

# Broadcasting Jan 31

## ROWAN & MARTIN'S LAUGH-IN

### SOLD-IN

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Phoenix . . . . . KPNX	Milwaukee . . . . . WVTU	New Orleans . . . . . WVUE
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Shreveport . . . . . KTAL	Fresno . . . . . KFSL	Albuquerque . . . . . KGGM
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Fort Wayne . . . . . WFFT	Reno . . . . . KOLO	
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KRON-TV  
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**10**

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# Thanks Katz!

## VARIETY

Vol. 102 No. 8

New York, Wednesday, December 29, 1982

30 PAGES

### Katz Market-By-Market Survey Sees Syndie On Downward Slope

One of the most heavily covered stories of the last few years is the decline in network ratings and profits caused by cable and pay tv.

In general, syndicated programs on network affiliates and stations are also stuck on a downward slope.

Some programs began to decline in September and none are up in ratings.

More than the

The most recent Nielsen numbers — the 100-plus November market-by-market survey, as interpreted by the program department of Katz Communications — are full of bad news for most of the new and continuing syndicated programs, both first-run and off-network.

**For example, in the key time period of early fringe access for first-run strips, only "People's Court," from Telepictures, "is a virtual universal success," according to Katz.**

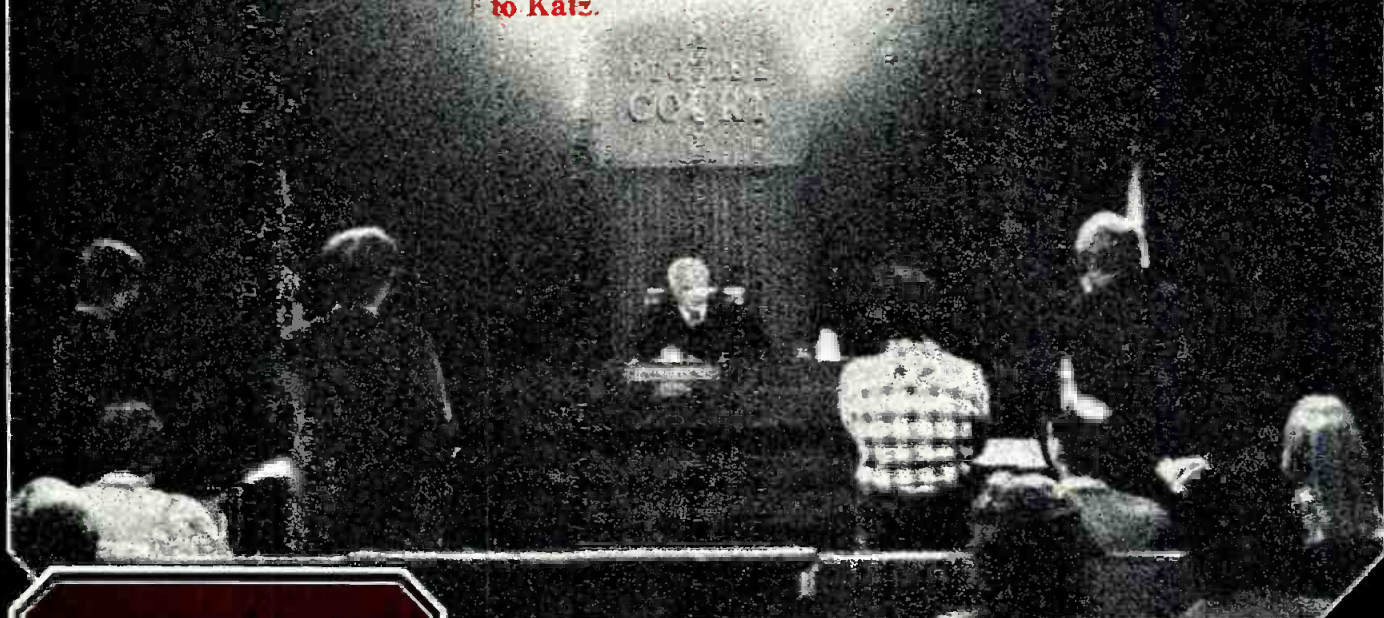
But every other first-run strip in these time periods is facing ratings sledging according to the analysis.

Katz singles out three of the most touted strips as down indicators.

Parade's "The Love Boat" and "You Ask & For"

Of the syndicated strips new to afternoon

between 11 and 12 p.m. on Wednesday, "The



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# Broadcasting Jan 31

## Comments pour into FCC on network syndication-financial interest Getting a bead on radio's top 20 advertisers Fourth network looks to become reality in near future

**FOURTH NETWORK BUBBLES ANEW**  In wake of INTV, broadcasters and movie studios huddle over alternate service in prime time. **PAGE 27.**

**PROGRAMING WALLS OF JERICHO**  In comments to FCC, networks sound trumpets for repeal of syndication and financial-interest rules, claiming time and technology have made restrictions obsolete. Opponents contend repeal would stifle competition and be disservice to public. **PAGE 28.**

**EXTRAVISION SET FOR APRIL**  CBS's new feature in teletext service will seek business customers to supplement revenues from residential users. **PAGE 32.**

**HILL HOPPER REFILLING**  Major communications legislation, with some modifications from last session returns to Capitol Hill. **PAGE 33.**

**1% OWNERSHIP RULE**  FCC wants to raise maximum for individual to 5% in multiple ownership considerations and would increase figure to as much as 20% for "passive investors." **PAGE 34.**

**RADIO'S CHOICE SPENDERS**  Anheuser-Busch's \$33 million in spot and network leads RAB's special compilation of top 20 sponsors in first nine months of '82. **PAGE 44.**

**BAD FRUITS OF WESTMORELAND CASE**  CBS news chief Sauter laments fact that suit has rallied forces opposing "independent, searching press." **PAGE 55.** American Legal Foundation asks FCC to lift CBS licenses as punishment for controversial documentary. **PAGE 67.**

**METROMEDIA NEWS EXPANSION**  Independent group owner starts drastic revamping at WTTG(TV) Washington and KTTV(TV) Los Angeles. **PAGE 58.**

**FOWLER FIELDS DINGELL QUESTIONS**  FCC

chairman says commission will decide after reading financial-interest comments whether to conduct further studies, restates desire for change in comparative renewal proceedings. **PAGE 64.**

**PORTRAIT OF IMPENDING DISASTER**  NCTA and other cable interests tell appeals court that implementation of CRT rate hikes will create financial havoc, charge that tribunal did not make copyright holders prove present schedule is unreasonable. **PAGE 64.**

**ANOTHER UHF FOR D.C.**  Law judge's proposed channel 14 grant goes to group headed by George Corbin III. **PAGE 65.**

**SWIM WITH TIDE**  Patrick presentation to NAB board offers look at what changes are being effected by new technologies. Broadcasters advised to join, not fight, things to come. **PAGE 68.**

**LPTV STATUS REPORT**  Anaheim meeting gets input on FCC's problems in processing low-power applications, look at programing available, assessment of LPTV's place in market. **PAGE 69.**

**REAGAN AT NRB**  National Religious Broadcasters annual convention opens in Washington with FCC, Congress and President prominent on agenda. **PAGE 71.**

**BIG BERTHAS IN SWEEPS**  Networks ready major programing guns for February local-count period. In front line is ABC-TV's \$38-million *Winds of War*. **PAGE 72.**

**NRB'S PRUDENT STEWARD**  In 1966, Dr. Ben Armstrong was asked to serve the National Religious Broadcasters as its executive director. Without hesitation, he made his mission for God and NRB his life's work. **PAGE 95.**

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 KYW Philadelphia  
 KTHI Fargo  
 KPVI Idaho Falls

**8:00 & 8:30 AM**

KTVB Boise

**8:30 AM**

WCVB Boston

**9:00 AM**

KLAS Las Vegas

**10:30 AM**

KABC Los Angeles  
 WBTV Charlotte  
 WMGC Binghamton  
 KVIQ Eureka

**11:00 AM**

WWMA Grand Rapids  
 WCAX Burlington

**12:30 PM**

WTWO Terre Haute

**1:00 PM**

WYTV Youngstown

**5:00 PM**

WJTV Jackson

**Saturdays**

**6:00 AM**

KTZO San Francisco

**6:30 AM**

WLOS Asheville  
 KJAC Port Arthur

**7:00 AM**

WJTM Winston-Salem  
 WMUR Manchester

**7:30 AM**

WAWS Jacksonville

**10:30 AM**

KXLI St. Cloud

**11:00 AM**

KRIS Corpus Christi

**12:00 Noon**

WHMB Indianapolis  
 WIXT Syracuse

**12:30 PM**

WSFJ Columbus  
 WOI Des Moines  
 WKYT Lexington  
 WEEK Peoria  
 KTVO Ottumwa  
 WHKY Hickory

**1:00 PM**

KTUL Tulsa  
 KAKE Wichita  
 WGAN Portland  
 WKOW Madison  
 WREX Rockford  
 WDIO Duluth  
 WXOW La Crosse  
 WQOW Eau Claire  
 WAOW Wausau

**1:30 PM**

WMDT Salisbury

**2:00 PM**

WHP Harrisburg  
 WFMZ Allentown  
 WWMA Grand Rapids

**3:00 PM**

KCOY Santa Barbara

**3:30 PM**

KNDO Yakima

**5:30 PM**

WABG Greenwood

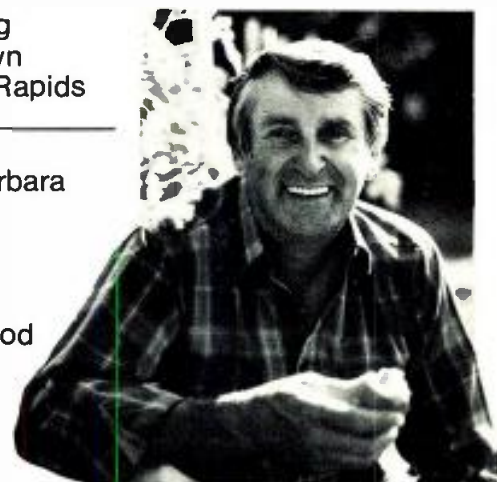
**WED - 4:30 PM**

**FRI - 6:00 PM**

KAIL Fresno

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WTEN Albany  
 WJCL Savannah  
 WCEE Mount Vernon



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## Choice targets

Following directive from Court of Appeals in Washington last year (BROADCASTING, Aug. 16, 1982), FCC is expected to issue order this week opening 13 of RKO General Inc.'s broadcast licenses to competing applications. FCC shut door on challenges for those stations in 1980, contending that it first wanted to consider RKO's qualifications. Several would-be competitors appealed, asserting that FCC's action unfairly required potential competitors to wait indefinitely to be heard. Court agreed with would-be competitors.

Although FCC had wanted to appeal to Supreme Court, Department of Justice refused to support commission. Up for grabs will be WOR(AM) and WRKS-FM New York; WRKO(AM) and WROR(FM) Boston; WGMS-AM-FM Bethesda, Md.-Washington; WAXY(FM) Fort Lauderdale, Fla.; WFYR(FM) Chicago; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; KHJ(AM) and KRTH(FM) Los Angeles.

## New breed?

Was audience attracted by Mobil Showcase Network's *Life and Adventures of Nicholas Nickleby* "phenomenal breakthrough in prime time television?" At least one major advertising agency, Compton Advertising Inc., suspects so and is investigating market-by-market impact of four-night program on local affiliates, independent stations and public broadcasting outlets, last of which traditionally attract upscale viewers targeted by *Nickleby*. If study, which may involve special demographic breakout by A.C. Nielsen, proves new breed of viewer tuned in, it would have "great impact," according to Compton insiders, in helping to convince advertisers to reallocate money normally spent in network to alternative services, ad hoc networks, for example.

## Six-billion-dollar year

Title of world's largest advertising medium (based on annual revenues) was long held by CBS-TV, then taken over few years ago by ABC-TV. It may be up for grabs again. CBS, considered sure shot to make current season its third straight as prime time ratings winner, is in good position to regain revenue lead in 1983. In fact, some think that when final counting is done, there'll be relatively little difference between them for 1982. CBS's

lead in prime time revenues approximately offsets ABC's lead in daytime sales and in rest of schedule they're running nip and tuck.

When final counts are in, it seems almost certain they'll show three-network revenues passed \$6 billion in 1982. Both ABC and CBS say their 1982 sales exceeded \$2 billion ("Closed Circuit," Jan. 24). Observers think each scored in \$2.1- or \$2.2-billion range, and that NBC-TV's total was around \$1.85 billion. On that basis, 1982 combined revenues would be \$6.1 or \$6.2 billion, up 11%-13% from 1981.

## Tracking pay audience

Breakout of viewing statistics for individual major pay-cable services is due to be included in Nielsen's next Cable Status Report, scheduled for publication in February. Pay-service viewing has been reported in aggregate in past reports. Nielsen sources say they won't know until production time how many or which services will qualify for individual reporting under sample-size and other technical standards.

## Ouch

Heavy costs incurred to keep its money-losing *New York Daily News* in business, plus effects of general recession, have deflated value of Chicago-based Tribune Co.'s stock. Shareholders in closely held company, which owns newspapers, broadcast group and cable MSO, have been privately advised that value per share was \$73,750 as of Dec. 31, 1982. Year earlier value was put at \$90,000.

## Any which way

Sansui drew crowds at Winter Consumer Electronics Show earlier this month with multiple-decoder AM stereo car radio that could be switched manually to receive any of four AM stereo systems now vying for marketplace acceptance. What crowds did not see was AM stereo-FM stereo-cassette car radio that switches automatically among systems by using pilot tones as cues. Sansui was demonstrating that to select few, including Bob Kanner, chief engineer, KHJ(AM)-KRTH(FM) Los Angeles. Sansui representative showed Kanner radio in Los Angeles where they could tune between KHJ, which broadcasts Kahn stereo signal, and KFI, which broadcasts Harris signal, and put automatic switcher and Harris and

Kahn decoders through paces. Although Sansui representative did not say so, Kanner said he was left with impression that manufacturer was seriously considering marketing multiple-decoder radios.

## Commerce down one

Senate Commerce Committee is expected to lose key staff member soon. Committee's chief counsel, Bill Diefenderfer, has announced intention to leave and is studying outside options.

## Buying mood

Infinity Broadcasting, New York-based owner and operator of one AM and five FM properties, is expected to announce shortly that it has reached agreement to purchase Slater Broadcasting's KXYZ(AM) Houston for undisclosed price. Manning Slater, principal owner, bought station from ABC in 1979 for \$1.8 million. Informed sources say Infinity has also reached agreement in principle to buy Charter Broadcasting's KCBQ-AM-FM San Diego for purchase price said to be around \$8 million. However, Infinity denies deal with Charter.

## Pitch for Mitch

Founders and organizers of third Annenberg school of communications, which is scheduled to open in Washington next fall (BROADCASTING, July 19, 1982), are close to final decisions on staff, courses and budget. And while announcement is not yet ready to be made, it was learned last week that Annenberg officials at University of Pennsylvania and at University of Southern California know whom they want to run new school—Maurice Mitchell, as director, and Barry Cole, as deputy director—and that both are expected to say yes when formal offers are made, in week or so.

Mitchell, former chairman of National Public Radio and one-time chancellor of University of Denver, is now chairman of Westview Press, publisher of academic books, and is on several boards, including Encyclopaedia Britannica. He lives in Santa Barbara, Calif. Cole, who served as consultant to FCC in early 1970's, has been adjunct professor at Annenberg School in Philadelphia and lecturer in university's law school since 1978.



# Business Briefly

TV ONLY

**Howard Johnson Co.** □ Campaign for motor lodges begins Feb. 14 in 13 markets. Flight will run 10 weeks in news, late fringe, fringe, prime access and sports times. Target: men, 25-54. Agency: N W Ayer, New York.

**Tonka Toys** □ Campaign for two toy products begins Feb. 14 on network TV, supplemented with 23 spot markets. Ten-week flight will air Saturday mornings on network TV and in early fringe time in spots. Target: children, 2-5. Agency: Jordan, Case & McGrath, New York.

**Shane Co.** □ Campaign for J.C. Sloan diamonds begins Feb. 21 for eight to 10 weeks for varying flights in 10 markets. Spots will air in day, early fringe, late fringe, news and weekend times. Target: adults, 18-54. Agency: Kelly, Scott & Madison, Chicago.

**Superior Pet Products** □ Campaign for Bone-anza dog treats begins Feb. 28 in Indianapolis; Milwaukee; Tampa,

St. Petersburg, Orlando and Daytona, all Florida, and Albany, Buffalo and Syracuse, all New York. Flight will run five weeks in day, fringe and weekend times. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.

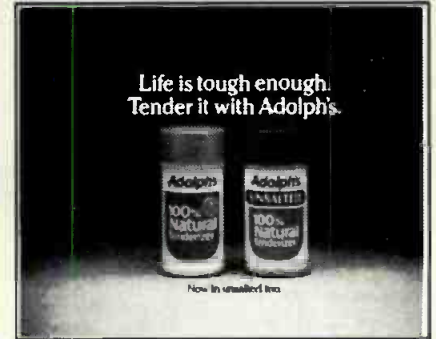
**Jordache Jeans** □ Campaign for Jordache adult jeans begins in early February in about 20 markets. Campaign will run five weeks and target adults, 18-49. Agency: Winner Communications, New York.

**New England Ford Motor Co.** □ Campaign begins this week in nine markets for two, four and five-week flights. Emphasis is on Escort automobile and 11.9% financing. Spots will run in all dayparts. Target: adults, 25-54. Agency: Hill, Holliday, Connors, Cosmopolos, Boston.

**Canada Dry Corp.** □ Campaign for caffeine-free ginger ale begins this month in 42 markets. Four-week flight airs in early fringe, prime and prime access times. Target: adults, 18-49. Agency:

Young & Rubicam, New York.

**Sunmark Industries** □ Campaign for One Pump gasoline begins Feb. 14 in 10 markets. Three-week flight will air in late fringe, prime and sports times. Target: men, 25-54. Agency: Wells, Rich, Greene, New York.



**New campaign.** Adolph's Ltd., Greenwich, Conn., has started new television campaign in selected spot television markets in support of Adolph's Meat Tenderizer. Commercial follows average worker throughout day as he is harassed by everyone until he arrives home and is served "tender, delicious" meat for dinner. Voice-over by actor Arnold Stang captures theme of spot: "Life is tough enough. Tender it with Adolph's." Waring & LaRosa, New York, is agency.

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Chicago, Ill. 60601/312-346-8442  
Los Angeles — 6777 Hollywood Blvd.  
Hollywood, Ca. 90028/213-466-8119

San Francisco — 2225 Union Street  
San Francisco, Ca. 94123/415-563-3252  
Dallas — 7616 LBJ Freeway  
Dallas, Tex. 75251/214-960-1707

**Standard Oil Co.** □ Campaign begins Feb. 14 in 24 markets. Three-week flight will air in news and late fringe times. Target: men, 25-54. Agency: D'Arcy-MacManus & Masius, Chicago.

**Ocean Spray Inc.** □ Campaign for various paper bottled juices begins Feb. 28 for three weeks in about 80 markets. Network campaign will run four weeks after spots on ABC, CBS, NBC and superstation WTBS(TV) Atlanta. Spots will run in all dayparts. Target: women, 25-49. Agency: Kenyon & Eckhardt, Boston.

**Elaine Powers** □ Campaign for figure salons begins this week in 22 markets. Flight will run through Feb. 16 during daytime. Target: women, 18-49. Agency: CPM Inc., Chicago.

**Bell Telephone of Pennsylvania** □ Campaign begins in late January in five markets. Spots will run in early fringe, late fringe, news, sports and prime times. Target: men, 25-64. Agency: Lewis & Gilman, Philadelphia.



# HARRY

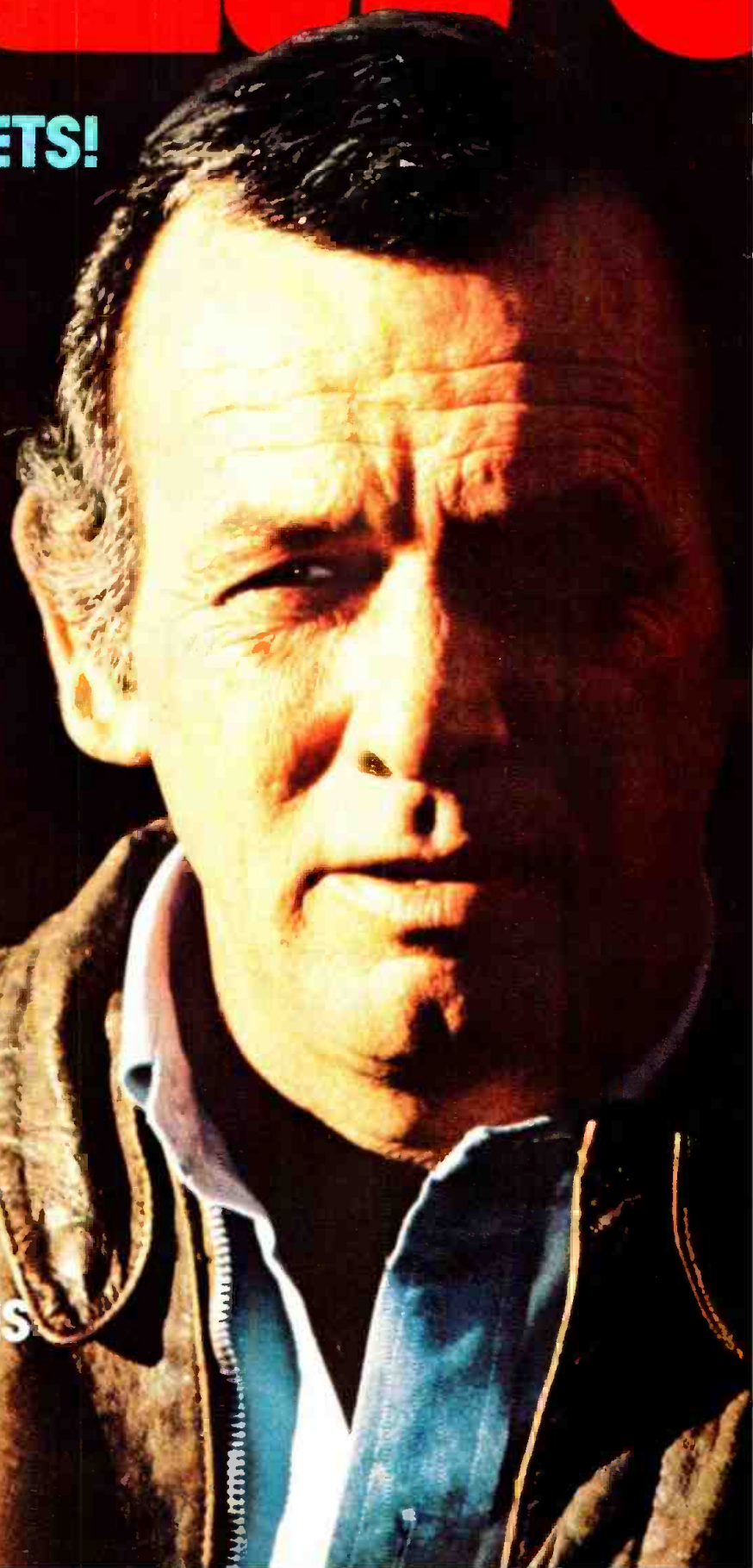
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KTXA-TV Dallas-Ft. Worth  
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KPLR-TV St. Louis  
KTMX-TV Denver  
WBAL-TV Baltimore  
KTXL Sacramento  
KLRK-TV Portland (Ore.)  
WTVX-TV Hartford-Waterbury  
KPHO-TV Phoenix  
KFMB-TV San Diego  
KMBC-TV Kansas City  
WIVB-TV Buffalo  
WMOD-TV Orlando-Melbourne  
KOKH-TV Oklahoma City  
WTKR-TV Norfolk  
WGGT Greensboro  
WXXA Albany-Schenectady  
WWBT Richmond  
KAKE-TV Wichita  
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WUHF-TV Rochester (N.Y.)  
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WTVG Chattanooga  
WFFT-TV Fort Wayne  
WOTI-TV Greenville-New Bern  
KVVU-TV Las Vegas

**44 ONE-HOUR EPISODES**



Warner Bros. Television Distribution  
A Warner Communications Company





**National Pork Producers** □ Campaign for various fresh pork products begins Feb. 21 in Dallas, Chicago and Atlanta. NEC Radio network will also carry in day and late fringe times. Flight will run for nine alternating weeks with network radio airing three weeks longer. Spots will run 5:30 a.m.-3 p.m. and target women, 18-49. Agency: Lord, Sullivan & Yoder Advertising, Des Moines, Iowa.

**Helena Chemical** □ Campaign for Bayfolan chemical for grapes begins Feb. 21 in Fresno, Bakersfield and Modesto, all California. Flight will run for seven weeks in early morning times. Target: men, 25-54. Agency: Ward Archer & Associates, Memphis.

**Atlantic Richfield Co.** □ Arco's AM-PM mini markets will begin coffee promotion this week in about 24 markets. Six-week

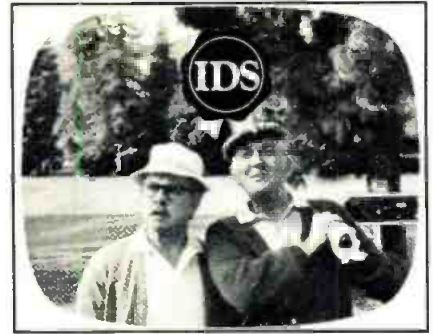
flight will air in all dayparts. Target: adults, 18-49. Agency: Foote, Cone & Belding, Los Angeles.

**Bermuda Dept. of Tourism** □ Campaign for Bermuda vacations begins in late February in eight Northeastern markets. Four-week flight will air in all dayparts. Target: adults, 25-54. Agency: Foote Cone & Belding, New York.

**Hallmark Cards** □ Pre-Valentine campaign begins Feb. 5 on network radio, supplemented with 18 spot markets. One-week flight will air Monday through Friday, 6 a.m. to 7 p.m. Target: women, 18-49. Agency: Young & Rubicam, New York.

## RADIO AND TV

**General Mills Inc.** □ Campaign for Yoplait custard begins Feb. 7 in 12 radio markets and over 12 TV markets. Campaign will run through February in



**IDS to rescue.** Investors Diversified Services Inc., Minneapolis, will start spot TV campaign in 34 major markets this week to spotlight company's financial planning assistance for retirement. Two commercials, created by IDS's agency, Mars-teller Inc., Chicago, show vacationers can leave financial worries behind them by enlisting aid of IDS. Additional flight will run on network TV this fall.

all dayparts. Target: women, 18-49. Agency: Dancer Fitzgerald Sample Inc., New York.

**California Iceberg Lettuce Commission** □ Campaign for lettuce begins this week in about 50 markets. Flight will run two weeks in February and two weeks in March in all dayparts. Target: women, 25-49. Agency: International Communications Group, Los Angeles.

## AdVantage

**Eastman's 1982 radio analysis.** Based on examination of more than 12,000 spot radio campaigns, Eastman Radio analysis shows 25-54 age was most popular demographic among availabilities for 1982, 32% of all requests. In second place was 18-49, 17%, and 25-49, in third, 12%. In survey areas, metro led with 87% of all agency availability calls, followed by total service area, 6%, and ADI, 5%. Most popular length in 1982 was one to four weeks, 74%, leading five to nine weeks, 16%, and 10 to 14 weeks.

... and from **Torbet Radio.** Again, 25-54 age group was on top in Torbet Radio's compilation of availabilities by demographics, representing 33.9% of all 1982 requests. It was followed by 18-49, 13.7%, and 25-49, 12.3%. In flights requested, one week led with 29.4%, followed by two weeks, 16.4%; four weeks, 14.8%; three weeks, 11.5%, and six weeks, 7.1%. Torbet said metro led in survey area requests, with 85.8%, while TSA scored 4.2% and ADI 4.3%.

**New merger.** Foote Cone & Belding's Aitkin-Kynett, Philadelphia, and Lewis & Gilman Inc., Philadelphia, have agreed to merge, subject to required legal step and approval by L&G shareholders. Combination would form agency with more than \$90 million in billings; about \$40 million in broadcast.

**Picks SSC&B.** United Satellite Television (USTV), which will begin its satellite-to-home pay television service later this year, has named SSC&B: Lintas, New York, as its advertising agency. It will broadcast via transponders on Canadian ANIK-C2 satellite which is scheduled to be launched by U.S. space shuttle, Challenger, in May. Advertising billings were not disclosed but television, print and direct mail are expected to be used.

## RepReport

**Name change.** Peters, Griffin, Woodward television representative, subsidiary of Corinthian Broadcasting Corp., is changing its name to Corinthian Television Sales Inc., effective Feb. 1. New name "accurately and completely describes our company today and for the future," said Arthur Elliot, president of rep firm. Company has trimmed its client list from 50 stations represented in 1981, to six television stations owned by Corinthian at present. Personnel assignments and office addresses for New York-based firm will remain same.

KLUR-FM Wichita Falls, Tex.: To Katz Radio from Selcom.

KMAK(AM)-KBOS(FM) Fresno, Calif.: To McGavren Guild Radio from Christal.

CKTM-TV Trois Rivières, Quebec; CKSH-TV Sherbrooke, Quebec; CKRD-TV Red Deer, Alberta, and CHAT-TV Medicine Hat, Alberta: To Canadian Standard Broadcast Sales from all Canada Radio and Television.

WDRQ(FM) Detroit: To Hillier, Newmark & Wechsler from Selcom.

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**T**he Great Sounds. An exciting new weekly four hour radio program from The United Stations... hits of the 20's

From The Desk Of:  
**MICHAEL A. McVAY**  
WMJI/WBBG OPERATIONS MANAGER

Subj: The Great Sounds  
January 12, 1983

To: Ed Salamon  
United Stations

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"The Great Sounds" is the most remarkable Nostalgia program I've ever heard! The show has not even aired yet...and we've sold it out!!!  
I don't remember, in my 12 years of programming from Los Angeles to Cleveland, when I've ever listened to a more entertaining show. The demo you supplied was the key to our easy sales success.  
We expect the same enthusiastic response from our listeners as we've experienced from advertisers.

