If broadcast satellites are colocated in the same geostationary orbital slot, said Bill Pritchard, president of the Direct Broadcast Satellite Corp., standards will permit consumers to purchase and install one earth station capable of tuning in all available services, which will probably be a mix of pay and advertiser-supported programming. If consumers are required to buy one earth station to receive one service and another to receive a second, Pritchard suggested, they might decide not to buy any. Standards would also drive down the price of earth stations by creating an economy of scale. As an earth station manufacturer eager to tool up for the new service, Alcoa-NEC Communications Corp. has a great desire to nail down earth station standards

as soon as possible. To speed the process, it has hired the Washington accounting firm of Cooper and Lybrand to plan a meeting of satellite and earth station manufacturers and DBS applicants in Washington later this month or early February. It is Alcoa-NEC's hope that the meeting will lead to the formation of a trade association for the budding DBS industry that will, as its first order of business, tackle the standards question.

Talk to me

Various buzzers, whistles and lights are the conventional means by which a machine tells its operator that there is something wrong. If that seems too impersonal, there may be a better way—synthesized speech. DataVoice Corp., Chicago, has introduced Cheaptalk 200, a small circuit board that can be incorporated into production and transmission equipment to use a synthesized human voice to warn of impending problems with the equipment. Each three-by-three-and-a-quarter-inch board holds up to three seconds of speech and sounds, but multiple boards can be cascaded if longer messages are needed. Customers can select phrases from a standard vocabulary or pay extra for custom boards with special messages. The standard boards come with either male or female voices; in addition, the custom ones can be made to sound friendly, stern or sexy. The boards cost \$185 each for quantities of 20 or less. Customizing costs an additional \$100.

SMPTTE schedule

The Society of Motion Picture and Television Engineers is expecting more than 600 broadcast managers and engineers to attend its annual television conference Feb. 4-5 at the St. Francis hotel in San Francisco. The conference's theme is "Pictures of the Future." The program will touch on generating, recording and manipulating video pictures. The conference's modest exhibit will be restricted to equipment reflecting that theme.

Looking before leaping

New York Times Cable TV will conduct a limited test of the new Sprucer two-way addressable converters beginning early this year, according to Kanematsu-Gosho (U.S.A.) Inc., one of the developers of the Sprucer technology. NYT Cable will initially test 300 boxes, K-G said, and if it is satisfied with the results, the MSO will expand the trial into two cable systems serving Fort Dix and McGuire Air Force Base in New Jersey. The manufacturer and co-developer of the Sprucer gear is Matsushita Electric Industrial Co., one of Japan's leading electronics manufacturers. The 444 mhz Sprucer converter features three tuning options: standard, I.R.C. and H.R.C.; an optional RF switch for switching between cables in dual-cable systems, and infrared remote control.



Playback and record museum. It may not be the Smithsonian, but for those interested in the technical side of radio and television, the new Ampex Museum of Magnetic Recording in Ampex's corporate headquarters in Redwood City, Calif., should prove a must-see. The museum, which cost Ampex more than \$1 million and took more than two years to put together, houses magnetic recording equipment dating back to the turn of the century, including a 1911 Telephonograph Model C wire recorder, an automatic telephone answering device. As a leader in audio and video recording, Ampex is well represented in its museum. Ampex introduced in 1956 the first practical videotape recorder, the VRX-1000. Curator Peter Hammar stands next to the fourth VRX-1000 produced and the first delivered to a customer, CBS-TV. The machine labored 22 years for CBS before the network returned it to Ampex in 1978. The museum also features an Ampex Model 200, the first commercial audio tape recorder, first marketed in the U.S. in 1948; an RCA TR-22, the first all-transistor videotape recorder in the U.S., which appeared in 1961, and the Sony EV-210, one of the first helical-scan one-inch videotape recorders in the U.S. when it was introduced in 1964.

For the Record

As compiled by BROADCASTING, Dec. 27 through Jan. 3, 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—presurise 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

FM applications

- West Helena, Ark.—Delta Broadcasting Inc. seeks 104.9 mhz, 3 kw. HAAT: 300 ft. Address: 504 Helena National Bank, Helena 72342. Principals: Jamie M. Howe (76%) and Thomas McBee (20%) plus two others who also own KFFA(AM) Helena. Filed Dec. 15, 1982.
- Evergreen, Colo.—Evergreen Radio Inc. seeks 96.5 mhz, 100 kw. HAAT: 4,787 ft. Address: 1624 Market, Suite 200, Denver 80202. Principals: James R. Mosby, president (25.5%), and six others. None have other broadcast interests. Filed Dec. 15, 1982.
- Evergreen, Colo.—Viola Ann Violet seeks 96.5 mhz, 100 kw. HAAT: 1,526 ft. Address: P.O. Box 1064, Arkansas City, Kan. 67005. Principal: Violet owns 40% of KBUZ(FM) Arkansas City, Kan. Filed Dec. 15, 1982.
- Honolulu—Lee Optical and Associated Companies Retirement and Pension Fund Trust seeks 100.3 mhz, 100 kw. HAAT: -412 ft. Address: P.O. Box 57467, Dallas, Tex. 75201. Principal: O.C. Lindemann is trustee. Applicant is licensee of KCCN(AM) Honolulu and applicant for new FM's at Peoria, Ariz.; Midland, Tex., and Mooreland, Okla. Filed Dec. 14, 1982.
- Mt. Vernon, Ohio—Allied Communications Inc. seeks 98.3 mhz, 3 kw. HAAT: 300 ft. Address: 156 Lazelle Road, Worthington, Ohio 43085. Principals: Johanna S. DeStefano and Ralph V. DeStefano (53.5% jointly) and James W. Feasel (45.5%). DeStefanos own 53.5% of WYNO(AM) Nelsonville, Ohio. Filed Dec. 14, 1982.

AM action

- Elkader, Iowa—Clayton County Broadcasting Co. granted 1400 khz, 1 kw-D, 250 kw-N. Address: 161 Copper Kettle Lane, East Dubuque, Ill. 61025. Principals: Lloyd O. Berg and Bonnie Jo A. Berg (50%), who also are applicants for new FM at Garnaville, Iowa. Lloyd Berg is chief engineer at WDBQ(AM)-KIWI(FM) Dubuque, Iowa. (BP-820628BA). Action Dec. 15, 1982.

TV action

- Houston—Almeda Broadcasters Inc. dismissed application for ch. 61; ERP: 3,042 kw vis., 304 kw aur., HAAT: 1,443 ft.; ant. height above ground: 1,471 ft. Address: 3011 Almeda, Houston 77004. (BPCT-820510KQ). Action Dec. 14, 1982.

Ownership changes

Applications

- KWAQ(FM) Sun City, Ariz. (106.3 mhz, 3 kw, HAAT: 97 ft.)—Seeks assignment of license from Sun City Broadcasting Corp. to KLF-FM Inc. for \$1.25 million. Seller: Harry O. Yearick (49%), Russell Lash and Frederiek L. Maderia (25.5% each), who have no other broadcast inter-

ests. Buyer: Subsidiary of Canyon Communications Corp., which is owned by Lawrence Mazursky and wife, Beverly, who own KLF-FM Glendale, Ariz. Filed Dec. 15, 1982.

- WILX(TV) Onondaga, Mich. (NBC, ch. 10, 309 kw vis., 61.7 kw aur.; HAAT: 970 ft.) Seeks assignment of license from Figgie Communications Inc. to Adams Television of Lansing Inc. for \$20.5 million. (BROADCASTING, Nov. 22, 1982). Seller is subsidiary of Figgie International Inc., publicly traded, Willoughby, Ohio-based company with interests in recreation and safety equipment which bought WILX-TV four years ago for \$12 million (BROADCASTING, Oct. 23, 1978). Harry E. Figgie is chairman and 6.52% owner. Buyer: Subsidiary of Adams Communications Corp., which is owned by Stephen Adams. Adams owns Center Group Broadcasting, which owns KIVA-TV Farmington, N.M.; WGTU-TV Traverse City and WGTQ-TV Sault St. Marie, both Michigan; and KCMN(AM) Colorado Springs. Adams also bought, subject to FCC approval, WTWN(AM)-WLAV(FM) Grand Rapids, Mich., for \$6.25 million and WRTH(AM) Wood River, Ill., and KEZK(FM) St. Louis for \$5.18 million (BROADCASTING, Jan. 3).

- KEKR-TV[CP] Kansas City, Mo. (ch. 62, 1,868 kw vis., 186.8 kw aur., HAAT: 1,120 ft.)—Seeks assignment of license from Choice Channel of Kansas City Inc. to Channel 62 Partnerships for 30,000. Seller: Edward D. Schneiderman (37.5%), Debra Slonick and David Block (25% each) and Marvin Zambrosky (12.5%). Buyer is partnership owned 60% by Media Central Inc. and 40% by Choice Channel of Kansas City Inc. Media Central is principally owned by Morton J. Kent. Filed Dec. 9, 1982.

- *WEHS(FM)[CP] Cherry Hill, N.J. (89.5 mhz, 100 kw, HAAT: 113 ft.)—Seeks assignment of license from Cherry Hill Township Board of Education to Performing Arts Network of New Jersey for \$13,500. Seller also is licensee of WBK(FM) Cherry Hill, N.J. Sylvia Misbin is president. They were granted CP Oct. 19, 1981 (BROADCASTING, Nov. 9, 1981). Buyer: Noncommercial corporation headed by Lawrence Fuchs, president, and Norman and Karen Sanders, trustees. Fuchs is Middletown, N.J., attorney. Sanders are stockholders in WTYO(AM) Hammonton, N.J. Filed Dec. 13, 1982.

- KYTE(AM)-KLLB(FM) Portland, Ore. (AM: 970 khz, 5 kw-D; FM: 101.1 mhz, 100 kw)—Seeks assignment of license from Gaylord Broadcasting Co. to C.H. Buckley Inc. for \$3.75 million plus \$950,000 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 *Colorado 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. Filed Dec. 13, 1982.

- WYSS(FM) Saegertown, Pa. (94.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Saegertown Broadcasting Corp. to Osborne Broadcasting Inc. for \$325,000 plus \$100,000 for noncompete agreement. Seller: Principally owned by Arthur Arkellian, who owns 70% of WWC(BM) Corry, Pa. Buyer: Thomas L. Osborne (60%) and wife, Linda (40%).

- WSTX(AM) Christiansted, St. Croix (970 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Virgin Islands Broadcasting Corp. to Caribbean Basin Broadcasting Inc. for \$525,000. Seller: Principally owned by William M. Carpenter who has no other broadcast interests, but is applicant for new FM at Christiansted. Buyer: Reginald E. Lewis (100%), who earlier last year bought WCRN(FM) Charlotte Amalie, V.I., for \$500,000 (BROADCASTING, Oct. 25, 1981). Filed Dec. 14, 1982.

Actions

- WEIS(AM) Centre, Ala. (990 khz, 250 kw-D)—Granted assignment of license from Cherokee County Broadcasting Inc. to WEIS Radio for \$165,000. Seller is principally owned by James M. Davis, who also owns WTXN(AM) LaFayette, Ala. Buyer: Winfred B. Russell Jr., and wife, Mary J., who have no other broadcast interests. (BAL-82101HD). Action Dec. 16, 1982.

- KYUC(FM)[CP] Yucca Valley, Calif. (106.9 mhz, 5.7 kw, HAAT: 1,176 ft.)—Granted assignment of license from

Lee R. Shoblom to Lambda Broadcasting for \$20,000. Seller: Shoblom owns KFWJ(AM)-KBBC(FM) Lake Havasu City, and KUUK(AM) Wickensburg, both Arizona. He also is applicant for new FM's at Wickensburg and Lahaina, Hawaii. Buyer: Courtney L. Flatau and Robert W. Davis (50% each). Flatau owns 30% of KSIT(FM) Rock Springs, Wyo. (BAP-821101HF). Action Dec. 16, 1982.

- WSOJ-FM Jesup, Ga. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Wings Broadcasting Inc. to Lowell S. Logan for \$30,000. Seller: C. Salen Herke is president. No other broadcast interests. Buyer: Logan is former account executive at WJCL-TV Savannah, Ga. (BALH-821026FR). Action Dec. 14, 1982.

- WKRS(AM) Waukegan, Ill. (1220 khz, 1 kw-D)—Granted assignment of license from the News-Sun Broadcasting Co. to WKRS Inc. for \$650,000. Seller is subsidiary of Keystone Printing Service Inc. which publishes daily Waukegan *The News Sun* and weekly Libertyville, Ill., *The Independent Register*. It is owned by heirs of late William Just. Buyer is controlled by Roger Kaplan, who is principal owner of co-located WXLC(FM) Waukegan, Ill. (BAL-821025ER). Action Dec. 14, 1982.

- WARE(AM) Ware, Mass. (1250 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Central Broadcasting Corp. to Ware Communications for \$1,275,000 including covenants and consulting agreements. Seller is principally owned by Allan W. Roberts, president, who owns 65% of WUHN(AM)-WUPE(FM) Pittsfield, Mass. Buyer is owned by brothers David and Robert Strassler. David Strassler is former chairman of UA Columbia Cablevision. They have no other broadcast interests. (BAL-821025ES). Action Dec. 9, 1982.

- WBKB-TV Alpena, Mich. (CBS, ch. 11, 316 kw vis., 63.2 kw aur.; HAAT: 665 ft.)—Granted transfer of control of Thunder Bay Broadcasting Corp. from stockholders (100% before; 49% after) to Stephen A. Marks (none before; 51% after). Consideration: \$500,000. Principals: Seller consists of closely held group of 21 stockholders: Frederick T. Johnson is president and 14% owner. None have other broadcast interests. Buyer is consultant with WONN(AM) Lakeland and WPCV(FM) Winterhaven, both Florida, and has no other broadcast interests. (BTCCT-8210296G). Action Dec. 15, 1982.

- KBMO(AM) Benson, Minn. (1290 khz, 500 w-D)—Granted assignment of license from North Star Broadcasting Inc. to Joseph John Garamella for \$270,000. Seller is principally owned by George McCarthy and Robert J. Chevalier, who also are principal owners of KSMM(AM) Shakopee, Minn. Buyer: Garamella is Hopkins, Minn., physician and also bought KMSR(FM) (see below). (BAL-821013FO). Action Dec. 16, 1982.

- KBMO-FM Benson, Minn. (93.5 mhz, 3 kw, HAAT: 165 ft.)—Granted assignment of license from North Star Broadcasting Inc. to Todd Jonathan Garamell for \$270,000. Seller is principally owned by George McCarthy and Robert J. Chevalier, who are principal owners of KSMM(AM) Shakopee, Minn., and are also selling KBMO(AM) to Joseph J. Garamella (see above). Buyer is son of Joseph J. Garamella, who is buying co-located KBMO(AM). (BALH-821013FP). Action Dec. 16, 1982.

- WGR(FM) Duluth, Minn. (105.1 mhz, 100 kw, HAAT: 750 ft.)—Granted assignment of license from Com-Rad Broadcasting Corp. to Midwest Radio Co. of Duluth for \$375,000. Seller: Gordon H. Ritz (75%) and John W. Bartikoski (25%), who have no other broadcast interests. Buyer: Subsidiary of Midwest Radio Co., which is owned by Media Company of America, which in turn is owned by Larry Lakoduk and brother, James Lakoduk (50% each). They own KQWB(AM) West Fargo, N.D.; KQWB(FM) Moorhead, Minn.; WEBC(AM) Duluth, Minn.; and KQBR(AM) Brainerd, Minn. (BALH-821101HG). Action Dec. 14, 1982.