Best wishes for 1983.

Sincerely Yours,

Michael A. McVay

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THE EARLY FRINGE FRANCHISE TO NEWS,

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They love Monte Markham.

They love Martha Lambert.

They love the 45 weekly contributors.



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The only thing they don't love is having to wait until September 12th to watch it regularly.

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## ESPN estimates

While waiting for its first complete Nielsen report, due out in February, which will cover the fourth quarter of 1982, ESPN let folks get a peek at preliminary data for the months of October and November, and even a few statistics from December. ESPN says the ratings were "remarkably consistent" even in the face of competition from World Series coverage and broadcast network stunting during the November sweeps. ESPN's average Monday-to-Sunday, 8-to-11-p.m. rating was 2 in November, and 1.8 in October. ESPN reported data on the three college bowl games it carried in December: The Dec. 25 Aloha Bowl pulled a 6.4 rating; the Dec. 29 Liberty Bowl, a 4.8 (with ESPN noting that game was also available on 100 broadcast stations through syndicator, MetroSports). The Independence Bowl on Dec. 11 drew only a 1.8 rating, competing with Ted Turner's multimedia carriage of the Virginia/Georgetown basketball game. (All the Nielsen numbers for ESPN are based on Nielsen's 22,500,000 household estimate of ESPN's potential audience base).

## Big in Boston

American Cablesystems Corp. is solidly entrenched in its hometown of Boston. ACC has won the cable franchises for the 14,000

homes in the towns of Randolph and Hull, giving it more than 65,000 homes in five franchises in Boston's South Shore area. "American Cablesystems has established an excellent record for itself in eastern Massachusetts, particularly in respect to cable engineering, local television production and community involvement," said the Randolph board of selectmen in explaining its decision. ACC also holds the franchises for Quincy, Milton and Scituate on the South Shore. The Quincy and Milton systems, serving 16,000 homes, are completed. The Scituate system, which will eventually serve 6,800 homes, will be finished within 12 months. The company also has systems in New York, Virginia, West Virginia and Tennessee with a total of 85,000 subscribers.

## Waiver review

The Court of Appeals in Washington last week set aside the FCC's decision denying KCST-TV San Diego a waiver from network duplication rules governing cable television. In 1978, KCST-TV, an NBC affiliate, filed a petition for special relief, seeking nonduplication protection from KNBC(TV) Los Angeles. In the early 1970's, KNBC had been determined to be "significantly viewed" in San Diego county; as a result, it was exempt from the nonduplication requirement. In its petition, KCST-TV presented viewership in-

formation indicating that KNBC was no longer significantly viewed in San Diego, and argued that the rule was placing it at a competitive disadvantage to other San Diego network affiliates, whose Los Angeles counterparts had not been determined to be significantly viewed in San Diego. The FCC denied the waiver request, stating that KCST-TV's viewership information was irrelevant, and that the FCC would consider such waivers only if a station could demonstrate "some need for regulatory intervention in order to preserve local television broadcast service," a condition not claimed by KCST-TV. In remanding the case to the FCC, the court said it found no basis for requiring a showing of economic impact before the FCC considered evidence purporting to demonstrate a lack of significant viewing and said the FCC had acted "arbitrarily" in refusing to give KCST-TV's evidence a "hard look."

## Getting out

Gilmore Enterprises, a Kalamazoo, Mich.-based multimedia company, has decided to get out of the cable business. It is negotiating to sell three northwest Ohio cable systems serving Van Wert, Celina and Bryan to Jackson Enterprises of Clayton, Ohio. No financial details have been disclosed. The systems, which serve 12,000 homes, are the last of Gilmore's cable holdings. It sold its two Kentucky systems in the fall of 1981. Jackson Enterprises already serves about 5,800 subscribers through its systems in southwest Ohio. The transaction is being handled by Kepper, Tupper & Co., McHenry, Ill.

## Nashville news

March 7 has been set as the launch date for the Nashville Network, produced by WSM Inc. and marketed by Group W Satellite Communications. So far, cable systems with a total of just under seven million subscribers have signed up. More than 300 hours of programing have been completed for the planned 18-hour-a-day schedule.

## Funds for Falcon

Falcon Communications, a southern California MSO, has increased its line of credit with two banks. Its credit with the First National Bank of California and First Interstate Bank has been extended to \$35 million and \$17 million, respectively. (The company has a separate \$10 million line with the First National Bank of Boston.) Money from the banks will be used to fuel Falcon's rapid growth. Over the past four years, said Falcon treasurer, Robert Kerstein, the number of homes Falcon has under franchise has risen from 15,000 to more than 210,000 and the miles of plant has jumped from 102 to more than 1,000. "We are extremely pleased



**Truckload of boxes.** John Schmuhl, president and general manager of Warner Amex's Qube system in Columbus, Ohio, (l) went down to the loading dock to receive firsthand delivery of the first of 10,000 interactive terminals from Pioneer Communications of America Inc. Making the delivery is Bob Matsumoto, president of PCA. The shipment contained 1,000 terminals; the rest will be sent in February. The entire order is valued at between \$2 million and \$2.5 million. The terminals consist of three elements: the BT-1304 converter/decoder, the BT-1350 subscriber control and the BX-1503/E "security bracket."



to have two of the most prestigious financial institutions supporting our continued growth in California," said Kerstein.

## Cable's business is business

Businesses—small and large—are a potentially lucrative market for cable operators, according to an 11-market survey conducted by the ELRA Group, based in East Lansing, Mich. But to cash in on the market that may be worth hundreds of millions of dollars a year, the ELRA Group said, cable operators must "move quickly" to head off the competition. Many businesses need special services that will require cable operators to install "state-of-the-art interactive institutional networks," it said, but businesses also desire many of the services routinely offered to homes.

The businesses surveyed said they would pay amounts ranging from \$15 to \$60 per month for such two-way services as slow-speed and high-speed data communications, electronic mail, facsimile and voice communications. And one of 15 said they would pay \$120 per hour for a two-way videoconferencing service. More than 20% of the companies said they would subscribe to basic cable service to receive such services as Cable News Network, Financial News Network, Dow Jones, ACSN and government access channels. They also expressed interest in home security and fire alarm services.

Big companies may set up privately-owned networks and "second-rank" companies may opt to use the over-the-air DEMS service for their special communications needs, ELRA said. But "even if left only with smaller establishments of 100 or fewer employees... cable would still have a sizable market," it said. "For example, interactive text and monitoring services have wide appeal to smaller businesses."

## Almost one year old

The potential audience of Daytime, Hearst/ABC's women's cable service, has grown more than 87% in less than a year of operation. At turn-on, March 15, 1982, service reached four million homes. It now reaches 7.5 million over 566 systems. "Daytime's first year has been one of notable growth," said James N. Perkins, president of Hearst/ABC. "We met our advertising sales goals and are quickly adding cable systems and subscribers. Our second year should be even more remarkable because we are more than doubling the number of hours Daytime can be seen... by transmitting the [service] from two satellites."

## Counting weather watchers

The A.C. Nielsen Co. called up subscribers to four cable systems that carry The Weather Channel and found that 39% of them tune into the 24-hour-a-day weather service at least once a day. And each time they tune in, the telephone survey also found, they watch for an average of 15 minutes. "We're gratified that the study confirmed what I always suspected," said Weather Channel

President John Coleman in a prepared statement. "When weather information is available to people whenever they want it, they will tune into it. There's no doubt about it. We're becoming the number-one source for weather in cable homes." The study was conducted during the first week of December at systems in Des Moines, Iowa; Decatur, Ala.; Tulsa, Okla., and Norfolk-Portsmouth-Virginia Beach, Va. The Weather Channel now reaches 7.1 million homes.

## In-room entertainment

La Quinta, an operator of 120 motor inns, is working out deals with cable operators to offer Home Box Office free of charge to guests at its motor inns in cabled areas. With HBO's help and after five months of effort, the lodging chain is close to making deals with several MSO's and hopes to launch the service as part of a multichannel package some time this spring.

## Big timebuyers

ESPN has released a list of 35 advertisers that have agreed to purchase time on the network in 1983. The list includes American Express, American Motors, Anheuser-Busch, Borden's, Bristol-Myers, Campbell, Dow Jones, General Foods, IBM, Mobil, RCA and Sears. The network declined to discuss billing figures, but it's understood that ESPN grossed a little under \$30 million last year, about twice the 1981 figure.

## MTV continental-style

European cable subscribers may soon be offered a service similar to Warner Amex's Music Television. A London-based company called MusicVision Ltd. is designing a popular music service, that would offer cable systems promotional clips and lengthier material collected from producers throughout Europe, the U.S. and elsewhere. Programming would be repeated in three-hour blocks. MusicVision's Tony Hemmings said the company is currently negotiating for music and program rights and may launch the service by late fall, assuming passage of cable legislation in some European countries. Hemmings said ABC Video Enterprises has offered managerial and financial support for the proposed service. MusicVision, targeted at persons 12 to 25 years old, will be advertiser supported.

## The faithful

CBN Cable Network reports that viewing levels on a cumulative weekly basis from October to December 1982 grew 20% to 7,043,000 homes. The growth is attributed to a number of factors, including a promotional campaign and an increase in the total number of homes reached by the service. Total subscribership was boosted during the period as a result of CBN's promise to buy back unsold local advertising time from its cable affiliates.

**The only SET you will ever need to buy...**

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# SHOWDOWN AT

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## HEAD TO HEAD TEST

Cable subscribers in Coral Springs, Florida, tried both CNN Headline News and SNC, and made up their own minds.

In a unique test, Cable TV of Coral Springs let subscribers sample both services from October 1 to November 10. The operator used newspaper ads and brochures which described both services fairly and equally.

Subscribers were then asked to vote by mailing in ballots for the news service they wanted to keep on their cable system.

## CNN HEADLINE 60%, SNC 37%

*"The vote is in and it's a landslide," reported the Miami Herald. Sixty percent of subscribers voting chose CNN Headline News. Thirty-seven percent chose SNC. It was a clear-cut victory for CNN Headline News.*

## CONSOLATION PRIZE

Coral Springs subscribers got the CNN Headline News they demanded.

And SNC got a second chance—Cable TV of Coral Springs will reinstate the loser beginning later this year.





**SATELLITE  
NEWS  
CHANNEL**

# **CORAL SPRINGS.**

But the result of this first head-to-head competition proved again what an independent survey has already shown: subscribers prefer CNN Headline News over SNC by an overwhelming margin.\*

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50 Techwood Drive, N.W. Atlanta, Georgia 30318

A children's programing commentary from Roger Fransecky, Home Box Office, New York

## Turning to cable to provide more children's programing

The substance of television programing—and I mean the entire gamut of conventional and cable offerings—has greatly improved over the past five years. Programing for children, however, has not. Instead, children's programing has returned to the time-tested standard of mediocrity since the glory days of the 1970's when *Sesame Street* reigned along with *The Electric Company*, *Captain Kangaroo* was at its zenith, and such notable experiments as CBS's *30 Minutes* and NBC's *Hot Hero Sandwich* were served up.

Now, with only *Sesame Street* on PBS, and *Captain Kangaroo* falling prey, ironically, to television's most recent and most positive turn—expanded news and information programing—quality programing for children, especially the under-12-year-olds, on the commercial networks has become virtually extinct.

Despite the hand-wringing in dozens of articles in the scholarly and popular press, the programing needs of youngsters are being studiously ignored by conventional TV.

"Children are served less well by television than any other significant audience," concluded a five-volume FCC task force report on the problem, and I agree. The technologies and resources available at the networks, the monies being spent on programing development, the enormous array of talent at hand—both creative and performing—make for unlimited potential to do something really wonderful for children.

Unfortunately, children probably constitute the only major special interest group in this country that has no lobby or association to represent them. In programing, children are virtually disenfranchised; they get little corporate or institutional funding because they have no political clout. What can be done?

First, we must look at our children as a precious resource instead of a nuisance. Those of us in the entertainment industry and those who underwrite and sponsor programs at corporations, foundations and advertising agencies must re-commit to quality programing as a matter of conscience, fairness and investment in the future.

The most promising immediate avenue for children's programing, it seems, is to be found in the satellite/cable industry. These operations have already made a promising start, with Nickelodeon, Calliope, Good Stuff and HBO's new feature, *Fraggle Rock* now on line and the upcoming Disney Channel and Kidvid.

With their impressive panoply of new technologies, and unfettered young talent, the satellite/cable industry may well provide



Roger Fransecky was named vice president, corporate affairs, for Home Box Office Inc. in July 1982. He is responsible for advising HBO's senior management on public policy and industry issues. He also directs the company's corporate affairs activities, which include corporate public relations, affiliate public relations, media relations and programing publicity. Before joining HBO, Fransecky served from 1980 to mid-1982 as vice president, public affairs, for Westinghouse Broadcasting and Cable, where he directed the corporation's public affairs, media relations and corporate communications. From 1978 to 1980, he headed his own New York-based media consulting and production company, with clients including CBS/Broadcast Group, Columbia Pictures Television and Taft Broadcasting. He also served as senior consultant to CBS on children's programing and program practices from 1973 to 1979.

the fertile ground from which innovative and worthwhile children's programing will emerge. With cable audiences growing larger and more discriminating, there certainly is and will be a demand for more and better children's programing.

Drawing from my exposure to the field as a network consultant and producer, I've come up with an idea or two:

Corporations and foundations could be encouraged to place some of their funding into high-quality, new departure programing for children on the satellite networks. Foundations couldn't find a more worthy cause.

What could be the format of such shows? Perhaps, for starters, a good deal of it could be patterned after successful adult shows, but written for children. We have already seen this concept applied to short television news segments written for the young.

A dramatic series—children's classics—might be produced along the same lines as *Masterpiece Theater*.

I'd like to see a series of features along the

lines of much of the wonderful European animation; an entertainment series presenting child performers; a how-to art series (a la Jon Gnagy)... there are dozens of intriguing possibilities open to corporations willing to underwrite off the beaten path.

Other sources of less elaborate—but no less valuable—children's programing are the cable systems across the country caught up in the growing trend toward local origination. This medium can offer both kids and their parents a chance to participate in TV programing. School groups, scout troops, clubs and athletic organizations can collaborate with their local systems to produce programs geared specifically to the entertainment preferences and educational needs of their own communities' children.

Cable systems, by their very nature, are compelled to be responsive to viewers, and it is likely they'll be doing more and more coverage of local little league games, school events, and other local happenings geared to the young.

But the genuine challenge rests not with the turning over of studio or air time to people, even little people, for whom the owners of television assume no responsibility. It rests instead with a new call to courage that flies in the face of those who would strip our libraries of life-as-it-is books and those who foolishly think they are doing their children a favor by protecting them from what has become a very dangerous and complicated world.

We in television, and indeed in all media, must reach for the courage to consider instead the route proposed by Rollo May in a book entitled, "The Courage to Create." He wrote that we live in an era when one age, one way of living, is dying and being replaced with far different standards of what is acceptable in sex, marriage, families, education, religion and technology, and he admitted the great temptation to shroud it all with apathy. Maybe it will all go away or maybe the negative ramifications of change will not come during my lifetime or that of my immediate offspring; we are prone to hope.

Then he wrote something that I think applies best to what we could be doing with television in general and with children's programing in particular:

"If we do those things, we will have surrendered our chance to participate in forming the future, we will have forfeited the distinct characteristics of human beings; namely, to influence our own evolution through our own awareness."

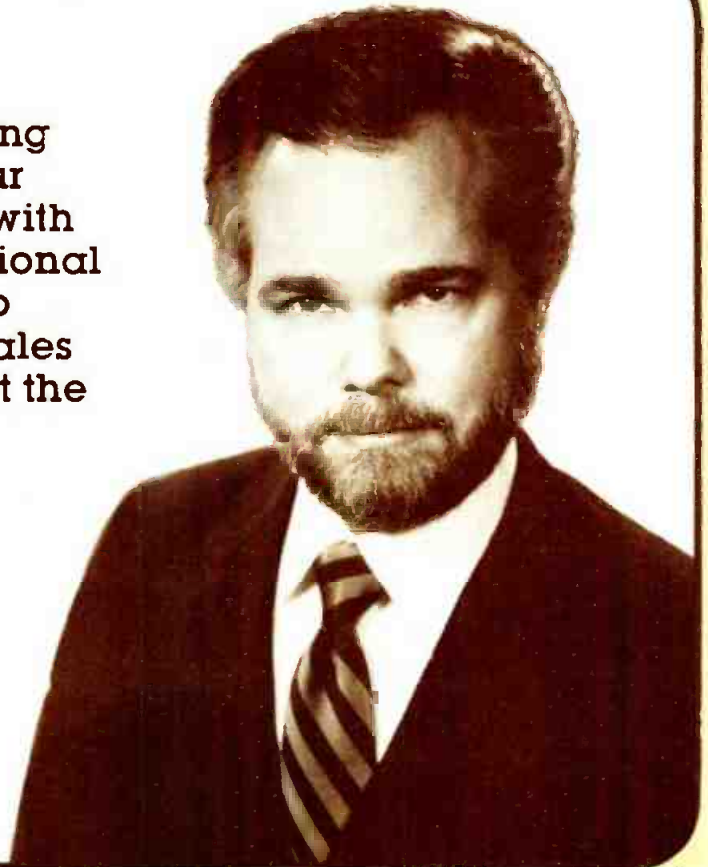
Children have a right to this evolution of awareness. Those of us who administer and control television must exercise that option in the most public of forums, or the real danger exists that those influences not so public might instead prevail.



# Terry Wood deserves the best... and got it!

"We felt the need for a strong national complement to our local sales staff and got it with Torbet Radio. Their professional management team, superb sales staff and numerous sales offices helped make Torbet the only choice for WRVR."

Terry Wood  
Vice President and  
General Manager  
WRVR  
Memphis, Tennessee



In today's competition, every station manager must look for new ways to build audience and sales, to seize every advantage and expect the most from the people who serve you. Torbet Radio

understands and shares this belief and is committed to increasing your national sales through superior sales data, stronger sales techniques and motivated people.

## We do more because you deserve more.



### Torbet Radio

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

## This week

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

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

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

**Jan. 31**—Deadline for entries in J.C. Penney-Missouri Television Awards for Community Leadership sponsored by *University of Missouri-Columbia, School of Journalism*, with educational grant from J.C. Penney Co. Awards are designed to "encourage local television stations to take leading roles in making communities better places in which to live and work and to recognize those stations already providing such leadership." Information: J.C. Penney-Missouri Television

■ Indicates new or revised listing

Awards, University of Missouri-Columbia, Box 838, Columbia, Mo., 65205.

**Jan. 31**—Lecture on "Broadcast Reform in the 98th Congress" by Representative Timothy Wirth (D-Colo.) sponsored by *Reuters Ltd.* and *Communications Media Center of New York Law School*. New York Law School campus, New York.

**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. 1**—*Women in Cable* dinner meeting. Speaker: Tony Acone, president, Daniels Cablevision; Lorean Arbus, vice president-programing, Cable Health Net-

work, and Victoria Kent, affiliate relations director, Western region, Warner Amex Satellite Entertainment Co. Marina Marriot, Los Angeles.

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

**Feb. 2**—*Ohio Association of Broadcasters* state legislators' luncheon. Columbus Athletic Club, Columbus, Ohio

■ **Feb. 2**—*Arkansas Broadcasters Association* business meeting and legislative reception. Coachman's Inn, Little Rock, Ark.

**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**—*New York State Cable Television Association* lunch with Thomas Wheeler, president, National Cable Television Association, and Representative Al Swift (D-Wash.). Gallagher's Steak House, Albany, 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 contest 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. 5**—*Radio-Television News Directors Association* regional meeting. Bay Bridge Holiday Inn, Emeryville, Calif.

**Feb. 6**—Memorial concert for Dave Garroway, with proceeds to go to fund established by family and friends of late radio-TV personality, to promote and recognize quality in fields that were of interest to Garroway: astronomy, communication and music. Guest performers will include Peggy Lee, Jackie Cain and Roy Kral and Marian McPartland. Lang Concert Hall, Swarthmore College, Swarthmore, Pa. Tickets available (gift tax deductible) from The Dave Garroway Fund, P.O. Box 28, Swarthmore, 19081.

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

## Major Meetings

**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 Association* 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, 1984, 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 Programing 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.

■ **Dec. 13-15**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

## Also in February

**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**—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Speaker: Edward Fritts, president, National Association of Broadcasters. Blackie's House of Beef, Washington.

**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 Tarkloff,



**Feb. 14**—National Academy of Television Arts and Sciences, Syracuse University chapter, "speakers" series. Speaker: Van Gordon Sauter, president, CBS News. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

■ **Feb. 15**—Museum of Broadcasting seminar, "The Future of Cable Programming—Advertiser or Subscriber Supported?" Panelists: David Kenin, USA Network; Caroline Winston, Showtime, and Robert Jeremiah, ESPN. Museum of Broadcasting, One East 53rd Street, 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**—Deadline for entries in Clarion Awards, sponsored by Women in Communications, to recognize excellence in communications. Information: WIC national headquarters, P.O. Box 9561, Austin, Tex., 78766; (512) 345-8922.

**Feb. 15**—Public affairs seminar sponsored by American Women in Radio and Television. Speakers include Elizabeth Dole, secretary-designate of transportation; Anne Jones, FCC commissioner; Senator Bob Packwood (R-Ore.); Representative Al Swift (D-Wash.); Thomas Rallsback, Motion Picture Association of America, and Marilyn Nejejski, National Women's Political Caucus. Vista International hotel, Washington. Information: (202) 296-0009.

**Feb. 15**—American Women in Radio and Television Congressional gala. Senate Russell caucus room, Washington. Information: (202) 862-5704.

**Feb. 15**—Southern California Cable Club seminar/workshop on "Selling and Servicing the Cable Consumer." Speaker: Jack Haire, national director of direct sales, Warner Amex. Luncheon speaker: Trygve Myhren, chairman and chief executive officer, ATC. Proud Bird Restaurant, Los Angeles.

■ **Feb. 15-16**—Wisconsin Broadcasters Association annual winter meeting and legislative reception. Concourse hotel, Madison, Wis.

**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. 16**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Cory Dunham, executive vice president and general counsel, NBC Inc. Copacabana, New York.

**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**—"Communications 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. 23**—Electronic Media Rating Council board of directors meeting. Television Bureau of Advertising headquarters, New York.

**Feb. 25**—Women in Cable, New England chapter, luncheon meeting. Speaker: Representative Barney Frank (D-Mass.). Hotel Sonesta, Cambridge, Mass.

## Stay Tuned

A professional's guide to the intermedia week (Jan. 31-Feb. 6)

**Network television** □ ABC: "Winds of War"...part I [Herman Wouk] (seven-part novel for TV to conclude week of Feb. 7), Sunday, 8-11 p.m.; PBS: "Merry Wives of Windsor" [William Shakespeare], Monday, 9-11 p.m.; American Playhouse: *Family Business*, (drama), Tuesday, 9-10:30 p.m.; *The New York Philharmonic*, Wednesday, 8-9:30 p.m.; CBS: *The Scarlet and the Black* (drama), Wednesday, 8-11 p.m.; NBC: "Shogun" (rebroadcast of five-part saga), Monday 8-11 p.m., Tuesday-Thursday 8-10 p.m., Friday 8-11 p.m.

**Cable** □ HBO: "Star Wars," Tuesday, 7:30-9:30 p.m.; Showtime: "Star Wars," Tuesday, 7-9 p.m.; Cinemax: *Jazz at the Smithsonian with Alberta Hunter*, Thursday, 9:30-10:30 p.m. "Diner," Wednesday, 9-11 p.m.; Prism: "Diner," Saturday, 9-11; Entertainment Channel: "Charley's Aunt" [Brandon Thomas], Sunday, 8-10 p.m.; ARTS: *Twyla Tharp Scrapbook: 1965-1982* (her dance tapes), Monday, 9-10 p.m.; "The Dance and the Railroad" [Joseph Papp], Tuesday, 9-10 p.m.; SelecTV: "Footlight Frenzy" (play), Tuesday, 9-11 p.m.; "The Country Girl" [Clifford Odets], Sunday, 10:30-midnight.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *The Art and Evolution of the Muppets* by Jim Henson (seminar), Monday, 12:30-2 p.m.; *Muppets: Past, Present and Future*, (varied exhibits throughout run), now-Feb. 19; *Sid Caesar: Master of Comedy*, (exhibit), extended: now-March 5.

\*indicates a premiere episode

**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: Peter Ueberroth, president. Los Angeles Olympic Organizing Committee. Century 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 1**—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: Deborah Arney, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036.

**March 1**—Deadline for entries in Achievement in Children's Television Awards, sponsored by Action for Children's Television. Awards are given annually for "significant contributions toward improving service to children on broadcast and cable television and radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160; (617) 527-7870.

■ **March 1-3**—National Association of Broadcasters' state presidents and executive directors meeting. Marriott hotel, Washington.

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

**March 3-April 14**—"Cable Television: Skills and Opportunities," course offered by New York University, School of Continuing Education. NYU campus, New York. Information: (212) 598-2371.

**March 4-5**—Symposium on international satellite television, sponsored by UCLA Communications Law Program and International Bar Association. Speakers include Mark Fowler, FCC chairman; Henry Rivera,

FCC commissioner; Francis Fox, Canadian minister of communications; Clay Whitehead, Hughes Communications Services; Robert Wold, Robert Wold Co.; Stanley Hubbard, U.S. Satellite Broadcasting Co.; Richard Wiley, Kirkland & Ellis law firm; Henry Geller, Washington Center for Public Policy Research, and Joseph Pelton, Intelsat. UCLA, Los Angeles.

■ **March 4-5**—National Association of Black Owned Broadcasters' seventh annual spring conference. Sheraton hotel, New Orleans. Information: (202) 463-8970.

**March 5**—"Creating Programming for the New Television Markets" seminar sponsored by Programs in Communications. New York University School of Continuing Education. Speakers include Frank Biondi, HBO; Jack Willis, CBS Cable, Tom Kuhn, RCA Selectavision, and Michael Brandman. Lorimar Productions. NYU campus, New York.

**March 6-8**—Society of Cable Television Engineers eighth annual spring engineering conference. "Business and Data Communications." Biltmore hotel, Los Angeles.

■ **March 7**—Deadline for entries in fifth annual Broadcast Designers' Association competition to "acknowledge and reward outstanding design contributions in the broadcast industry." Information: Jerry Cappa, WLS-TV, 190 North State Street, Chicago, 60601.

**March 7-9**—Advertising Research Foundation's 29th annual conference and research exposition. Keynote address: John Bowen, president and chief executive officer, Benton & Bowles, and president of American Association of Advertising Agencies. 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

### Errata

Total advertising billings for USA Cable Network in 1982 were closer to \$20 million than to \$15 million reported in Jan. 17 issue. And commitments so far for 1983 are very close to total 1982 figure but have not as yet surpassed it.



Arlidge, president, ABC News and Sports, Waldorf-Astoria, New York.

**March 10**—"The Market for Videotext," seminar sponsored by *New York University, School of Continuing Education*, NYU campus, New York. Information: (212) 598-2371.

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

**March 14-15**—*New York State Cable Television Association* spring legislative conference, Empire State Plaza, Albany, N.Y. Information: Susan Shufelt, (518) 463-6676.

**March 15**—"Telemarketing seminar," for broadcasting, advertising and newspaper customers of *New York Telephone*, Communications Planning Center, Astor Plaza, New York.

**March 15**—*Southern California Cable Club* luncheon. Speaker: Paul Klein, president, Playboy Network, Proud Bird Restaurant, Los Angeles.

**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**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Sy Amlen, vice president, ABC Entertainment, S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**March 21-23**—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*, P3SC 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.

**March 24-26**—*Radio-Television News Directors Association* regional meeting, Holiday Inn, Gulf Shores, Ala.

**March 25**—Deadline for entries in second annual *International Radio Festival of New York*, worldwide awards competition in programing, promotion and advertising. Categories for programing include news, entertainment, service, information and editorials; for promotions, program, news, station and contest promotion, and for commercials, 30- and 60-second humor, music, local and public service announcements. Information: *International Radio Festival of New York*, 251 West 57th Street, New York, 10019, (212) 246-5133.

■ **March 31**—Deadline for entries in *National Federation of Local Cable Programers* "Hometown U.S.A. '83 Video Festival," designed to "recognize the work of community-based video producers and to encourage the use of local cable television channels." Information: NFLCP, 906 Pennsylvania Avenue, S.E., Washington, 20003.

**March 31**—Deadline for entries in *American Osteopathic Association's* 27th annual journalism awards competition, recognizing "outstanding performance by journalists who report and interpret osteopathic medicine to the scientific community and the general public." Information: Journalism Awards Committee, American Osteopathic Association, 212 East Ohio Street, Chicago, 60611.

## April

■ **April 4-5**—*American Council for Better Broadcasts'* 29th annual conference. Theme: "Television, Children and You." Seven workshops will be held in cooperation with National Council for Children and Television, Vilas Communication Hall, Madison, Wis.

**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 Ryutsu 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 9**—*Radio-Television News Directors Association* regional meeting, Curry College, Milton, Mass.

**April 9**—*Radio-Television News Directors Association* regional meeting, Sheraton Spokane, Spokane, Wash.

**April 10-12**—"The Independent Documentary: Implications and Diversity" conference sponsored by *American Film Institute and Corporation for Public Broadcasting*, Kennedy Center, Washington.

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

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

**April 11**—Matrix Awards luncheon sponsored by *Women in Communications*. Speaker: Senator Edward Kennedy (D-Mass.), Waldorf-Astoria, New York.

**April 14**—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers" series. Speaker: Harry Smith, vice president, new venture development, CBS, S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**April 15-17**—*Alabama AP Broadcasters Association* annual convention, Gulf Shores State Park, Gulf Shores, Ala.

■ **April 17-19**—*Virginia Cable Television Association* annual convention. Speaker: Ted Turner, Turner Broadcasting System, Homestead, Hot Springs, Va.

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

■ **April 18-20**—*Armed Forces Radio and Television Service* worldwide workshop, Anaheim Sheraton, Anaheim, Calif.

■ **April 18-23**—"Radio-TV Week," sponsored by *Illinois Broadcasters Association and Southern Illinois University, Carbondale*, Department of Radio-TV, SIU campus, Carbondale, Ill.

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

**April 21-23**—Edward R. Murrow symposium, "The Murrow Heritage: A Challenge for Tomorrow," sponsored by *Washington State University* with grants from Boeing Co., Gannett Newspapers and Saul and Dayee Haas Foundation of Seattle. Participants in symposium include Charles Kuralt, CBS correspondent; William Small, president of UPI; Richard C. Hottel, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant, WSU campus, Pullman, Wash.

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

**April 25-27**—Satcom '83, sponsored by *International Association of Satellite Users*, Hyatt Orlando, Orlando, Fla.

**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.

■ **April 29**—Deadline for applications for *Society of Broadcast Engineers'* certification exams. Information: Certification Secretary, Society of Broadcast Engineers, P.O. Box 50844, Indianapolis, 46250.

## May

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

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OPERATION PRIME TIME 1983-84

# 4 PRIME 1983-84

"(Golda is) something more than an extraordinary television film... an important testament for our time. Ingrid Bergman is giving the best television performance of this year or, perhaps, any other year."

— Arthur Unger  
CHRISTIAN SCIENCE MONITOR

"A marvelously riveting television film... It is a stunning performance, adding substantially and brilliantly to an already remarkable career. Mr. Guinness is surrounded with an outstanding supporting company... "Smiley's People" is the best show you are likely to see on television for the time being."

— John O'Connor  
N.Y. TIMES

In 1982, Operation Prime Time rose to new heights, drawing unanimous critical acclaim for its two outstanding mini-series, Paramount's "A Woman Called Golda" and "Smiley's People."

"Golda" was also the recipient of three 1982 Emmy Awards in the



category of Limited Series or Specials, including Outstanding Drama Special. The late Ingrid Bergman was the Outstanding Lead Actress and Robert Shugrue won for Outstanding Film Editing.

"Smiley's People" and its star Sir Alec Guinness have earned such unequivocal praise from critics, it appears this 6-hour mini-series is also in line for quite a few awards. The New York Times called the show "marvelously riveting," and Alec Guinness' performance "stunning."

The acknowledged "class" of these two outstanding television events in 1982 has set the stage and the standards for OPT's sixth series of major prime time television events — four powerful, exciting specials again telling the stories of strong, larger-than-life personalities, and produced with the same degree of excellence achieved by "Golda" and "Smiley's People."

**Explosive audience impact, superior program quality, maximum prime revenues... to be scheduled in over 100 markets covering over 90% of all U.S. TV households.**

**Operation Prime Time, with an enviable six year record of surpassing network prime programming in creative excellence as well as audience levels, is proud to present four fitting successors to "Golda" and "Smiley's People."**



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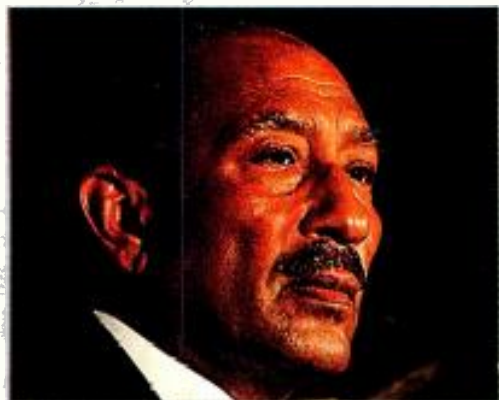




## **BLOOD FEUD: Kennedy vs. Hoffa (May, 1983)**

The powerful, volatile characters in **BLOOD FEUD** generate taut conflicts that build to one explosive climax after another. And the fact that these were real-life American political personalities who were later assassinated draws the viewers directly into their conflicts.

Based on interviews, newspaper accounts, and Congressional revelations, this historical drama focuses on the epic struggles between these two iron-willed, hot-tempered political antagonists.



## **SADAT (November, 1983)**

**SADAT** will have the unbeatable combination of an intensely personal story and some of the truly major historical events of the past 50 years.

This Nobel Peace Prize winner's life story will portray his relationships with Begin, Carter, Kissinger and the Shah. It also covers the Egyptian struggle for independence; Egypt's decision to side with the U.S. and not the USSR; the historic peacemaking journey to Israel; Camp David talks with Carter and Begin; and finally, his tragically abrupt assassination.



## **HELEN AND TEACHER (May, 1984)**

This is the powerful sequel to the story that inspired the tremendously successful, award-winning play and movie — "The Miracle Worker." In his research, Joseph Lash was given access to material never before revealed about this extraordinary woman and her remarkable teacher.

**HELEN AND TEACHER** offers fascinating and sometimes startling insight into the lives of two of America's best-loved women. The tens of millions who saw "The Miracle Worker" provide a built-in audience.



## **A WOMAN OF SUBSTANCE (November, 1984)**

Here is a story so powerfully attractive to American readers that it remained on the New York Times' Best Seller list for 44 consecutive weeks, the second longest tenure in the list's history. This is the dramatic and inspiring story of Emma Harte, who through her own ambition rises from a servant girl in turn of the century England, to one of the most powerful and richest women in the world.

**A WOMAN OF SUBSTANCE**, a drama of sweeping scope encompassing the years 1904 to 1968, is sure to be an engrossing, high-rated television mini-series, interweaving themes of high finance, romance and revenge.

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# Broadcasting Jan 31

Vol. 104 No. 5

TOP OF THE WEEK

## Getting serious about a fourth network

In the wake of INTV, discussions are being held by broadcasters and movie studios over prime time alternative service

The Alternative Network Project... the Independent Network... the Fourth Network. No matter what name was being attached, proposals for a fourth network ricocheted around the broadcast, movie production and advertising industries last week with participants predicting that a variety of joint ventures are likely to result.

Sparked by proposals made at the recent Association of Independent Television Stations' annual convention (BROADCASTING, Jan. 24), and fueled by advertisers' fears of skyrocketing network rates in 1984, conversations are said to be under way at every major film studio, just about every major group broadcaster with a history of investing in original programming and at least one advertising agency toward establishing a regularly scheduled prime time alternative to the three major networks. Attempts to create a fourth network are anything but new, but participants and outside observers alike are predicting that the time is coming, probably in 1984, when the economics will finally be right.

The first major proposal to surface since those made public at the INTV convention came last Wednesday (Jan. 26) from Robert Bennett, president of Metromedia Broadcasting and Productions, who disclosed he has initiated discussions with every major Hollywood studio about a "a newly formed network of 50 independent stations and the seven Metromedia stations" that would acquire films for airing on a "weekly or monthly" basis after they have been presented on pay TV and before any run on one of the three major networks. Bennett's proposal is similar to that made at INTV by Paramount Television President Rich Frank, who urged independents to band together to buy Hollywood product ahead of the networks. It also bears a resemblance to that offered by Gene DeWitt, executive vice president and director of media services, USA, McCann-Erickson, who challenged independents to set aside two prime time hours a week for airing first-run programming—probably feature films at the outset—that would be bought and eventually perhaps even developed and produced by advertisers.

DeWitt, who said response to his proposal has been so significant that his project could see "one or two experimental runs" as early as this summer, appears to have been a party in many discussions that have taken place



Metromedia's Bennett

since INTV. He cautioned, however, that his "is a long-term project that won't just spring into being" and said his company's interest "is not to create a profit-making enterprise" but to "generate new national rating points for our clients."

The economics for a fourth network could finally fall into place in 1984 as a result of a variety of converging forces. Network availabilities will be extremely limited due to heavy demand for time in the Olympics and for political advertising in an election year. Advertising executives predict network rates could rise by more than 30% that year. Major advertisers are already restless over last year's increase of 12%. According to Phil Guarascio, senior vice president, director of media management at Benton & Bowles, "most major network advertisers have expressed interest in outlets different from those of the networks."

At the same time, declining audience shares for network broadcasts of theatrical films due to the films' prior exposure on pay TV should exert downward pressure on prices the networks and, therefore, other broadcast outlets, pay for theatricals.

The final element in the equation is the station line-up, which for most, if not all, of the successful ad hoc networks that have been assembled to date has meant the inclusion of some network affiliates, as well as independent stations.

DeWitt's tentative timetable calls for "two or three experimental" film presentations next summer, followed by six to 10 in 1984 and a greater number in 1985. At the outset, networks will be assembled between the months of April and September, when affiliates are most likely to participate.

Not all of the joint ventures being discussed would be advertiser-supported, nor

would they all necessarily include a movie producer as partner. "There are so many different proposals," said Lucie Salhany, vice president, TV and cable programming for Taft Broadcasting. "Everybody's talking. I've never seen so many strange bedfellows."

Sheldon Cooper, president, Tribune Productions Inc., Chicago, confirmed that his company is among those highly interested in creating joint ventures. DeWitt's proposal "adds advertiser commitment" and regular weekly scheduling to a proposal that has been made many times in the past, he said, and it also "adds up-front money" as part of the advertisers' commitment.

"Everybody's positioning themselves to do something," said Cooper, whose company last week announced it has bought the distribution rights to *A Married Man*, a four-hour mini-series produced by London Weekend Television, directed by Golden Globe award-winner Charles Jarrett and adapted by Emmy award-winner Derek Marlow. Tribune, said Cooper, "could provide some of the material" for an alternative network.

Metromedia's proposal would call for a network of independent and affiliate stations that would purchase movies for a "quick run," perhaps twice in the same week and probably Saturday or Sunday nights, according to Bennett, who said he has been "talking with major advertisers about the proposal for about four months."

Bennett said he would begin approaching stations "in the near future" about affiliating and that once a lineup is established, probably for a once-a-month network at the outset, the purchase of some films would begin. The "Metromedia Movie Network," offering films once a month, could be up and running "by this summer," he said.

Metromedia's plans toward networking go beyond those for a once-a-month movie presentation. Its efforts to syndicate a new 90-minute late night advertiser-supported talk and entertainment program *Thicke of the Night*, have met with surprising success, according to Bennett.

A lineup of stations covering "over 50% of the country" and including "major groups" and "major affiliate stations" has already been assembled, said Bennett. A commitment by a number of major affiliates to preempt late-night network programming on a daily basis, "could mean Armageddon," he said. "The time is right for things to happen." □

Alan Thicke of Metromedia's *Thicke of the Night*

# Syndication, financial-interest comments: high-stake rulemaking

## Volumes of filings at FCC argue plan to repeal ban against network program ownership

The comments on the FCC's much-debated proposal to do away with its network syndication and financial-interest rules—which bar television networks from domestic syndication and prohibit them from acquiring ownership participation in independently produced programming, descended on the commission by the truckload last week.

A quick perusal of the weighty tomes submitted on each side of the debate hinted at the size of the stakes involved. Although both sides were claiming victories after the filings, closer examination of the nearly 100 passionately worded documents that were submitted reveal for certain only how far apart proponents and opponents of repeal are.

The networks, which would be the immediate beneficiaries of any repeal, would seem to have reason to be encouraged. The Department of Commerce, the Federal Trade Commission and the Department of Justice all offered support (even though opponents of repeal were claiming that Justice's comments were *really* a victory for them). The networks also drew strong support from their affiliates, who seemed to think network strength in the programming marketplace would work to their benefit.

The Committee for Prudent Deregulation, meanwhile, the most visible opponent of repeal, drew strong support from the advertising community. It also drew support from television producers, independent television stations, program distributors and from the rest of the so-called "creative community" it represents.

Like ABC (BROADCASTING, Jan. 24), CBS argued that the rules have not had their intended effects, have been made obsolete by technological change and have stifled competition in the video marketplace.

CBS said the rules, which were rationalized as a means of promoting competition and diversity, had actually tended to increase concentration in program supply. In fact, CBS said, while there were 60 suppliers of prime time entertainment programming in 1969-1970, before the rules were adopted, there were 41 in 1981-1982. As the number of suppliers has decreased, the market share, in hours, of the top

suppliers has increased, from 43.6% in 1969-1970 to 59.4% in 1981-1982, CBS added.

CBS also argued that there was no ground for arguing that the networks instituted a monopsony (a market situation where a single buyer confronts many sellers). "Broadcast networks engage in open, notorious and intense rivalry with each other for maximum audiences and for the programming which will permit them to provide their advertising customers with a means of reaching large audiences," CBS said. "The basic concerns about network market power, moreover, have rested primarily on the supposed barriers to entry into networking created by the relative scarcity of station outlets. Those very barriers, however, are crumbling with the growth of new video outlets and new means of program financing.

"In these circumstances, it is specious to suggest that any broadcast network enjoys anything remotely approaching monopsony power. Both actual and potential competitive forces would punish severely any effort by a network to impose onerous terms upon program suppliers," CBS said. According to CBS, the rules also blocks efficient investment in prime time network series. "There is little question that repeal of the rules would have a positive impact on program investment and, thus, attractiveness," CBS said. "In an era when conventional broadcasting faces dramatically increased competition from new media, there is no justification for rules that place broadcast networks in the position of financing the programs they pro-

vide, while preventing them alone from sharing equitably in the rewards that those programs earn in the marketplace."

Despite assertions to the contrary, CBS said, the rules do not stimulate the production of programs for first-run syndication. In fact, it said, they inhibited such production by network O&O's. Neither do the rules protect network-affiliated or independent stations from anticompetitive conduct, CBS said.

"There is no realistic chance that any of the broadcast networks could achieve anything more than the modest positions in syndication that each enjoyed before the rules were adopted. Given the virtual impossibility of collusion between networks in the syndication field, moreover, competitive forces would overwhelm any conceivable incentives for network syndication arms to engage in 'warehousing,' discrimination against independents or any of the other competitive abuses that may have been feared (but never articulated) in 1970 or have been conjured up since that time," CBS said.

CBS also said the regulations were unjustified because they protected "private" interests rather than furthering the public interest. "Private economic interests of Hollywood studios, syndicators and other parties participating in this proceeding do not constitute a valid basis for FCC regulation," CBS said.

"The real impact of the rules on syndication has been to bar three efficient competitors from the marketplace. The maintenance of such regulatory barriers to competitive entry would be contrary to the pronounced trend of the commission's policies over the past decade. Such a barrier cannot serve any interest of the public. It can only protect the least efficient competitors, to the detriment of all station purchasers of syndicated programs and the public they serve."

NBC agreed that the rules had been rendered obsolete by the changed program supply marketplace. "When the rules were considered and adopted, it was argued that the broadcast networks monopolized the buying market, and that suppliers had to be protected against network 'leverage' and purchasing power," NBC said. "No one today could rationally argue that the traditional broadcast networks are suppliers' only program purchasers. Now, many substantial purchasers, including the new pay media buyers unforeseen when the rules were adopted, compete for all kinds of programs."

NBC also contended that the rules harmed viewers of "free" televi-

## Two sides to syndication-financial interest

### For repeal

1. *The rules were unfounded to begin with, and were ill-conceived.*
2. *They have failed to achieve their objectives.*
3. *The entry of new competitors in video distribution makes the rules obsolete.*
4. *Repeal would increase diversity in the supply of programs to the broadcast networks and increase competition in the syndication business.*
5. *Repeal would enhance competition in the video marketplace.*
6. *Repeal would permit broadcast television networks to play under the same ground rules the so-called new technologies do.*

### Against repeal

1. *The rules were not unfounded.*
2. *They have adequately accomplished their objectives.*
3. *New competitors may be entering video distribution, but the networks still dominate that market.*
4. *Repeal would result in decreased competition in the program syndication business.*
5. *Repeal would diminish program choices and program outlets for the public.*
6. *Repeal, at most, would strengthen the market position of the networks in relation to independent stations and producers.*



sion because they gave pay media a competitive buying advantage over the "free" broadcast networks.

"Obviously, both pay networks and free networks must obtain programs. They compete with one another for movies, sports, series and special events. However, by virtue of the rules, the government artificially impedes the ability of the free broadcast networks to compete for programming," NBC said.

"It is well known that in developing their programming, broadcast networks invest enormous sums on numerous projects. Few of these ever turn into series, and most series fail in their first year. Yet, regardless of how much money and effort a broadcast network invests in program development and production, the rules mandate that all of the substantial syndication profits from the few successful shows that eventuate be assigned only to suppliers. This harms free broadcast networks in competing for programs with the pay media."

NBC also argued that the rules harmed program development and distribution by making small suppliers dependent on major Hollywood studios. "This decreases competition among suppliers and thus also works against the public interest," NBC said.

The rules also impose restraints on the development of programming for the "new" video marketplace, NBC said. "The new technologies have created a new and rapidly expanding video market offering a variety of services. There is a need in this market for all types of innovative programming, including both broad-appeal programs and specialized offerings. No restraints are imposed by the commission on those that would provide programs for this rapidly expanding new video market—except for the broadcast networks," NBC said.

"These adverse effects of government intrusion into the supply marketplace cause harm to many: to the free broadcast networks; to network-affiliated stations; to stations that utilize off-network programs, and, most important of all, to viewers of free television," NBC said.

The Department of Commerce said it strongly believed that the commission should repeal the rules. "In our view, it is inappropriate for the commission to concern itself with allocating revenues and profits among individual firms and industry segments, particularly as no clear public interest purpose has been demonstrated."

Commerce, like the networks, argued that the rules had prevented efficient risk sharing by the networks by prohibiting them from becoming partners in the production process. It also said the notion that the rules protected producers' creative control over their programming was "significantly" flawed. "The ultimate power to select programs for broadcast remains with the networks, no matter who owns them," Commerce said.

Commerce also warned that the restrictions placed on risk and reward sharing might make the networks "unable to compete effectively with other program distributors and exhibitors who enjoy the ability to

participate as full partners" in program production.

If the rules are repealed, "it is unlikely the networks would in fact harm independent stations by withholding off-network syndicated programming from the syndication market," Commerce said. "In any case, the Department of Justice, as the appropriate government agency, is well equipped to monitor such activities and take any appropriate actions."

Comments by the Federal Trade Commission staff supported the network's case. It contended that network attempts to exercise market power would be limited by the growing number of new distribution technologies. "Even assuming the networks had such power in their dealings with program suppliers, the financial interest and syndication rule appears incapable of restraining that power in any meaningful way," it said. "Any attempt by a single network to reduce the price paid to its program suppliers would lead to a shift of suppliers to the other two networks or other distribution systems."

The Department of Justice said the origi-



Metromedia's "picture worth a thousand words" on the cover of its filing.

nal justifications for the rules as means of promoting competition and diversity in the program production market had proved to be unfounded. "The rules do not promote, and to some degree may retard competition in production, and in no way reduce whatever market power the networks may have as buyers of programs," Justice said.

Justice said its analysis suggested that the rules impede, at least to some extent, the "efficient" operation of the program production market. Nonetheless, it also thought there might be "some danger" that the networks would have the ability and incentive to exercise market power over off-network syndicated programming, if they gained control of off-network syndication rights. As a corrective, it suggested that it might "be appropriate for the commission to adopt a syndication rule narrowly focused to address this danger, if it appears that the severity of

the danger—i.e., the probability and magnitude of the harm—outweighs the potential costs to efficient functioning of the market that even a narrowly focused rule might impose."

Shooshan & Jackson Inc., a consulting firm retained by CBS to study the impact of the rules on consumers, also supported repeal.

It contended that the rules prevent program suppliers and television networks from entering into "efficient" risk-sharing arrangements that could result in lower programming costs.

The "big winners" from the rules, it said, are the major studios. "The financial-interest and syndication rules have eliminated their major competition in bidding for syndication rights (CBS, ABC and NBC) and also limit potential competitors by prohibiting such a competitor from operating both a broadcast television network and a syndication business," they said.

The "losers" from the rules, they said, were independent producers who were "denied access to firms ideally suited to provide financing for new video programming": the broadcast networks and stations that are forced to pay higher program costs than they would without the rules; the advertiser using television who must pick up those higher costs, and "ultimately, the television viewer for whom the quality and variety of programming are reduced."

RCA, NBC's parent, supported its subsidiary, contending that the rules had restricted its own ability to act in the nonbroadcast arena.

RCA's involvement with videodisks, it said, was hampered by the rules, placing it at a disadvantage against "powerful competing" entities. "The rules still restrict RCA's ability to develop programming for use in new technologies by preventing RCA from acquiring syndication profit shares in outside-supplied programs that it helps finance, and by preventing RCA from doing its own syndication distribution, or even selling syndication distribution rights on a revenue- or profit-sharing basis, as to programs it produces itself," RCA said.

"There is no reason for RCA to suffer this competitive disadvantage for the sole reason that it happens to be the parent company of a broadcast network."

The ABC Television Affiliates Association said repeal wouldn't lead to affiliates being favored over independents.

"The ABC Television network has made it abundantly plain to ABC television affiliates that they can expect no favoritism over independent stations if the ABC network is permitted to syndicate programming."

The NBC Television Affiliates Association sided with its brethren at ABC. "The discriminatory impact of the regulation must be considered," it said. "If the advantage provided to pay television services by the syndication and financial-interest rules is not neutralized, most quality television programming will be shifted to pay television. Those unable to afford the additional costs will find their viewing choices sharply restricted. As the commission has recognized, access to diverse communications deserves





**One more time.** The Committee for Prudent Deregulation, which has been leading the fight against the proposed repeal of the FCC's network syndication and financial interest rules, presented its case again last week at a Washington press conference. Arguing case against repeal are (l-r): Andrew Jay Schwartzman, executive director of the Media Access Project; John Rose, general manager of WDC-TV Washington; Alan Horn, chairman and chief executive officer of Embassy Communications and Tandem Productions; James Edwards, principal of ICF Inc., a Washington-based consulting firm and Peggy Charren, president, Action for Children's Television.

special attention and is not something that should be denied those unable to afford it. The maintenance of an informed public, allowed equal access to a free communications medium, is a matter that merits commission interest and action of the highest priority."

Chronicle Broadcasting Co. supported the networks. "Because the rule imposes artificial constraints on the programming budgets of the networks, they may lose their ability to compete for top-flight television programs, including live sporting events and movies."

Winnebago Television Corp. and Plains Television Partnership concurred: "It is the judgment of Winnebago/Plains that the syndication market itself would benefit from more competition. In recent years, stations have witnessed tremendous escalation in the prices of syndicated programming—a trend which hopefully would be slowed, if not reversed, if the networks were permitted to provide new competition in syndication."

Shamrock Broadcasting Co. also supported repeal: "These regulations impair the ability of the three television networks . . . and hence their affiliates, to compete most effectively with the new and emerging pay services."

Ziff-Davis Broadcasting Co. shared that view: "It is fundamentally unfair for the FCC to restrict networks in the competition with the new technologies . . . when those with whom the networks must compete are unrestricted. Moreover, it makes no sense at all for the FCC to handicap the free, advertiser-supported television systems and thereby to favor the pay services."

Midcontinent Broadcasting Co. said it thought "the public it serves can only benefit from the networks' improved ability to bargain for quality programming."

Fetzer Television Corp. concurred: "There is no question but that demand for sources of good television programming has increased over the past 15 years. The present rule, however, has not resulted in any significant increase in program production sources. The risks in television programming are great. Deletion of the present rule would, we believe, help spread the risks of producing and syndicating television programming and would encourage and increase the availability of such

programming."

The New York State Department of Commerce, the Commonwealth of Pennsylvania and the State of Illinois all supported repeal on the grounds that it would stimulate their video industries. "In spite of the large assemblage of small and medium-sized independent producers in New York state, at least 60% to 75% of production of broadcast programming is done by a group of eight to 12 large producers who still dominate this industry," the New York State Department of Commerce said. "If the rules were repealed, the major networks would become another source of front-end financing for production. The small and medium-sized independent producers in New York state and elsewhere would have an opportunity to compete in a larger and more open buyer market for their services and products," it said.

The National Black Media Coalition also sided with the networks. "Removing obstacles posed by the syndication and financial-interest prohibitions will permit the networks to pool risks efficiently for the purpose of broadening their program choice. The resulting innovation and diversity will benefit not only the black community, but the American public generally."

On the other side, the Committee for Prudent Deregulation, a coalition of independent producers, syndicators, distributors, independent television stations and others strongly urged the commission to retain the rules. It argued that the rules had served the public interest by promoting economic competition and efficiency and creative diversity in television program production and supply, and saw no good whatsoever in the rules' elimination.

The rules, it said, had contributed to a marketplace structure in which independent television stations have "grown dramatically in just a decade from relative obscurity to a position of significant, albeit fragile, prominence as competitors to network-owned and affiliated stations."

The ability to obtain reasonable and timely access to recent and popular off-network program series has been a critical element in the growth of independent television, CPD said. Repeal of the rules would create an "unacceptably" high risk that access to such

programming would be reduced. Repeal would permit the networks, over time, to control the supply of off-network programming. "The networks thus would obtain control over the supply and price of a product the availability of which is essential to the success of their principal competitors: the independents," CPD said.

"Based on documented and pervasive network practices prior to the adoption of the rule, it is predictable that, if the rule is rescinded, the networks' rational self-interest would lead them to exercise that control, and the public would lose. Viewer access to popular programs would be diminished, independent station competitive strength would decrease, and advertisers and consumers of advertised products would pay the price of diminished competition in the supply of television advertising," CPD said.

In addition to enhancing competition in the TV industry, and forestalling "anticompetitive" practices by the networks, the rules also have been successful in achieving the goal of protecting diversity—of outlets, sources and ideas—in the broadcast television market, CPD said.

CPD also said that no "persuasive" reason existed for repealing the rules. "Simply put, the rule does not affect the competitive balance between commercial television and the emerging video media. Notwithstanding their dire predictions of the demise of free television, the networks themselves agree that they will continue to dominate the American television marketplace for the foreseeable future. Indeed, the networks' own studies reveal that 'pay' television and other emerging video technologies will pose no credible threat to the networks' oligopoly in the television market for many years to come.

"The American television marketplace would be far better served by the retention of a low-cost, relatively unobtrusive structural rule that places only the slightest restrictions on the unchallenged dominance of the three networks while assisting in the development of additional advertiser-supported television outlets, increased opportunities for the formation of a fourth free national network and a healthy diversification in the marketplace of ideas.

"The three networks enjoy the benefits of a classic oligopoly, solely attributable to a 30-year-old commission channel allocation policy that perpetuates it and prevents the creation of additional networks. Networks dominance of the television industry remains so overwhelming that even with an ever-growing number of competing video media, the networks continue to garner combined audience share of as much as 95%. Clearly, the time for concern over the networks' ability to compete in the television supply marketplace is not at hand, nor, according to the networks themselves, will it be for many years to come."

Metromedia Inc. also argued for retaining the rules, contending that their repeal would "drastically injure independent stations, their viewers and their advertisers."

The "facts," Metromedia said, demonstrate that the rules had reduced network financial involvement in network program-



ing, had increased the supply of syndicated programming, had increased the number of programming syndicators, had increased the number of off-network program syndicators, had increased the number of independent stations, had increased the audience shares of independent stations and had reduced television advertising costs.

"The issue here is the increased viewing options and the reduced advertising costs which the public has enjoyed as a result of the growth of independent stations engendered by [the rules]. If the commission finds these developments to be in the public interest, then the [rules] should be retained. If the commission believes that the public interest would be served by fewer independent stations with smaller audience shares resulting in reduced viewing options and higher advertising costs, the [rules] should be repealed," Metromedia said.

"The most immediate impact of repeal of the [rules] would be a dramatic decrease in the number of syndicators of off-network programs. If the networks were given the right to syndicate off-network product or control such syndication through substantial financial interests, we must assume that the networks would exercise that right. The effect would be to reduce the number of sellers of off-network exhibition rights to three. Any such reduction in the number of sellers in any market would grossly disserve the public interest in free competition. The fact that the three remaining sellers would be the chief competitors of independent station buyers would render the situation completely intolerable," Metromedia said.

The Association of Independent Television Stations agreed: "Repeal of the rule would not be consistent with the commission's proper mandate to deregulate the television industry in order to steer clear of decisions better left to competitive forces in a free marketplace. Instead, repeal of the rule would insulate the networks from what little competition exists today in the marketplace, to the detriment of independent stations, program suppliers and, most importantly, the public interest in diversity of program outlets, sources and ideas."

Taft Broadcasting Co., licensee of two independent television stations, and also a program distributor, concurred: "New technologies may at some time in the future materially affect the television marketplace, but they have not yet done so, and repeal or modification of the rule is premature until conditions in the marketplace change broadly."

Meredith Corp., licensee of five television stations (two of them independents), also opposed repeal. "The networks have become increasingly sensitive to competition from major independent stations which, because of attractive first-run syndicated programming, gather audiences of comparable size to those which regularly tune in to the program schedules of network affiliates," Meredith said.

"This ability to attract large audiences has established independent television stations as viable alternatives for the advertising campaigns of many sponsors. The increased

inventory of advertising availabilities on stations with significant shares undoubtedly has worked to keep advertising prices lower than they otherwise would have been."

Cox Communications Inc., licensee of two independent stations, said the rules had encouraged a more competitive marketplace for syndicated programming by fostering an increase in the production of first-run syndicated programming. "It has enabled syndicators to function in a market unmarred by the potential conflict of interest which would accompany network participation, while at the same time eliminating a potential conflict of interest for the networks in establishing their network schedules."

Turner Broadcasting System, licensee of superstation WTBS(TV) Atlanta, also came out against repeal: "Continuation of that rule is compelled today in order to prevent the giants of the broadcasting industry—ABC, CBS and NBC—from using their market power to stifle competition in the syndication market and, thereby, seriously injure cable program suppliers such as the superstation, emerging broadcast networks, local independent stations, advertisers and, ultimately, the viewing public."