- KYMN(AM) Northfield, Minn. (1080 khz, 1 kw-D)—Granted transfer of control of KYMN Inc. from Stan Stydnicki (51% before; none after) to M&M Associates & Wayne Eddy (49% before; 100% after). Consideration: \$408,000. Principals: Seller is bowing out and transferring his interest to current 49% stockholder, Wayne Eddy, and new partnership, M&M Associates. M&M Associates is owned by Don McRae and David Menge (50% each). (BTC-821008ES). Action Dec. 14, 1982.

- KMSR(FM) Sauk Centre, Minn. (94.3 mhz, 3 kw, HAAT: 286 ft.)—Granted assignment of license from Coun-

try Broadcasting Inc. to Garamella Broadcasting Co. for \$250,000. Seller: Melvin E. Paradis and Eugene G. Randolph (50% each), who each also own 50% of KLGR(FM) Redwood Falls, Minn. Buyer: Joseph J. Garamella bought KBMO(AM) Benson, Minn., and Todd Garamella bought KBMO-FM Benson, Minn. (see both above). (BALH-821101HK). Action Dec. 14, 1982.

■ WXRQ(AM) Mt. Pleasant, Tenn. (1460 khz, 500 w-D)—Granted transfer of control of Radio Maury County Inc. from Robert L. Vinson (50% before; none after) to Carlton D. Swafford (50% before; 100% after). Consideration: \$5,000. Principals: Vinson is transferring interest to other partner and seeking waiver of three year rule on grounds of ill health. CP was granted Nov. 12, 1981, and license was granted May 6, 1982. Vinson and Swafford also own WLI-C(AM) Adamsville, Tenn. (BTC-821026FV). Action Dec. 14, 1982.

■ KPET(FM) Gatesville, Tex. (98.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Monarch Communications Inc. to C.D.L.R. Communications Co. Inc. for \$150,000. Seller: Station is in receivership; Jean Harris is receiver. Buyer: Robert R. Ritchey, Allen Lilley, E. Milton Dooley, Johnelle Collura (25% each). Ritchey is president and 40% owner KRJH(AM), Hallettsville, Tex. Others have no other broadcast interests. (BALH-821027GE). Action Dec. 14, 1982.

■ KCOT(FM) LaMesa, Tex. (104.7 mhz, 100 kw, HAAT: 227 ft.)—Granted assignment of license from KPET Radio Inc. to Giraffe Communications Inc. for \$525,000. Seller: Galen O. Gilbert (84%) and Jimmy Young (16%), who also own co-located KPET(AM). Gilbert is principal owner of KBTN(AM) Neosho, Mo., KDXE(AM) Sulphur Springs, Tex.; KXEO(AM)-KWWR(FM) Mexico, Mo.; and KTXJ(AM)-KWYX(FM) Jasper, Tex. Gilbert also sold, subject to FCC approval, KWSM(AM)-KELE(FM) Aurora, Mo., for \$290,000 (see above). Buyer is principally owned by Dick Fields, Donna Fields and Albert C. Hajny, who own KBYG(AM) Big Spring, Tex. Broker: Chapman Associates. (BAPLH-821102HN). Action Dec. 17, 1982.

■ WYVE(AM) Wytheville, Va. (1280 khz, 2.5 kw-D)—Granted assignment of license from WYVE Radio Inc. to April Inc. for \$500,000 plus \$35,000 in assumption of liabilities plus \$100,000 consultancy and noncompete agreement. Seller is principally owned by Arthur Gates, who has no other broadcast interests. Buyer: Subsidiary of Mountain

Security Savings and Loan Association, closely held group of 175 stockholders. Daniel W. Bird Jr. is chairman and P. Wesley Hambrick Jr. is president. It has no other broadcast interests. (BAL-821022EE). Action Dec. 14, 1982.

■ KSPL(AM) [formerly KAYO] Seattle, Wash. (1150 khz, 5 kw-U)—Granted assignment of license from Obie Broadcasting Corp. to KSPL Associates for \$1,909,284. Seller: Subsidiary of Obie Communications Corp., which is owned by Brian B. Obie (56.7%), Al Emrick Jr. (16%), Dolores Mord (11.9%) and James Torrey (9%). They own KUGN-AM-FM Eugene, Ore., and 90% of KMV(AM) Wailuku, Maui, Hawaii. They bought KSPL(AM) in 1980 for \$2.6 million and seek waiver of three-year rule on financial distress grounds. Buyer: Simpson Investments 46.1538%; Edward W. Christiansen, Charles Gray and Arthur Greenfield (15.3846% each) and Henry Sykes and Ronald Fejfar (3.8462% each). Simpson Investments is owned by William Simpson Jr. and family. Simpson, Christiansen, Greenfield and Gray each own 16.6% of KENI(AM) Anchorage, Alaska. Gray owns 45% and Christiansen owns 25% of KINY-(AM) Juneau, Alaska. (BAL-821025FC). Action Dec. 14, 1982.

■ WRJQ(AM)[CP] Clintonville, Wis. (1380 khz, 5 kw-D, 2.5 kw-N)—Granted assignment of license from Jeff Smith to Clintonville Broadcasting Inc. for \$125,000. Seller: Smith owns 10% of WJJQ(AM) Tomahawk, Wis., and is applicant for new LPTV and new FM, both at Tomahawk. Buyer: Thomas Beschta (51%) and Wayne Arnold (49%). Beschta is president and 54% owner of WAQE-AM-FM Rice Lake, Wis. (BAP-8210276G). Action Dec. 14, 1982.

Facilities changes

AM applications

Tendered

KQIL (1340 khz) Grand Junction, Colo.—Seeks CP to change frequency to 1370 khz; change D power to 5 kw, and N power to 2.5 kw; install DA-N; change TL; and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 29, 1982.

Accepted

WJLJ (1440 khz) Niagara Falls, N.Y.—Seeks modification of CP(BP-810806AB, as mod) to install new ant. Ann. Dec. 28, 1982.

■ WHBC (1480 khz) Canton, Ohio—Seeks MP(BP-820524BM) to change TL; also change ant. structure (night-time site only). Ann. Dec. 28, 1982.

FM applications

Tendered

WVTL (95.3 mhz) Monticello, Ind.—Seeks CP to change TL; change ERP to 1 kw; HAAT to 520 ft. and make changes in ant. sys.; major environmental action under section 1.1305. Ann. Dec. 23, 1982.

■ KMHD (88.5 mhz) Gresham, Ore.—Seeks CP to change TL; to change ERP to 7.082 kw (H); change HAAT to 986 ft.; (H), change TPO and make changes in ant. sys. Ann. Dec. 28, 1982.

Accepted

*WLRN-FM (91.3 mhz) Miami—Seeks modification of CP (BPED-800623AF, as mod.) to make changes in ant. sys.; change type trans.; decrease HAAT to 651.5 ft. and change TPO. Ann. Dec. 15, 1982.

■ WNFY (99.9 mhz) Palatka, Fla.—Seeks CP to change TL; of Espanola, Fla., Palatka, Fla.; change type ant.; increase HAAT to 1195 ft. and change TPO; major environmental action under section 1.1305. Ann. Dec. 23, 1982.

■ WCHK-FM (105.5 mhz) Canton, Ga.—Seeks CP to utilize former main trans. as aux.; install aux. ant. at main TL; to be operated on ERP of 3 kw; change HAAT to 83 ft. and change TPO (for aux. purposes only). Ann. Dec. 15, 1982.

■ KZZC (98.9 mhz) Leavenworth, Kan.—Seeks modification of CP (BPH-810817AQ) to increase ERP to 100 kw; increase HAAT to 988 ft. and change TPO. Ann. Dec. 23, 1982.

■ KBHP (101.1 mhz) Bemidji, Minn.—Seeks CP to increase ERP to 100 kw (H&V) and decrease HAAT to 329 ft. Ann. Dec. 23, 1982.

■ KKWB (104.9 mhz) Breckenridge, Minn.—Data filed 12-10-82 in accordance with FCC's first report and order adopted 8-11-82 and released 8-18-82 in doc. 82-241; showing proposed operation on frequency of 105.1 mhz; change TL; increase ERP to 100 kw; increase HAAT to 650 ft. and change TPO. Major environmental action under section 1.1305. Ann. Dec. 22, 1982.

■ KIEE (100.7 mhz) Harrisonville, Mo.—Seeks modification of CP (BPH-801203AK) to increase HAAT to 834 ft.; major environmental action under section 1.1305. Ann. Dec. 8, 1982.

■ KBZN (93.7 mhz) Bozeman, Mont.—Seeks CP to change TL and increase HAAT to 256 ft. Ann. Dec. 6, 1982.

■ KILI (90.1 mhz) Porcupine, S.D.—Seeks modification of CP (BPED-810119AC) to make changes in ant. sys.; change TL; change type trans.; change type ant.; and change TPO. Ann. Dec. 9, 1982.

■ KLOL (101.1 mhz) Houston—Seeks CP to install aux. ant. sys. at main TL; to be operated on ERP of 7 kw; change HAAT to 1061 ft. and change TPO (for aux. purposes only). Ann. Dec. 15, 1982.

■ KODA (99.1 mhz) Houston—Seeks CP to install aux. ant. sys. at main TL; to be operated on ERP of 7 kw; change HAAT to 1091.6 ft. and change TPO (for aux. purposes only). Ann. Dec. 15, 1982.

■ KRBE (104.1 mhz) Houston—Seeks CP to install aux. ant. sys. at main TL; to be operated on ERP of 7.4 kw; change HAAT to 1031.6 ft. and change TPO (for aux. purposes only). Ann. Dec. 9, 1982.

■ KSRR (96.5 mhz) Houston—Seeks CP to install aux. ant. sys. at main TL; to be operated on ERP of 7.4 kw; change HAAT to 1046.6 (H&V) and change TPO. Ann. Dec. 23, 1982.

■ KWVA (106.9 mhz) Bremerton, Wash.—Seeks modification of CP (BPH-10,054, as mod.) to change TL; change ERP to 30 kw (H) and 11,909 kw (V); increase HAAT TO 1435 ft. and change TPO. Ann. Dec. 15, 1982.

■ KUBE (93.3 mhz) Seattle—Seeks modification of CP (BPH-811130BM) to increase HAAT to 1291 ft. Ann. Dec. 23, 1982.

TV applications

Tendered

WRSP-TV (ch. 55) Springfield, Ill.—Seeks MP (BPCT-820127KN) to change ERP to 2,115 kw vis., 211.5 kw aur.

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(916) 933-5000

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THIENSVILLE, WISCONSIN 53092
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**LECHMAN, COLLIGAN,
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Telecommunications Consultants
Applications - Field Engineering
2033 M Street, N.W. Suite 702
Washington, D.C. 20036
(202) 775-0057

change HAAT to 1203.2 ft. and change TL. Ann. Dec. 28, 1982.

Accepted

WDHN-TV (ch. 18) Dothan, Ala.—Seeks CP to change ERP to 396 kw vis., 39.8 kw aur. Ann. Dec. 23, 1982.

WBCT-TV (ch. 43) Bridgeport, Conn.—Seeks MP (BPCT-781016KE) to change ERP to 2,298 kw vis., 229.8 kw aur.; change HAAT to 510.4 ft. and change TL. Ann. Dec. 23, 1982.

WXTX (ch. 54) Columbus, Ga.—Seeks MP (BPCT-810729KF) to change ERP to 1,000 kw vis., 100 kw aur.; change TL; change HAAT to 1,140 ft. Ann. Dec. 6, 1982.

KOHA-TV (ch. 2) Hilo, Hawaii—Seeks MP (BPCT-810831K1) to change TL. Ann. Dec. 23, 1982.

KVHP (ch. 29) Lake Charles, La.—Seeks MP (BPCT-801219KE, as mod.) to change HAAT to 457 ft. and change ERP to 747.6 kw vis., 112.1 kw aur. Ann. Dec. 23, 1982.

KCNA-TV (ch. 8) Albion, Neb.—Seeks CP to change TL and change HAAT to 2000 ft. Ann. Dec. 6, 1982.

KHGI-TV (ch. 13) Kearney, Neb.—Seeks CP to change aural ERP to 31.6 kw. Ann. Dec. 23, 1982.

KUAA (ch. 22) Spokane, Wash.—Seeks MP to change ERP to 1,396 kw vis., 139.6 kw aur. change HAAT to 1959 ft. TL; Ann. Dec. 10, 1982.

KLRK-TV (ch. 49) Vancouver, Wash.—Seeks MP (BPCT-800818KH) to change ERP to 2,805 kw vis., 2.80 kw aur.; change HAAT to 1785 ft. and make changes to ant. sys. Ann. Dec. 23, 1982.

KLRK-TV (ch. 49) Vancouver, Wash.—Seeks MP (BPCT-800818KH, as mod.) to identify station location as vancouver, Wash.-Portland, Ore. Ann. Dec. 23, 1982.

AM actions

WLEJ (1560 khz) Ellijay, Ga.—Granted CP to increase power to 1 kw. Action Dec. 6, 1982.

KYME (730 khz) Boise, Idaho—Granted CP to change frequency from 740 khz to 730 khz. Action Nov. 30, 1982.

WRMN (1410 khz) Elgin, Ill.—Granted CP to move D site to N site. Action Dec. 7, 1982.

WKCM (1160 khz) Hawesville, Ky.—Granted construction permit to change hours of operation to U by adding 1 kw-N. change frequency from 1140 to 1160 khz and make changes in antenna system; major environmental action under section 1.1305. Action Dec. 14, 1982.

WPRT (960 khz) Prestonburg, Ky.—Granted CP to change TL; add remote control. Action Dec. 9, 1982.

KESM (1580 khz) El Dorado Springs, Mo.—Granted CP to change ant. sys.; increase tower height from 172 to 296 ft.; radiation efficiency to be maintained by reduction of input power. Action Dec. 1, 1982.

KLTI (1560 khz) Macon, Mo.—Granted CP to increase power to 1 kw. Action Dec. 8, 1982.

KENO (1460 khz) Las Vegas—Granted modification of CP to change N directional antenna pattern to add augmentation. Action Dec. 8, 1982.

WCXQ (1040 khz) Moca, P.R.—Granted MP (BP800721AB) to change TL. Action Dec. 13, 1982.

WANS (1280 khz) Anderson, S.C.—Granted CP to change TL. Action Dec. 14, 1982.

WAMB (1170 khz) Donelson, Tenn.—Granted modification of CP (BMP-14624) to increase power to 50 kw; change from non-DA to DA and make changes in ant. sys.; Major environmental action under section 1.1305. Action Dec. 14, 1982.

KXIT (1240 khz) Dalhart, Tex.—Granted CP to change frequency to 1240 khz; change hours of operation to U by adding N service with 500 w; increase D power to 1 kw. and make changes in ant. sys. Action Dec. 8, 1982.

KURV (710 khz) Edinburg, Tex.—Granted CP to increase D power to 1 kw and install DA-2. Action Dec. 8, 1982.

KIJN (1060 khz) Farewell, Tex.—Granted CP to change frequency from 1570 to 1060 khz. Action Dec. 8, 1982.

KGRI (1000 khz) Henderson, Tex.—Granted MP (B3-P-4642 as mod.) to change TL. Action Dec. 14, 1982.

KORD (870 khz) Pasco, Wash.—Granted CP to change hours of operation to U by adding 250 w-N; increase D power to 10 kw; change frequency to 870 khz and make changes in antenna system. Action Dec. 16, 1982.

WTIP (1240 khz) Charleston, W. Va.—Granted CP to increase overall antenna height from 341 to 359 ft. and to correct coordinates to 38 21' 26" and 81 40' 05". Action Dec. 1, 1982.

FM actions

KHTX (101.7 mhz) Carmel Bay, Calif.—Granted data filed 7-28-82 in accordance with FCC's first report and order adopted 1-6-82 and release, 1-15-82 in doc. 80-522, showing proposed operation on frequency of 103.7 mhz; change TL; change ERP to change HAAT; 2874 ft. and change TPO. Action Dec. 9, 1982.

KMGN (97.7 mhz) Shafter, Calif.—Granted CP to change TL; major environmental action under section 1.1305. Action Dec. 3, 1981.

KTPI (103.1 mhz) Tehachapi, Calif.—Granted modification of CP (BPH-820426AS) to change TL; change ERP to 856 kw; (H&V); decrease HAAT to 577 ft. (H&V) and change TPO. Action Dec. 1, 1982.

*WCNI (91.5 mhz) New London, Conn.—Granted CP to change frequency to 91.1 mhz.; change TL. and increase ERP to 267 w; change HAAT to 169 ft. and make changes in ant. sys. Action Nov. 30, 1981.

WOKA-FM (106.7 mhz) Douglas, Ga.—Granted CP in change ERP to 59.15 kw; change HAAT to 289 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Nov. 30, 1981.

WAIN-FM (93.5 mhz) Columbia, Ky.—Granted CP to change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Nov. 30, 1981.

WGGR (105.1 mhz) Duluth, Minn.—Granted CP to increase HAAT to 789 ft.

KTUF (93.5 mhz) Kirksville, Mo.—Granted modification of CP (BPH-800827AB, as mod.) to increase ERP to 1.3 kw; decrease HAAT to 455 ft. and change TPO. Action Dec. 9, 1982.

KUNM (90.1 mhz) Albuquerque, N.M.—Granted CP to make changes in ant. sys.; change type ant.; increase ERP to 13.6 kw; increase HAAT to 4,155 ft. and change TPO. Action Dec. 3, 1982.

*WBAU (90.3 mhz) Garden City, N.Y.—Granted CP to change TL; install new ant.; change ERP to 1.26 kw and change HAAT to 170 ft. Action Nov. 30, 1981.

WPCM (101.1 mhz) Burlington-Graham, N.C.—Granted modification of CP (BPH-820420A1) to change TL; decrease HAAT to 850 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 9, 1982.

WZYC (103.3 mhz) Newport, N.C.—Granted modification of CP (BPH-10.420 as mod.) to change TL; increase HAAT to 459 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 7, 1982.

*WCXL (89.3 mhz) Kettering, Ohio—Granted modification of CP (BPED-800228AQ as mod) to change frequency to 89.3 mhz.; change TL; specify SL; increase ERP to 199.9 kw. Action Nov. 30, 1982.

KZFM (95.5 mhz) Corpus Christi, Tex.—Granted CP to change TL; specify SL/RC; change ERP to 100 kw HAAT to 640.3 ft.; change type transmitter and make changes in ant. sys. Action Dec. 3, 1982.

KGUL-FM (95.9 mhz) Port Lavaca, Tex.—Granted data filed 8-13-82 in accordance with FCC's first report and order adopted 12-1-81 and released 12-10-81 in doc. 81-234, showing proposed operation on frequency of 93.3 mhz; change TL; increase ERP to 100 kw; increase HAAT to 663 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 9, 1982.

WTBZ (100.9 mhz) Grafton, W. Va.—Granted data filed 10-26-82 in accordance with FCC first report and order adopted 1-23-81 and released 1-29-81 in doc. 80-47, showing proposed operation on frequency of 95.9 mhz. Action Dec. 9, 1982.

WUSQ (102.5 mhz) Winchester, Va.—Granted CP to change TL; increase ERP to 50 kw; change HAAT to 500 ft.; change type trans. and make changes in ant. sys. Action Dec. 3, 1982.

WISM-FM (98.1 mhz) Madison, Wis.—Granted CP to change TL; increase ERP to 23.44 kw; increase HAAT to 736 and change TPO. Major environmental action under section 1.1305. Action Dec. 3, 1981.

WXPR (91.7 mhz) Rhinelander, Wis.—Granted modification of CP (BPED-801020AC) to make changes in ant. sys.; change TL; locate SL and RC; change type trans.; change type ant.; increase ERP to 88.6 kw; decrease HAAT to 337 ft. and change TPO. Major environmental action under section 1.1305. Action Dec. 7, 1982.

*KCWC (88.1 mhz) Riverton, Wyo.—Granted CP to change TL; change HAAT to 1449 ft. H&V and make changes in ant. sys. Action Nov. 30, 1982.

TV Actions

KTMX-TV (ch. 31) Denver, Colo.—Granted MP (BPCT-5097) to change ERP to 5,000 kw vis., 500 kw aur.; change TL; change trans.; and make changes to ant. sys. (contingent on grant of BAPCT-811124KJ). Action Nov. 29, 1982.

WTBS (ch. 17) Atlanta, Ga.—Granted CP to install new aux. trans and ant. Action Nov. 24, 1982.

WAFV(TV) Evansville, Ind.—Granted MP to change TL; major environmental action. Action Dec. 15, 1982.

*WNED-TV (ch. 17) Buffalo, N.Y.—Granted CP to change ERP to 2,355 kw vis., 235.5 kw aur.; change TL; change trans.; and make changes to ant. sys. Action Nov. 24, 1982.

KVNI-TV Fargo, N.D.—Granted MP (BPCT-811125KK) to change TL. Action Dec. 15, 1982.

WZTV (ch. 17) Nashville, Tenn.—Granted CP to change ERP to 2,340 kw vis., 234 kw aur.; change HAAT to 1,160 ft.; change TL also change type of ant. and transmission line. Action Nov. 29, 1982.

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

In contest

FCC actions

FCC issued notice identifying rules to be reviewed during next year as part of its own plan and congressional mandate to periodically assess rules that may have significant economic impact on small entities and eliminate those that are disproportionately burdensome or unnecessary. Action Dec. 8, 1982.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Aggressive and professional major market Bible-centered, religious radio group looking for experienced advertising sales and marketing management people. Must be a goal-oriented achiever. No losers, please! Position offers management growth and top pay for top performance. Contact Rich Bott, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

Professional major market - Bible-centered, religious talk radio group looking for announcers and operations management people. Must be news/issue-oriented, excellent interviewer, possess management potential and stable work history. Position offers management growth and top pay for top performance. Send resume and tape to Gary Coulter, Bott Broadcasting Company, 10841 East 28 Street, Independence, MO 64052.

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.

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 shirt/sleeve 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.

Small Market station manager wanted. Looking for professional who can sell, oversee sales team, other station personnel and manage internal operation of station. Station location: southern Wisconsin, community of 9000. Write: Jeff Smith, 543 South Tomahawk, Tomahawk, WI 54487. 715-453-4482, or 715-453-2253 evenings.

Sales Manager: medium AM/FM. Top shelf market leader through talent and integrity wants experienced sales manager with like attributes. Unique market, benefits and career potential. Normandy Broadcasting Corporation, 217 Dix Avenue, Glens Falls, NY 12801. 518-793-4444. EOE.

Sales Managers. Move up to LPTV. Two new LPTV stations in top 20 and top 60 sunbelt markets. Salary, override. Hard hitting retail sales experience necessary. Resume to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

LPTV General Managers. Two new stations (1 top 20, 1 top 60) seeking experienced personnel. Sales, budgeting, people skills essential. Prefer radio or independent TV management level experience. Resume to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

HELP WANTED SALES

Central coast 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.

Radio Mgr./S. Mgr.—East Coast, medium market. Growth opportunity-small chain. Salary open. Send resume; references a must. EEO. Box K-48.

Top 100 market AM/FM has immediate opening for aggressive, goal-oriented salesperson. Good salary, excellent commission and benefits. Send resume and billing history to Frank Kelley, GM, PO Box WHYL, Carlisle, PA 17013.

Cape Cod, Sconnix's WOCB/WSOX, needs two qualified radio salespeople. Good lists, guarantee, potential. If you live in New England, call Scott McQueen, 617-775-0500.

Newly acquired station seeks self-starting sales staff. Great potential! WFXI, Haines City, FL. 813-422-6998. Up-front commissions only.

Sales Manager with experience for single market Carolina station. Industrialized and near resort areas. Good livability. Some production and air relief required. Excellent opportunity for hard worker. Sister station has opening for salesperson/announcer. Both jobs pay salary/commission. EOE. Resume to Box M-52.

Wanted: aggressive, energetic salesperson for Monterey Bay radio station. 2 years' experience. Guarantee plus commission. Sean Conrad, 408-475-5527.

Proven success is what we're looking for to take over a top sales slot. K.CIN, P.O. Box 1428, Victorville, CA 92392.

HELP WANTED ANNOUNCERS

Immediate. Must have commercial experience. Salary commensurate. Bright voice. Adult-Contemporary. WVOS, Liberty, NY. S. Lubin, 914-292-5533. EOE.

Radio announcer/news reporter. Announcing and news reporting for WNOG-AM & WCVU-FM. Previous reporting and broadcasting experience required. Send audio tape and resume by January 17, 1983, to Personnel Department, Palmer Communications Centre, 333 8th St. So., Naples, FL 33940. We are an equal opportunity employer.

Announcer for small town size, big market sound on our AM/FM combo MOR. Not an entry level position. We're looking for someone ready to settle down in beautiful part of the country on Lake Michigan. We're expanding and need dedicated, responsible announcer. Play by play an asset, not a requirement. Resume/tape to Don Anderson, WCSY AM/FM, 559 Phoenix, South Haven, MI 49090.

Small group has openings for newswoman, announcer, and salesperson. AM-FMs. Solid communities. Real opportunity. You'll like Colorado and New Mexico. EOE. Radio Station KRSN, Box 1176, Los Alamos, NM 87544.

HELP WANTED TECHNICAL

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.

Four-station group on central California coast seeking qualified chief engineer. Starting salary \$24,000, with full benefits. Contact Steve Stagnaro, 805-922-2156.

Colorado Springs, CO: chief/assistant chief engineer needed for Rocky Mountain AM-FM combo. Applicant must have 3 to 5 years' experience, FCC first or general class license. Strong maintenance background. Send resume to Director of Engineering, Wiskes/Abaris Communications, Box 431, Manitou Springs, CO 80829. EOE, M/F.

Chief Engineer for L.A. FM. We're looking for a creative engineer who takes pride in a great sounding radio station. Must be great at studio and transmitter maintenance. If that's you, send resume to Box M-48.

HELP WANTED NEWS

Experienced, aggressive news reporter. Alaska. Some TV. Equal opportunity employer. Marla Williams, collect, 907-272-3456.

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.

Want challenge, opportunity, and commitment to news? Immediate opening in 2-person dept. 24 hr, 5 KW, KIML, Gillette, WY. Looking for quality/ability/experience. Excellent facility, great staff. EOE. Contact David King, News Dir., 307-682-4747.

News/Sports Director - San Luis Obispo, California. Station has outstanding news profile and major college PBP beautiful city with great climate. Station has excellent broadcast facilities. Only total professionals in news gathering, writing, reporting and colorful PBP need apply. Tape/resume to Dan Clarkson, GM, Radio KVEC, Box 787, San Luis Obispo, CA 93401. EOE/MF

New England 5KW AM seeks Sports Director. Do AM and PM drive sports or AM sports and midday news. Experience necessary. Hockey and football PBP helpful. Tape and resume: WCAP, 243 Central Street, Lowell, MA 01852. EOE.

Newsperson for AM/FM MOR. Staff expansion. Not an entry level position. Looking for someone ready to settle down in beautiful part of country on Lake Michigan. Play by play an asset, not a requirement. Tape/resume to Don Anderson, WCSY AM/FM, 559 Phoenix, South Haven, MI 49090.

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 programming experience. EOE. Resume to Box M-27.

Program Director — looking for a pro with a minimum of three years' experience as a Program Director. Four-hour air shift is included in duties. This is an exceptional opportunity for the right person—a person with exceptional motivational skills, organizational skills and leadership. Don't apply unless you have all three and can prove it. Sunbelt station with excellent benefits. Send resume only, with references and written support materials for the outstanding jobs you've done in the past. Write Box M-40.

Production Director/Radio: direct and coordinate audio elements of radio programming and commercials for WNOG-AM and WCVU-FM and the hosting of radio talk show. On-air shift 4-hour weekday and 6 hour weekend. Radio production and on-air experience required. Send audio tape and resume by Jan. 17, 1983 to, Personnel Department, Palmer Communications Centre, 333 8th St. So., Naples, FL 33940. We are an equal opportunity employer.

Program Directors (2) for major Southeast and Southwest market A/C stations. Successful record necessary. Resumes to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

SITUATIONS WANTED MANAGEMENT

Complete professional Strong major market sales, programming 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.

SITUATIONS WANTED MANAGEMENT CONTINUED

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.

Vice-President/General Manager, radio, excellent sales track record in radio and TV, ready for radio ownership or part-ownership position. Will move to operate fulltime. Prefer SE, presently in California. Call 415-944-5396. Let's talk!

To owner of underdeveloped or problem radio station in Washington, DC, or Richmond, VA markets: veteran manager with best credentials will produce turn around in exchange for equity interest and/or deferred compensation plan. For prompt confidential response, send name and phone number to Box M-33.

Dedicated, young broadcast team would like to invest in and manage your small market FM or AM station, or purchase it on contract. Downpayment available, college degrees, good references and commercial experience. For details, please write to Howard Espravnik, Three North Michigan St., No. 4, Valparaiso, IN 46383.

Seasoned professional manager looking for Southeast challenge. Investment possible. Small or medium market preferred. Write Box M-35.

Southern general manager. No. 1 ratings. Record breaking sales year! Ready for a great '83? Just contact Box M-38.

Resourceful professional seeks sales or station management position. All markets considered, Northeast preferred. Solid track record, strong skills. B.A. in mass communications, law degree and first phone. Reply Box M-47.

One/two punch. Hard working creative husband and wife looking for solid growth opportunity as GM/Sales Mgr. team. Strong backgrounds in sales, programing, production, research, budgets, and people development. Perfect combo for takeover or turnaround. Write Box M-49.

Money-making manager. 15 years sales, programing. Small, large markets. First phone. Write Box M-54.

SITUATIONS WANTED ANNOUNCERS

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.

Excellent knowledge of music. Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.

I want to spend 1983 with a well-run station. Small-market experience, will relocate. Al Doyle, 312-279-2519.

5 years small town experience. Air personality, sportscasting, PBP, production, engineering, creating promotions. 1st phone. Desire stimulating position at financially secure, community-oriented station in West. Kurt Browning, 213-349-3324.

Experienced black male announcer, heavy news, with smooth network sound available immediately. Karl Gayle, 212-325-5451.