Turner, however, said the rules should not be interpreted to include any "networks" except ABC, CBS and NBC. "The commission has recognized in other areas that deregulation is not an 'all or nothing' proposition," Turner said. "In the common carrier area, for example, the commission has met its responsibility to let the marketplace work for 'nondominant' carriers by imposing a number of regulatory restrictions on 'dominant' carriers which might otherwise use their market power in anticompetitive ways. This approach is equally justified here and would comport with the commission's original intent of applying the [rule] only to ABC, CBS and NBC."

The Association of National Advertisers also opposed repeal. The rules, ANA said, had stimulated competition in the television advertising market through the independents and "to some very slight degree" through advertiser-supported cable networks.

"Absent the rule, the networks could restrain the growth of competition by denying the independent stations and other competitors access to off-network programming, which has proved to be popular, by delaying such access or by increasing its cost," ANA said.

Without the rules, ANA said, programming expenses, and therefore network advertising rates, would probably rise. "Programming expenses are the networks' single greatest item of cost. Absent the financial interest/syndication rule, program producers, who might have to yield a share of ownership and profit to obtain network exposure for their shows, would presumably demand a higher price for the original network run. The networks, in turn, would have to pass on these greater program expenses to the public," ANA said.

By restricting competition, programming choice and availability would also be reduced, ANA said. "The financial interest/syndication rule provides independent producers and syndicators profit opportunity

through nonnetwork distribution channels. Absent the rule, such channels could be curtailed, and the incentives to producers and syndicators to participate in original program production and distribution would be diminished."

By increasing the cost of television advertising, the public's access to product information would be curtailed, ANA said.

"If the benefits and disciplines of competition are to exist in the television advertising market, the financial interest/syndication rules should be maintained for the present, and until such time that it is demonstrably clear that changing marketplace conditions have made the television advertising market truly competitive. ANA would suggest that the question might well be reviewed again in about four years."

The American Association of Advertising Agencies agreed that the time for repeal had not come. "Although there has been substantial change in the television business since the commission first adopted these rules several years ago, it is clear that the three commercial television networks still dominate the scene," the AAAA said. "The networks are still the overwhelming buyers for new entertainment programming and national sports and special events. As a result, the networks continue to attract the greatest share of television audiences. The majority of American households either do not have cable television available yet as an alternative, or have not yet decided to pay the price necessary to hook up to the system. Removal of the restrictions under these current conditions would be premature."

Nonetheless, the AAAA recommended that the FCC monitor the video marketplace, and consider phasing out the restrictions as the marketplace became more competitive.

Paramount Pictures Corp. said it was "vehemently" opposed to repeal. "The financial-interest and syndication rules provide the only check on the dominant position of the three major broadcast networks in the television program market," Paramount said. "Because of the rules, program suppliers such as Paramount have at least some safeguard in their negotiations with the monopsonistic cartel that controls access to every American home. We therefore have been able to recapture revenues that permit us for the first time to develop high-quality programming for the more risky first-run syndication market. And because of the rules, Paramount and other program suppliers finally have been able to offer attractive syndicated programming on a timely basis, and independent television stations have been able to take advantage of such programming to come into their own as meaningful competitors to the networks and their affiliates," Paramount said.

"It is not surprising that the networks object to the financial interest and syndication rules so strongly, for the rules remain as two of the few significant restrictions preventing them from exercising the full extent of their dominant market power. However, we submit that for that very reason it is vital that the rules remain in place.

"Paramount has no doubt as to the conse-

quences that would follow if the rules were eliminated. The networks would force us to give up the lion's share of the syndication rights of the programing we create as a condition for their ordering and subsequently broadcasting that programing—just as they did until the rules were adopted. They thereby would deny us the funds to support our first-run syndication efforts. And furthermore, the networks would prohibit us from selling our off-network programing until long after that programing had any significant audience appeal—again, just as they did before the rules were adopted. The newly achieved ability of the independent stations to compete with the networks would be eliminated,” Paramount said.

Columbia Pictures Inc. agreed. It said repeal of the rules would “stymie the trend of the past several years whereby creative and financial control over television programing has been dispersed into the hands of many producers.”

The National Association of Television Program Executives also opposed repeal.

“Because the syndication, financial-interest and prime time access rules were promulgated in a single rulemaking in 1970, and the three rules were criticized in the network inquiry report, we are fearful that elimination of two of the rules would endanger the third.”

Also opposed to repeal was the National Association of Independent Television Producers and Distributors. The rules “remain necessary to the development of any program marketplace which is self-regulatory by means of competition through diversity rather than oligopoly.”

Embassy Communications and Tandem Productions Inc. said repeal of the rules would force the independent production community into dependence on the networks. “Indeed, it could appropriately be renamed the ‘network production community,’” they said. “We respectfully plead that this ‘small’ effort to free us even partially from the death grip of network control not be retracted.”

Viacom International Inc. urged retention: “The rule is even more necessary than it was in 1970.”

Warner Communications Inc. agreed: “Despite their original doomsday predictions, and their threats to curtail public affairs programing when the rules were promulgated in 1970, network revenues and profits have soared.”

MTM Enterprises Inc. also argued for the rules’ retention: “The *St. Elsewhere* experience demonstrates MTM’s philosophy and belief that the American audience deserves quality programing, and MTM is willing to invest its capital to bring such programing to the networks. Without the ability to recover its investment and make a reasonable profit, there would be no motivation for MTM or any other production company to create and produce unique and expensive series such as *Hill Street Blues* and *St. Elsewhere*. The loss of such profit potential would result in more programs which are of low quality. The type of programing which far too often appears on the networks today.”

The Association of Program Distributors

said repeal would “destroy” many firms in the programing market. “The claimed benefits would be to eliminate largely conjectural disadvantages suffered by the three most highly favored licensees in the 50 years of the commission’s history.”

Telepictures Corp., an independent distributor, said repeal would accomplish only one thing: “It enables the rich to get richer—at the public’s expense.”

The Association of Talent Agencies said that “history and experience validated the propriety” of the rules. “Unless the rules are maintained, the result will inevitably be endless antitrust litigation.”

Women in Film said it believed the independent producers had become stronger and that their numbers had increased since the rules went into effect. “As a result, the quality and variety of programing has also increased both in terms of its creation for network telecast and its subsequent availability for independent syndication.”

Action for Children’s Television also opposed repeal: “Although the rule cannot guarantee program diversity, its repeal would concentrate even more control in the hands of the networks. Children’s television programing on the three commercial networks, for example, is extremely limited. The elimination of *Captain Kangaroo*, the only daily network program for children, from the weekday television schedule is a conspicuous example of the indifference and backsliding that have characterized children’s television in recent years. Repeal of the [rules] will clearly limit even further the sources of programing available to the pub-

lic. For children, this will turn a bleak landscape into a desert.”

The National Institute for Low-Power Television concurred: “The public interest will be best served by the maintenance of an economic environment in which low-power television and other emerging technologies can compete and survive.”

The Communication Commission of the National Council of the Churches of Christ in the U.S.A. and the Office of Communication of the United Church of Christ also opposed repeal.

“The financial interest and syndication rules have demonstrably aided the climate of competition,” the church groups said. “They have promoted more open entry into the program industry, and have created alternatives to total dependence on the networks. The rules can be faulted for not fully realizing their objectives, but this merely highlights the continuing power which the networks hold.”

The Inter-Guild Council of the Talent Guilds of the Motion Picture and Television Industry, which represents the Writers Guild of America, West, Inc. (and its affiliate, East, Inc.), the Directors Guild of America Inc., the Screen Actors Guild, and the Producers Guild of America Inc., also opposed repeal. “Freedom of expression and the climate that nurtures creativity and diversity in program content requires diversity of producers and less restraint on creative talent,” it said. “It is imagination which ultimately will be hamstrung if the control of television is placed in the hands of three corporate monoliths.” □

## CBS readies Extravision for April launch

**New feature in teletext service is intended to appeal to businesses to supplement residential revenue**

The CBS Television Network is considering launching a teletext service that could supply individual businesses with continually updated information. The business teletext service would be distributed to CBS affiliates for local broadcast as part of the network’s national consumer teletext service, Extravision, now scheduled for an April 4 launch.

According to Extravision head Albert H. Crane III, the business teletext service was devised as a way to bring in some revenues during Extravision’s early days when few homes will have decoders needed to receive the service and when few advertisers will be willing to commit money. “We think we can put decoders in the hands of very special groups of businessmen and make some money,” Crane said.

To institute such a service, Crane said, CBS-TV may have to abbreviate the consumer service, rededicating some of its planned 100 “pages” to carry the business information. CBS-TV would compensate for shortening the consumer service by mak-

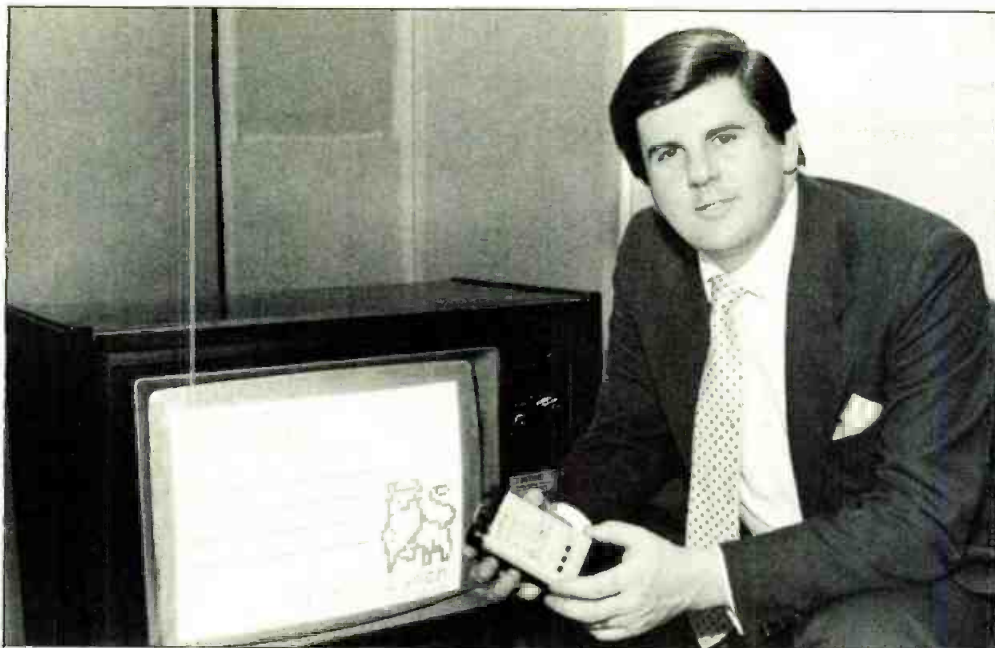
ing the remaining teletext pages “very hot,” or constantly updated, he said. One of the criticisms CBS-TV received from viewers following its year-and-a-half test of Extravision at KNXT(TV) Los Angeles, he said, was that “we didn’t update our pages enough.”

The decoder for the business service may be more sophisticated than its consumer counterpart. “Smart decoders,” Crane said, would permit CBS-TV to address information to individual subscribers and to transmit quickly blocks of pages, some of which would be updated as needed. A customer “might even have a small computer that could store pages,” he said. “We could send down thousands of pages in the middle of the night.”

CBS-TV has identified around 50 “closed users groups” that could benefit from its business service, including lawyers, doctors, travel agencies, hotels and convention organizers, Crane said.

Although the proposed business service could develop more rapidly than the consumer service, Crane and CBS-TV are confident that the latter will be the more important, eventually. Crane estimated that 10% to 12% of the nation’s television homes would





CBS's Crane with a screenful of Extravision

be equipped to receive teletext services by 1986. That translates to nine million homes or, as Crane put it, "a fairly substantial market."

The key to the consumer teletext business is the decoders. CBS-TV is hoping that its commitment to launch a service next April will encourage television set manufacturers to build decoders. CBS-TV has been talking to domestic and Japanese manufacturers, and, judging by the feedback from them, Crane said, small batches of decoders will be available for CBS affiliates and potential advertisers in late spring or early summer in large numbers. They will be priced around \$250 and will be ready to meet what CBS hopes will be a strong consumer demand late this year or early next. Among the U.S. companies reportedly interested in the market are RCA and General Electric Co.

CBS-TV is not alone among networks in its quest to make consumer teletext a business. NBC-TV has announced that it will launch a similar service. Since both will use the same standard—the North American Broadcast Teletext Specification—consumers will be able to receive the CBS-TV and the NBC-TV services with one decoder.

The NABTS, which has won the support of AT&T, RCA and Time Inc., as well as the two networks, is still a relatively new and untried standard. CBS-TV conducted its Los Angeles test using French Antiope technology, which is characterized by alphamosaic graphics and, according to Crane, the network may have to go on the air in April using the same technology since NABTS equipment may not be ready. But what system CBS-TV uses during the first few months of service is unimportant. What is important, he said, "is to get out there and get the interest of the consumer." Although no deal has been struck, Crane said CBS-TV has been negotiating with Videographic Systems of America, a company representing a number of French firms, about purchasing NABTS origination equipment which will enable it to incorporate high-resolution (alphageometric) graphics into Extravision. Crane said he

might be ready to announce a deal within two weeks.

The consumer teletext service CBS-TV is planning will consist of general information—news, sports and weather. The network's affiliates will be invited to install teletext origination equipment of their own—an investment of between \$75,000 and \$100,000, according to CBS—and insert local material that could include airline information and theater and restaurant listings as well as local news, sports and weather to complement the national material. The service is intended to be advertiser supported. Many of the national advertisers that participated in the Los Angeles test, Crane said, will be on board for the start of the regular service. Although CBS-TV will not be able to promise significant subscribers for a long while, Crane said CBS-TV "might attempt to pass some of the modest costs [of producing the service] along to the advertisers." □

## The bills are back

**As the 98th Congress starts to work, major pieces of communications legislation introduced in the 97th have returned, some with modifications**

Several communications-related measures introduced in the 97th Congress made their way back to the 98th Congress last week, when Congress met for the second time this year.

In the Senate, two comprehensive communications bills were introduced by Senate Majority Leader Howard Baker (R-Tenn.) on behalf of Senator Barry Goldwater (R-Ariz.). The broadcast deregulation bill (formerly S. 1629) that cleared the Senate last year was reintroduced as S. 55 and remains virtually unaltered. Another major deregulation bill (S. 66) that would affect cable (submitted last year as S. 2172) was also offered with some revisions.

■ S. 55 primarily codifies FCC deregu-

lation of radio, abolishes comparative renewal proceedings and requires the FCC to "encourage the development of new and diverse sources of broadcast programming." It also permits the FCC to collect license fees to cover the cost of regulating telecommunications services. Minor changes were made to the new bill's fee schedule. The bill establishes a schedule of service fees which will allow the FCC to collect up to 50% of its authorization level in any fiscal year. Most fees were increased. Fees that ranged from \$1,000 for a license application to \$5,000 for a hearing charge in last year's bill are now \$1,200 to \$6,000, respectively. S. 55 was co-sponsored by Baker and Senate Commerce Committee members: Bob Packwood (R-Ore.), Nancy Kassebaum (R-Kan.), Ted Stevens (R-Alaska), Bob Kasten (R-Wis.), Ernest Hollings (D-S.C.), Don Riegle (D-Mich.), Wendell Ford (D-Ky.) and James Exon (D-Neb.).

Hearings on the broadcast bill have not been scheduled and Commerce Committee staff say there won't be any. The measure is expected to move quickly to the floor.

■ The cable deregulation bill (S. 66) passed the Senate Commerce Committee late last year but never made it to the floor for a vote. It was controversial because it would limit the authority of states and cities to regulate cable TV. It also codifies the FCC's authority to set a ceiling on franchise fees. The National League of Cities and the cable industry became embroiled in a battle when the league began lobbying to retain some form of authority for cities in the bill. The parties were unable to reach a compromise and S. 2172 died during the lame-duck session.

Cynthia Pols, an NLC spokeswoman, said last week that the league is still opposed to the measure and that S. 66 is even "worse in some areas" than the previous measure. "We object to the even further narrowing of the definition of basic service," Pols noted. She also criticized the new bill for "muddying" the cities' authority to award franchises.

She said the revised measure suggests that franchising authorities are required to award multiple franchises. Pols said S. 2172 had stated: "Nothing in this act shall be construed as prohibiting any state or political subdivision or agency thereof or franchising authority from awarding, in accordance with the provisions of this act, a cable franchise within its jurisdiction." The new measure, Pols said, uses the term: "cable franchises within its jurisdiction." Pols also said that the legislation appears to be lacking support this time around.

But the National Cable Television Association is pleased. "S. 66 would put cable on a more even playing field with conventional television and the other new technologies, and allow the industry to fulfill its potential free of discriminatory regulation," NCTA President Tom Wheeler said.

Wheeler hailed the legislation as "good news for cable viewers, city governments and cable operators." Both NCTA and the NLC plan to continue negotiating on the bill. Hearings are scheduled for Feb. 16 and 17.

One of the revisions of S. 66 was a rede-

definition of basic service. Previously basic service included public, educational or governmental programming. It is now only defined as "the retransmission of broadcast signals." Also, the new bill requires cable systems with 20 or more channels to set aside 10% of available channels for use by the public, educational or governmental programmers only. The previous bill required cable systems to set aside 20% of its channels for those programmers and others.

A provision was also added to allow the FCC to eliminate cities' authority to restrict the rates charged subscribers for basic service if the commission determines there are "reasonably available alternatives to basic service." Another change includes placing the ultimate authority for foreign ownership of cable systems in the hands of the U.S. Trade Representative instead of the FCC.

Other bills introduced in both the House and the Senate concerned home taping. Senator Charles McC. Mathias (R-Md.) reintroduced legislation that would exempt home viewers and listeners from copyright liability. Mathias's bill (S. 31) would also compensate copyright owners by placing a royalty fee on the manufacturers and importers of home recording devices and tape.

"At bottom, we think it is fair that the manufacturers and importers of taping equipment be required to compensate copyright owners, for without their creative genius the blank tapes and taping equipment would have almost no economic value," Mathias told his colleagues when he introduced the measure.

In addition Mathias submitted two rental bills (S. 32 and S. 33), one for audio and one for video, that would give copyright holders some control over first rental rights of tapes. His bill, S. 31, would also change the role of the Copyright Royalty Tribunal so that it would rely more on free market negotiations between parties in settling royalty fees for home taping. "If agreement is not reached, the parties would be required to submit to binding arbitration, the results of which would be subject to public comment, review

by the Register of Copyrights and judicial review," Mathias said.

Mathias introduced those measures last year as an amendment to legislation offered by Senator Dennis DeConcini (D-Ariz.) S. 1758. DeConcini reintroduced a similar measure (S. 175) that excludes home taping royalties altogether and exempts home viewers from copyright liability. Senate Judiciary Chairman Strom Thurmond (R-S.C.) is a cosponsor. A spokesman from Mathias's office said the senator will press ahead on the two rental bills and is keeping S. 31 on the "back burner," until the Supreme Court acts (BROADCASTING, Jan. 24).

In the House, companion measures were introduced. Representatives Don Edwards (D-Calif.) and Carlos Moorhead (R-Calif.)

submitted H.R. 1027, H.R. 1029, H.R. 1030, which are similar to Mathias's bill. Edwards offered the same protections last year in H.R. 5705. Congressman Stan Parris (R-Va.) and House majority whip Thomas Foley (D-Wash.) submitted H.R. 175 that would, like DeConcini's bill, exclude home taping royalties. A spokesman in Parris's office said the congressmen are working to push the bill straight to the floor. The bill could go to the floor if it receives 218 cosponsors. Last year, the spokesman noted, it had more than 150 co-sponsors.

Senator William Proxmire (D-Wis.) introduced S. 22 which would abolish the fairness doctrine and equal time law. Proxmire introduced similar measures in 1975, 1977, 1979 and 1981. □

## FCC wants to redefine 'owner'

### It proposes raising percentage of stock that would count against multiple ownership

How much of a broadcast, cable or newspaper operation should someone be able to own before being considered an owner under the FCC's multiple ownership rules? According to the commission, more than the current limit—perhaps considerably more.

Under present FCC rules, the "benchmark" considered to signify ownership for "widely held" corporate licensees—that is, those with more than 50 or fewer shareholders—is 1% or more of the voting stock. For "closely held" corporations—those with 50 shareholders—any voting partnership or proprietorship interest is considered to signify ownership. "Passive investors"—bank trust departments, investment and insurance companies—are permitted to own up to 5% before they are considered owners.

At its open meeting last week, however, the FCC proposed to permit all entities to own anywhere from 5% to 20% before they would be counted as an owner under the

commission's rules.

At the same time, the commission voted unanimously (with Commissioners James Quello, Joseph Fogarty, Anne Jones and Henry Rivera concurring) to propose eliminating its distinctions between closely held and widely held participation under its "attribution" rules.

It also proposed to limit the reach of its ownership rules to those who bear a "reasonable" relationship to a licensee. Furthermore, it proposed to permit officers, directors, partners, trustees and other nonequity-holding participants to escape the strictures of the ownership limitations, simply by advising the commission with a letter that they wouldn't participate in that company's media-related decision making.

Although Chairman Mark Fowler appeared particularly pleased with the notice of proposed rulemaking, his elation wasn't widely shared. Commissioner Henry Rivera again criticized the commission for taking on only one aspect of its ownership rules at a time, a process he said would produce a "disjointed" review. "I disagree with so much in this item I don't know where to start," he said.

Commissioner Anne Jones, contending that she would have been more comfortable with the item if it hadn't made "tentative recommendations," moved to have those struck. Commissioner Joseph Fogarty and Rivera offered her their support, but the motion failed.

Fowler said he didn't think the commission should address all of its ownership rules at once. According to Fowler, the commission should first address its national rules—its rule of sevens, limiting broadcast ownership to seven TV's (no more than five of them VHF's), seven AM's and seven FM's, and its network-cable crossownership prohibition (which it already has proposed to repeal). After that, Fowler said, the commission could move to look at its regional concentration rule, which prohibits common ownership, operation or control of three or more broadcast stations where any two are within 100 miles of the third and there is primary service contour overlap of any of the stations' signals. □

**'MacNeil/Lehrer' gets expansion OK.** Public television viewers can expect to see an hour-long *MacNeil/Lehrer Report* next summer. The proposal to expand the program from a half-hour to an hour became reality last week when stations accepted a programming package for the Public Broadcasting Service's 1983 fall schedule that includes the expanded version. It is slated to debut in late July. A PBS spokesman noted that 148 of the 171 public television stations indicated they will carry the program.

AT&T has agreed to underwrite the \$20-million show for \$10 million. It also will provide \$2 million for promotion. The Corporation for Public Broadcasting also is interested in granting funds (possibly \$4.5 million). The stations were asked to contribute the same amount of funds for the half-hour version as for the expanded show: \$5.5 million.

Now that the proposal has gotten a green light, Jim Lehrer said, they will start refining the concept as well as expanding their staff. The first addition will be an executive producer, who will be announced soon. Robert MacNeil and Lehrer have maintained from the start that their program "is designed to be a definite alternative to, not just a supplement for, the commercial networks' nightly news programs."

The initial proposal includes an in-depth news analysis of at least three major news stories; a brief news summary of the day's top national and world news; interconnections with cities other than New York and Washington to include commentators on numerous subjects; videotape location stories, many to be contributed by local public broadcasting stations; documentaries, and event coverage.

They noted that there won't be any fixed formula and that each program will be shaped by the news developments of the day. The program may also include a window for local news, which is considered a plus by many public television stations.



volume

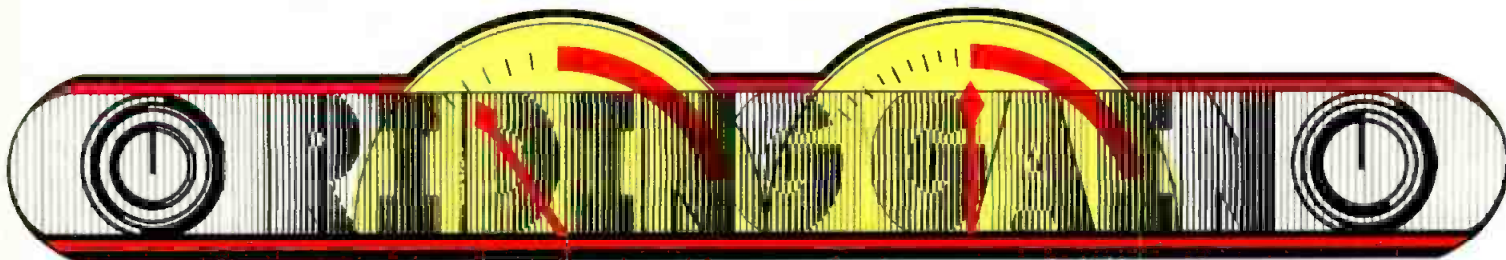
23

20

motion pictures



Warner Bros. Television Distribution  
A Warner Communications Company



## Mobile rating

Arbitron Ratings will provide its radio clients with supplementary reports highlighting listening in cars for all persons 12-plus in combined drive times as well as total listening by working women 18-plus, Monday to Sunday, 6 a.m. to midnight. The new reports are to be mailed out shortly after the local market books are made available, beginning with the just-released fall 1982 ratings. The cost of producing and distributing the extra reports will be borne by Arbitron, according to company officials.

## Resurrection

Himan Brown's *Mystery Theater*, which ran on the CBS Radio Network for the past nine years before leaving the airwaves in December, may soon find a home on public broadcasting. Brown has been having a series of discussions with both National Public Radio and the American Public Radio Network. They are trying to come up with a plan to syndicate the show not only to public radio stations but also to commercial outlets as a way to pay for the cost of program production, he said. Brown is the creator and executive producer of the program and owns all rights to the broadcast.

## Country upswing

New Torbet Radio study comparing Simmons Market Research Bureau data of 1980 to 1982 shows that 15.2% of all adults listen to country music, second only to adult con-

temporary in audience appeal. Listening to country music has increased among persons 18 to 24 and 35 to 44 years old but has decreased among those over 44. Country music listening was up 2% among persons earning \$30,000 or more and up 2.9% in the \$20,000-to-\$29,000 salary range. Geographically, listening levels for country music rose from 5.2% to 7.9% in the Northeast and from 10.9% to 11.2% in the Pacific region, but traditional "country" areas of the U.S. showed listenership declines. The study, "The Country Music Listener," will be made available to all registrants of the 14th annual Country Radio Seminar in Nashville Feb. 17-19, company officials said.

## Soft rock and a hard hit

Based on 1982 revenues, NBC's adult contemporary WYNY(FM) New York is the most successful owned-and-operated radio station in that company's history, according to Frank Osborn, station vice president and general manager. Last year's revenues were up 70% over 1981, he said. Osborn attributed the station's success to the upgrading of its signal over the past three years, the positioning and execution of its programming targeted to the 25-34 demographic, and a "heavy" advertising push.

WYNY ranked fourth in the just-released New York fall Arbitron report with a 5 overall metro share. The station's format, now two years old in its current form, draws upon the basic "soft" rock tunes of the 1960's to the present, Osborn said.

## Custom made

Public affairs programming is still alive and well, according to Highland Park, Ill.-based Public Interest Affiliates (PIA) whose free weekly half-hour public affairs programs are heard on over 65 stations, covering 20 of the top 25 markets. The company, now well into its second year, provides a 52-week series of programs which stations must air between 6 a.m. and midnight. As part of the agreement, stations are asked to provide PIA with a copy of their annual issues and problems list and are "guaranteed" a minimum of two customized shows for every problem on their list, according to Brad Saul, company president. The series is further personalized because PIA is never mentioned in any program, Saul said. Stations can write their own opening, closing and promos, he said.

Although the show is given to stations at no charge, PIA retains three minutes of time to market nationally with 30 seconds available to sell on the local level. Among the stations airing the series are WAIT(AM)-WLOO(FM) Chicago; KINK(FM) Portland, Ore.; KYND(FM) Houston, and WWSH(FM) Philadelphia.

The company has just launched a second 30-minute weekly series on six stations which, according to Saul, can either supplement the existing PIA programs or stand alone. PIA is also the radio distribution arm for the National Association of Broadcasters' Broadcast Industry Council to Improve American Productivity.

## Sale suggestion

The National Radio Broadcasters Association, in comments at the FCC, has offered support for a rulemaking aimed at beefing up the protection that could be offered to licensees who finance sales of their stations, but asked that it not limit its action to sales of stations to minorities (BROADCASTING, Dec. 6, 1982).

"NRBA urges the commission to ease its current restrictions on seller-provided financing for the purchase of broadcast properties in order to make it easier for all potential buyers, whether they be members of minority groups or not, to obtain such financing."

## Local origination

WOXR-AM-FM New York's recently established program syndication department offering major advertisers program "sponsorships" is in full swing. The stations, which are classical outlets owned by The New York Times Co., sells its existing three minute short features, hosted by Times' staffers, to advertisers on a national level through the help of McGavren Guild Radio. One of the newer additions to the line-up of advertisers is Citicorp which, beginning in March, will sponsor WOXR's *Front Page of the New York Times* in seven markets excluding New York.



**Framed.** WOR(AM) New York's popular morning drive personality, John Gambling (l), gets ranked among the stars as his portrait is hung by restaurateur Vincent Sardi (r) in Sardi's restaurant in New York.



# EASTERN'S SPRINT. WHEN IT DEFINITELY, UNQUESTIONABLY HAS TO BE THERE TODAY.



Most airfreight companies spend the day on the ground, racing to pick up small packages. So they can deliver them overnight. At Eastern Airlines, we spend that time in the air, delivering small packages to over 90 cities throughout the U.S. The same day. Just have your package at the Eastern airport counter at least 30 minutes before flight time. We'll put it on our next flight out and guarantee that it arrives the same day.\* Or you don't pay. The guys who "fly-by-night" simply aren't up to that kind of service.