Trained jock with good pipes. Loves gospel, urban contemporary. Will go anywhere for first job. Terry G. Posey, 312-975-0898.

Bright, versatile college graduate with 2 years' experience seeks on-air position. Dwayne, 516-643-2259; 6 Howard Street, Wheatley Heights, NY 11798.

9 years' experience, dependable, excellent references. Mike, 373 Williams, Daytona, FL 32018. 904-255-6950.

One slightly used DJ has voice, and permission of FCC to use same on-the-air; he is, however, seriously lacking a radio station's permission to utilize the above. If your station has permission available, call Tom Baker, 505-881-6344.

Professional attitude & sound. Bill Whetzel, N104 W16269 Donges Bay Road, Germantown, WI 53022. 414-255-3659.

Mature oldies enthusiast with a 3rd class license is seeking a one day a week or ? training position in the southern California area. I have a natural talent for entertaining people. Dan Pequeno, 1667 Bacon St., San Diego, CA 92107. 619-223-6648.

Plunge Right In and call Crystal, 201-773-3492. I promise you a rose garden and a Happy New Year.

SITUATIONS WANTED TECHNICAL

Innovative Technical Director available for group operation. Experienced in installation and maintenance of DA's, STL's, automation systems, budgets, high power AM and FM plants. Have computer, will travel. Rick Neace - 817-481-4633.

Start your year with an engineer with an ear! Looking for new challenge in broadcasting. AM directional, FM, TV. Write Box M-34.

SITUATIONS WANTED NEWS

Your ticket to Tealand: 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.

Experienced News Director/play by play sports announcer desires challenging sports announcing position. Write: 1060 Pennsylvania Avenue, Elmira, NY 14904.

Female, 35, experienced all phases radio news, seeks position. Eastern states. Call Penny, 804-482-3542.

Experienced medium market black male anchor/reporter looking for work. Can also DJ. Write Box M-44.

News/sports reporter. B.A./Radio, S.F. State Univer. 1-1/2 years' college experience. Jon Peterson, 4195 Bayberry Drive, Santa Rosa, CA 95404. 707-539-7586.

Fourteen years in Northeast radio news seeks Sunbelt reporter/anchor position for long term future home. Excellent broadcaster. Write Box M-51.

News Director—experienced newsman in major market looking for challenge. C. Hickman, 9501 E. 89th St., Kansas City, MO 64138.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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.

Offshore professional seeking opportunity. Experience all phases in multiracial, multicultural environment. Available 1 February. Write Box M-37.

15 years in top markets. First phone. Write Box M-55.

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.

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.

KLRU-TV, Austin, Texas, seeks Chief Engineer with strong background in studio maintenance, supervision and some RF. KLRN, San Antonio, seeking studio maintenance engineer. Positions available immediately. Contact: Director of Engineering, Box 7158, Austin, TX 78711. 512-471-4811. EOE/IAA.

LPTV General Managers. Two new stations (1 top 20, 1 top 60) seeking experienced personnel. Sales, budgeting, people skills essential. Prefer radio or independent TV management level experience. Resume to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

Divisional controller, for mid-sized Eastern suburban firm. Degree required. Several years' experience in all phases of accounting. Position responsibilities include union negotiations and building maintenance. Send resumes to Box M-63. An equal opportunity employer, M/F.

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.

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.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

HELP WANTED SALES CONTINUED

Account executive with at least three solid years' track record in TV time sales. Excellent benefit package offered by respected group broadcaster active in regional sports packaging. Send resume and earnings history to: Jared VanHorn, American Family Broadcast Group, 500 East Fourth Street, Waterloo, IA 50703. EOE.

Aggressive, energetic sales Manager with ability to recruit and train staff for growing Texas VHF market. EOE. Box M-42.

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.

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.

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.

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.

Studio technician I. TV broadcast studio technician I (Engineering). Associate degree in electronics or equivalent, two years appropriate electronic experience, preferably with TV broadcasting equipment. First class or general class license and experience preferred. Salary range: \$13,920-\$21,420. Forward resume to Director of Engineering, New Hampshire Public Television, Box Z, Durham, NH 03824. Affirmative action/equal opportunity employer.

Pittsburgh broadcast station has opening for a TV technician. This opening is for a highly trained maintenance person with extended knowledge in remote setup and maintenance who is willing to travel and/or do shift work. A comprehensive knowledge of modern electronics as applied to video and audio distribution systems is required. Some production knowledge would be helpful. The ability to drive a 30-ft. remote van and to favorably represent this station is essential. During non-remote assignments, this person must be willing to work studio operation and/or maintenance shifts. Send resume to Box M-39. An equal opportunity employer, M/F.

RF-transmitter maintenance engineer for combination TV-FM station. TV is 5KW tetrode transmitter. Call 213-475-8525.

Television engineer. New one inch production facility seeking chief engineer. Must have strong background in maintenance of both systems and components, including digital effects and computer editors. Editing experience a plus. Send resume and salary requirements to: Ardent Teleproductions, Inc., 2000 Madison Avenue, Memphis, TN 38104.

ENG maintenance engineer. Prefer person with either training or one or more years' experience in maintaining 3/4" ENG equipment. Currently installing all new Sony broadcast equipment. Send resume and salary requirements to: WDTV, P.O. Box 826, Bridgeport, WV 26330. EOE.

Chief engineer: established, UHF, mid-south. Experienced in administration, system layout, transmitter, general maintenance. Salary negotiable. Box M-65.

WXXI Public Broadcasting, Rochester, NY, is looking for a qualified maintenance engineer. Repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami portable field cameras. 1 year experience plus FCC general class license required. Excellent benefits. Resume to: WXXI Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

Immediate openings in engineering for maintenance (3-5 years' studio experience) and MCO (1-3 years' experience) in SE top 40 market. Send resume and salary requirements to Director of Engineering, WPTF-TV, Box 1511, Raleigh, NC 27602.

Assistant chief engineer with supervisory experience for southern New England VHF television station. Must be a self-starter with strong production/maintenance background. Require digital technology knowledge. Career opportunity with company-paid benefits. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. EOE.

Assistant to chief engineer. The New York office of a foreign broadcaster requires a television engineer to supervise the operation and maintenance of its equipment. Must be experienced in broadcast practice, have a good television background and be capable of working to the highest professional standards. Should be prepared to work irregular hours and be available for occasional travel. Send resume or letter of application to Box M-67.

Engineer Technician with 5 years' experience in maintaining television equipment. General Telephone required. Contact Chief Engineer, KPVI-TV, Pocatello, ID 83201; 208-233-6667.

Transmitter/microwave engineer needed immediately by Las Vegas NBC affiliate. Must have first or general class license. Experience with RCA F Line low band desired. Reply with resume, salary history and availability to: Director of Engineering, KVBC-TV, P.O. Box 44169, Las Vegas NV 89116.

Chief Engineer for group operator of five top 100 market LPTV's and one full power UHF stations. Two ready for on-air, others to be built. Degree plus three to five years' experience. Resume and salary history to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

Master control technicians (4) for new LPTV stations. Operate and set up video-audio equipment. One to two years' experience, maintenance functions necessary. FCC 1st class not required. Resume to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

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, WVIR-TV, P.O. Box 751, Charlottesville, VA 22902. AA-EOE.

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.

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.

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.

Reporter: aggressive, self-starter to supplement our award winning staff. We're top-rated in this competitive mid-fifties market. Extensive live capability including a live chopper top out a state-of-the-art shop. Send resume, tape and salary history to Gary Long, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE.

Assignments editor. Upper Midwest. Experienced only. Work with live remotes. This is a well-paid position for the right person. Send letter and resume to Box M-56. We are an equal opportunity employer.

News Director. Experienced News Director for Award-winning cable television operation with well-established, broadcast quality news operation; to head reorganized department and create all-news channel utilizing satellite headline service, local news and talk show. Will be expected to do some on-air work, hands-on television news experience a must. A challenging position in a quickly growing market. Apply by January 25, 1983, with video tape to: Personnel Director, Palmer Cablevision, 333 8th Street South, Naples, FL 33940. We are an equal opportunity employer.

Group-owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume to Box M-31. We are an equal opportunity employer, M/F.

Anchor/producers. Two openings for solid TV journalists in high-growth competitive market. We want winners with personality and professionalism. Experienced only. Rush resume only and current salary. We'll ask for your tape later. EOE. Box M-43.

Weathercaster. KWTV, the CBS affiliate in Oklahoma City, is looking for a weathercaster. We are the number one weather station in Oklahoma City. Number three person in our highly sophisticated forecast center, backs up one of America's foremost chief meteorologists using state-of-the-art technology. Must be degreed meteorologist and have at least one year of television weather experience. Knowledge of computerized graphics helpful. Good chance for someone with talent and knowledge, backed up by experience, to learn. All replies confidential. Send resume and tape to Billye Gavitt, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Sports Reporter/Anchor-aggressive reporter/anchor needed to fill position in 2-man sports department. Must have good on-air presence and personality. Send tape and resume to Tom O'Neal, News Director, WRBL, Box 270, Columbus, GA 31994. An EOE.

Meteorologist: must have BS in meteorology, climatology, or atmospheric science with two years' broadcasting experience. Send tape and resume with first letter to Eric Braun, ND, WNEWS, 3001 Euclid Avenue, Cleveland, OH 44115. No calls, please.

Experienced meteorologist/weather forecaster to work with the no. 1 rated station in the market. Send resume and tape to: John Howe, KOLO-TV, P.O. Box 10,000, Reno, NV 89510.

KTBS-TV has an opening for chief news photographer. Must have at least three years' experience in television news photography. Some administrative experience would be helpful along with photo-journalism or related degree. Duties include administrative as well as field-related. Salary commensurate with experience. Send tape and resume to News Director, KTBS-TV, Box 44227, Shreveport, LA 71134. EOE.

Meteorologist with commercial TV and radio experience wanted for Midwest TV operation. Complete meteorological facilities. Excellent opportunity for dedicated individual. Send resume to Box M-61.

Meteorologist. We provide excellent tools and a great climate. You provide professionalism and personality plus. Experienced only. Resume and salary requirements to Box M-46. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Director of Programming. Leading PTV station 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.

Staff announcer/weathercaster. We're still looking for a strong staff announcer with weather responsibilities. Previous applicants need not re-apply. Send resume and tape to Production Manager, WSAZ Television 3, P.O. Box 2115, Huntington, WV 25721. EEO.

We're looking for a co-host to work with our female co-host on a bright, new, live afternoon magazine program. Anchor/co-host experience preferred. Must have demonstrated skills writing, producing and reporting human interest and news-related magazine stories. Send audition tape and resume to Producer, Houston Afternoon, KHOU-TV, P.O. Box 11, Houston, TX 77001. EOE/MF.

Videographer/Director. KAIT/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.

New LPTV's in Southwest and Southeast major markets now staffing. 2 GM's, SM's, and PD's; 4 studio technicians; 2 traffic directors; 1 chief engineer. Tremendous potential with start up group operator. Resume with salary history to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

Program Directors. (2) New major market LPTV stations seek two PD's experienced in program research, scheduling and selection. Resume to Ms. Corrin, 390 Hayes St., Suite 3, San Francisco, CA 94102.

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.

Technical director: Knowledge of GVG, Ampex AVC-33 and Vital switchers, Quantel and ADO DVE. Currently doing live national news. Interested in doing sports, music, news. Quality is number one interest. Write Box M-50.

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.

Sportscaster available immediately. Experienced, degreed. Shoot, edit, anchor, report. Professional, energetic, knowledgeable. Ken Bland, 215-438-3806.

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.

Reporter—highly qualified newsman in major market looking for TV job in medium or small market. Box M-36.

Degreed young talent, broadcast majored, communications meteorology, meteorology minors. Extensive sports knowledge, aggressive interviewer. I'll do sports and news reporting and weather too! Jeff Crecelius, 716-434-4676.

Major market intern with BJ degree seeks entry level reporter position. Write Box M-59, or Teresa, 206-527-8844.

Top notch sports reporter/producer/anchor wants move up. I'm knowledgeable, my shows move, and I cover it all. Give a hustler a try. Box M-60.

Experienced announcer: minority female college grad seeks entry level news/community affairs position. Go getter. TV news bkgnd. Will relocate. Reply: P.O. Box 10864, Wilmington, DE 19850.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

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.

I am starving! Call 614 866-6684. Communications Degree, plus 6 years' cable programming and production experience.

Responsible, creative male seeks career opportunity in TV broadcasting. B.S. Communications, one year's internship as camera operator, floor director/manager. Ambitious, prefer major market TV station, cable system or a switch into film making with production company. Steve Guhleman, 2018 Greenberry Rd., Jefferson City, MO 65101. 314-636-2592.

CABLE

HELP WANTED MANAGEMENT

Leading cable MSO seeks program manager for one of its Michigan systems. Individual must have supervisory/management experience, familiarity with broadcast/cable operations. Public relations/marketing background also essential. Reply to: Continental Cablevision, 27800 Franklin Road, Southfield, MI 48034. Attn: Candace MacGillivray. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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.

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, Dep Journalism/Telecommunication, Arizona State University, Tempe, AZ 85287. Deadline: January 31, 1983. Current references must be provided on request. EEO 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, an 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.

Faculty member to teach broadcast production and direction courses beginning Fall, 1983. Candidate: 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.

Television, broadcast news. Assistant or associate professor, tenure track, to teach TV production, broadcast news, writing. Teaching and professional experience, Ph.D., preferred. Salary open. Starting date Aug. 15, 1983. Send application, supporting material: to Darwin Payne, Chairman, Search Committee, Center for Communication Arts, Southern Methodist University, Dallas, TX 75275, by January 15, 1983. SMU is an equal-opportunity, affirmative action employer.

Public relations. Assistant/associate professor, tenure track. Begin Fall, 1983. Teach public relations and supervise PR internship program. Teach course in: journalism, broadcasting, or speech. MA plus professional PR experience. Ph.D. preferred. Salary and rank commensurate with experience. Send vita and names of 3 references by Feb. 15 to Jay Black, Chair Search Committee, Dept. of Communication, UMS 46 Utah State University, Logan, UT 84322. AA/EOE.

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.

New broadcasting company, constructing 1 kw AM in southern California, seeking bids for all broadcast equipment. Additionally, seriously interested in having equipment installed by seller. Contact Robert Davis, 605-347-5056.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Complete color remote studio package—Over a million dollars worth of equipment at 1/3 of the new cost. Includes Norlco 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.

FOR SALE EQUIPMENT CONTINUED

Quality broadcast equipment: new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 813-685-2938.

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.

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.

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.

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.

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.

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 Kliegl Rotolectrics in frame, 4 connector strips. J. Kutzner, 612-646-4611.

Bauer 7.5KW FM transmitter—excellent condition, \$9,000. McMartin BF3.5K, year old, \$14,500. Increased station power. 308-345-1981.

SMC DP 2 automation system, 5 carousels, automatic logging, extel printer. Used very little, reasonable. Dave, 419-255-1470.

Quantel DPE-5000, 14 months old—never travelled. Immediate delivery. 215-864-0677.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

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.

Painters caps, tennis visors & baseball caps. Custom imprinted on 36 each. Send for free catalogue. Capvertising Mfg. Co., 4628 Shoremeade Ct., Richmond, VA 23234.

Radio rep firm for sale representing regional non-wired group of Sunbelt stations. Super potential for radio professional wanting to own his "own thing". No competition, with the best stations in each area under contract. Potential for \$500K-\$750K in billing for first full year. Send qualifications to Box M-58. Partial financing available.

For your audio production, let us do it, reely! Kaufman Creative Services, RD3, Box 570, Palmyra, PA 17078.

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 PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Comedy/suspense audience-grabbers. Original radio serials. Free sample reel and information. Request on station letterhead. American Radio Rep., 1B10, Box 1030, New York, NY 10009.

RADIO

Help Wanted Management

General Manager

for major Midwest farm NAFB station. Sales and administrative pro needed with knowledge of financial and farm. Send resume and three-year earnings history to Box M-41.

For Fast Action Use BROADCASTING's Classified Advertising

PARKWAY COMMUNICATIONS CORP.

The Broadcast Service of U.S. News & World Report

MANAGER, TECHNICAL OPERATIONS

Nation's largest syndicator of fine arts and news feature radio programming seeks a take-charge professional with proven technical and administrative abilities. Successful applicant will have excellent production skills, plus the managerial ability to direct all technical operations of the company, including development and administration of department budget, scheduling of manpower and facilities, setting and maintaining technical standards, planning for future growth and development of company. Relocation to Washington, DC area necessary. Send resume with references and salary requirements to:

President
Parkway Communications Corp.
7979 Old Georgetown Road
Bethesda, MD 20814
EEOC/M-F

Help Wanted Management Continued

SOUTHERN CALIF. GEN. MGR.

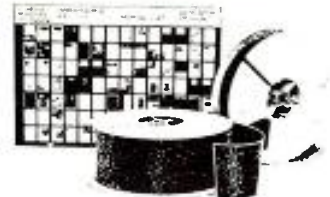
First station in planned group. Get in on the ground floor. One of America's highest growth markets. Sales b.g. imp. Equal op. emp. Call Cliff Gill, 213-559-2110, or write PO. Box 11568, Marina del Rey, CA 90291.

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.

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publication is
available in
microform



Please send me additional information.

University Microfilms International

300 North Zeeb Road
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Ann Arbor, MI 48106
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London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

RF Broadcast Systems Engineer

CBS, Inc., a diversified leader in the communications industry has a position available for an allocations & RF systems engineer for its radio engineering department in NYC.

Responsibilities will include project budget preparation and planning, including FCC application, RF design and installation, and the supervision of AM, FM, microwave and 2-way communication systems.

You should have a BSEE degree and a minimum of 4 years related experience; familiarity with FCC procedures essential. Excellent written communications skills required to draft reports and comments for FCC review.

We offer a fully commensurate salary and excellent benefits package. For prompt consideration send resume and salary history to: Mr. Robert Werner, Manager of Technical Recruitment, CBS, Inc., 51 West 52nd Street, New York, NY 10019.



A Division of CBS Inc.

Men and Women of All Races Desired

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.

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.

Situations Wanted Management

GENERAL MANAGER

Complete, professional managerial skills with proven record in medium to major market. Extra strong in sales, promotion, programing and profit development. 19 years successful management experience developing analytical abilities; writing and presentation skills; media sales and advertising agency work. For a resume, salary history and letter describing my interests, phone 209-957-1875.

TELEVISION

Help Wanted News

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 Sales

SALES

REPRESENTATIVES

If you are an established independent manufacturer's representative calling on broadcast and cable accounts, Midwest Corporation would like to talk to you. We are seeking highly motivated individuals to represent our Mobile Unit Group in the following geographic areas: New England, Rocky Mountain, Great Plains, Northwest and Canada. The commission structure on these large capital expense items will not disappoint you. For further information, call John Loughmiller, Midwest Corporation, Mobile Unit Group, 502-491-2888, between 1 and 5 p.m. E S T.

SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid

**For Fast Action Use
BROADCASTING's
Classified Advertising**

Help Wanted Sales Continued

ACCOUNT EXECUTIVE

Top 20 network affiliate in the Rocky Mountain West looking for an ambitious, experienced salesperson. Must have proven track record in TV sales. Experience in production, retail and agency important. Send your resume to Box M-62. EOE, M/F.

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:

SPECTRUM

501 W. Algonquin Rd.
Arlington Heights, IL 60005
Attn: **SUE VETTA**
Personnel Dept.
Equal Opportunity Employer M/F

SUNBELT STATIONS NEED

TV chief engineer & assistant chief. Send complete resume, references, and salary history. Salary: DOE. EOE. Consultant, Box 100, Gardendale, TX 79758.

WANT TO BE A CHIEF?

Mid-South UHF needs experienced transmitter-studio-maintenance technician who wants to advance career. Will negotiate and offer "Extras". Write Box M-57.

Help Wanted Management

DEPUTY DIRECTOR

We are in need of an individual to assume the responsibilities of deputy director of our broadcast services department. Individual will provide assistance to the director of the department in analyzing existing corporate policies which affect public broadcasting stations and the evaluation of contract performance. Applicant must have a Bachelor's degree in communication or closely related area; Master's degree in business or management of non-profit organizations and a minimum of six years' management experience in public telecommunications with demonstrated work experience in public broadcasting. Salary commensurate with experience, maximum of \$54,740; with many other excellent benefits. If you have the above-listed required qualifications and are interested in pursuing this position, please forward your resume to the:

CORPORATION FOR PUBLIC BROADCASTING
Personnel Department/DBBS
1111 Sixteenth Street, NW
Washington, DC 20036

Resumes must be received by close of business January 20, 1983. Equal opportunity employer.

Situations Wanted News

CONTRACT EXPIRED

Versatile, hard-hitting reporter with extensive anchor experience. Attorney with economics background, and ability to bring the best stories in right and on time. Five years top-25 market. Seeking challenging position in quality operation. Outstanding references, will relocate, available now. Box M-53.

Employment Service

RADIO JOB PLACEMENT

If you are an announcer, news or sports person, programmer, sales, sales management or General Manager, seeking to "move up", NATIONAL BROADCAST TALENT COORDINATORS can help you. NATIONAL is the nation's leading radio placement service. NBTC services radio stations in all size markets from coast to coast. For confidential details, including registration form, enclose one dollar postage and handling to:

NATIONAL BROADCAST TALENT
COORDINATORS
Dept. B P.O. Box 20551
Birmingham, AL 35216.
205-822-9144

RADIO JOBS

10,000 radio jobs a year for men & 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.**

Consultants

RADIO STATION OWNERS: 1st QUARTER OF 1983 CAN BE YOUR MOST PROFITABLE EVER

WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART, AND GUARANTEE YOUR SPOT RATE.

We have a two-fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, & then arrange to meet you in person at your office or ours, at our expense, before we start our sales effort. All sales will be done by principals of our company.

IF YOU WOULD LIKE TO INCREASE YOUR SALES, AT NO COST, CALL US COLLECT

Stewart P. Lurie, President
Community Service Broadcasting
3000 Dundee, Suite 418
Northbrook, IL 60062
312-564-3904

For Fast Action Use BROADCASTING'S Classified Advertising

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 Sales

NATIONAL CO-OP DIRECT MAIL FRANCHISE

Territories available to qualified individuals or corporations. Protected territories. No competition as we have only 4 color coupons on quality enamel stock. Repeat sales. Cash business. NO INVESTMENT FOR FRANCHISE. For details write or call Ron Stewart, Treasure-Pak Inc., 2226-28th St. N., St. Petersburg, Florida 33713 - Toll Free 800-237-8886

Miscellaneous

WILLING TO SELL?

If you have an AM or FM construction permit and are looking for a buyer, call us: Lambda Broadcasting, Inc. Robert Davis, 605-347-5056.

WANT TO OWN A STATION?

Full-day, individual seminar for broadcast investors given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 E. 44th St., NYC 10017. 212-599-3303.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-972-5884



Public Notice

PUBLIC NOTICE

Final applications for cable television license. Ashland, Massachusetts. The Town of Ashland will accept final applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. All applications are final and the opportunity to amend will not be granted. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Ashland on or before 4 PM, on the 17th day of March, 1983. A copy of the application shall also be filed with the Massachusetts CATV Commission. Any interested party may obtain a copy of the Issuing Authority Report from the office of the Board of Selectmen during regular business hours. All applications received will be available for public inspection 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, Ashland, MA 01721.

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in regular session on Friday, January 14, 1983, from 9 a.m. to 4 p.m. in the Board Room of National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from Board committees on Finance/Development, Membership, Programming and Technology/Distribution. The Board committees will meet on January 12 and 13, 1983, at NPR. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel, at 202-822-2043.

Wanted To Buy Stations

ATTORNEY

with excellent radio credentials seeks management position with option to purchase. All markets considered, Northeast preferred. Write Box M-45.

WANT TO BUY RADIO

Interested in station in Southeast or Midwest. Medium or small market. No brokers. Reply Box M-66.

For Fast Action Use BROADCASTING's Classified Advertising

For Sale Stations



Wilkins and Associates Media Brokers

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

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 816 - Memphis, Tn. 38157

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

TEXAS FULLTIME AM

Underdeveloped class 4 AM in robust medium west Texas market. Great potential. \$500,000. Write Box K-81.

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.

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

For Sale Stations Continued



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION		CONTACT	
MW Metro	Pay TV	\$6,000K	Terms Bob Thorburn (404) 458-9226
SE Major	CLC FM	\$3750K	\$1,600K Bill Chapman (404) 458-9226
RMT Metro	CI.V/C FM	\$2000K	\$550K Elliot Evers (213) 366-2554
SW Metro	AM/FM	\$1,600K	\$525K Bill Whitley (214) 680-2807
MAII Metro	AM/FM	\$1500K	\$600K Jim Mackin (207) 623-1874
SE Regional	CLC FM	\$900K	\$500K Ernie Pearce (615) 373-8315
MW Medium	Fulltime	\$789K	29% Peter Stromquist (612) 831-3672
SW Medium	AM/FM	\$775K	\$175K Greg Merrill (801) 753-8090
SE Melro	CI.V	\$750K	Terms Bill Cate (904) 893-6471
SE Small	Fulltime	\$410K	\$75K Mitt Younts (804) 355-8702

To buy or sell, for appraisals or financing—Contact John Emery, General Manager, Chapman Co. Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. (404) 458-9226.

SOUTHEAST

FL: 100,000 watt FM covering 2 good markets in fast growing coastal resort area. Priced at 3 times gross \$750,000. \$200 down and favorable payout. METRO: Middle Atlantic recession free market. 700,000 population. 5 kw. Daytimer. PSA. Excellent equipment and sound. Reasonable leases. Less than 2 times gross. \$525,000 terms.
GA: Class A suburban FM serving area of 250,000. 3rd fastest growing metro area in state. Ideal for owner-operator. \$425,000. Very favorable terms. METRO: Class A FM mid-Atlantic suburban. Covers major market. Rapid building increases. Excellent equipment and programming. Loyal listenership. Less than 2 times gross. \$500,000 terms.

REGGIE MARTIN & ASSOC.

Reggie Martin Ron Jones
305-361-2181 804-758-4214

WALKER MEDIA & MANAGEMENT, INC.

Southeast capital city AM. Excellent plant. Built-in financing. Asking \$500,000.

703-521-4777
William L. Walker
P.O. Box 2264
Arlington, VA 22202

THREE FM STATIONS

All are class C. Medium to major Sunbelt markets. Will sell as group or separately. 10% down & 10% interest over 10 yrs. Owner. Write Box M-32.

ONLY FM STATION IN CDA

Opportunity to purchase the exclusive FM station in a beautiful resort area, Couer d' Alene, Idaho. \$400,000. Recently rated one of the 10 greatest places to live by US News & World Report. For info on KIOB-FM, contact Kip Nedved, N. 9508 Division, Spokane, WA 99218. 509-484-5307.

- Class C 100,000 watts. Large Mississippi city. \$1.8 million.
- Fulltimer, Northern Alabama. Fantastic buy. \$570,000.
- 6 stations, NC.
- 16 stations, TN.
- AM-FM, western VA. Nice town. \$690,000.
- Daytimer in large WY city. \$250,000.
- AM-FM Arizona. \$400,000.
- FM in So. CA coastal city. \$800,000.
- 4 stations, FL.
- AM-FM. Class C. Large GA coastal city. \$3.7 million.
- AM-FM. NE Indiana city. \$670,000.
- FM. Nice town. Northern Ohio. \$240,000

8 8 LISTINGS NATIONWIDE

CALL TO GET ON OUR MAILING LIST
BUSINESS BROKER ASSOCIATES
615-756-7635 (24 Hours)

5,000 WATT FULLTIME

Affluent major Midwest university area of over 250,000 population. Will sacrifice at substantially less than two times current sales. Excellent studio facility including new BMX boards, computer traffic system and satellite dish. 300K cash down. Owner financing available. Call J.D. Williamson, II, 216-782-1144.

PROFITABLE FULLTIME

3-yr. old FM radio station. Small Oklahoma market, new equipment. Located in tourist area—draws 2,000,000 people a year. Asking \$300,000, cash only. Contact Charles Stone, 405-622-3090.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

NEW ENGLAND OWNERS
We'll be travelling throughout January. If you'd like to meet in your city to discuss what your property might bring (no obligation), give us a call.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963 802-524-3159

Dan Hayslett
4 associates, inc.
dh Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

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18 Bedford Row
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London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

SPECIAL NOTICE

Effective with the November 15, 1982 issue,
ALL Broadcasting Magazine classified advertising
orders must be prepaid

R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

Start off the New Year with this southeastern full-time AM station located in a historic medium-sized market. Well-established station with consistently high ratings and proven successful format. Total price of \$600,000 includes studios, offices and transmitter site. Liberal terms available to a qualified buyer, possible absentee owner opportunity.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 (803) 842-5251
809 Corey Creek, El Paso, Texas 79912 (915) 581-1038

CATV FOR SALE

3700 subscriber in Midwest growth area. Call broker at 417-739-4869.

ROCKY MOUNTAINS

Two excellent properties available. Positive cash flow. Medium markets. Priced to sell. Substantial down payment required. Write Box M-64.

EXCLUSIVE OFFERINGS:

(1) Great Lakes	AM and FM	\$2,300,000	
(2) Texas	Class A	\$ 650,000	Terms
(3) Texas	1 KW Daytimer	\$ 160,000	Terms

Bill-David Associates, Inc.
2508 Fair Mount St.
Colorado Springs, CO 80909

H.B. La Rue, Media Broker

RADIO • TV • CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

For Fast Action Use BROADCASTING'S Classified Advertising

BROKERAGE

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or Money order only. Payment must accompany order.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted, or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (NO telephone orders and/or cancellations will be accepted).

Replies to ads with Blind Box numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING, Blind Box numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forward-

able, and are returned to the sender.

Rates: Classified Listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications; 95c per word. \$15.00 weekly minimum. Blind box numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice advertising require display space. Agency commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word Count: Include name and address, Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as one word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media



Lane

David Lane, VP and general manager, WFAA-TV Dallas, named to newly created position of VP of television for parent Belo Broadcasting. Lane will be responsible for all Belo television stations.

Jim Long, executive VP and general manager, KQAM(AM)-KEYN-

FM Wichita, Kan., elected president of parent Long-Pride Broadcasting.