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SAME-DAY PACKAGE SERVICE

Door-to-door delivery available for an additional charge. Call toll-free at 800-336-0336.

\*Guaranteed same-day delivery requires that package be on a flight scheduled to arrive before midnight.



Other sponsors of nationally syndicated features are Shearson/American Express for *Personal Finance* hosted by the Times's Leonard Sloane and Nissan Motors/Datsun for *Sports of the Times*, hosted by the Times's Joseph Durso. There are also new programs on the drawing board being especially developed for syndication.

Advertisers get an opening and closing bill "billboard" for each program, said Larry Krents, director of program and syndication sales for WQXR. WQXR also offers one-hour sponsorships of operas and symphonies. The stations started selling the national sponsorship concept to advertisers and agencies last fall.

### Lineup growth

Westwood One, Los Angeles-based producer and distributor of nationally sponsored radio programs, concerts and specials, is planning to add six new series this year, increasing its programming lineup to 27.

The new programming additions are: *The Rock Chronicles*, a weekly one-hour program just launched and focusing on the "themes" of rock music, hosted by WNEW-FM New York personality Dave Herman and KMET(FM) Los Angeles personality Dave Perry; *The Pop Years*, a 52-hour special on the history of pop music and culture from the 1950's to the present, which is planned to begin airing in April; *Star Trak Specials*, a twice monthly package of one-hour music/interview specials highlighting contemporary rock artists; an adult contemporary version of the *In Concert* series beginning this month and featuring artists such as Air Supply and Me-



**Source staff.** NBC's Source Board—an executive advisory committee representing Source affiliates—met with all Source department heads at network headquarters in New York recapping 1982 accomplishments, passing along affiliate comments, and talking about improvements for 1983. Seated left to right are Mike Kakoyannis, vice president and general manager, WNEW New York; Ellen Ambrose, vice president and general manager, The Source; Robert Mounfy, executive vice president, NBC Radio division.

Standing (l-r): Kenneth Stevens, vice president of programming, Shamrock Communications; Lynn Martin, general manager, WLKC-FM St. Albans, W. Va.; Walter Tiburski, vice president and general manager, WMMS(FM) Cleveland; David Moorehead, general manager, WFBQ(FM) Indianapolis; David Crowl, vice president and general manager, WLVO(FM) Columbus, Ohio; David Logan, program director, KFOG(FM) San Francisco; Michael Eskridge, president, NBC Radio; and Frank Bell, program director, WSOV(FM) Jersey Shore, Pa.

lissa Manchester; *The Olympians*, a series of short interview and informational features spotlighting Olympians past and present, hosted by former Olympic athletes and slated to be released in mid-1983, and Coca-Cola's *Superstar Concerts*, a 10-concert sum-

mer series beginning in June that will feature live rock concerts.

### Audience response

Sky Corp. has decided to change WEZG-FM Syracuse, N.Y., from beautiful music to Burkhart/Abrams SuperStars AOR format effective Feb. 1. The decision was based on a listener poll taken after Katz Broadcasting abandoned the SuperStar format on its top-rated WSYR-FM for adult contemporary ("Riding Gain," Jan. 10). WEZG(AM), however, will remain beautiful music.

### Playlist

CBS's RadioRadio network has lined up 215 stations to date for a four-hour "best of" special featuring performances of rock music artists Hall & Oates, Carole King, The Commodores, Air Supply, Sheena Easton and The Little River Band, taken from the network's 1982 *On Stage Tonight* series.

### At the Source

NBC brass will be present at upcoming regional Source network affiliates meetings. In New York on Feb. 3, Robert E. Mulholland, NBC president, will address the group and in Los Angeles on Feb. 7, Grant Tinker, chairman of the board and chief executive officer, will be on hand.

### Texas talk

Radio personality Ed Busch will syndicate nationally his weekend talk shows over WFAA(AM) Dallas. Busch, former co-host of RKO II's *America Overnight*, which left the airwaves last month, recently returned to WFAA for the third time in 10 years to host a telephone call-in show from 3 p.m. to 7 p.m. central time Saturday and Sunday. Syndication of the programs will be handled by Ed Busch Productions.

# SEND MY FREE SAMPLE



Tanner has spent over three years developing the contemporary beautiful sound you've long desired.

This brighter, livelier, easy format is designed to reach and hold today's listeners.

For your Pacific Green demo simply fill out and mail to us the information below.

Or even better call Dick Denham collect at 901-320-4340.

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Station \_\_\_\_\_ Title \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

The William B. Tanner Co., Inc., 2714 Union Extended, Memphis, TN 38112



# "...we did it!"

KBIG-FM  
KOIT-FM  
LOS ANGELES/SAN FRANCISCO DIVISION BONNEVILLE INTER...

Jack Adamson  
President

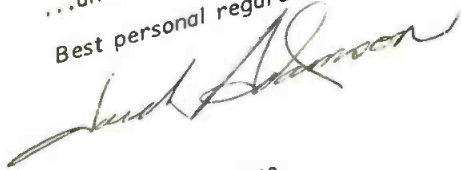
Well, John...

...we did it! The "report cards" are in and the Satellite Easy Listening format is a smashing success.

Sure, it takes a lot of ingredients to make a successful station; marketing/positioning strategy, music texture, on-air packaging, and the final ingredient - the technical quality that the B.B.S. Satellite delivers - is certainly the ribbon on the package...

...and it's only the beginning.

Best personal regards,



January 7, 1983

Mr. John E. Patton  
Chairman and Chief Executive Officer  
Bonneville Broadcasting System  
P.O. Box 157 - 274 County Road  
Tenafly, New Jersey 07670

cc Mr. Jerry Del Colliano

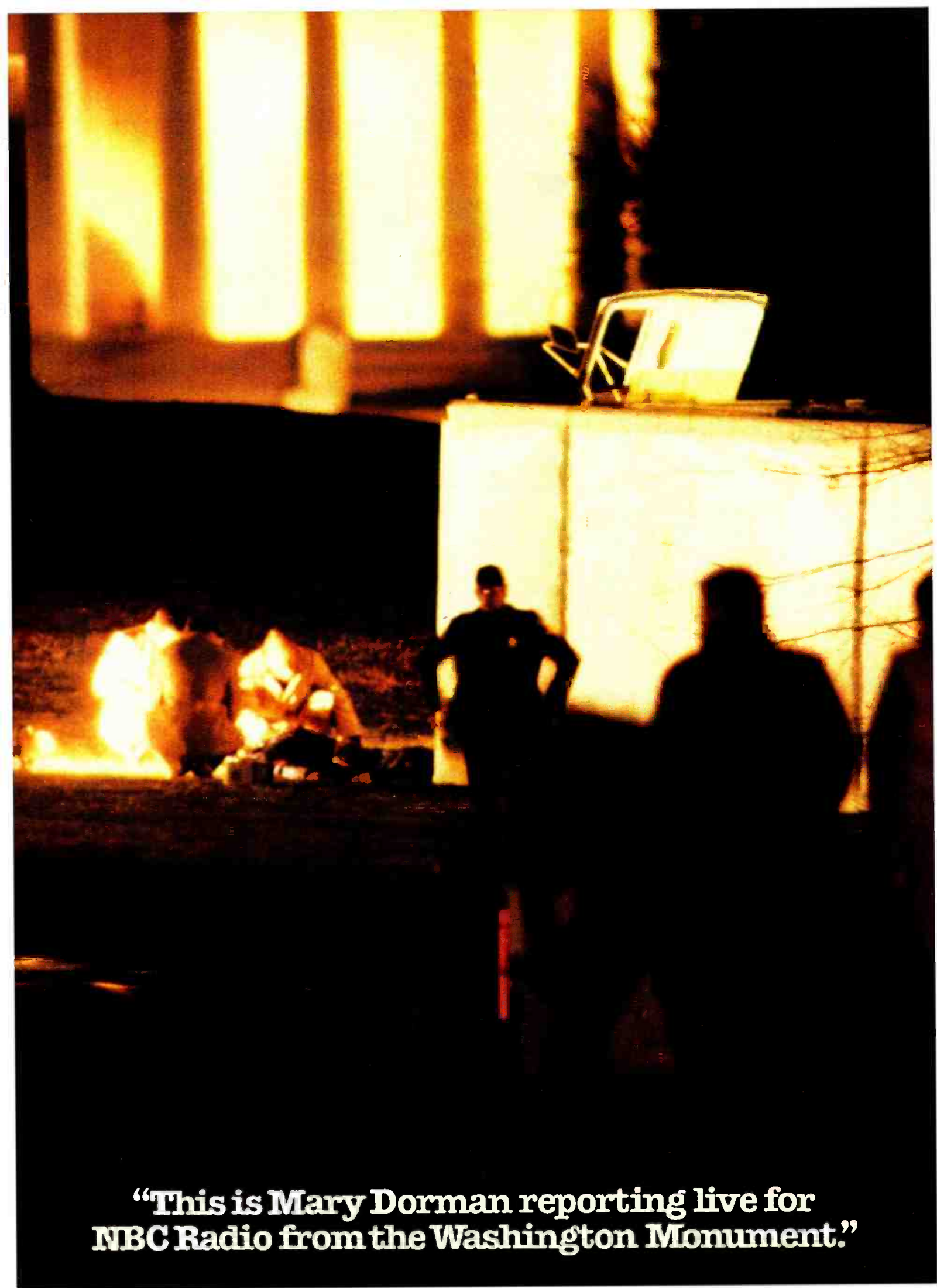
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**More of what you come to Bonneville for!**



**“This is Mary Dorman reporting live for  
NBC Radio from the Washington Monument.”**



# NBC RADIO NEWS.

---

**OUT OF THE STUDIO.  
ON THE SCENE.**

---

**NBC Radio News Hotline Report 12/8/82, 8:18PM EST**

**"The very latest thing to happen is that the van tipped over with a man in it and we think perhaps he's unconscious. The police are taking a big box out of there, whether that's the supposed bomb or not...they're taking it away and looking at it. There are three or four helicopters hovering...right now the police are crawling all over this area."**

**For radio reporting that's live and "in color" count on the unique sound of NBC Radio News.**

**We take your audience to the scene of history-making events, anchoring newscasts live.**

**On a day-to-day basis, NBC provides consistent, high-quality, "full color" radio news, offering more actualities and newscast feeds than anyone else.**

**We take the story—big or small—and bring it to life for your listeners.**

**NBC Radio News. We're there when you need us the most.**

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**For stations committed to news.**





# Television's most successfully sold half- hour strip series for mid-season access start!

(January 24, 1983)

## LIE DETECTOR

52 weeks of powerful programming starring F. Lee Bailey as host, co-starring the polygraph, that incredible machine no one can lie to!

Already sold in 83 markets including 10 of the top 10, 24 of the top 25, and 42 of the top 50.

New York WOR  
Los Angeles KTTV  
Chicago WFLD  
Philadelphia WPVI  
San Francisco KRON  
Boston WBZ  
Detroit WJBK  
Washington, DC WDVM  
Cleveland WEWS  
Dallas/Ft Worth KXAS  
Houston KPRC  
Pittsburgh WPXI  
Miami WTVJ  
Minneapolis WCCO

Atlanta WXIA  
Seattle KING  
Tampa/St Pete WTVT  
St Louis KPLR  
Denver KMGH  
Baltimore WMAR  
Portland, OR KOIN  
Indianapolis WTHR  
Hart/New Haven WVIT  
Phoenix KTSP  
San Diego KFMB  
Kansas City KSHB  
Cincinnati WLWT  
Milwaukee WITI

Charlotte WSOC  
Buffalo WKBW  
Orlando/Daytona WESH  
Grand Rpds/Kal WKZO  
Gmvl/Spart WFBC  
Oklahoma City KTVY  
Salt Lake City KSTU  
Chrlistn/Huntington WSAZ  
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Worldwide distribution from the company that delivers  
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## Totaling radio's top 20 advertisers

### Anheuser-Busch tops list of sponsors that combined, spent \$289 million in first nine months of 1982 spots

A total of \$289 million was spent by the top 20 radio advertisers during the first nine months of 1982, according to the top 20 company listing prepared for BROADCASTING magazine by the Radio Advertising Bureau. Of the \$289 million, \$217 million went to national spot (including nonwired networks) and the remaining \$72 million was channeled through network buys.

Anheuser-Busch, a major sponsor of play-by-play sports, emerged as the leading radio advertiser with radio ad expenditures totaling \$33.1 million. It led the national spot category with \$29.3 million while spending \$3.8 million on network. The second and third quarters were the busiest, especially with the introduction of Budweiser Lite which, along with Budweiser, draws the company's heaviest allocation of radio, said Chuck Fruit, vice president of national advertising for Anheuser-Busch.

The automotive industry was the top cate-

gory for radio advertising during the first nine months of 1982. Holding the second, third and fourth positions, respectively, were: General Motors Corp., \$27.5 million; Chrysler Corp., \$26.5 million, and the Ford Motor Co., \$23.8 million. Much of the automotive money spent on radio went to promotional campaigns such as announcing rebates as well as other speciality programs. One example was Ford which, during last year's first quarter, ran commercials announcing a new warranty on some of its small car lines.

Surfacing as the leading network advertiser from January to September of last year was Jeffrey Martin Inc., a pharmaceutical manufacturer, with a \$22.2 million expenditure. Martin Himmel, company president, said he used radio for 26 years for a long list of pharmaceutical brands including Compoz, Topol, Psorex, Doan's pills and Bantron. The company showed no expenditures for national spot. For the first nine months of 1981, Jeffrey Martin spent only \$2.8 million on network radio, according to the data computed by RAB.

Spending the least on national spot were Campbell Soup, which showed no expendi-

tures, and Sears, Roebuck & Co. which posted a \$2.2 million figure.

Besides Budweiser, other beer companies in the top 20 were Miller Brewing Co., \$15.8 million; Stroh's Brewery Co., \$10.8 million, and Van Munching & Co., \$7.3 million (importer of Heineken and Amstell beers). Stroh's purchased the Joseph E. Schlitz Brewing Co. last April. It now markets 14 brands of beer and, according to John Bissell, vice president of marketing for Stroh's, invests heavily in radio during the summer when TV viewing declines. Stroh's plans to increase radio spending this year.

General Foods Corp. uses radio as a secondary medium to TV primarily for two of its coffee brands—Sanka, which is generally targeted to an older age group, and Maxwell House, which is generally aimed at younger demographics.

Coca-Cola USA, on the other hand, makes use of radio advertising for all of its products, according to a company spokeswoman. To reach the teen-age audience, its product lines of Coca-Cola, Sprite and Mello-Yello for the past two years have sponsored concerts, along with the individ-

### Radio's top 20

The following chart represents the top 20 radio advertisers for the first nine months of 1982 with a comparison to the same period a year earlier. The figures represent a combination of national spot (including unwired networks), network and combined total dollars as computed

by the Radio Advertising Bureau from various financial data compiled by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network).

All dollar figures are in millions

Company	National spot			Network			Total		
	1982	1981	% change	1982	1981	% change	1982	1981	% change
1. Anheuser-Busch	\$29.3	\$24.4	+ 20.0%	\$ 3.8	\$ 2.1	+80.9%	\$33.1	\$26.5	+ 24.9
2. General Motors	22.5	24.5	- 8.2	5.0	4.0	+25.0	27.5	28.5	- 3.6
3. Chrysler	23.8	36.1	- 34.1	2.7	1.0	+170.0	26.5	37.1	- 28.6
4. Ford	18.8	26.6	- 29.4	5.0	4.0	+25.0	23.8	30.6	- 22.3
5. Jeffrey Martin Inc.	—	—	—	22.2	2.8	+692.8	22.2	2.8	+692.8
6. Pepsico	13.6	9.5	+ 43.1	2.8	—	—	16.4	9.5	+ 72.6
7. Miller Brewing Co.	15.8	12.4	+ 27.4	—	—	—	15.8	12.4	+ 27.4
8. American Honda	11.4	5.0	+128.0	0.5	—	—	11.9	5.0	+138.0
9. Sears, Roebuck	2.2	1.5	+ 46.6	9.7	5.3	+ 83.0	11.9	6.8	+ 75.0
10. Stroh's/Schlitz*	10.8	7.4	+ 49.9	—	0.06	—	10.8	7.4	+ 45.9
11. Coca-Cola	10.5	10.3	+ 1.9	0.1	0.7	- 85.8	10.6	11.0	- 3.7
12. General Foods	4.2	4.7	- 10.7	6.1	4.2	+ 45.2	10.3	8.9	+ 16.1
13. United Airlines	9.8	6.6	+ 48.4	0.5	—	—	10.2	6.6	+ 55.3
14. U.S. Army	5.0	4.4	+ 13.6	4.6	5.8	- 20.7	9.6	10.2	- 5.9
15. Nissan Motors	9.6	3.4	+182.3	—	—	—	9.6	3.4	+182.3
16. Delta Airlines	8.8	7.9	+ 11.3	—	—	—	8.8	7.9	+ 11.3
17. Eastern Airlines	8.6	6.0	+ 43.3	—	—	—	8.6	6.0	+ 43.3
18. Van Munching & Co.	7.3	6.8	+ 7.3	—	—	—	7.3	6.8	+ 7.3
19. Campbell Soup	—	1.5	—	7.0	2.1	+233.3	7.0	3.6	+ 94.4
20. Greyhound	4.8	8.0	- 60.0	2.1	0.01	+16,153	6.9	8.0	- 13.8

\* Note: Joseph Schlitz Brewing Co. was purchased by Stroh's Brewery Co. in April 1982. All Stroh's expenditures for the first nine months of 1982 were combined with those of Schlitz.



ALBANY-RENSSELAER **WQBK** • BALTIMORE **WCBM** • BOISE **KTOX** • CHARLESTON **WKCN** • CHARLOTTE **WAYS** • CHICAGO **WIND**  
CLEVELAND **WFRE** • COLORADO SPRINGS **KVOR** • DALLAS **WFAA** • DENVER **KNUS** • EUGENE **KBDF** • FRESNO **KMJ** • GRAND RAPIDS **WTWN**  
GREENVILLE, SC **WGVL** • HAGERSTOWN, MD **WHAG** • HONOLULU **KGU** • INDIANAPOLIS **WIFE** • JACKSONVILLE **WOKV** • KANSAS CITY **KCMO**  
LANSING **WKHM** • LAS VEGAS **KVOV** • LOS ANGELES **KABC** • MINNEAPOLIS/ST. PAUL **KSTP** • NEW ORLEANS **WGSO** • NEW YORK **WABC**  
NORFOLK **WNIS** • N. MYRTLE BEACH **WGSN** • PALM SPRINGS **KPSI** • PENSACOLA-MILTON, FL **WSWL** • PHOENIX **KSUN** • PITTSBURGH **WTKN**  
PORTLAND, ME **WMER** • PORTLAND, OR **KLIQ** • PROVIDENCE **WEAN** • RENO **KOH** • ROCHESTER **WRTK** • SACRAMENTO **KGNR** • SAGINAW **WSGW**  
SALISBURY **WSEY** • SALT LAKE CITY **KZJO** • SAN DIEGO **KCNN** • SAN FRANCISCO **KGO-FM** • SANTA BARBARA **KTMS** • SPOKANE **KSPO**  
TOLEDO **WOHO** • TUCSON **KNST** • TULSA **KELI** • WEST PALM BEACH **WJNO** • WHEELING, WV **WOMP** • WINSTON-SALEM **WSJS**

# ALL TALK AND NO COMPETITION.

## ABC TALKRADIO HELPED THESE STATIONS CONVERT TO A PROVOCATIVE NEW FORMAT.

TALKRADIO can give your station a unique new personality and attract a whole new kind of listener. When you broadcast ABC TALKRADIO in your market, you lock up an advantage on your competition—because no other network or service comes close to matching our 18 hours a day of the best programming in the business.

ABC TALKRADIO personalities know the secret of successful talk shows—informative and provocative programs that make listeners sit up, take notice, and pick up the phone.

ABC TALKRADIO stars include Michael Jackson, the talk radio giant, Dr. Toni Grant, the original radio psychologist, and Ira Fiestell, “the human encyclopedia.” They share the spotlight with Ray Briem, “the giant of all-night radio,” psychologist-author Dr. Susan Forward, and Owen Spann, known for his witty, “take-charge” style.

The special skills of these ABC TALKRADIO stars make each program sound like it originates on your station. Because of this compelling immediacy, it’s *your* programming involving *your* listener. And it’s your involved, loyal listener that advertisers like best.

To talk in more detail about how to build some of broadcasting’s most intense, involved audiences, and the ratings and advertising dollars that follow them, call Bob Chaisson, (212) 887-5938 or Al Racco, (212) 887-5638.



## Bottom Line

**Big givers.** Corporate and foundation donations to Broadcast Pioneers Library, Washington, in 1982 were said to be largest of any year since library was founded 12 years ago. Donors identified by Ward Quaal, library president, were ABC Inc., James Duncan Media Enterprises, Fetzer Television Corp., Forward Communications Corp., W.B. Smullin Stations, George B. Storer Foundation and WKBN (Youngstown, Ohio) Broadcasting Corp. Foundation.

**Anchors aweigh.** Time Inc. plans to tap overseas financial markets with offering of \$100 million in notes from Time-Life Overseas Finance Corp. N.V. (headquartered in Curacao). Underwriting group will be led by Salomon Brothers International and Morgan Guaranty Ltd. Not registered in U.S., notes cannot be sold here or to U.S. nationals or residents.

**Upping ante.** Multimedia announced 11.4% increase in quarterly dividend, to 19.5 cents per share. Dividend is payable Feb. 15 to holders of record Feb. 1.

**Sale complete.** Metromedia Inc. has announced it has completed acquisitions of ICS Communications Inc., Anaheim, Calif.-based radio common carrier, and Beep Communications Inc., another RCC based in New York, for total of \$42 million.

**MGM/UA improves.** MGM/UA Entertainment Co. has reported net income increase for quarter ending Nov. 30, 1982, over comparable period in 1981, from \$9.8 million or 20 cents a share to \$10.5 million or 21 cents a share. Revenue declined from \$208 million to \$204 million, while pre-tax income grew from \$9.2 million to \$15.8 million. Revenues from television production grew from \$10 million to \$32.1 million, and television distribution revenues jumped from \$27.9 million to \$46.7 million over the comparable quarter. In remarks to shareholders, MGM/UA chairman and chief executive officer, Frank Rothman, said firm's institutional debt has been reduced from \$528 million to \$326 million during his 11-month tenure. Rothman said he plans to reduce that debt by at least another \$100 million in 1983.

**For sale.** Zoetrope Studios, founded by director Francis Ford Coppola, will be offered for sale at public auction to be held Feb. 11 in Los Angeles, according to Security Pacific National Bank, which claims it is owed \$3.2 million on 8.7-acre property, purchased by Coppola in 1980 for reported \$6 million. Bank found Zoetrope in default on loan payments last October.

**Disney's drop.** Walt Disney Productions has reported net income declined slightly for quarter ended Dec. 31 to 17.2 million or 51 cents per share, compared with \$17.4 million or 53 cents per share for period ending Dec. 31, 1981. Revenues increased from \$212 million to \$270 million, and operating profits climbed from \$29.5 million to \$42.5 million for quarter as compared with same quarter in 1981. Disney reported drop in worldwide television revenues from \$12.3 million to \$6.5 million, primarily due to holding back of material for its new pay TV service this spring. In unrelated move, Disney last week filed registration with SEC for offering of one million shares of common stock to "be used for general corporate purposes, including reduction of existing debt."

**Sold.** CBS completed anticipated step of selling off its Specialty Stores Division last week, as California investor Burke Mathes purchased all 83 Pacific Stereo outlets. Mathes will become chairman and chief executive officer of Pacific Stereo. CBS says its loss on sale, and net operating losses of division, will be charged to fourth quarter 1982 income.



Martin Himmel, head of Jeffrey Martin



Ad leader Anheuser-Busch

ual local bottling companies, over ABC Radio. This year Coca-Cola USA will sponsor a concert series produced by the Culver City, Calif.-based Westwood One, a radio production and distribution company.

Top-spending airline companies are United (\$10.25 million), Delta (\$8.8 million) and Eastern (\$8.6 million). Spot radio and newspapers are "instantly deployable" media to be used in this period of fare wars, said William Downs, vice president of Eastern Airlines. Spot radio, he said, is especially desirable since the airline needs localized advertising to reach the various markets it serves. Both Eastern and Delta registered no network spending; United showed only a \$500,000 expenditure.

The U.S. Army spends a high percentage of its ad budget on radio (\$9.6 million), according to Susan Roe of NW Ayer—the agency that handles the account. She said there won't be as much money spent on radio in 1983 as there was last year. The Army uses national spot and network about evenly.

Some of the major companies falling below the top 20 for radio advertising for the first three quarters of 1982 were: Nabisco Brands Inc., \$6.5 million; Adolph Coors Brewing, \$6.35 million; Bristol-Myers, \$6.2 million; General Mills, \$6 million; Southland Corp. (7-11 Stores), \$5.8 million; Martlett Importers (Molson Golden Ale),

## Who Knows The Sunbelt Best?

Robert W. Rounsaville has owned fourteen stations in Florida alone. As media brokers, we're best qualified to help you find your place in the sun.

**Robert W. Rounsaville & Associates**

P.O. BOX 11898 ATLANTA, GA 30355 (404) 261-3000



# The Rising Value of Spot TV!



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

And that is good news for advertisers.

*Now, more than ever, Spot Television is the hands-down winner for value.*  
Let us tell you the facts about Spot Television.

**PETRY**

The Original Station  
Representative

\$5.7 million; Cotter & Co. (TrueValue Hardware stores), \$5.6 million; Dow Jones & Co., \$5.5 million; AT&T, \$5.2 million; Phillips Petroleum Co., \$5.14 million; Warner-Lambert Co., \$5.13 million; Southwestern Bell, \$4.9 million; TWA, \$4.4 million; Pillsbury, \$4.1 million; K-Mart, \$4 million; Hartz Mountain Industries Inc., \$3.97 million; 7-Up, \$3.8 million; Pabst Brewing Co., \$3.7 million; Colgate-Palmolive Co., \$3.6 million, and Dart & Kraft Inc., \$3.58 million.

Total national spot sales saw an increase

of slightly less than 2% for the first nine months of 1982 (BROADCASTING, Jan. 10) while network radio activity stood at about 10% ahead of 1981. Radio executives forecast, at best, a slight increase for the year in both spot and network once all the fourth-quarter figures have been tallied. Some of the companies canvassed last week said their fourth-quarter radio spending had been less than the previous three quarters. The industry remains cautiously optimistic for 1983 even though both national spot and network business got off to a good start in January. □

## Commercial kudos

### Chicago's U.S. Television Commercials Festival picks the top spots from 1982

The U.S. Television Commercials Festival, Chicago, has presented 50 awards recognizing outstanding television commercials in North America produced and/or telecast between Oct. 1, 1981, and Oct. 1, 1982.

Top festival honors went to *Zoo Stars*, a spot produced for the Detroit Zoological Park, which won the "Best of Festival" award as well as two first-place awards in various categories.

The following list includes the sponsor, title of commercial, producer and the advertising agency.

Best of Festival  
**Detroit Zoological Park** □ *Zoo Stars* (Castori & Co. W.B. Doner & Co.)

Subject Category Winners (under \$10,000 production cost)  
**Omark Industries** □ *Wood Grenade* (International Media Systems Borders, Perin & Norrander).  
**United Foundation of Detroit** □ *Point of View* (Castori & Co.: W.B. Doner & Co. Advertising)  
**Detroit Zoological Park** □ *Zoo Stars* (Castori & Co.; W.B. Doner & Co. Advertising)  
 (Not applicable) *Hunger Projects* (Stan Carp Inc.; Della Femina, Travisano & Partners)

Subject Category Winners (over \$10,000 production costs)  
**Dallas District Ford Dealers Advertising Fund** □ *Clearance Chase* (Monte Young Animation; Solemene & Associates)  
**Yamaha Motor Canada Ltd.** □ *Family Business* (Dalton Fensk & Friends; SMW Advertising Ltd.)  
**Villa Banfi** □ *Son of Bell'agio* (Ovation Films Inc.; Hicks & Greist).  
**Anheuser-Busch Inc.** □ *Leon Redbone* (Dear Films Inc.; D'Arcy-MacManus & Masius)  
**Anheuser-Busch Inc.** □ *Volunteers* (Michael-Daniel Productions; D'Arcy-MacManus & Masius).  
**McDonald's Corp.** □ *Double Dutch* (Harmony Pictures; Burrell Advertising).  
**Sunkist Growers Inc.** □ *Tote Board* (Ampersand Productions; Foote, Cone & Belding/Honig).  
**Schmidt Baking Co.** □ *I Like Bread and Butter*—diner campaign (Charles Street Films; Trahan, Burden & Charles Inc.).