Frank Maruca, VP and general manager, KMAC(AM)-KISS(FM) San Antonio, Tex., named regional group manager, radio, for parent Capitol Broadcasting. **James Tiller**, general sales manager, KMAC-KISS, succeeds Maruca.

John Radeck, president and general manager, KESQ-TV Palm Springs, Calif., joins WJKS-TV Jacksonville, Fla., as VP and general manager.

Geoffrey Rose, national sales manager, WVIT(TV) Hartford, Conn., joins WTXX(TV) Waterbury, Conn., as general manager.

Dick Lewis, general manager, WXCL(AM) Peoria, Ill.-WKQA(FM) Peoria, Ill., elected VP and member of board of parent Peoria Valley Broadcasting.

Stanley Cohen, general sales manager, WINZ(AM) Miami-WINZ(FM) Miami Beach, Fla., named general manager, succeeding **Harold Frank**, resigned.

Shannon Lange, local sales manager, WJKW-TV Cleveland, joins WBBG(AM)-WMJI(FM) there as general manager.

Wanda Bottiger, from WXEX-TV Petersburg, Va., joins WEZS(FM) Richmond, Va., as general manager.

Therese Ledwith, graphic artist, Lakeland Coldtype, Nutley, N.J., joins Cable Television Network of New Jersey, Trenton, N.J., as chief of operations.

Gene Collins, programing manager, WTEN(TV) Albany, N.Y., named director of operations.

David Cummings, business manager wWNY-TV Watertown, N.Y., named director of operations.

Thomas Michael Whallen, air personality,

WNEW(AM) New York, joins WNAB(AM) Bridgeport, Conn., as operations manager.

Bernie Thompson, from KTOK(AM)-KJYO(FM) Oklahoma City, joins KKLR(FM) Edmond, Okla., as station manager.

Jack Porteous, general manager, WDBO(AM) Orlando, Fla., resigned.

Elected senior VP's. Cox Cable Communications, Atlanta: **G. Lewis Davenport**, VP, Eastern division; **Arthur Dwyer**, VP, marketing and programing; **Robert O'Leary**, VP, finance; **Garold Tjaden**, VP, engineering and technology; **Paul Waring**, VP, corporate development, and **Gary Weik**, VP, development.

David Garrett, senior accountant, Deloitte, Haskins & Sells, Atlanta, joins Dowden Communications there as controller and assistant treasurer of cable television and telecommunications company.

Duke Mercer, assistant controller, Breneman Associates, Washington real estate firm, joins United Broadcasting, Bethesda, Md., as assistant controller.

Bruce Maggin, VP, planning and corporate development, Ziff Corp., New York, joins ABC Inc. there as VP, cost management.

Gloria Puchon Briggs, freelance assistant, special projects, ABC Radio Networks, New York, named administrator, ABC Youth Radio Networks.

John Damiano, director, affiliate planning, marketing and administration, NBC-TV, New York, named VP, affiliate planning.

Sheila Nachemson, corporate secretary and administrative manager, Broadcast Enterprises National Inc., Philadelphia, named VP, administration and corporate secretary. **Patricia Hussey**, assistant treasurer-controller, named treasurer-controller.

Jerry Senger, from Hannaford Brothers Co., South Portland, Me., joins Guy Gannett Broadcasting Services, Portland, Me., as controller.

Gary Smith, senior internal auditor, Westinghouse Electric Corp., Roseland, N.J., joins Westinghouse Broadcasting's WJZ-TV Baltimore as assistant controller.

Philip Tymon, from Grassroots Video, Berkeley, Calif., joins noncommercial WBAI(FM) New York as general manager.

Eustis Walcott, VP, Quinn & Johnson, Boston advertising agency, joins noncommercial WGBH-TV there as director, Fund for the Eighties, station's fund raising campaign.

John Fogarty, counsel, Manhattan Cable TV,

named VP. **Kathleen Scopp**, assistant counsel, named senior manager.

David Dial, program manager, noncommercial WHRS-TV Boynton Beach, Fla., joins noncommercial WNIN(TV) Evansville, Fla., as director of broadcasting.

Marketing

Appointments, Ogilvy & Mather, Atlanta: **Neill Cameron**, VP and general manager, and **Ian Latham**, VP and creative director, to senior VP's; **Julie Burmeister**, manager, broadcast business affairs, to producer; **Jeff Spencer**, assistant account executive, to account executive.

Elected senior VP's, SSC&B Inc., New York: **Alice Platt**, VP, management supervisor; **Walter Weis**, VP, associate creative director, and **Mary Ellen Harris**, VP associate creative director. Elected VP's: **Sheri Colonel**, account supervisor, and **Joseph Shelesky**, art director.

Thomas Mahoney, senior VP and general manager, Kenyon & Eckhardt, Boston, named vice chairman of agency's management committee.



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Robert Bailey, VP and director of marketing research, BBDO, Chicago, named to new post of senior VP, director of marketing services. **Lori Kasdan**, associate research director, named VP and senior associate research director.

Eileen Laddy, VP and creative group head, Benton & Bowles, New York, named senior VP.



Jensen

John Jensen, executive VP, Barickman Advertising, Kansas City, Mo., named president and chief operating officer.

Donald Bigda, management supervisor, Dancer Fitzgerald Sample, New York, named senior VP.

Cynthia Verrone, research account supervisor, Needham, Harper & Steers, New York, named associate director of research.

Bernice Livingston, VP, Diener/Hausler/Bates, Los Angeles, named senior VP.

John Beam, account supervisor, Tatham-Laird & Kudner, Chicago, named management supervisor.

Appointments, N W Ayer, New York: **Vincent Frezzo**, from William Esty, New York, to media planner; **Marilyn Hall**, from CBS Records, New York, to associate, marketing services department, and **Edward Lehman**, from Garvan Advertising, Hicksville, N.Y., to account executive.

Appointments, McDonald Davis & Associates, Milwaukee, marketing communications agency: **William Le Monds**, from WCGV-TV Milwaukee, to manager of broadcast programming and syndication; **Ellen Ney**, from Holiday Inn, Green Bay, Wis., to account executive and manager of new Green Bay office; **Todd Robert Murphy**, from Wisconsin Department of Industry, Labor and Human Relations, Milwaukee, to account executive; **Nancy Galante**, from Hoffman, York & Compton advertising, Milwaukee, to media buyer; **Glenn Hale**, freelance writer and broadcast producer, Milwaukee, to writer, and **Barbara Kraus**, from Autotrol Corp., Glendale, Wis., to administrative assistant.

William Fagan, senior VP and general sales manager, Petry Television, New York, named executive VP. **Edward Aiken**, director of programming, named VP.

Appointments, Katz Television Continental: **Jay Friesel**, national sales manager, gold stations, New York, to divisional VP; **Bob Swan**, member of sales team, Dallas office, to sales manager, succeeding **Cliff Hahne**, retired, and **Cynthia Munk**, from KXTX-TV Dallas, to sales staff, Dallas. Named to sales staff, Katz Radio, New York: **Andi Poch**, from Madison Square Garden Network, and **Geoff Hall**, from Avery-Knodel, New York.

Christina Haynes, research supervisor, Torbet Radio, New York, named research manager. **Nora Demos**, research assistant, named research analyst.

J. Raymond Avedian, manager, national advertising, American Motors Corp., Detroit, joins Radio Advertising Bureau there as VP, manager national sales, Detroit region, succeeding **W. Eldon (Hap) Hazard**, who has retired but will continue as consultant.

Bob Young, national sales manager, KGO-TV San Francisco, named general sales manager.

Appointments, KJOI(FM) Los Angeles: **Charles Cady**, senior account executive, to general sales manager, succeeding **Robert Bo-chicchio**, resigned; **Robert Lyles**, sales service supervisor, to sales promotion manager; **Mel Jones**, assistant traffic manager, succeeds Lyles; **Sylvia Contreras**, credit and collection manager, succeeds Jones, and **Janet Brainin**, advertising, promotion and research manager, to account executive, business development.

F.W. (Pop) Hagerty, manager, radio and television merchandising department, KOMO-AM-TV Seattle, retires.

Mary Noel, account executive WNOR-FM Norfolk, Va., named general sales manager.

Spencer Koch, national sales manager, WAGA-TV Atlanta, joins WKW-TV Cleveland as general sales manager.

Annell Kirkland, from WRVA(AM) Richmond, Va., joins WEZS(FM) Petersburg, Va., as general sales manager.

David Alteri, account executive, WWNY-TV Watertown, N.Y., named director of sales.

Karen Heniger, national sales manager, WTLV(TV) Jacksonville, Fla., joins Media General's WJKS-TV there as general sales manager.

Paul Courtney, senior account executive, WEEI(AM) Boston, named sales manager.

Jerry Watson, account executive, WOWT(TV) Omaha, named local-regional sales manager. **Clarence Jones**, account executive, WTVJ(TV) Miami, joins WOWT, succeeding Watson.

Stephen Rozov, account executive KING-TV Seattle, joins WNNE(TV) Hanover, N.H., as local sales manager.

Appointments, WISN-TV Milwaukee: **Eric Henry**, national sales manager, to general sales manager; **William Lind**, local sales manager, succeeds Henry, and **Carl Schulhof**, account executive, succeeds Lind.

Kenlyn Zschunke, from Joseph Schlitz Brewing, Milwaukee, joins KHOU-TV Houston as local sales manager.

Eric Johnson, local sales account executive, WSB-AM-FM Atlanta, named national sales director.

Alan Deflorio, account executive, KUSI-TV San Diego, joins Harrington, Righter & Parsons, New York, as account executive.

Robyn Stephan, account service manager, Gilpin, Peyton & Pierce advertising, Orlando, Fla., joins Ensslin & Hall, Tampa, Fla., as account executive.

Elyse Kremer, from Grey Advertising, New York, joins Cable Networks Inc. there as account executive. CNI is cable advertising and marketing firm.

Marilyn Citron, account executive, KMEL(FM); San Francisco, joins KCBS(AM) there in same capacity.

Daniel Gorby, account executive, WQMG(FM); Greensboro, N.C., joins WDCG(FM) Durham, N.C., as account executive. Greensboro sales office.

Programing



Wagner

Alan Wagner, independent producer in New York, and former VP programs, CBS Entertainment, New York has signed exclusive contract to develop and produce programming in association with Columbia Pictures Television. He left CBS last March to become chief executive officer of The Disney

Channel (BROADCASTING, March 15, 1982) When Disney moved its operations to West Coast in November, Wagner resigned to remain in New York as independent producer.

Lawrence Spungin, VP, MCA Development Co., Universal City, Calif., named executive VP.

William Nix, VP and deputy general attorney, Motion Picture Association of America, New York, named to head association's antipiracy program.

David Stanley, VP, business affairs, television production division, MGM/UA, Los Angeles, joins Metromedia Producers Corp. there as VP, network business affairs.

Timothy Quealy, production manager, NBC-TV, Los Angeles, named to newly created position of director, entertainment production planning, NBC Entertainment there. **James Peterson**, budget administrator, NBC Sports, New York, named manager, sports events budgets and planning.

James Martz, director of sales and marketing, WJLA-TV Washington, joins Telepictures Corp., New York, as VP, domestic sales.

Dan Filie, manager, entertainment research, ABC-TV, Los Angeles, named manager, comedy series development, ABC Entertainment.

Richard Fried, director of advertising and marketing services, Marantz Co., Chatsworth, Calif., joins Walt Disney Home Video, Burbank, Calif., as marketing manager.

Doug McCormick, from Petry Television, New York, joins Cable Health Network there as VP, market development and sales.

Kathleen Helppie, assistant to VP and general manager, Warner Bros. Cartoons, Burbank, Calif., named manager, production and administration.

Kenneth Edmundson, producer, NBC Sports, New York, has signed new multiyear contract with network.

Sandy Grossman, producer, Prism, Bala Cynwyd, Pa., regional pay cable network, named producer of network's Philadelphia 76'ers professional basketball coverage.

Carl Princi, director of programing and community involvement, KFAC-AM-FM Los Angeles, named VP.

Donna Hutchinson, program and promotion director, WOIX(TV) New York, named VP, programing.

Steve Taylor, promotion director, WHLY(FM) Leesburg, Fla., joins WLEQ(FM) Bonita Springs, Fla., as program director.

Judy Seabridge, associate director, ABC-TV, New York, joins WTEN(TV) Albany, N.Y., as production manager.

Richard Warsinske, producer-director, KING-TV Seattle, joins KPIX(TV) San Francisco as executive producer.

Thomas Hannum, senior director, WILX-TV Onondaga, Mich., joins WFSB-TV Hartford, Conn., as producer-director.

Lisa Hinman, from WEWS(TV) Cleveland, joins WPHL-TV Philadelphia as producer-director.

Fred Horton, air personality, WSYR(AM) Syracuse, N.Y., named program director.

Mike Hurdelbrink, production manager, WDVN-TV Washington, joins WJLA-TV there in same capacity.

Dante James, technical operations manager, noncommercial WHMM(TV) Washington, named executive producer.

Robin Salem Nichols, director of project discovery, Wichita State University, Wichita, Kan., joins noncommercial KPTS(TV) Hutchinson, Kan., as producer-writer.

Peter Murray, VP, communications, noncommercial WETA-TV Washington, named VP and general manager of Wetacom, station's production subsidiary.

News and Public Affairs

Appointments, NBC News, New York: **Ellen McKeefe**, bureau chief, to producer, weekend

edition, *NBC Nightly News*; **David McCormick**, director, London bureau, succeeds **McKeefe**, and **Harry Griggs**, foreign editor, *NBC Nightly News*, named senior producer, New York bureau. **Lee McCarthy**, correspondent, Boston, named national correspondent, based in Washington. **Don Porter**, correspondent, NBC News, assumes similar responsibilities at NBC's London bureau.



Monsky

Mark Monsky, VP, news, WNEW-TV New York, named to newly created post of president of Metromedia news for parent Metromedia.

Appointments, *The Last Word*, ABC News, New York: **David Guilbault**, senior producer, ABC's *World News Tonight*;

Susan Mercandetti, producer, ABC's *Nightline*; **Frank Radice**, operations producer, *Nightline*, and **Danny Schechter**, producer, *20/20*, to program producers; **Chere Graham**, producer, *20/20*, to editorial producer; **Terry Cory**, operations producer, ABC News, Midwest division, to producer, Chicago; **Terry Irvin**, producer, *Good Morning America*, to producer, Washington; **Peter Shaplen**, producer, Los Angeles bureau, ABC News, to producer, Los Angeles; **Vicki Gordon**, producer, *Entertainment Tonight*, to producer, Los Angeles, and **Michael Buddy**, director, *This Week with David Brinkley* and *World News Tonight*.

to director.

Bob Vito, producer, Cable News Network, Atlanta, named chief of new Detroit bureau.

Chris McDaniel, editor-reporter, WAFB-TV Baton Rouge, La., named assistant news director.

Appointments, news department WMAR-TV Baltimore: **Frank Baker**, executive producer and managing editor, WTLV(TV) Jacksonville, Fla., to producer; **Kevin Brown**, city hall reporter, WCBM(AM) Baltimore, to same capacity, and **Helen Lester**, photographer-editor, WLOS-TV Asheville, N.C., to same capacity.

Bruce Frank, reporter, KAKE-TV Wichita, Kan., joins WTOL-TV Toledo, Ohio, as news producer. **Deborah Foggio**, from WJBK-TV Detroit, joins WTOL-TV as reporter. **Jill Olmsted**, noon anchor, WTOL-TV named weeknight co-anchor and reporter.

Jeff Graham, news producer, WWNV-TV Wattertown, N.Y., named director of news. **Lois Dempster**, director, WWNV-TV, named director of public affairs.

Rosemary Haddad, news director and air personality, WNSI(AM) St. Petersburg, Fla., joins KYW(AM) Philadelphia as news editor, writer and reporter.

Kathleen Shepherd, director of program production and public affairs, WPIX(TV) New York, named VP, community affairs and production.

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Jean Ross, reporter, WCAO(AM)-WXYV(FM) Baltimore, named public affairs director.

Appointments, news department, WWDB(FM) Philadelphia: **Betty Berneman**, anchor, to news director; **Diane Scherb**, from WMTR(AM) Morristown, N.J., to same capacity, and **Ken Mann**, weekend anchor, WPEN(AM) Philadelphia, to anchor.

Larry Masco, sports director, KCLG(AM) Washington, Utah, named news and sports director. **Doug Hassell**, news director, named community affairs director.

Deborah Rose, news assistant, KRON-TV San Francisco, named field producer.

Barbara Horner, news writer, WXYZ-TV Detroit, named producer, 5 p.m. news.

Appointments, WINZ(AM) Miami-WINZ(FM) Miami Beach, Fla.: **Frank Mottek**, afternoon news anchor, assumes additional duties as public service director; **John Leisher**, from WVCG(AM) Coral Gables, Fla., to afternoon news anchor; **Marian Degentesh**, reporter, WTVJ(TV) Miami, to anchor.

Ron Harig, assistant professor of broadcast journalism, Syracuse (N.Y.) University, joins KTVX(TV) Salt Lake City as executive news producer.

William Strauss, news director, WQXR(AM) New York, retires after 46 years with station.

Patrick Heffernan, reporter, WJBC(AM)-WBNQ(FM) Bloomington, Ill., joins WAND(TV) Decatur, Ill., as assignment editor.

Andrea McDaniel, from WNSI(AM) St. Petersburg, Fla., joins WFTS(TV) Tampa-St. Petersburg as anchor for news break ins.

Jill Olmsted, anchor-producer, WTOL-TV Toledo, Ohio, named weeknight co-anchor, *Toledo Eleven News*.

Frances Hardin, anchor, Mutual Broadcasting System, Washington, joins WRC(AM) there as reporter.

Roger Sockman, news director, WIBR(AM) Baton Rouge, joins KLFY-TV Lafayette, La., as weekend anchor-reporter.

Jerry Brown, weather anchor/staff announcer, WSAZ-TV Huntington, W.Va., joins KTVI(TV) St. Louis as weekend weather anchor/reporter.

Technology

Roy Brubaker, VP and general manager, WQED West, Pittsburgh post-production facility of noncommercial WQED(TV) there, joins RCA Videodisks, Burbank, Calif., as director of technical services.

Gary Persons, account executive, Station Business Systems, Los Angeles, joins Cetec Broadcast Group, Chesapeake, Va., as radio systems sales manager.

Clifford Alexander, president, Alexander & Associates, Washington consulting firm,

named to board of directors, MCI, Washington.

Jeffrey Krauss, director, regulatory policies, M/A-Com, Rockville, Md., named VP and director of corporate affairs for M/A-Com Development Corp. there.

Appointments, C-Cor Electronics: **William Kosik**, purchasing agent, State College, Pa., to materials manager; **James Shamp**, supervisor, to production manager, and **John Gummo**, supervisor, Altoona, Pa., facility, to production manager, Madera, Pa., facility.

Terry Borchers, director of future market requirements, Mycro-Tek, Wichita, Kan., manufacturer of video equipment, named national sales manager.

D. Jay Cunningham, from IBM, Research Triangle Park, N.C., joins Siecor Fiberlan, Research Triangle Park fiber optics firm, as market manager.

Susan Roberts, freelance consultant, joins Teledyne Accoustic Research, Norwood, Mass., as communications manager.

Norman Smith, VP, sales and marketing, Video Canada Corp., Elk Grove, Ill., joins Zenith, Glenview, Ill., as sales manager, rental markets.

Paul Hurd, chief engineer, WHDH(AM)-WCOZ(FM) Boston, named VP, chief engineer.

Bob Hess, chief engineer, KSEE(TV) Fresno, Calif., joins KOVR(TV) Sacramento, Calif., in same capacity.

Ralph Landon, staff engineer, WCMH-TV Columbus, Ohio, named chief engineer.

Dennis Kronenberg, master control engineer, Cable News Network, Atlanta, joins KCOP(TV) Los Angeles as engineer.

Promotion and PR

John Ireland, promotion manager, movies, specials and mini-series, NBC-TV, Los Angeles, named manager, on-air promotion, movies and specials.

Betsy Anderson, promotion manager, *St. Petersburg (Fla.) Times and Evening Independent*, joins United Media Enterprises, New York multimedia organization which includes United Features Syndicate, TV Data, Tele-log and TV Watch, as promotion manager.

Tom Bruce, director of sales, WWNY-TV Watertown, N.Y., named promotion director.

Victoria Kraft, on-air producer, WTTG-TV Washington, named on-air promotion manager.

Appointments, promotion department, KWTW(TV) Oklahoma City: **Vicki Riggs**, executive writer-producer, to promotion coordinator; **Beth Durbin**, recent graduate, Bowling Green University, Bowling Green, Ohio, to promotion copywriter, and **Ronnie Mendelson**, freelance writer, Atlanta, to promotion assistant.

Vivian Wright, recent graduate, Morehead State University, Morehead, Minn., joins WSOC-TV Charlotte, N.C., as manager, special promotion projects.

Catherine Quinlan, from WOR-TV New York, joins WNBC-TV there as publicity administrator.

Jill Katz, promotion manager, WCVB-TV Boston, named creative services director.

Andy Siegel, senior VP, creative affairs, MGM/UA Television, Los Angeles, assumes additional responsibilities for current programming and public relations, advertising and promotion.

Allied Fields

Thomas McCoy, from Golden West Broadcasting, Los Angeles, joins National Radio Broadcasters Association, Washington, as senior VP.

Harold Fleig, VP, media research group, A.C. Nielsen, Northbrook, Ill., named to newly created position of director of marketing services. **Connie Malick**, VP, media research group, Northbrook, Ill., named central territory regional manager, Nielsen Station Index.

Israel Teltelbaum, attorney, policy and rules division, Mass Media Bureau, FCC, Washington, leaves to form own private law practice and insurance brokerage firm there.

Doris Cooper, administrative staff assistant, Mass Media Bureau, FCC, Washington, retires after 25 years with it and predecessor, Broadcast Bureau.

Elected officers, Pennsylvania Association of Broadcasters: **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.

Patrick Irvin, editorial manager, Continental Cablevision, Boston, joins Butterfield Communications Group, Cambridge, Mass., as senior consultant. Butterfield is management consulting firm specializing in broadcast and cable television.

Deaths

Floyd Mack, 70, voice of *The Bell Telephone Hour* on NBC Radio from 1940 to 1959, died of emphysema Jan. 3 at his home in Newark, Ohio. Survivors include daughter.

Eugene Henry Rietzke, 85, founder and former president, Capitol Radio Engineering Institute, Washington, died Jan. 3 at George Washington University hospital. Survivors include his wife, Lillie Lou, and two sons.

Jerry Miller, 45, assistant director of corporate purchasing, ABC, Los Angeles, died of cancer Dec. 9 at Henry Ford hospital, Detroit. He is survived by his sister.

Viacom's Bias Toward engineering

More than 50 years ago John Bias saw his first demonstration of television at the Iowa State Fair. He was entranced and determined to study to become a television engineer.

Bias never wavered from his goal. Today, after more than 40 years of background in the technical aspects of television, Bias holds the title of vice president-science and technology for Viacom International Inc., New York. He is the house technical counsel, supplying advice to the various facets of Viacom operations, including its broadcast stations, cable, film syndication and the showtime pay television facility.

Since television was only in its embryonic stages back in 1932, Bias, then 13, gravitated to radio, becoming initially a ham radio listener and at 16, earned his ham license and built his own transmitter.

Bias left his hometown of Des Moines, Iowa, in 1937 to attend Iowa State University at Ames where he worked as a waiter at a girl's dormitory and as a "tin knocker" (a inner's apprentice) to earn expenses. He received a BS in electrical engineering from Iowa State in 1941, ranking in the upper 5% of his class.

Upon graduation, Bias joined the General Electric Co. in Schenectady, N.Y., as a student engineer. His career at GE was to stretch for 28 years, during which he worked initially on the development of radar and subsequently on the design and development of broadcast equipment. He distinguished himself in AM, FM, shortwave and TV transmitter technology.

When he decided to leave GE in 1969, Bias was manager—engineering, visual communications products department, in Syracuse, N.Y., supervising about 100 employees, including engineers, managers, craftsmen and other professional personnel.

"GE" was a wonderful place to work," Bias recalls. "But my job was purely administrative. I must say that I am more of a technically oriented person than an administrator. I am more comfortable when I'm working on some technical problems."

Landing a job was no problem. Bias says. He had many friends in both the manufacturing and broadcasting ends of technology and had numerous job offers.

He decided to move into broadcasting and accepted the post of associate director of cable technology at the CBS Television Network.

"I had to change my orientation from broadcasting to cable but the transition was smooth," he says.

At CBS he was responsible for the technical analysis of community antenna television systems and the operation of a CATV equipment evaluation laboratory. He was in



Frank John Bias—vice president, science and technology, Viacom International Inc., New York; b. Oct. 1, 1919, Des Moines, Iowa; BS in electrical engineering, Iowa State University, Ames, 1941; with General Electric Co. from 1941 to 1969 in posts including student engineer; manager, transmitter engineering and manager, visual communications products department; associate director of cable technology, CBS Television Network, New York, 1969-70; manager of transmitter systems, Tele-Vue Systems Inc., San Francisco, 1970-71; director of engineering, Tele-Vue; 1971-74; vice president engineering, Tele-Vue; 1974-77; VP, engineering, communications division, Viacom International Inc., New York, 1977-79; present position since 1979; m. Jean Kesting, 1945; children—Carolyn Claudie, Elaine Bajus.

that position for exactly one year when he had to make a decision.

"In 1970, CBS had to divest itself of its cable holdings and I was given the option of remaining with the television network or moving to the spun-off company which became Viacom. I elected to go with Viacom which showed lots of promise for growth."

He worked his way up the ladder at Viacom, starting in 1970 as manager of transmission systems for Viacom's Tele-Vue Systems Inc., San Francisco, which had about 150,000 subscribers. He remained with the system until 1977 as vice president, engineering. In 1977, Viacom moved him to New York as vice president, engineering, responsible for the design and operation of all Viacom systems, serving 300,000 subscribers. In 1979, Bias was advanced to the new post of vice president, science and technology, assuming an elder statesman's role at the communications company.

Ralph Baruch, board chairman of Viacom

International, says he believes every major company in communications needs a person with the ability to "collate" the developments in the various technologies, and adds:

"We had that person in Frank Bias. Even when he was in charge of engineering operations for our cable systems, local engineers called on him for advice. He has the ability to direct and guide people and do it with tact and restraint. Very few people can do this and keep the respect of the technical people they are advising. Frank has this quality."

Bias, a low-keyed and mild mannered man, says that in his present post he supervises a staff of one—his secretary. But his influence spreads throughout the Viacom complex. He reports directly to the Office of the Chief Executive of Viacom International, which consists of Baruch and Terrence A. Elkes, president.

"It's an ideal job for me," Bias observes. "I've had enough of staff work and I like to get things done now through other people. It's a varied job, bringing me into all facets of our operations."

Among the technical problems that have to be tackled and solved, he says, are those dealing with cable television "signal leakage," multichannel (stereo) television sound (which could pose problems for cable systems) and the development of AM stereo.

Bias is also involved in long-range business planning at Viacom and one of his down-the-road projects deals with the future of cable television.

"Since 1976, with the advent of the satellite, cable television has been booming," he observed. "Now the bloom is coming off the rose. What's next? I'm struggling with what the next best thing will be. It could be an assortment of information services, such as home magazines, videotext and teletext."

Bias says that the industry can cope technically with new developments in communications, but there must be a need for services, and adds: "I've never seen in 41 years of work where the technology so far outstrips the marketing. Business only succeeds when we determine what people want and give it to them."

He cites high-definition television as an example. Bias says the industry "gets many complaints about program content but we get few about the technical aspects. The question is: Will people pay more for high-definition television?"

On the other hand, he continues, half-inch and quarter-inch tape are being used because there is a definite need. He concedes that they don't have studio quality but says they are satisfactory for news coverage.

Bias, an acknowledged "workaholic," relaxes with his wife, Jean, in a home he keeps in upstate New York in the Adirondacks. He met his wife, also a native Iowan, when they were both with General Electric, where she was an industrial designer.

If all goes as expected, **Frederick S. Pierce**, executive VP, ABC Inc., will emerge from scheduled board meeting today (Jan. 10) as **president of American Broadcasting Companies**. ABC had no official comment, but word was that change was imminent. One insider called it "the other shoe," referring to reorganization last July under which operating divisions of company began reporting to Pierce. Pierce, who held title of president, ABC-TV, from 1974 until 1981, will succeed **Elton H. Rule**, who moves into new post of vice chairman.

White House reporters last week caught up with report by General Accounting Office almost month earlier that high-level **National Telecommunications and Information Administration** official takes time off from duties there to do "chores" at President Reagan's ranch in Santa Barbara, Calif. (BROADCASTING, Dec. 13, 1982). White House deputy press secretary **Larry Speakes** was asked about ranch work of **Dennis LeBlanc**, who earns \$58,500 annually as associate administrator of NTIA, after *Washington Post* featured LeBlanc's ranch work in Sunday article detailing activities of several Reagan administration officials whose activities, writer suggested, reflected less than strict adherence to high ethical standards. Speakes, in answer to questions, said **President sees nothing wrong in LeBlanc chopping wood and doing other work at ranch**, and expressed view story "is overblown."

RCA board of directors last Wednesday (Jan. 5) approved plan to purchase **FM property** in top 10 Eastern market ("Closed Circuit," Nov. 15, 1982). Price of station, which is believed to be in Boston, is reportedly between \$5 million and \$6 million. NBC Radio President **Michael Eskridge** declined to release identity of station because of "final details which still need to be worked out." Sources say this marks beginning of campaign by NBC to increase its ownership of radio properties, which currently stands at eight: 4 AM and 4 FM.

U.S. Court of Appeals in Washington has held that **cable television systems are not entitled to protection against competition from translators**. Court last week affirmed decision of FCC rejecting petition of **Tele-Media Co. of Key West, Fla.**, to deny applications of **Monroe county government** to build UHF translators to rebroadcast programs of five Miami stations. **Tele-Media's** principal argument was based on *Carroll* decision—that competition would cause its systems economic injury, with consequent loss of local program service for subscribers. However, court said *Carroll* issue, adopted in radio

Justice eyeing media ventures

The proposals of six major media organizations to participate in two separate entertainment-producing ventures have caught the eye of the Justice Department's antitrust division. It is conducting preliminary inquiries to determine if antitrust-law violations are involved.