**Schmidt Baking Co.** □ *I Like Bread and Butter*—diner, super-market, high school campaign (Charles Street Films; Trahan, Burden & Charles)  
**Dad's Cookies** □ *Life at 3'8"* (Boardwalk Motion Picture Co.; Palmer Bonner)  
**Coca-Cola Co.** □ *Marching Band* (Summerhouse; Burrell Advertising).  
**Dr Pepper** □ *Revolving Room* (Sunlight Pictures Corp.; Young & Rubicam)  
**U.S. Borax** □ *Bentley* (Freund & Kleppel; McCann-Erickson)  
**U.S. Borax** □ *Jensen's Switch* (Freund & Kleppel; McCann-Erickson)  
**James River-Dixie/Northern Inc.** □ *Rainy Day* (Bill Hudson Films Inc.; Scali, McCabe, Sloves Inc.)  
**James River-Dixie/Northern Inc.** □ *Roller Skates* (Bill Hudson Films; Scali, McCabe, Sloves Inc.)  
**Rayovac Canada** □ *Eskimo* (Trio Films; Anderson Advertising).  
**Polaroid Corp.** □ *Gonzo's Face* (Directors' Studio Inc.; Doyle Dane Bernbach Inc.).  
**Polaroid Corp.** □ *Dog's Birthday* (Directors' Studio Inc.; Doyle Dane Bernbach).  
**Polaroid Corp.** □ *Shoelaces Revised* (Directors' Studio Inc.; Doyle Dane Bernbach)  
**Ontario Ministry of Tourism and Recreation** □ *Snowbird* (Rabko Television Productions; Camp Associates Advertising)  
**Medical College of Virginia Hospitals** □ *Heart Attack* (Thom 2 Productions; Westbrook Inc.)  
**Southwestern Bell Telephone Co.** □ *Homesick* (Sanson Productions; D'Arcy-MacManus & Masius)  
**TransCanada Telephone System** □ *Griswald* (Partners; Publicite McKim Ltee.)  
**Grayhound Lines** □ *Single Girl* (Harmann, Impastato, Stephens & Kerns; Bozell & Jacobs).  
**State of Michigan** □ *Say Yes* (Bill Pertik & Co.; Needham, Harper & Steers Advertising).  
**IT&T** □ *Two Operators* (Johnston Films; Issues & Images)  
**Maryland State Lottery** □ *Ping Pong Balls* (Charles Street Films; Trahan, Burden & Charles).  
**Detroit Zoological Park** □ *Zoo Stars* (Castori & Co.; W.B. Doner & Co. Advertising).  
**Massachusetts Society for the Prevention of Cruelty to Children** □ *Kids, You Can't Beat 'Em* (September Production; ClarkeGowardCarr & Fitts).  
**Christian Churches of America** □ *Edge Out* (Richmarc Productions; no agency).  
**WBZ(AM)** □ *Maynard in the Morning—Newsteam* (Aydelott Associates; Aydelott Associates)  
**ABC** □ *Come On along with ABC*—multi-venue (Marks & Marks; Marks & Marks).

Production Technique Category Winners (over \$10,000 production costs)

**Bell Canada/Tele Direct** □ *Dance Music, Tango, Rock 'n' Roll* (Michael Mills Productions; McKim Advertising Ltd.).  
**Bell Canada/Tele Direct** □ *Tango, Rock 'n' Roll* (Michael Mills Productions; McKim Advertising).  
**Coca-Cola Bottling Co.** □ *World Cup* (Hagmann, Impastato, Stephens & Kerns; McCann-Erickson)  
**Brown Shoe Co.** □ *Cat Calls* (Linsman Film & Tape; Hanley Partnership).  
**NBC** □ *Just Watch Us Now* (EUE Screen Gems; no agency)  
**Busch Gardens, Tampa** □ *Busch Gardens Tampa* (Michel Stylianou Films Inc.; McDonald & Little).  
**Polaroid Corp.** □ *Gonzo's Face* (Directors' Studios; Doyle Dane Bernbach)  
**Ford Motor Co.** □ *Hot Steel* (Paisley Productions; J. Walter Thompson)  
**Burger King** □ *Aren't You Hungry?* (Grand Street Flicks; J. Walter Thompson)  
**Flying Tigers** □ *Sweep the Dock* (CPC Associates; Marsteller Inc.)  
**Polaroid** □ *Bicycle* (Directors' Studio Inc.; Doyle Dane Bernbach).

## BURNS / SOMERSET COUNTRY

### CONGRATULATES

Abell Communications

**WCRJ** AM FM      **JACKSONVILLE**  
**FLORIDA**

**#1** FIRST BOOK! **12+**

WCRJ switched to the BURNS/SOMERSET 'CONTINUOUS COUNTRY' format consultancy from beautiful music on April 29, 1982, half-way through the Spring ARB. In the just released Fall '82 ARBITRON, WCRJ AM/FM jumped to NUMBER ONE 12+, M-S, 6am-12m, metro AQH, with a 10.6 share, up from a 2.0 share in the Fall '81 book.

Does your radio station need us? A good ARBITRON could be as near as your phone. Call Jim West, Al Mangum or Bob Harris at (214) 243-7800.

# FairWest

3341 TOWERWOOD DRIVE • SUITE 204  
 DALLAS, TEXAS 75234 • (214) 243-7800

## RAB's Texas sales roundup

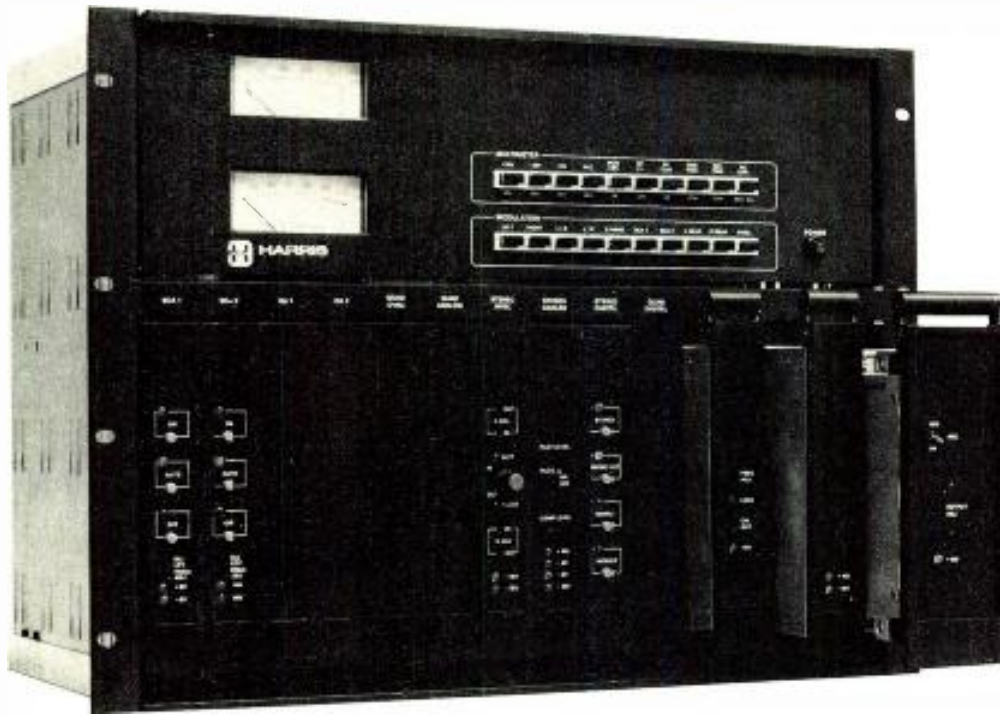
'Leadership in a Turnaround Year' is the theme of the third Managing Sales Conference

Between 900 and 1,000 radio executives are descending the on Amfac Hotel at the Dallas-Fort Worth Airport to attend the Radio Advertising Bureau's third annual Managing Sales Conference. More than 50 workshops and events are planned for this year's event which carries the theme: "Leadership in a Turnaround Year."

Fred Walker, conference chairman and president of Broad Street Communications,



# Dramatically improve your FM performance . . .



## The New Harris MX-15 Exciter

Unequaled audio performance and specifications. Wideband input FM Noise (S/N) is 80 dB! Equally impressive are CCIF Intermodulation Distortion measurements. Using 14/15 KHz test tones, distortion products are over 60 dB down in stereo mode...over 80 dB down through the wideband mode! Wideband 60 Hz/7KHz 1:1 Intermodulation Distortion is .02%.

A truly balanced, floating composite input eliminates ground hum pickup. The exclusive adjustable hum bucker nulls out extraneous magnetic fields

unique to your installation. New construction techniques reduce susceptibility to microphonics. And at maintenance time, you'll appreciate the ease of accessibility to modules.

The Harris MX-15 outperforms *any* other FM exciter in these and other key performance areas. And it's the heart of Harris' complete line of FM transmitters. For more information, contact **Harris Corporation, Broadcast Division, P.O. Box 4290, Quincy, Illinois 62305-4290. 217/222-8200.**



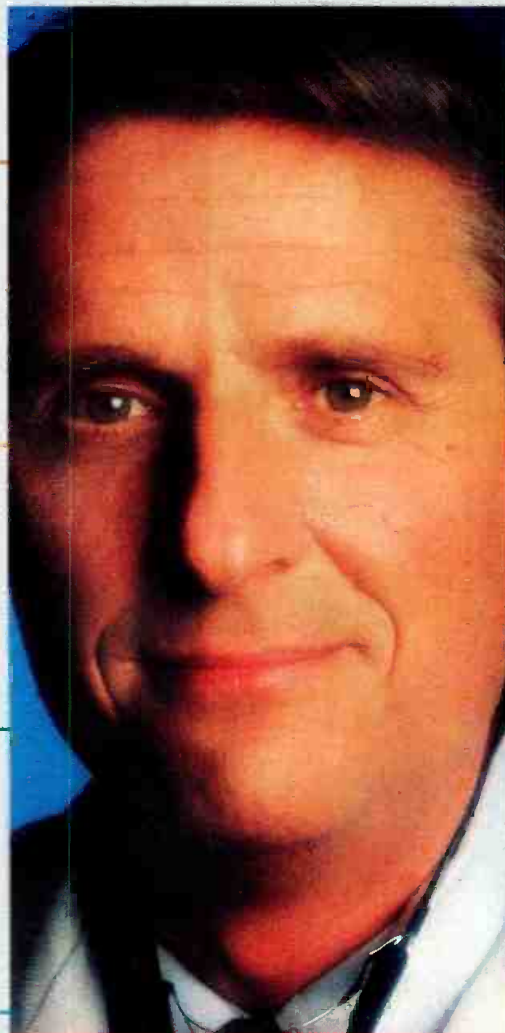
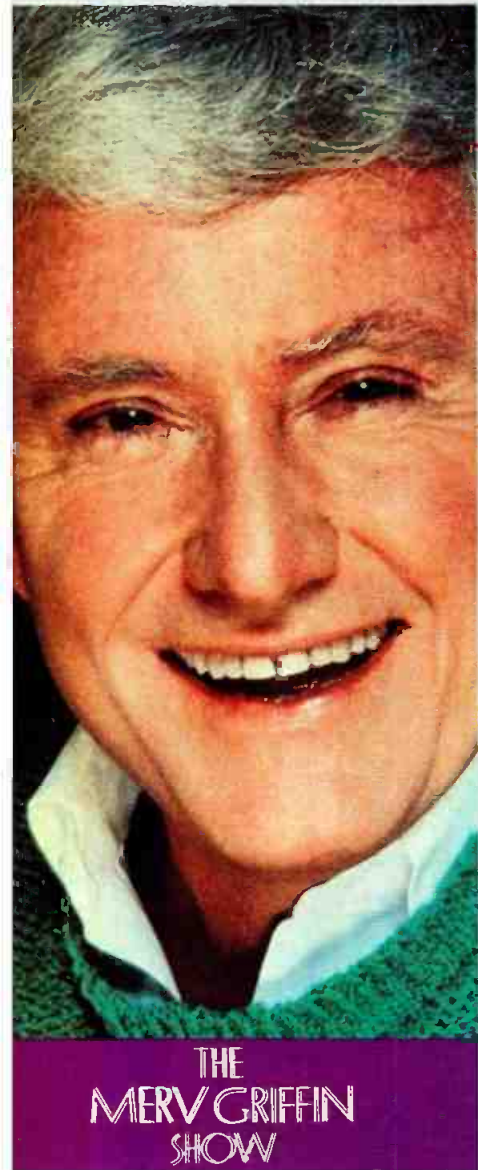
# HARRIS

# U N T H E

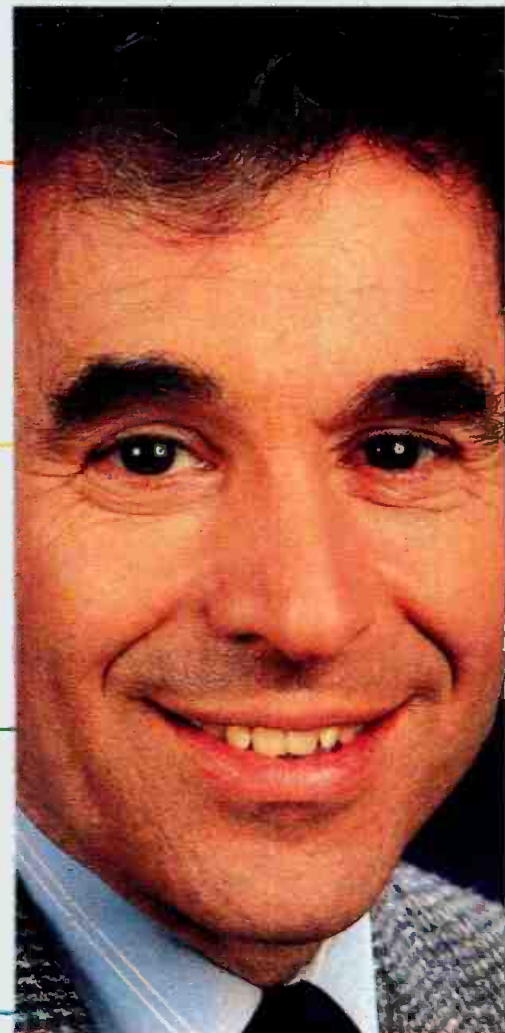
## V A R I E T Y

## H E A L T H

## S T A R S



Hosted by Dr. Timothy Johnson



**The Merv Griffin Show**  
 Right new look and format highlighting the biggest celebrities in the world, controversial issues and informational tips. A virtual monopoly on all-important 35+ market. One-hour per week

**The Healthbeat Network**  
 "Healthbeat," a proven hit in syndication now available every week with a complete program package designed to give stations a "health franchise" in their market.  
 1 half-hour per week + program package

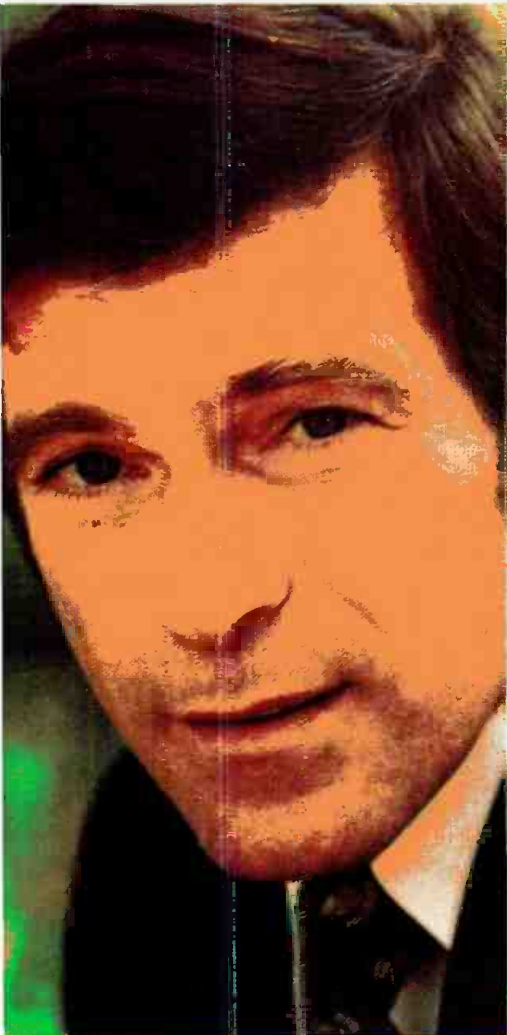
**Tom Cottle. Up Close**  
 Newsweek called him "TV's most intimately probing interviewer" and the viewers agree. A major hit in market after market, Cottle has tremendous appeal with women 18-49.  
 5 half-hours per week



# S P E C T R U M

## ACTION

## MUSIC



### **SURVIVE!**

Hosted by Christopher George

#### **Survive!**

A new anthology series offering compelling dramatizations of ordinary people in extraordinary life-and-death situations. True stories that touch everyone in an unforgettable way.

Available Fall '83/1 half-hour per week

## COMEDY



### **MIKE STOKEY'S NEW PANTOMIME QUIZ**

Hosted by Mike Stokey

#### **Mike Stokey's**

#### **New Pantomime Quiz**

"Mike Stokey's Pantomime Quiz" was one of the all-time hits of prime time game shows. Now it's back—only flashier, faster and crammed with more celebrities than ever.

Available Fall '83/5 half-hours per week



### **Radioactive T.V.**

Hosted by Bruce Penhall (*Chips*)

#### **Radioactive T.V.**

An explosion of new music, fantasy and the world's biggest rock acts. The next wave in young-programming from the producers of *Dance Fever*.

Available Fall '83

1 half-hour per week

The First and Best Game Show

### **METROMEDIA**

PRODUCERS  
CORPORATION

5 TV Place, Needham Branch, Boston, MA 02192  
Boston (617) 449-0400 • New York (212) 953-1744  
Los Angeles (714) 644-9078

New Haven, Conn., was planning to stress to the opening general assembly yesterday morning (Jan. 30) that the "real" competition station managers face is not the station across the street, but newspapers, TV, outdoor advertising and cable. Walker will also tell the group to set a goal of obtaining one-third of all unspent co-op ad dollars by 1985.

Sessions today (Jan. 31) will deal with both of these topics and will include representatives from the other media giving sales presentations and showing ways they pursue

prospective clients.

Other session topics will include effective management styles, running a big sales staff, what sales managers should know about programming, using computers, selling older demographics and the future of networks.

Slated for Monday night is a dinner concert featuring the group Firefall. Author Herb Cohen will keynote the conference and psychologist Dr. Joyce Brothers and consultant Don Beveridge will host the closing general session on Tuesday morning. □

**Seller** also recently was granted FCC approval to sell KFAT(FM) Gilroy, Calif., for \$900,000 (BROADCASTING, Jan. 17) and has no other broadcast interests. **Buyer** is owned by Harry J. Benton and Benton family members (50%), Shirley Fuchsberg (25%) and others. Benton is Colorado investor, and Fuchsberg is New York businesswoman. Neither has other broadcast interests. KUIC is on 95.3 mhz with 2.85 kw and antenna 205 feet above average terrain. *Broker: William A. Exline Inc.*

## Changing Hands

### PROPOSED

**WKTM(FM) Jacksonville, Fla.** □ Sold by KTM Broadcasting Inc. to Radio Clearwater Inc. for \$2 million. **Seller** is owned by William G. Dudley III, who also owns co-located WKCW(AM), which he will keep. **Buyer** is owned by Carl J. Marcocci and wife, Betty. Carl Marcocci is former owner of WAZE(AM) Clearwater, Fla., which he sold in 1981 for \$975,000 (BROADCASTING, April 26, 1981). WKTM is on 102.5 mhz with 100 kw and antenna 666 feet above average terrain.

**KPRO(AM) Riverside and KWTC(AM)-KZNS(FM) Barstow, both California** □ Sold by Inland Empire Broadcasters to Milt Klein and Shayle R. Ray for stock and assumption

of liabilities for total of about \$2 million. **Seller** is owned by Les Richter, Thomas Spiel, John Pennington, Bart Singletary and Joe Lanfranco (16% each), who have no other broadcast interests. Howard Fisher, president and 20% owner, will keep his position and interest. **Buyer** Klein is former general manager of KHJ(AM) Los Angeles, and Ray is Los Angeles business and financial consultant. Neither has other broadcast interests. KPRO is 1 kw daytimer on 1440 khz. KWTC is on 1230 khz with 1 kw day and 250 w night. KZNS is on 94.3 mhz with 3 kw and antenna 192 feet below average terrain.

**KUIC(FM) Vacaville, Calif.** □ Sold by estate of Harvey Levin, William Horwich executor, to Quick Broadcasting Inc. for \$1.5 million.

**KTYD(FM) Santa Barbara, Calif.** □ Sold by Antares Broadcasting Co. to KTYD Inc. for \$1,225,000. **Seller** is owned by G. David Gentling and son, Gregory D. Gentling Jr., who are Rochester, Minn.-based group owner of five AM's and five FM's, including co-located KBLS(AM) Santa Barbara, which they will keep. **Buyer** is equally owned by Robert C. Liggett Jr. and N.L. Benton. Liggett is principal owner of WFMK(FM) East Lansing; WZZR(FM) Grand Rapids; WHNN(FM) Bay City-Saginaw, all Michigan, and WLFF(AM) Columbia and WZLD(FM) Cayce-Columbia, both South Carolina. He was also granted FCC approval to sell WLOL(FM) Minneapolis-St. Paul for \$6 million (BROADCASTING, Nov. 1, 1982) and buy WABX(FM) Detroit for \$6 million (BROADCASTING, Dec. 13, 1982). Benton is one-third owner of Mid-continent Broadcasting Co., licensee of KELO-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota. He also is principal in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. KTYD is on 99.9 mhz with 34 kw and antenna 550 feet above average terrain.

**WVOS-AM-FM Liberty, N.Y.** □ Sold by Sullivan County Broadcasting Corp. to Sullivan Marketing Inc. for \$800,000. **Seller** is equally owned by Seymour D. Lubin and Harry G. Borwick, who have no other broadcast interests. **Buyer** is subsidiary of The Wireless Works Inc., owned by Christopher B.T. Coffin and Patricia C. Tocatian (27.4% each), Eugene H. Blabey II (19.1%), Doris G. Wheaton (6.9%) and James P. McGuinness (5.6%). They own WSLB(AM)-WPAC(FM) Ogdensburg, N.Y. WVOS is on 1240 khz with 1 kw day and 250 w night. WVOS-FM is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

**WERD(AM) Jacksonville, Fla.** □ Sold by Gilliam Communications Inc. to Clear Communications Inc. for \$733,767. **Seller** is principally owned by H.A. Gilliam Jr., who also is principal owner of WLOK(AM) Memphis. Gilliam bought WERD in 1979 for \$488,000 (BROADCASTING, Oct. 22, 1979). **Buyer** is owned by Lee Armstrong, who is general manager at Gilliam's WLOK and also holds 3% interest in WERD and WLOK. WERD is on 1400 khz with 1 kw day and 250 w night.

**KZEU(FM) Victoria, Tex.** □ Sold by McDougal Broadcasting Inc. to Loncier Broadcasting Inc. for \$730,000 including assumption of debt. **Seller** is owned by Douglas McDougal, who has no other broadcast interests. **Buyer** is owned by Steven W. Loncier and family, who also own KELG(AM) Elgin, Tex., which they bought last year for \$138,137

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(BROADCASTING, July 5, 1982). KZEU is on 107.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Norman Fisher & Associates.*

**KVOW(AM)-KTAK(FM) Riverton, Wyo.** □ Fifty-two percent sold by Tony A. Kehl to sons, Jeffrey S. and Stephen A. Kehl, for \$498,100. **Seller** also owns 60% of KBMN(AM) Bozeman, Mont., and one-third of KWOR(AM)-KIENB(FM) Worland, Wyo. **Buyers** each own 24% of KVOW(AM)-KTAK(FM) and have no other broadcast interests. KVOW is on 1450 khz with 1 w day and 250 w night. KTAK is on 93.5 mhz with 3 kw and antenna 278 feet above average terrain.

**KSEO-AM-FM Durant, Okla.** □ Sold by KSEO Broadcasting Co. to Durant Broadcasting Corp. for \$340,000. **Seller** is owned by Robert H. Peterson and family, who have no other broadcast interests. **Buyer** is owned by Bill Landtroop (26%), wife, Sue, and their son, Steve (22% each), Glen D. Burke (20%) and Carolyn S. Corbin (10%). Bill Landtroop is Durant businessman, and his son, Steve, is sports director at KSEO-AM-FM, where Burke is general manager and Corbin assistant manager. None have other broadcast interests. KSEO is 250 w daytimer on 750 khz. KSEO-FM is on 107.1 mhz with 1.9 kw and antenna 365 feet above average terrain.

**WHSM-AM-FM Hayward, Wis.** □ Sold by Inland Communications Corp. to Windsor Communications Inc. for \$300,000. **Seller** is principally owned by William Landgraf Jr. and wife, Arbadella, who have no other broadcast interests. **Buyer** is principally owned by Paul E. Lowrey, news director at WKTY(AM)-WSPL(FM) Lacrosse, Wis. WHSM is 5 kw daytimer on 910 khz. WHSM-FM is on 101.7 mhz with 3 kw and antenna 466 feet above average terrain.

□ Other proposed station sales include: KATV(TV) Little Rock, Ark. (BROADCASTING, Nov. 8, 1982); KOTN(AM)-KFXE(FM) Pine Bluff, Ark. (BROADCASTING, Jan. 24); KXXN(AM) Santa Barbara, Calif.; KLMC(FM) [(CP)] Leadville, Colo.; WAPR(AM) Avon Park, Fla.; WCIX-TV Miami (BROADCASTING, Aug. 2, 1982); WVCF(AM) Ocoee, Fla.; (BROADCASTING, Jan. 24); WRED(AM) Monroe, Ga. (BROADCASTING, Jan. 17); WJEM(AM) Valdosta, Ga.; KOFE(AM) St. Maries, Idaho; WFLD-TV Chicago (BROADCASTING, Aug. 30, 1982); WJCK(FM) Rensselaer, Ind. (BROADCASTING, Jan. 10); WBKO(TV) Bowling Green, Ky. (BROADCASTING, Jan. 10); KLPL-AM-FM Lake Providence, La.; WGHN(AM)-WFMG(FM) Grand Haven, Mich.; WOTV(TV) Grand Rapids, Mich. (BROADCASTING, Nov. 22, 1982); WDBI(FM) Tawas City, Mich. (BROADCASTING, Jan. 17); WELZ(AM) Belzoni, Miss.; WJTV(TV) Jackson, Miss. (BROADCASTING, Dec. 20, 1982); WQIS(AM)-WSNL(FM) Laurel, Miss.; WNAU(AM)-WOKM(FM) New Albany, Miss. (BROADCASTING, Jan. 17); KBTC(AM)-KSCM(FM) Houston, Mo.; KCMO(AM)-KCEZ(FM) Kansas City, Mo. (BROADCASTING, Jan. 10); WRIO-FM Cape May, N.J. (BROADCASTING, Jan. 17); KTNM(AM)-KQAY(FM) Tucumcari, N.M. (BROADCASTING, Jan. 24); WGR-TV Buffalo, N.Y.

(BROADCASTING, Aug. 2, 1982); WRCS(AM) WQDK(FM) Ahoskie, N.C. (BROADCASTING, Jan. 17); WQRB(AM)-WBAG(FM) Burlington, N.C. (BROADCASTING, Jan. 17); WGIV(AM) Charlotte, N.C.; WRMT(AM) Rocky Mount, N.C.; KFIR(AM)-KNL(FM) (CP) Sweet Home, Ore.; WLKW-AM-FM Providence, R.I. (BROADCASTING, Jan. 10); WNRI(AM) Woonsocket, R.I.; WLIC(AM) Adamsville, Tenn.; WJHR(FM) Jackson, Tenn. (BROADCASTING, Jan. 10); WMBK(AM) Knoxville, Tenn. (see "For the Record," page 74).

APPROVED

**WHGR(AM)-WJGS(FM) Houghton Lakes, Mich.** □ Sold by Sparks Broadcasting Co. to Edmund T. Shea Jr. for \$800,000 plus \$40,000 for brokerage fee. **Seller** is principally owned by brothers, Garnet and Gordon Sparks, who also own WEXL(AM) Royal Oak, Mich. **Buyer** is Grand Rapids, Mich., realtor and has no other broadcast interests. He is son-in-law of late Dan Duffy, former principal of WLAV-AM-FM Grand Rapids. WHGR is on 1290 khz with 5 kw full time. WJGS is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain.

**KDON-AM-FM Salinas-Monterey, Calif.** □ Sold by Forrest Cal-Central Inc. and Forrest Communications Corp. to Grace Broadcasting Inc. for \$3.3 million. **Seller** is principally owned by Robert A. Forrest and his wife, Grace, who also are principal owners of KBBY(AM)-KBBQ(FM) Ventura, Calif. **Buyer** is principally owned by Harvey Grace, former president of WTTV-TV Indianapolis. KDON is

5 kw daytimer on 1460 khz. KDON-FM is on 102.5 mhz with 18.5 kw and antenna 2,270 feet above average terrain.

**KBIU(FM) Lake Charles, La.** □ Sold by Stream Broadcasting Inc. to Dixie Broadcasters Inc. for \$684,200. **Seller** is owned by Harold H. Stream III, who owns KOYL(AM)-KUFO(FM) Odessa, Tex., and is applicant for new TV at Knoxville, Tenn. **Buyer** is principally owned by Albert D. Johnson, who is president and principal owner of KLOU(AM) Lake Charles. KBIU is on 103.7 mhz with 100 kw and antenna 470 feet above average terrain.

**KOBH-AM-FM Hot Springs, S.D.** □ Sold by Sorenson Broadcasting Corp. to Battle Mountain Broadcasting Inc. for \$550,000. **Seller** is owned by Dean Sorenson and Jerry Simmons (50% each), who own KCCR(AM)-KNEY(FM) Pierre, KWAT(AM)-KIXX(FM) Watertown and KYNT(AM)-KYVA(FM) Yankton, all South Dakota, and KCUE(AM)-KWNG(FM) Red Wing and KOZY(FM) Grand Rapids, both Minnesota. They bought KQDJ-AM-FM Jamestown, N.D. (see below). **Buyer** is owned by Mary M. Harrington (51%) and Richard F. Dunne (49%). Harrington is Aberdeen, S.D., legal secretary. Dunne is sales manager at KQAA(FM) Aberdeen. Neither has other broadcast interests. KOBH is 500 daytimer on 580 khz. KOBH-FM is on 96.7 mhz with 1.4 kw and antenna 440 feet above average terrain.

**KQDJ(AM) and KWDJ-FM (CP) Jamestown, N.D.** □ Sold by Great West Broadcasting Inc. to Sorenson Broadcasting Corp. for

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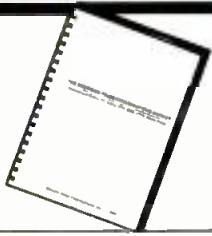
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\$500,000. Seller is principally owned by Roger G. Greeley, president, David B. Aamodt and Robert H. Ferguson, who have no other broadcast interests. Buyer is owned by Dean Sorenson and Jerry Simmons, who are Pierre, S.D.-based owners of five AM's and six FM's and sold KOBH-AM-FM Hot Springs, S.D., for \$550,000 (see above). KQDJ is on 1400 khz with 1 kw day and 250 w night. KQDJ-FM is on 95.5 mhz with 40 kw and antenna 338 feet above average terrain.

□ Other approved station sales include: KNLB(FM) (CP) Lake Havasu City, Ariz.; KCLF(AM)-KQXL(FM) New Roads, La.; WKAK(TV) (CP) Syracuse, N. Y.; KTGO(AM) Tioga, N. D.; and WGGF(TV) (CP) Lebanon, Pa. (see "For the Record," page 74).

### CABLE

**Cable system serving Eden, Madison and Mayodan, all North Carolina** □ Sold by Clearview Cable TV Inc. to Signet Cablevision Co. for \$4 million. Seller is owned by Harry Anglin and wife, Thelma, who also own systems in Chase City, Pearlsburg and Victoria, all Virginia. Buyer is Grosse Point Park, Mich.-based MSO with 4,000 subscribers, headed by Richard Budinger, president. Signet also bought cable system serving Fishersville, Va. (see below). Eden system serves 2,300 basic subscribers and passes 7,700 homes with 100 miles of plant. Broker: Donald A. Perry & Associates.

**Cable systems serving Bulan and Fisty, both Kentucky** □ Sold by Duane Television Relay Corp. and Clear Vision Cable TV to Communications Corp. of America for between \$1.5 million and \$2 million. Seller of Bulan system is headed by Vincent Mongiardo, president, and Fisty system is headed by McArthur Combs, president. Buyer is owned by Vincent A. King, president; William Pitney, chairman; Ed McCollugh, vice president. King is former vice president of operations at Matrix Enterprises, Franklin, Tenn.-based MSO. Pitney is former executive vice president at Cox Cable. McCollugh is former controller at Matrix. This is first of several cable systems that CCA intends to acquire, King announced, with five-year goal of 150,000 subscribers. Bulan and Fisty systems together serve about 2,900 basic subscribers, and pass 3,000 homes with 115 miles of plant. CCA is upgrading systems from 12 channels to 21. Broker: Daniels & Associates for seller.

**Cable system serving Fishersville, Stuart's Draft and Craigsville in Augusta county, all Virginia** □ Sold by August Video Cable Systems Inc. to Signet Cablevision Co. for more than \$1.5 million. Seller is owned by Douglas Thorpe and Harry Swecker (50% each), who have no other cable interests. Buyer is Grosse Point Park, Mich.-based MSO that also bought cable system serving Eden, N.C. (see above). Fishersville system serves 1,550 basic subscribers and passes 2,200 homes with 15 channels and 42 miles of plant. Broker: Donald A. Perry & Associates.

**Cable system serving city of Commerce and Jackson county, both Georgia** □ Sold by

Commerce Communications Inc. to Multivision Group for less than \$1 million. Seller is headed by Douglas Gee, president, who has no other cable or broadcast interests. Buyer is Portsmouth, Ohio-based MSO with about 22,000 subscribers. It is headed by Eugene H. Fryman, president, who also owns one-third of WTTI(AM) Dalton, Ga. Commerce system serves about 700 basic subscribers and passes 1,950 homes with 39 miles of plant. Broker: Communications Equity Associates for seller.

**Cable system serving Bowling Green and Tappahannock, both Virginia** □ Sold by GS Communications to Atlantic Metrovision Corp. for \$250,000 plus \$250,000 for rebuild. Seller is Frederick, Md.-based MSO with 4,500 subscribers and is subsidiary of Great Southern Printing and Manufacturing Co. Robert Cole is vice president of cable operations. Buyer is owned by cable broker Donald A. Perry, and W. Kelvin Bowles and Eddie R. Martinez, who also are building cable system for Botetourt county, Va. They operate 20 other systems in Virginia. Bowling Green and Tappahannock systems together serve 600 basic subscribers. Broker: Donald A. Perry & Associates.

## Addy action goes national

**Annual AAF awards will be widened in scope to include national advertising campaigns**

The American Advertising Federation is moving into national advertiser awards in 1983 after a decade of granting Addy awards for outstanding local advertising.

Announcement of the new national Addy awards was made last week at a news conference in New York by Howard Bell, president of the AAF, and Victor Bloede, chairman of Benton & Bowles and chairman of the national awards program.

The awards will be given for creative excellence in 13 product or service categories in five media (television, radio, magazines, newspapers and outdoor/transit). Awards will be given only to campaigns and not to individual advertisements.

The judging will be done by a panel of four specialists. The AAF announced the names of the panel chairmen: television, James H. Rosenfield, executive vice president, CBS/Broadcast Group; radio, Kenneth Roman, president, Ogilvy & Mather; magazines, Gilbert C. Maurer, president, Hearst magazines; newspapers, Burt Manning, chairman and chief executive officer, J. Walter Thompson USA, and outdoor/transit, Vernon A. Clark, president, Outdoor Advertising Association of America.

The AAF will distribute its call for entries within the next few weeks. The deadline will be April 1, and entries will be judged during that month. Presentation of the national Addy awards will be made during the AAF's annual convention to be held in Washington at the Hyatt Regency hotel June 11 to 15. An Addy trophy will be presented to first-place winners. □

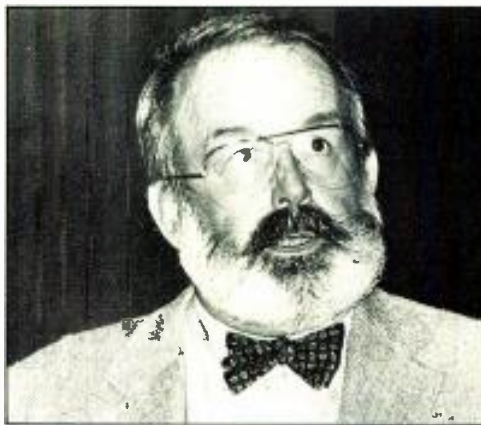


## Sauter foresees tough win in Westmoreland case

**CBS News chief says suit has rallied forces that oppose 'independent, searching press'**

"While we are confident of winning this trial, we know it will be a long and arduous process. And we frankly feel a certain sadness at the prospect of the general, on the witness stand, facing the documents and the testimony that will sustain the CBS position and, in the end, do irreparable damage to his reputation." With those words, delivered to the Society of Professional Journalists, Sigma Delta Chi, in Philadelphia, CBS News President Van Gordon Sauter presented his view of "a vital issue for journalists . . . the \$120-million libel suit against CBS by General William C. Westmoreland."

That lawsuit, Sauter told the journalists,



Sauter

"is not just a CBS issue . . . The lawsuit has become a rallying point for people who seek to use it as an instrument for damaging the image, spirit and aggressiveness of the news media.

"For those who regard an independent, searching press as a threat to what they perceive as traditional values, the case becomes

a focus for their campaign."

Sauter also turned his attention to "another aspect of this matter"—the conceded violation of CBS News guidelines in the preparation of the CBS Reports broadcast over which Westmoreland has brought suit. Referring to *TV Guide's* article nine months ago that alleged such violations, Sauter said: "It was not surprising to us that the *TV Guide* in its publication and commercials labeled the article as a smear, although the authors of the article spoke only to the guideline issue and not the accuracy of the broadcast itself."

Sauter reviewed his assigning CBS News senior producer Burton Benjamin to investigate the matter, and that investigation's conclusion "that the letter or spirit of a few of our guidelines had been violated." But Sauter added: "Ironically, strict adherence to the letter and spirit of those guidelines would in no way have damaged the editorial thrust of the broadcast."

Responding to calls that CBS release the "confidential document, based on confidential interviews" that Benjamin prepared,

## NewsBeat

**Number 40.** Massachusetts' House of Representatives has approved rules change which would permit radio and television coverage of formal sessions. More than 40 states now allow full or partial legislative coverage by electronic media. As rules now stand, Massachusetts' House and Senate ban broadcasting anything except inaugural and other special ceremonies. Before change goes into effect, legislative committee is expected to consider questions on who will pay for broadcast facilities.

□

**Dirty laundry.** Recent flap over CBS News' 60 Minutes report on investigation of alleged police brutality in New Orleans (BROADCASTING, Jan. 24) recalled to some observers' minds CBS's voluntary black-out throughout New England of 1961 CBS Reports *Biography of a Bookie Joint*. In present case, CBS News successfully fought a court order to black out segment in Dallas, venue to which trials of seven New Orleans officers accused of brutality has been transferred. Officers' lawyers claimed broadcast would prejudice their client's rights to fair trial. Why difference in response from CBS? *Biography of a Bookie Joint's* producer, Jay McMullan (who is still with CBS News) noted that that show actually was material to various trials that grew out of its disclosures, among them that police officers had frequented betting parlor. Film compiled for that broadcast had been used by grand juries that brought indictments in cases, and McMullen himself was scheduled to testify at then-pending trials. CBS, he recalled, later rebroadcast report, after trials, throughout nation.

□

**WBZ-TV lcss.** Former reporter for WBZ-TV Boston has failed to persuade Supreme Court to review case in which \$100,000 libel judgment he had won against station's licensee was at stake. State court jury had made award even after finding John Cole III public figure and, therefore subject to higher standard of proof than that required of private citizen. Judgment was based on comments of spokeswoman for station who, in response to inquiries from press regarding firing of Cole, in March 1975, said he was "sloppy and irresponsible reporter" with "history of bad reporting techniques." Defendants included Westinghouse, station General Manager Seymour Yanoff and spokeswoman Amy Konowitz. Massachusetts Supreme Court reversed lower court verdict on ground that words used by Konowitz were "nonactionable opinion." Court said that opinion based on defamatory facts is not actionable. Supreme Court last week, without comment, refused to hear Cole's argument that Massachusetts high court had deviated from its standards of review to degree that he was denied constitutional right of due process.



**Fog index.** This frame of fogged film is part of 12,000 feet of film that ABC News shot in South Africa in September—and that ABC says was "sabotaged" before it left the country for delivery to the network's offices in New York. The film was shot by ABC's *Close-Up* unit for a documentary on black labor unions in South Africa. Besides the loss of the film, ABC says 18 rolls of magnetic tape containing the soundtrack for the film were erased. ABC News reshot the film and rerecorded the soundtrack, and the documentary, as yet untitled, will be shown in March. Richard Richter, senior producer of *Close-Up*, said the network does not know who was responsible for the "sabotage" of the film that was shot, with government permission, in East London. But he said Kodak film experts called in by the network said unequivocally that the film had been removed from its containers and held up to the light. The frame shown above is from a segment depicting a union member singing a nationalist song. It will be seen in the documentary as an example of the problem the network faced in producing it.

*Blair's Southeast Management Team:*

# **THEIR PERSPECTIVE ON SELLING SPOT TELEVISION HELPS BLAIR STATIONS GROW.**



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Norm Grudman, Gayle Rabon, Steve Castellaw,  
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Sauter said: "We have not released the document because those who contributed to it were told they would do so in confidence. And that confidentiality is imperative if new organizations are going to conduct exacting post-broadcast or post-publication study of their work."

But while CBS noted the support it has received in court affidavits from various print and broadcast colleagues for refusing to release the report, Sauter also said: "[Those court affidavits] may be demanded and delivered to the court as part of the discovery process." □

units and from three to 11 crews on the street and has hired 50 to 60 additional news employees. WTTG also will be producing a one-hour documentary each month to be broadcast in prime time, Ginsberg said. (KTTV is working on an hour-and-a-half midday news program to be broadcast each weekday at 11:30 a.m.)

Ginsberg stressed that WTTG's efforts are intended to complement those of Metromedia's new national news bureau which is rising out of the ashes of the Independent Television News Association, from which Metromedia announced it was withdrawing last year. Indeed WTTG's own news staff and Metromedia's national news staff will be housed in the same building. The national news bureau, to be staffed with 25 to 30 people, will be under the direction of Mark Monsky. Metromedia's vice president for news and information. The national news bureau will feed reports to other Metromedia stations and, Ginsberg predicted, will aggressively sell its service to other independent TV's.

The driving force behind all the changes, both Ginsberg and Saitta agree, is Bob Bennett. Metromedia's senior vice president for television broadcasting and production. Bennett managed Metromedia television station before joining a group that wrested WCVB-TV (then WHDH-TV) Boston from the Boston *Herald-Traveler* in 1972 and sold it last year to Metromedia for \$220 million. "Mr. Bennett is a broadcaster," Ginsberg observed, "whose approach is not to put the same product in a different bottle." □

## Metromedia's new news notions

### Group goes for broke in news build-ups at Los Angeles and Washington TV stations

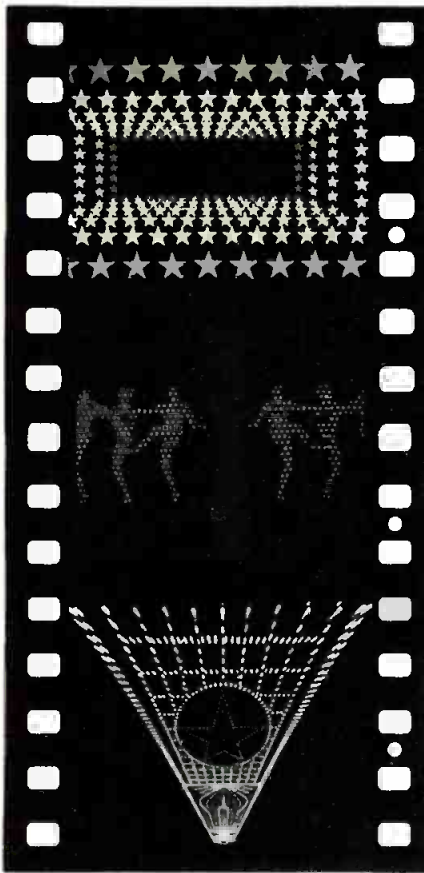
Metromedia has launched a major push behind news operations at its independent television stations with the hope of capturing news dominance in its markets. Big changes are already under way at two of the group's properties: KTTV(TV) Los Angeles and WTTG(TV) Washington. Three weeks ago the revamped news operation went on the air at KTTV. Joe Saitta, KTTV's vice president and executive director for news and special programming, said that KTTV has added more than 40 people to its news staff in the past two months, bringing the total close to 90—the largest news operation in California, Saitta believes. KTTV's 10 p.m. one-hour news program has also assumed a new look. Instead of anchors perched behind studio desks reading off teleprompters, KTTV combined its newsroom and studio. Saitta said he wants to "break down the tradition of happy talk" that exists in many local news pro-

grams.

KTTV has also installed three uplink and three downlink satellite dishes so it can subscribe to CNN. CNN Headline News and the latter's competitor, Satellite News Channels. KTTV also is feeding five-minute news reports every hour to SNC.

The changes under way at WTTG(TV) Washington are no less significant, reports Allen Ginsberg, vice president and general manager. Since WTTG is in the news capital of the country, Ginsberg explained, its news will be of interest to Metromedia's other stations.

The total cost of upgrading the news operation at WTTG could reach more than \$6 million, Ginsberg reported, with \$2.7 million alone going for the latest in computerized newsroom equipment and renovation of studio facilities. Ginsberg said his aim is to bring WTTG's 10 o'clock news program "into the leadership position" in the Washington market, and to do that requires quadrupling his news operations. The news department has gone from one to three live microwave



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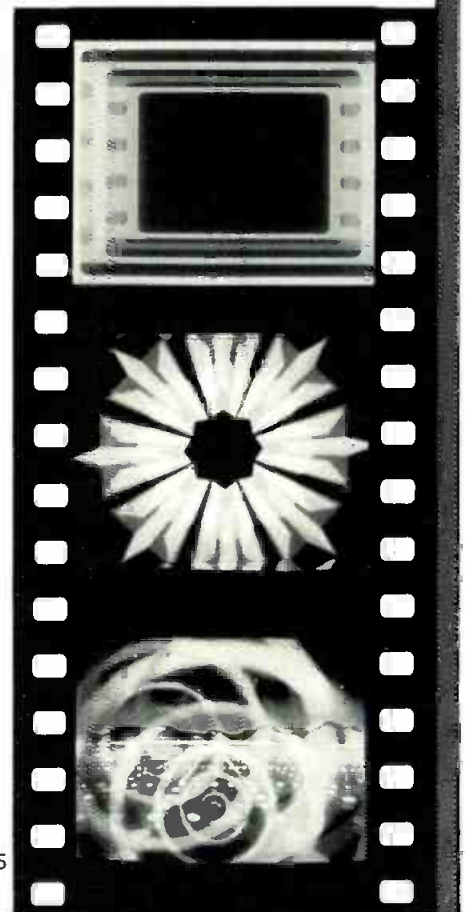
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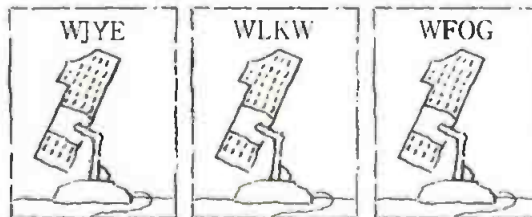


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SOURCE: Arbitron, Fall 1982 for Buffalo, Providence and Norfolk, Mon.-Sun., 6 A.M.-12 Midnight, total persons 12 + metro share.

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# TELECASTINGS



## Spring football

ABC-TV Sports announced it will begin live exclusive coverage of the United States Football League inaugural 1983 season on Sunday, March 6, at 1:30 p.m. (NYT), followed by a prime time USFL game broadcast (Friday, June 17, at 8 p.m.) and the championship game in prime time (Sunday, July 17, at 9 p.m.). ABC's USFL coverage will include 21 games, two play-offs, one championship game and a Feb. 27 half-hour preview program. Play-by-play for the USFL, founded last May with teams in 12 major cities, will be handled by ABC's Keith Jackson, in addition to commentary by former Pittsburgh Steeler wide receiver, Lynn Swann, who has handled various assignments for ABC Sports since 1976.

## Airing problems

*The Children's Hour*, the first of three prime time specials on family problems, is set to air next Monday (Feb. 7) on WOR-TV New York. Produced by WOR-TV, the three hour-long documentaries will each be followed by a half-hour of discussion with a studio audience and be accompanied by a week of related coverage on WOR-TV news and public affairs programs, public service announcements and editorials. Part two of the series, *Happily Ever After*, will deal with marriage and adult relationships and is set to air Monday, March 9. Part three, *May to December*, will air Monday, April 4, and will explore the problems of aging. WOR-TV is distributing a

resource dictionary listing area organizations that deal with family problems in concert with the program. The three-part series, entitled *The Changing Family*, is also being locally produced and aired at RKO General's other outlets, KHJ-TV Los Angeles and WHBQ-TV Memphis. It first aired over a year ago at WNAC-TV Boston (now WNEV-TV) when that station was owned by RKO and under the stewardship of general manager Pat Servodidio, who is now president of RKO Television and behind the effort to spread the public affairs campaign to all of the company's television outlets. KHJ-TV will air the series on Feb. 11, March 11 and April 1 and WHBQ-TV will air it on Feb. 3, March 3 and April 17. Sally Struthers, star of CBS-TV series, *Gloria*, will host a post-program studio discussion in Los Angeles.

## More each day

Daily household television viewing climbed to an all-time high in 1982, averaging six hours and 48 minutes, three minutes more than in 1981. Eight of the 12 months tied or set new records.

That's the word from the Television Bureau of Advertising, which used A.C. Nielsen data to compile its report. TVB noted that over-the-air television viewing amounted to 92% of all household usage and this level was maintained for eight months—April through December. The balance of 8% was pay cable and cable originated viewing. TVB said December daily viewing levels reached seven hours and 16 minutes, which

ties the 1981 all-time high set in December of that year. The overall 1982 record marked the fifth consecutive year of increased television usage, according to TVB.

## Cottle returns

New first-run strip series introduced in television syndication last fall have had a high mortality rate, but there's good news ahead for devotees of Metromedia Producers Corp.'s half-hour *Tom Cottle Up Close*. MPC has given the go-ahead for production of 26 additional weeks of *Cottle*, during which the psychologist probes the psyche of celebrities and unknowns in New York, Hollywood and Boston. The series has been on in 35 markets, and new sales have been made to stations in Pittsburgh, Philadelphia and Minneapolis.

## The write stuff

Production has begun on a series of 30 half-hour programs titled "The Write Course," a freshman composition telecourse intended for college credit and for release in 1984. It is a production of the Dallas County Community College District which has produced more than a dozen such courses since 1972. The programs are purchased by colleges throughout the country and are used in conjunction with a study guide and appropriate textbook material. The programs may be carried on PBS stations, commercial stations or cable TV systems. "The Write Course" is being produced in the studios of public station KERA-TV Dallas, will include interviews with experts in composition and use professional actors to portray writers. Funding for the course is provided in part by a grant from the Annenberg School of Communications to the Corporation for Public Broadcasting.

## Women's work

The woman at home, the wife, mother and homemaker, "never sees herself on television" and is not really being served by it, according to Pat Mitchell, host of Golden West Television's proposed new series, *Woman to Woman*. Mitchell appeared at a special screening in New York last Tuesday (Jan. 25) to kick off the company's promotion of the program. The daily, hour-long program features Mitchell, who will leave her present post as host of *Group W's Hour Magazine* at the end of this month to take up the new assignment, leading a discussion among 15 to 20 women about such topics as how to keep a marriage alive, infertility and day-care for young children. The women are noncelebrities, although each program includes an expert on the topic to be discussed and also includes remote broadcasts



From RKO's *The Changing Family* series.



pertinent to the issue at hand. Golden West executives met with program managers of a number of group broadcasters last week, including CBS, ABC and Metromedia, in an effort to clear the program.

## Black dedication

To commemorate Black History Month in February, WCVB-TV Boston will telecast four half-hour programs dealing with the exploits of black Americans in various fields. Writer-poet Maya Angelou will serve as host for *Seeds of Perfection* tomorrow (Feb. 1) at 7:30-8 p.m. (black education) and *The Promise* on Feb. 27 from 11:30 p.m. to midnight (black religion). Actor James Earl Jones will be host for *The Dreamers* on Feb. 12 from 6:30 p.m. to 7 p.m. (black inventors, scientists) and *Those Who Dared* on Feb. 19 from 7:30 p.m. to 8 p.m. (black leaders).

## Health alert

The National High Blood Pressure Education Program (NHBPEP), operated under the National Institutes of Health, Bethesda, Md., is opening its 11th year-long public service advertising campaign to alert radio listeners and television viewers to the dangers—and treatability—of hypertension. Soul singer Millie Jackson has been added as a featured performer in some of the radio and TV spots directed to black audiences, a primary target because one of every four blacks has high blood pressure. Other spots

are oriented to other demographic groups. Although they have no firm figures on network and station usage of the radio messages, campaign leaders say radio broadcasters' response has been good and that in television a count by Broadcast Advertisers Reports, the monitoring service, found that various TV spots received an average of 1,091 plays a month on stations in 75 major markets over a 14-month period, plus 345 plays on networks. By BAR's estimate, the 75-market count represented more than \$2.1 million in air time for the 14 months. NHBPEP officials estimate "conservatively" that the nationwide total was more than \$4 million.

## Heart talk

A three-hour program on a new treatment for heart failure was telecast to more than 10,000 physicians in 21 locations by NET Telecon, the satellite videoconference service of public TV station WNET(TV) New York.

The live, interactive symposium discussed the use of captopril, a drug recently approved by the Food and Drug Administration for use by patients with heart failure who have not responded to digitalis and diuretic treatment. The event was conducted by the Professional Post Graduate Services of the Page and William Black Post-Graduate School of Medicine of New York's Mount Sinai School of Medicine. It was produced by Steve Campus Productions Inc. and Professional Post Graduate Services at NET Telecon's television studios in Manhattan.

## Stock in trade

Stock market and economics experts from the Financial News Network acted as interviewees, for a change, when they met with a group of high school students at the FNN studios in Santa Monica, Calif. The occasion: a taping of the question-and-answer session for showing on *Why in the World*, the PBS series directed to high school students. FNN participants included Arelo Sederberg, managing editor; Bill Griffeth, senior producer, and Marvin Coble, stock market writer. Two half-hour programs emerged, one on the economy and the other on the stock market. The idea for *Why in the World* originated with CBS News Correspondent Walter Cronkite. Joseph Benti is host of the series.

## In the running

Four dramatic programs and two news programs have been accepted for the final list of U.S. productions in competition at the 23d International Television Festival of Monte Carlo (Feb. 4-12). In the dramatic category will be *A Piano for Mrs. Cimino* (EMI Television Programs), *Games Mother Never Taught You* (CBS-TV), *In the Custody of Strangers* (Moonlight Productions) and "The World According to Freedom" segment of *Hill Street Blues* (MTM Productions). U.S. finalists in the news category are "For Every Violence There Is a Victim" (*NBC Reports*) and "Vietnam Requiem" (*ABC News Closeup*).

**\$8,000,000**

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**\$4,000,000**

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**WMKW**

Memphis (4/83)

Agent: Legg Mason



## Relay TV

EMCEE Broadcast Products, a leading maker of translators and MDS and low-power television transmitters, has won a contract to construct a 20-station translator system to bring Miami television to the Florida Keys. The contract, valued at almost \$1 million, was awarded by the Municipality of Monroe County Translator Group, a government agency charged with importing television signals for the string of islands at the tip of the Florida peninsula. According to EMCEE Executive Vice President Jim DeStefano, EMCEE will set up five UHF translator chains—each containing four 100-watt translators—to relay five Miami stations to the towns of Key Largo, Islam Orada, Grassy Key and West Summerland. The Miami stations: WPBT, WTVJ, WCIX-TV, WCKT and WPLG.

## UPI deals for earth stations

United Press International announced last week an agreement to purchase 1,400 earth stations from Harris Corp. and Equatorial Communications Co. as part of its gradual move from terrestrial to satellite distribution of its services. The new dishes, which are to be installed on the grounds of selected broadcast and newspaper subscribers by the end of the year, will increase the number of UPI earth stations to more than 2,000. And once they are in place, according to UPI spokeswoman Debbie Nolan, the news service's reliance on telephone long lines will be ended. UPI will still need local telephone loops linked to the earth stations to reach its other 3,400 clients, she said, but eventually even they will not be needed. The agreements with Harris and Equatorial are long term and it's UPI's hope to reach every client through a dedicated earth station.

"The installation of this satellite network is expected to be the target single contribution toward assuring a profitable future for UPI," said Douglas Ruhe, UPI managing director. "With the satellite system, we initially expect to save \$5 million per year com-

pared to our current telephone circuit costs."

Harris and Equatorial are supplying different size dishes for different applications. The two-foot Equatorial dishes will be used by some newspapers and by radio stations that subscribe to the slow-speed broadcast wire. The three-meter Harris dishes, part of the company's Delta Gain series, will be installed for subscribers to the high-speed wire and audio services. The majority of the dishes installed this year will be the Equatorial units, Nolan said.

## New market for Tek

Tektronix, a leader in electronic test and measurement gear, has ventured into the production equipment market with a digital frame synchronizer intended to compete with the units of some of the established companies in the field, notably NEC America, Harris and Microtime. Frame syncs synchronize remote or network feeds with studio signals so that directors can switch between them without causing the picture to roll or tear. Like other digital units now on the market, the Tektronix 110-S samples a television signal more than 14 million times per second, but instead of defining each sample with an eight-bit or nine-bit digital code, it uses a 10-bit code. Consequently, said 110-S product marketing manager Larry Harrington, signals pass through the slim, rack-mounted box with virtually no degradation. The attribute is important in many live network productions in which a signal may pass through four or five frame syncs between camera and local transmitter, he said.

Another feature of the 110-S is its ability to "track" fading signals. Other frame syncs freeze on a single field when the signal fades. The S-110 was designed with the philosophy that it is better to have a fuzzy picture than one that stops and starts because the signal is fading in and out. "That way you don't miss important events, especially in news and sports programs that come in live," said Harrington.

The 110-S will be available in four different variations, but Tektronix expects that two models will be most attractive to users: with two field memory and adaptive decoders for \$14,000 or with four field memory with notch decoders for \$16,000.

## CD is right around the corner

The hottest audio technology around these days is the compact disk, which promises to bring the benefits of the digital revolution to consumers and, perhaps, to radio stations. The compact disk, four-and-three-quarter-inches in diameter, contains digitally encoded music or other audio information. It is "read" optically by a laser beam in the CD player, a \$600 to \$800 unit that plugs into a conventional analog audio amplifier. More than a dozen consumer electronics manufacturers are now believed to be gearing up to supply players in the U.S. market later this year. Philips and Sony, the companies that developed the system, were among several showing players at the Winter Consumer Electronics Show earlier this year.

Software will hit the market along with the hardware. Polygram, for instance, expects to release 30 titles a month initially and Denon America plans to release 10 titles a month, drawn from the more than 650 it has put on digital masters since 1972. CBS/Sony Inc., the Japanese joint venture of the two companies, will export disks next spring and build a U.S. pressing plant to turn out disks in 1984. Other labels committed to producing software: RCA, CBS, Vanguard and Nautilus. Sony has been selling players and disks in Japan since last fall and, according to a spokesman, has experienced "excellent initial response."

Although the CD was developed primarily as a consumer product, the high-quality sound produced by the technology is applicable in the radio station. At least one broadcast equipment manufacturer, NEC America, is working on a professional CD system that may be shown next April at the National Association of Broadcasters convention in Las Vegas.

## Mobile close-to-home phone

In response to a petition from the General Electric Co., the FCC has proposed allocating two pieces of spectrum—898-902 mhz and 937-941 mhz—to a new Private Radio Communications Service (PRCS). GE's proposed service would permit consumers to receive and transmit telephone calls from their cars. The technology is akin to ordinary mobile telephone service, but PRCS mobile units could be interconnected with the home telephone and wired telephone network (BROADCASTING, May 17, 1982). According to GE, users would be able to place and take calls within five miles of home. With the help of a repeater station it added, the range could be extended to 15 miles.