One of the inquiries is aimed at the proposed joint venture involving **CBS Inc.**, **Coca-Cola's Columbia Pictures Industries Inc.** and **Time Inc.'s Home Box Office** to establish a \$400-million movie studio (BROADCASTING, Dec. 6, 1982). The studio would produce films for theatrical distribution as well as for pay and broadcast television.

The second investigation involves the proposed partnership of **MCA Inc.**, **Gulf & Western's Paramount Pictures Corp.** and **Warner Bros.**, a subsidiary of **Warner Communications**, in the pay cable **Movie Channel** (BROADCASTING, Nov. 15, 1982). That company is now owned by **Warner Amex**, a joint venture of **Warner Communications Inc.** and **American Express**.

A Justice Department official last week said such inquiries are routine where large mergers are involved. The department seeks information—in the form of documents and in interviews with involved parties and potential competitors—to determine whether or not it should sue to block the merger.

case, could not be stretched to apply to cable television, since mission is not authorized to require cable systems to offer programming. Thus, court said, "there is no assurance that Tele-M will continue to provide that programming in any case." It said installation of translator system will provide residents of county choice of systems, "which is surely in the public interest."

Westinghouse Broadcasting and Cable last week asked FCC launch rulemaking to authorize, among other things, cable television relay service to share frequencies assigned, or proposed for assignment, to television auxiliary broadcast stations; to consider whether owners of master antenna TV systems should be eligible for CARS licenses on basis of unauthorized interconnections of their systems by CARS facilities; to permit use of excess capacity of CARS facilities by noncable entities; to provide for short-term operation of CARS facilities and equipment changes without prior committee approval; to eliminate existing requirement for mandatory use of adjacent K channels; to develop new channel designations to accommodate harmonically related carrier systems; to streamline CARS application process, and to consider merging CARS and broadcast auxiliary service into single service, to be regulated by single rulemaking wave branch.

United Church of Christ petitioned FCC on Friday (Jan. 7) to reconsider its decision permitting **PTL of Heritage Village Church Missionary Fellowship Inc.** to sell **WJAN(TV)** Canton, Ohio, to **L Livingstone Missionary Foundation of Tulsa, Okla.** (BROADCASTING, Dec. 13, 1982). **UCC** charged FCC violated its transfer proceedings and demonstrated disloyalty to its minority ownership by failing to hold license renewal hearing on case.

Democratic National Committee, Democratic Congressional Campaign Committee and Democratic Senatorial Campaign Committee have asked **Court of Appeals** in Washington to review FCC's decision denying their fairness doctrine complaint against **CBS** (BROADCASTING, Nov. 1, 1982). Democrats had complained to FCC after CBS refused to provide response time immediately after network call for speech by President Reagan on Oct. 13 last year. **West Michigan Broadcasting Co.** also has appealed to same court FCC's decision denying its application for new FM station in **Hart, Mich.**, granting mutually exclusive application of **Waters Broadcasting Co.** (BROADCASTING, Dec. 6, 1982).

Alexander M. Haig and **Henry Kissinger**, two former U.S. secretaries of state, will give "off-record briefing" to station news directors and general managers participating in annual convention of **Association of Independent Television stations**, set to open on Saturday (Jan. 15) at **Century Plaza hotel** in Los Angeles. Briefing, sponsored by **WPIX Inc.** New York's **Independent Network News** scheduled for 4:30 p.m. Sunday (Jan. 16) and is open only to those who have received invitations from INN. **WPIX Inc.** officials declined to say how much it is paying for briefing. Generally, Haig and Kissinger each draw fees upward of \$20,000 for personal appearances.

Representative Mario Biaggi (D-N.Y.) last week reintroduced measure (H.R. 84) that would establish **Sunday as national election day** and all polling places in country would open and close at same time (12 to 9 p.m. Eastern time). Biaggi's bill is attempt to bolster election turnout and to avoid possibility that projections based on Eastern results discourage Western voters. Both **CBS** and **ABC** officials have made similar call (see editorial, page 122).

Senate Majority Leader Howard Baker (R-Tenn.) is slated to address **National Association of Broadcasters' annual convention** next spring (April 10-13) in Las Vegas. Baker will speak April 11 at television luncheon, and **FCC Chairman Mark Fowler** is scheduled to speak at convention's closing joint luncheon April 13.

Over 700 angry Iowa sports fans phoned Iowa television stations last Wednesday (Jan. 5) when latest presidential news conference preempted University of Iowa basketball game off air. Five Iowa stations—KWVL-TV Cedar Rapids, WHO-TV Des Moines, WOC-TV Davenport, KTIV-TV Sioux City, and KIMT(TV) Mason City—covered 40-minute news conference, then joined game against University of Michigan in progress. Conference time was announced too late to change game schedule. One receptionist at WHO-TV (co-owned with 40[AM]), where President Reagan was announcer during 1930's) reported she received over 300 calls from irate basketball fans. Ed Hette, KWVL-TV station manager, said, however, he stood by judgment that President's news conference was more important than basketball game. Iowa lost, 61-59.

□

3C Video Enterprises is getting out of business of distributing video product to educational and institutional markets, announcing next week it is licensing distribution rights to its *Wide World of Learning* catalogue to MTI Teleprograms Inc. of Northbrook, Ill. In process, *Wide World of Learning* director, Dr. Peter P. Schillaci, joins MTI as consultant with title of director of program acquisitions and strategic planning. Eloise Comer, national sales manager of *Wide World of Learning*, joins MTI marketing staff. Under terms of agreement, MTI is U.S. and Canadian rights to existing *Wide World of Learning* catalogue and so will distribute selected future ABC properties leased through *Wide World of Learning*, including news, sports and entertainment programs.

□

National rating averages for this season's abbreviated nine-game football schedule are in for three networks. ABC scored average 19.3 rating for its 12 prime time telecasts, compared with 21.2 rating for 12 prime time telecasts in 1981. For Monday-only games, total of 19 for 1982, it averaged 20.6, compared with 21.7 for 16 Monday games year ago. CBS scored 16.5 rating for 17 broadcasts this season, compared with 17.5 rating for 27 broadcasts in 1981. NBC averaged 13.9 rating for 16 broadcasts in 1982, compared with 13.9 rating for 27 broadcasts.

□

New York City has made public general franchise contract being negotiated between city and six targeted applicants for cable franchises in outer boroughs. It calls for companies to pay 5% annual franchise fees, with exception of Cablevision, whose fees for Bronx and Brooklyn will be deferred until Bronx is profitable. And 40% of franchise fees collected from other operators for first seven years would be contributed by city to help finance Bronx build, according to contract. Issues still to be negotiated—access provisions and instruction sequences.

□

Dallas-based *Satellite Music Network* announced late last week that it has reached agreement in principle with Los Angeles station to become affiliate of its full-time adult contemporary *Starstation* format. Details were to be announced later this week.

For want of a crane. . . An errant tree trimming crane cut short the careers of two French television executives and forced French President Francois Mitterand to delay a scheduled New Year's day interview. A 140-foot crane to be outfitted with a dish and used as a relay between the President's country home in southwestern France and the regular relay station was at the opposite end of the country, where it had been hired to trim trees. Mitterand agreed to delay the broadcast 24 hours, at which time the interview was conducted with the help of an army crane flown in at considerable expense. Following the mixup, Maurice Remy, president of Television de France, the state-run agency responsible for the technical operation of French television, offered his resignation, which was accepted, and the post of director-general of TDF was eliminated, and incumbent Jean Guillermin fired.



Telling the world. A Palestinian woman shows her grief in one of the refugee camps in Beirut where hundreds were killed in the massacre of mid-September, in this scene from ABC News's *Closeup* documentary that was broadcast Friday night (Jan. 7). ABC claims a number of new pieces of information concerning the tragedy were uncovered in the preparation of "Oh, Tell the World What Happened"—among them, that at least 45 Israelis, civilians and military, knew civilians were being killed in the Sabra and Shatila camps by the afternoon of the second day of the massacre. The killing was not stopped by the Israelis until the following morning. The program also assigned direct responsibility for the massacre to three leaders of the Lebanese Phalange. But it said the U.S. and Lebanon, along with Israel, bore some indirect responsibility. The Lebanese army was said to have been unable or unwilling to prevent the killings, while the U.S. did not make good its guarantee to protect the Palestinian civilians.

ABC Radio is planning press conference for next Monday (Jan. 17) to announce that first stations among major networks which will be "officially" using RCA's satellite-delivered audio digital distribution system are WTKN(AM) which is Talkradio affiliate, and its sister station, WWSW-FM, which is primary entertainment network affiliate, both of which are licensed to Pittsburgh. Stations have been testing digital signal since Dec. 20, according to company spokesman.

□

AT&T and N.V. Phillips's Gloeilampenfabrieken of Netherland, major electronics and telecommunications company, have announced plans for joint venture. New enterprise would be equally owned by Phillips and AT&T International, which represents Bell System outside U.S. New company initially will develop and market, in Europe, telephone-call switching equipment based on existing Bell system technology. But companies said they would study possible expansion of business into other telecommunications equipment and transmission systems. And that possibility is said to worry their European competitors.

□

A.C. Nielsen reported 16% increase in net earnings for quarter ended Nov. 30, to \$9.7 million, 87 cents per share. Rise came on 6.9% revenue growth to \$162 million.

□

Gert Schmidt, vice president for Harte-Hanks Communications' Television Group, Jacksonville, Fla., named senior vice president for Harte-Hanks' Broadcasting and Entertainment Division, responsible for radio, television and syndicated properties.

□

Susan Alvarado, assistant to Vice President George Bush for legislative affairs, joins National Association of Broadcasters as director of congressional liaison.

Editorials

The end

The executive committee of the National Association of Broadcasters has wisely voted to recommend the disbandment of the radio and television code boards, last vestiges of an enormous code bureaucracy that caused far more trouble than it cured.

The programming standards of both codes have been in suspension since 1976 when a federal judge ruled that the adoption of "family viewing" standards, at the urging of the government, was a violation of the First Amendment. Although that case still awaits ultimate resolution, it stands as refutation of the argument that an intricate code of "self-regulation" is somehow better than direct governmental control.

The advertising time standards in the codes have been in suspension since the NAB's lawyers noted the possibility of treble damages in antitrust suits.

Surely the organization has learned by now that detailed restrictions in an NAB code are government repression once removed and inducements to cartelization. If there must be something to hang in the NAB lobby, let it be a statement of ethical principles encouraging individual initiative by responsible broadcasters.

Call to battle

Few UHF television broadcasters may be aware of it, but they have been given an onrushing deadline by which to assert their claims to the frequencies they had believed were theirs to occupy. The date is March 10, when comments are due in a ponderous rulemaking now formally begun at the FCC to incorporate in the commission's rules the results of the 1979 World Administrative Radio Conference.

Buried in the notice of proposed rulemaking that was voted in November (BROADCASTING, Nov. 22, 1982) but unreleased until everyone had left for the New Year holiday is an invitation for comment on "the feasibility" of sharing UHF television spectrum space with land-mobile radio services. Thus does a clever and persistent spectrum grab by land-mobile interests move closer to achievement.

As was noted on this page when the FCC voted for the rulemaking, four commissioners who should know better are parties to the grab. They have followed the advice of the FCC's Private Radio Bureau—which reflects the highest hopes of the land-mobile industry. The dissents of three commissioners—James H. Quello, Henry M. Rivera and Joseph R. Fogarty—put things in their proper light. "Irresponsible spectrum management," Rivera called it.

The FCC majority is conducting this escapade on the pretext that it is somehow mandated by the decisions of the World Administrative Radio Conference. The truth is that WARC 79—at the instigation of the FCC—merely authorized the sharing of UHF space by television broadcasting and land-mobile radio if interference with neighboring nations could be avoided. No power whatever is conferred on WARC or by it to say that sharing will be done.

To include UHF sharing in its WARC rulemaking, the FCC majority is assumed to have swallowed a Private Radio Bureau report claiming shortages in land-mobile spectrum space. The irresponsibility detected by Commissioner Rivera was demonstrated by the FCC's decision to vote on the rulemaking the day

before the deadline for comment on that Private Radio Bureau report. Included in the comment that arrived the next day was devastating rebuttal to the bureau's calculations and conclusions.

In particular, a sober analysis of land-mobile spectrum usage submitted by a respected consulting firm, Dale N. Hatfield Associates, took the Private Radio Bureau report apart. Hatfield conclusively showed that under present allocations of spectrum and appropriate incentives to improve technology, land-mobile has all the space it needs.

Before it comes to final voting on the WARC rulemaking, the FCC majority must be persuaded to look beyond its constituency-minded Private Radio Bureau for advice and evidence as to land-mobile spectrum needs. If it does that, it will find no reason to worry about the "feasibility" of UHF sharing.

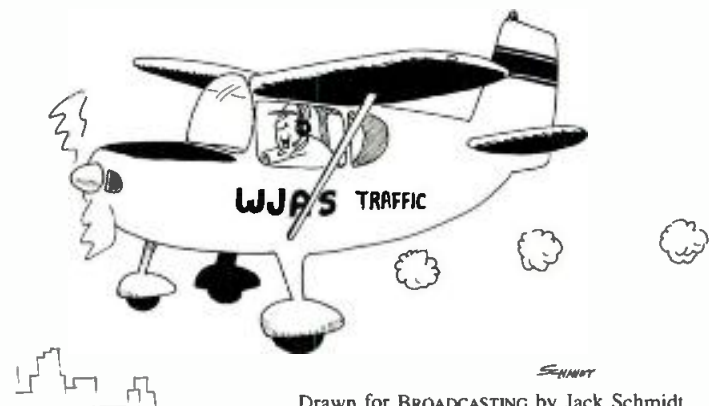
All for one

On the opening day of the 98th Congress, Representative Mario Biaggi (D-N.Y.) was ready with a bill he had introduced before, to hold national elections on Sunday with simultaneous opening and closing of the polls. The purpose is to encourage voter turnout and eliminate the possibility that early projections of results based on Eastern returns can discourage voting in later time zones. In their own and the public's interest, broadcasters and cable operators ought to go to Biaggi's support.

The details of Biaggi's proposals may be subject to discussion. He wants Sunday voting to be timed to noon to 9 p.m., Eastern time. Prominent broadcasters, including Frank Stanton, former CBS president; Thomas Wyman, incumbent CBS president, and Leonard Goldenson, chairman of ABC, have advocated a common, 24-hour voting day.

But whatever the day and however long it may be, the idea of commonality in opening and closing is one whose time has come. After each national election, since computerized projections became the electronic journalism rule, there have been complaints about effects on Western voting.

Those complaints are certain to persist, if present voting arrangements are perpetuated. They are also certain to lead to cries for broadcasting reform, when it is the voting system where reform is needed. On the Biaggi campaign, all broadcasting and cable interests can find common cause.



Drawn for BROADCASTING by Jack Schmidt

"Here's a chuckle, folks. The WRAY mobile unit is stuck in a traffic jam on North Main."

Media General, Inc.

has acquired

WJKS-TV

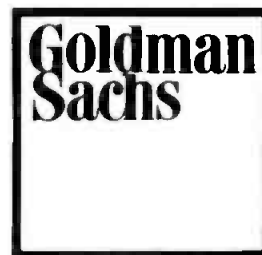
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