UPI's Jim Tolbert with Cheyenne, Wyo., Equatorial earth station





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<b>KTLA (Los Angeles)</b>	<b>23</b>	<b>1,001,052</b>
WGN (Chicago)	7	209,979
WPIX (New York)	3	193,710
KTVU (San Francisco)	7	139,895
XETV (San Diego)	9	65,106
KOVR (Sacramento)	7	59,584
KEYT (Santa Barbara)	24	42,240
KRCR (Chico/Redding)	19	26,790
KBAK (Bakersfield)	18	22,518
KJEO (Fresno)	6	22,356
KNTV (San Jose/Salinas)	6	11,088
KVIQ (Eureka)	17	9,656
		(Total Households) 1,803,974

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\*Source: L.A. Arbitron overnights plus Arbitron coincidentals

\*\*Household projections based on individual market rating applied against ADI TV Household Universe

## Fowler answers Dingell questions

**Chairman tells congressman that commission will decide after reading financial-interest comments whether to conduct further studies; restates desire to see comparative renewals changed or eliminated**

If the FCC's network syndication and financial-interest rules are retained, it is argued that the television networks will be at a competitive disadvantage against cable and other pay systems in bargaining for programming. Or so said FCC Chairman Mark Fowler in response to questions House Commerce Committee Chairman John Dingell (D-Mich.) submitted as a sequel to the FCC's oversight hearing last year. "At this time, we are not aware of other significant arguments for or against retention of the financial interest and syndication rule based upon the rule's impact on the continued viability of free television services," Fowler said. "We expect that the comments adduced in the rulemaking proceeding will proffer other arguments as to the effects of these rules on the relative positions of free and pay video services."

Fowler also said the commission would wait until it reviewed the comments in the FCC's proceeding aimed at repealing those rules (see "Top of the Week") to decide whether the commission would generate "still further" studies on the issue.

Fowler responded to a wide range of questions raised by Dingell (BROADCASTING, Jan. 24). Fowler argued for legislation to answer the role of challenges to license renewals. He denied that it would constitute a "blank check" to incumbents if the renewal process were amended so that an incumbent would face a comparative challenge only if it were first determined that the license hadn't met certain minimal standards.

"While we have recognized that commission review of a broadcaster's past performance raises sensitive and difficult questions, we have also recognized that under the present comparative renewal policy, as well as under the various legislative proposals, an incumbent licensee would have to be prepared to demonstrate for renewal that the licensee has, in fact, substantially served the needs and interests of its service area," Fowler said.

The current process, Fowler noted, is "inefficient" because it subjects broadcasters who are rendering "completely satisfactory" service to "long and tortuous proceedings" to demonstrate that fact. "The process does not lend itself to reasoned decision making because a judgment must be made on service to be provided by an unknown entity—the challenger—in comparison to that of a li-

cence with a given record of performance," Fowler said. "A decision made in this context is nothing more than an educated guess. There is simply no reason for the commission to indulge in this type of apples-versus-oranges comparison where acceptable service is being provided."

"We believe a licensee should be judged on the basis of its station's performance during the license term," Fowler said. "If it shows that it has served that public interest, its license should be renewed. If substantial and material questions of fact exist as to whether service was in the public interest, a hearing should be held. If it is determined that the licensee is unworthy of renewal, license renewal should be denied and the frequency opened up for new applications under initial licensing procedures."

Fowler also noted that one of the major problems the commission faced in its pending proceeding aimed at reallocating frequencies from the Instructional Television Fixed Service to the Multipoint Distribution Service and Private Operational Fixed Microwave Service is that the very areas where MDS operators would like more spectrum to offer commercial services are these where ITFS use is the heaviest and where the commission would expect that noncommercial use to increase the most. "Most of the areas where ITFS channels are most fully used are urban areas where it could be expected that more channels will be requested in the future. Reallocating frequencies may impede the growth of ITFS in those urban areas. Areas where channels are not utilized, most specifically rural areas, most probably will remain underutilized," Fowler said.

Fowler said that one "possible" benefit from the reallocation would be that it would make multiple-channel pay TV services available via MDS. "While such services may be provided by low-power television and direct broadcast satellite in the future, the only technology currently used to deliver multiple channels of premium television is cable," Fowler said.

"Evidence has been submitted in this docket that there are many areas in the country that will not have cable service in the near or even distant future. Furthermore, it has been claimed that in many areas the lower income sections of the city will not be served by cable even when other parts of these cities are wired," Fowler said. "For these reasons, it has been argued that if the commission were to authorize multichannel MDS, it could be used as an 'over-the-air' equivalent to cable in those areas that are not likely to receive conventional cable service. It also has been argued that multichannel MDS will offer a competitive alternative to cable television, thereby reducing the cost of premium cable channels."

Fowler also said that, as of last Nov. 1, 850 ITFS channels had been authorized. Those channels, he said, were being operated by 131 licensees in 29 states and the Dis-

trict of Columbia. Also, according to Fowler, as of October 1982, the commission had 242 ITFS applications pending.

The FCC staff, Fowler said, was reviewing ways in which technical, operational and processing requirements could be made "less burdensome" to licensees.

"It is possible that ITFS spectrum could be more efficiently utilized if ITFS operators were allowed to lease excess capacity on their channels to commercial, and also non-profit, entities," Fowler said. "However, this is only one of many options which the commission staff is considering in trying to aid in the growth and development of the service and to encourage efficient use of the spectrum." □

## NCTA files appeal of CRT rate hike

**It is joined by Turner, SSS and United Video, companies with the most to lose if decision stands**

The National Cable Television Association, continuing resistance to a Copyright Royalty Tribunal ruling that would substantially increase royalty fees cable operators pay for distant television signals, has told the U.S. Court of Appeals for the District of Columbia, that the CRT ruling was "arbitrary, capricious, an abuse of discretion and not in accordance with the law."

NCTA is appealing the ruling which is slated to go into effect March 15. The association asked the court earlier to stay the CRT ruling or delay the effective date until July 1 (BROADCASTING, Dec. 6, 1982). The court refused, but Congress granted the cable industry a temporary reprieve by postponing the date until March 15.

NCTA also argued that the tribunal was at fault for not requiring copyright owners to bear the burden of proving that the current rate schedule was unreasonable and must be increased. The association charged the CRT ruling was "unlawful" because it refused to "consider the adverse consequences of its decision on communications policy and the public interest."

NCTA was joined in its appeal by Turner Broadcasting System, Southern Satellite Systems and United Video. TBS is the parent of superstation WTBS(TV) Atlanta, a distant signal carried by many cable systems and likely to suffer from the ruling. Southern Satellite is the satellite carrier of WTBS, and United Video is the carrier for superstation WGN-TV Chicago.

Turner asked the court to reverse the CRT ruling on the grounds that the tribunal refused to consider evidence presented during earlier CRT hearings. "Despite the economic evidence and conclusions developed by the FCC, an agency expert in the actual work-



**To the top.** The question of whether the Times Mirror Co. may own *The Hartford* (Conn.) *Concord* and cable television systems in the Hartford and Meriden areas is on its way to the Connecticut Supreme Court. A Connecticut Superior Court judge overturned last Wednesday an order by the State Department of Public Utility Control requiring Times Mirror to divest either the newspaper or the cable systems. And no sooner had the ruling been made than attorneys for the PUC announced their intention to appeal to the high court. In reversing the PUC, Judge David M. Borden cited the FCC's lack of a prohibition against newspaper-cable crossownership.

ings of the broadcasting and cable industries that the importation of distant signals did not adversely impact local broadcasters, and hence copyright holders, and despite the evidence of the emergence of a distant signal marketplace that is generating increased syndication payments to copyright holders by broadcasters when their signals are utilized by cable systems, the tribunal chose to increase royalty payments dramatically for cable systems using these signals," TBS maintained.

TBS also charged that the CRT "makes absolutely no effort to explain why the conclusions of the FCC, based upon several years of analysis, on factual issues essentially identical to those at issue in its proceeding, are not relevant to its findings."

Southern Satellite accused the tribunal of

"failing to adequately carry out its statutory responsibility," and said the decision created an imbalance "between communications and copyright policy that will work to the detriment of the public unless this court vacates the tribunal's decision." United Video pressed its case in the same manner and maintained the CRT is statutorily required to set a "reasonable rate" and that Congress intended that reasonable rates be well below "ordinary marketplace rates."

The United Video brief also included copies of letters from more than 25 cable systems and MSO's informing the carrier that they were dropping WGN-TV by Dec. 31. Two leading MSO's, Rogers-UA Cablesystems and Cox Cable, said they were dropping WGN-TV: Rogers at six systems and Cox at five. □

## WSCT-TV wins ch. 14 in Washington

### Minority-owned firm, Formula Telecommunications, bests six other applicants for frequency

Eleven years and two days after United Broadcasting Co., owned by the late Richard Eaton, took its WFAN-TV Washington (ch. 14) off the air, an FCC administrative law judge chose WSCT-TV Inc. over six other applicants to build a new TV station on that channel.

The FCC lifted United's license, along with its license for channel 24 in Baltimore, in 1974 after the stations had been dark for more than two years. United in 1972 suspended operation of WFAN-TV because of financial setbacks.

The winner in ALJ Edward J. Kuhlman's initial decision is a subsidiary of Formula Telecommunications Inc., a minority-controlled firm headed by George Corbin III, who is chairman, president and 36.72% owner. Other major stockholders include Thomas Farrand (13.77%), Armando Rendon and Van Alexander (11.47% each) and Bill Tucker (4.61%). All plan to be involved in full-time operation of the proposed station, and all except Tucker live in the Washington area. Tucker will relocate.

Kuhlman found the WSCT-TV Inc. application superior on grounds of its integration of ownership and management: It proposed full- and part-time integration of 91.81%. Also, none of WSCT-TV Inc.'s principals have substantial other media interests, although several have broadcasting experience.

Corbin is a former studio coordinator for ABC-TV in New York. Farrand is a former instructor in the Speech and Drama department at George Washington University, Washington, and from 1974 to 1975 was a

producer of children's programming at WDVM-TV Washington. Rendon is a public information specialist with the U.S. Bureau of the Census. Tucker is formerly an account executive with the New York offices of John Blair & Co., station representative firm. He was a local sales manager at WRC-TV Washington from 1977 to 1979. Alexander is a community relations manager with the Potomac Electric Power Co., and from 1967 to 1974 was a cameraman at WRC-TV.

The other applicants included Washington's Christian Television Outreach Inc., Century Communications Inc., Capital Communications of Washington Inc., Washington Television Inc., Grant Broadcasting Corp. and Urban Telecommunications Corp. Kuhlman disqualified the last two: Grant's because Lawrence Brailsford, a 25% owner who proposed to be involved part-time in the management and operation of the station, did not reveal to the FCC that he declared personal and business bankruptcy a year after the Grant Broadcasting application was filed. Kuhlman added that there was no evidence that Milton Grant, 50% owner of the applicant, had deceived the FCC. (Grant founded WDCA-TV Washington in 1966 and later sold it to the Superior Tube Co., which in 1979 sold it to Taft Broadcasting. He is now president of KTXA(TV) Fort Worth and KTXH(TV) Houston.) Although Kuhlman emphasized that Grant's testimony before the FCC regarding Brailsford's bankruptcy was consistent and credible, he noted Grant had "taken no steps to insure that Brailsford's influence will not affect the public interest."

Thirteen applicants applied for the channel 14 vacancy in 1980. Kuhlman's decision becomes effective March 15 unless an appeal is filed by Feb. 23 or the FCC reviews the case on its own motion. □


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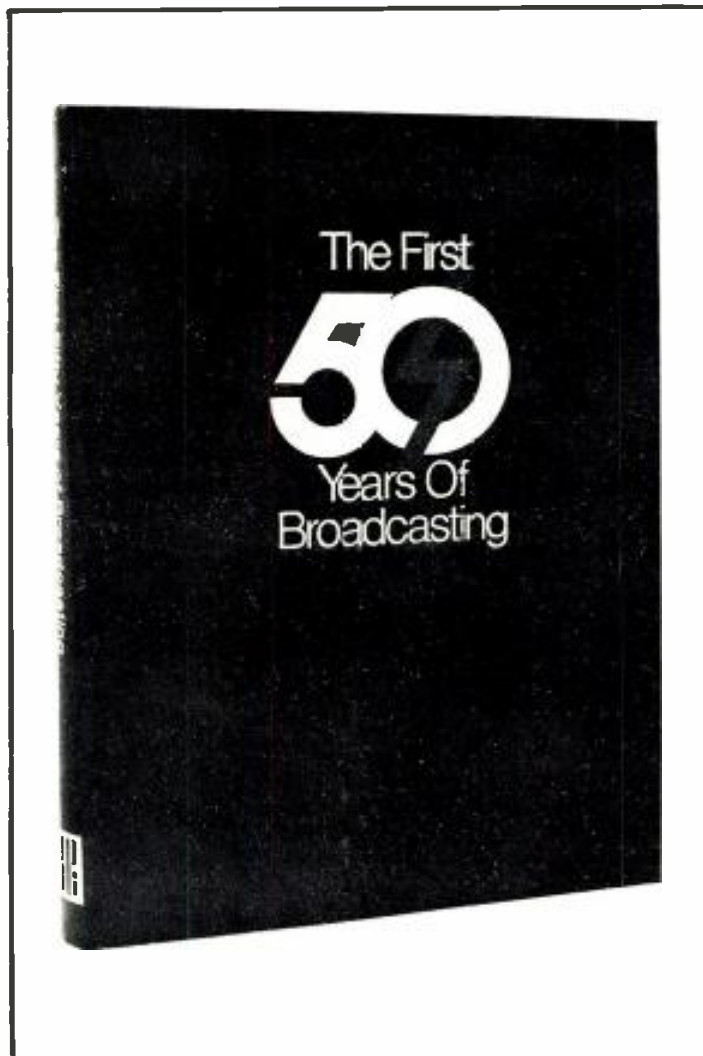
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Address \_\_\_\_\_ Home?  Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BROADCASTING ■ 1735 DeSales St., N.W. Washington, D.C. 20036**



## Group goes after CBS licenses

**Firm petitions FCC to deny renewal of O&O's as punishment for Westmoreland documentary**

The American Legal Foundation, which bills itself as a "nonprofit, public interest legal organization," has asked the FCC to revoke all of CBS's licenses for its owned-and-operated stations for allegedly violating commission policy by "deliberately distorting, slanting and falsifying its news program entitled *The Unconquered Enemy: A Vietnam Deception* . . . and failing to take the required remedial action to correct this distortion."

CBS is already defending itself against a \$120-million libel suit filed against it over that same program by retired General William Westmoreland (BROADCASTING, Nov. 22, 1982). The Capital Legal Foundation, which claims no relationship to the ALF, is representing Westmoreland in that action.

In its complaint, the ALF said there was "extrinsic evidence that CBS intentionally edited the program to create false impressions, coached key interviewees on their testimony, knowingly presented false informa-

tion, excluded all evidence inconsistent with their preconceived beliefs and paid an interviewee without disclosing the payment. All of these actions were intended to, and had the effect of, deceiving and misleading the 20 million viewers of the program."

The ALF "requests that the commission conduct a full-scale investigation into the production of the documentary, preferably in the form of an evidentiary hearing, and including the examination of the 68-page report prepared by CBS Vice President Burton Benjamin detailing the results of his internal investigation of this matter. ALF further requests that the commission revoke the licenses of all of CBS's owned-and-operated stations," the complaint said.

According to Michael Carvin, the organization's executive director, the ALF is a "pro-free enterprise" organization specializing in media issues. It is backed by donations from unidentified corporations, foundations and individuals. The group, based in Washington, also has petitioned to deny renewal of Pacifica Foundation Inc.'s license for non-commercial WPFW(FM) Washington, has filed comments in the FCC's lottery proceeding claiming that the proposed minority preference is unconstitutional and has intervened in behalf of the FCC's deregulation of radio, which is pending before the Court of Appeals in Washington. □

## Washington Watch

**O'Connor-CPB.** White House is expected to nominate Harry O'Connor, radio syndicator and chairman of O'Connor Creative Services, Los Angeles, to Corporation for Public Broadcasting board of directors. O'Connor is good friend of President Reagan and is well known for his syndication of Reagan's conservative radio commentaries in early 1970's. White House has already released nominations for four of five expired terms on board (BROADCASTING, Dec. 13, 1982). □

**Comeback.** John Henry Faulk, victim of anti-communist witch hunters and persona non grata along much of broadcasting row in 1957, has entered race for congressional seat in sixth district of Texas. That's post of former Democrat Phil Gramm, who resigned earlier this month so he could rerun as Republican. □

**FCC moves.** FCC has denied petitions by Wometco Home Theater Inc. and Subscription Television Association seeking reconsideration of commission's decision to permit STV operators to lease or sell decoders (BROADCASTING, June 21, 1982). Those petitioners had wanted FCC to restrict STV operators to leasing decoders. FCC also voted to request AT&T and Bell operating companies to file applications by March 1 for various transfers of facilities and radio licenses under AT&T's plan of reorganization for divesting itself of its operating companies. □

**ALF against EEO extension.** American Legal Foundation has urged Office of Management and Budget to deny FCC request for two-year extension of authority to require broadcasters to submit model EEO program reporting forms at renewal time. In letter to OMB, ALF said form violated Paperwork Reduction Act and should be eliminated. ALF also alleged that commission's request for extension was effort to "duck" entire issue. OMB had recommended that that FCC stop requiring those forms on routine basis in 1981. Commission, which could reject recommendation with majority vote, already has received two extensions. Current extension runs out Jan. 31, but FCC requested another (BROADCASTING, Dec. 6, 1982). □

**Applicant.** Multi media Inc., licensee of 12 radio and six television stations, and Stanwood Corp., Charlotte, N.C.-based apparel manufacturer, have announced they will file joint application for cellular radio operations in five markets.



## NOVEMBER Total Women % INCREASE

Austin	KVUE	+33
Dallas	KXTX	+61
Cleveland	WUAB	+37
Boston	WXNE	+125
Hartford	WVIT	+22
Bangor	WVII	+57
Portland	WCSH	+33
Syracuse	WIXT	+4
Atlanta	WSB	+55
Norfolk	WYAH	+86
Traverse	WGTV	+200
Rockford	WQRF	+67
Clarksburg	WDTV	+8
Miami	WCIX	+4
Sacramento	KTXL	+14
Oklahoma City	KOKH	+78
Orlando	WOFL	+91
Charleston	WCIV	+63
Knoxville	WATE	+157
Sioux Falls	KSFY	+133
Reno	KCRL	+25
Twin Falls	KMVT	+50
Santa Barbara	KEYT	+400
Idaho Falls	KPVI	+150
Des Moines	WOI	+75
Augusta	WAGT	+33
St. Louis	KDNL	+4
Kansas City	KSHB	+42
Louisville	WDRB	+42
Tulsa	KOKI	+130
Columbia	KOMU	+100
Wichita	KTVH	+24
Jackson	WJTV	+10
Lincoln-Hastings	KOLN	+23
Joplin	KODE	+11
Albuquerque	KGGM	+8
Seattle	KCPQ	+3
Amarillo	KFDA	+17

# EIGHT IS ENOUGH

**LORIMAR**®

Source ARB - Nov 1982-1981

## Patrick instructs broadcasters on winds of change

**NAB executive gives joint board look at what new technologies will do and encourages participation**

Change will be the "bottom line" for broadcasters in the future. That is the major thrust behind a presentation conducted by National Association of Broadcasters senior vice president for research and planning, Larry Patrick. Patrick's presentation looks at the accelerating competition among the new technologies in 1983 and urges broadcasters to actively participate in those technologies.

Patrick, who has made similar presentations in the past, kicked off this year's first presentation at the NAB's joint board meeting in Mexico two weeks ago. He noted that the theme for this year's presentation is "blue sky to bottom line." The "bottom line," he emphasized, will be change. "The whole atmosphere is changing," Patrick said. "Broadcasters," he said, "ought to be aware of it."

Patrick noted that even the networks are changing the nature of their business. ABC's Home View Network, Patrick noted, exemplifies that change. He predicted that television network affiliates will also change the nature of their business and become more independent.

Profit levels are already showing the effects of change. Patrick noted. "While broadcasters are still doing very, very well, profit margins are slipping by 1% to 2% a year," he said.

He also noted that FCC actions will continue to create new stations and services. "As we all know, Mark Fowler is not going to stop. He is going to continue to deregulate us in exchange for a lot more competition. And broadcasters have got to learn that is the price you pay and just deal with it," Patrick said.

During the presentation Patrick also focused on radio. He said the NAB is concerned about the competition radio faces from cable—both audio and video. "There will be a proliferation of signals on cable audio, and some channels will carry no commercials. That is something radio is going to have to deal with," he stated. Patrick cited one example: a cable system in Lexington, Ky., that carries 35 audio channels.

Even more competition, Patrick predicted, will come from cable video. Radio must realize it will be selling against cable video, as the cable industry increases the amount of advertising it carries. Cable rates will be closer to radio rates than to television's broadcasting rates, Patrick said. "Cable isn't just television's problem."



Patrick

But Patrick sees new developments in radio technology that promise opportunities for broadcasters, including digital audio, which improves radio signals, and greater use of subsidiary communications authorizations by FM stations. SCA's, he said, will offer broadcasters a chance to generate new revenues. Broadcasters tend to look at SCA's as just a Muzak franchise, but instead SCA's can be utilized to provide digital information and paging services, he explained.

Cable and low-power television may also offer radio broadcasters financial opportunities, Patrick maintained. He noted that some radio broadcasters have already filed for LPTV stations and that the NAB is encouraging radio broadcasters to get involved in cable by leasing an audio channel and programing format differing from that on their station.

Patrick's presentation also focused on the continuing expansion of television. Cable will continue to compete for TV audiences, he said. Also, Patrick predicted, if cable solves its audiences measurement problems it can effectively compete for advertising.

The NAB is also concerned about competition from pay TV services. Hollywood product is increasingly going directly to pay cable, Patrick added. "Broadcasters are going to have to find a way to lock in longer contracts, or certainly they are going to have to pay more for programing. They are going to have to learn what you do when the guy with the programing doesn't want to do business with you any more," he said.

The future for single-channel pay TV services, Patrick said, may not be bright. Subscription TV operators won't fare as well as multitiered services like satellite master antenna television, he added. SMATV, Patrick predicted, will continue to spread rapidly in

1983. The NAB, he said, is very "bullish" on SMATV.

Patrick's presentation also provides insight into direct broadcast satellites. DBS, he said, will evolve into another HBO-type delivery mechanism. DBS by 1990, he added, may reach 5% to 8% of TV households and supply pay-per-view and data transmission services.

Cable interconnects, Patrick said, are another area of concern to broadcasters. Patrick maintained that broadcasters may not be "scared" of smaller cable systems, but when they hook into larger cable interconnects, broadcasters should be prepared for the increased competition.

Text services, he said, will continue to advance in 1983 but not without experiencing growing pains.

Instead of reporting only "doom and gloom" for broadcasters, Patrick said, his presentation also includes some of the "hurdles" facing the cable industry. Studies show marginal demand for a profusion of channels, he said. Viewers appear to be satisfied with just five channels. Above that number, viewing tails off rapidly, he said.

Patrick sees strong futures overall for both broadcast and cable TV. By 1990, he said, television broadcasting revenues will rise to over \$25 billion; network audience shares will drop to 65%, but the total network audience will equal the present size because of population growth. Network affiliates will become more independent in their use of nonnetwork programing, and joint ventures will be standard.

For cable, Patrick predicted, 1990 will show revenues at the \$25 billion mark, apart from advertising but most from pay, including pay-per-view. Patrick puts cable penetration at 55% in 1990. Marketing will remain



cable's biggest challenge, Patrick said.

Also in 1990, Patrick predicts that multi-channel MDS will achieve a 5% to 10%

share, and SMATV will expand to a 7% to 8% share. STV and single-channel delivery systems will fade, he said. □

## Plotting the future of LPTV

### Coast conference hears how FCC hopes to speed licensing and gets tips on operations

Despite continuing frustration over the slow processing of the approximately 8,000 low-power television applications pending before the FCC, more than 1,000 potential participants in the LPTV industry gathered in Anaheim, Calif., last week (Jan. 24-26) to take part in the LPTV West Conference and Exposition, sponsored by the New York-based Institute for Low-Power Television. There were more than 80 exhibitors—including 30 software suppliers—at the Disneyland hotel event, which featured 46 seminar sessions on topics ranging from engineering to programming, legal issues to financing.

"We think we've got a grip on every glitch," FCC attorney Molly Pauker assured attendees during a Monday afternoon regulatory update, adding, "until the next one comes along."

Pauker predicted the commission's low-power television branch will be able to live



Pauker

up to its previously announced timetable for expedited processing, using a semiautomated computer-based system that she expects to be able to handle between 200 and 300 applications per month beginning in mid-June. In the meantime, she said, manual processing will limit production to about 35 applications per month. The recently purchased computer is now being installed and the LPTV computer programs are being "debugged" with the use of a rented computer.

Processing has been slowed, Pauker said, because of a lack of adequate technical data for many translator (and some full-power) stations, needed to protect existing services from new LPTV outlets. She pointed out that only 100 of 500 responses to an FCC mailing to 3,400 translator operations yielded "usable" technical data, and that the FCC may be forced to estimate "reasonable" contour patterns for those translators that have not provided sufficient information. Another problem is that information on minority- and diversity-ownership questions required to determine preference points in the LPTV lottery scheme has not been collected from most LPTV applicants, which could further

delay processing.

Pauker expects the FCC staff to have its final recommendations on the lottery ready for commission action by the end of February and all necessary data ready to enter into the new computer by the end of May. A new application form, which will solicit information needed to make preference points known, should be ready some time next spring, she said.

The bureaucracy is concerned about the number of multiple and competitive filings for LPTV licenses, Pauker conceded, in response to complaints by some individuals that the FCC wasn't being tough enough on "nuisance filers" who do not seriously intend to build stations but are holding up grants to those who do. She said civil actions by private individuals or groups might be the best solution to the problem, since "it is difficult for the FCC to determine whether or not an application is made in good faith" and the agency has limited punitive powers.

"It would be another complicated legal thing," Pauker said. "[And] I'm not sure the majority of the commissioners would go



Reilly

along with it," since the FCC believes the public interest is served by diversity in applicants.

Pauker also conceded that manual processing of LPTV applications has been slowed by other paperwork, and the staff has had difficulty finding immediately grantable applications. "It's our experience that virtually nobody goes through cut-off without being filed against," she contended, further delaying the processing. The latest cut-off list contained 84 applicants, primarily in rural markets. These delays have also posed a setback in the processing of applications where competing parties have settled their differences, which Pauker said are taking at least two months to handle.

News of the processing delays was greeted without enthusiasm by ILPTV Director John Reilly, who told BROADCASTING that rapid authorization of LPTV stations is "crucial" to the new service. He said expediting that processing will be one of the "prime functions and goals" of the group this year, since "this industry will not happen otherwise."

Reilly said he was "pleased that there are



## NOVEMBER Women 18-49

### % INCREASE

Dallas	KXTX	+48
Cleveland	WUAB	+25
Boston	WXNE	+163
Detroit	WJBK	+21
Hartford	WVIT	+36
Bangor	WVII	+200
Portland	WCSH	+83
Atlanta	WSB	+64
Norfolk	WYAH	+83
Traverse City	WGTU	+200
Grand Rapids	WKZO	+119
Fort Wayne	WANE	+50
Rockford	WQRF	+50
Los Angeles	KHJ	+181
Sacramento	KTXL	+17
Oklahoma City	KOKH	+75
Orlando	WOFL	+88
Charleston	WCIV	+100
Knoxville	WATE	+188
Sioux Falls	KSFY	+125
Wichita Falls	KAUZ	+25
Santa Barbara	KEYT	+800
Idaho Falls	KPVI	+100
Des Moines	WOI	+83
Bakersfield	KERO	+33
Boise	KIVI	+33
Kansas City	KSHB	+61
Louisville	WDRB	+40
Tulsa	KOKI	+150
Columbia	KOMU	+100
Wichita	KTVH	+43
Jackson	WJTV	+17
Lincoln-Hastings	KOLN	+120
Joplin	KODE	+33
Albuquerque	KGGM	+50
Seattle	KCPQ	+27
Lubbock	KAMC	+33

# EIGHT IS ENOUGH

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Source: ARB - Nov 1982-1981

four networks now that are specifically targeted to low-power stations," admitting that with only about 25 LPTV stations on the air and roughly 200 construction permits granted there is limited opportunity for their immediate financial success. The heads of those four networks were bullish in assessing LPTV's future during Monday morning's keynote session.

Low power is "the last frontier of broadcast television in the United States," declared James Patrick Devaney, president of JPD Television Network, which plans to introduce its satellite-delivered program service next July on a 12-hour-per-day basis. "Television is show business, and you must be well programmed to attract and maintain an audience," Devaney advised. "The viewer will no longer settle for mediocrity."

A second keynoter, S. Douglas Smith, president of the General Television Network, said his Alabama-based service is positioning itself "against ABC, NBC, and CBS" by signing affiliation agreements with more than 500 LPTV applicants.

Charles Wilkerson, president of the Genesis Network, claims 1,823 applicants have tentatively agreed to carry his 19-hour-per-day service, which is being delivered via the Satcom IV transponder vacated last month by CBS Cable. Like Smith and Devaney, Wilkerson insisted that "the secret to low-power television is good programming."

The president of the newest LPTV network, Jerry Arthur of the Number One Television Network, said his firm has obtained

2,000 hours of series, movies, and other types of programming for sale to LPTV outlets at \$5 an hour. His syndicated offerings include reruns of *The Gong Show*, *The Newlywed Game* and *Laverne and Shirley*. Number One will begin feeding six hours of material per day by satellite in June. Affiliation agreements include rights to two on-air plays and free earth stations, according to Arthur.

A few established program suppliers were on hand, including several services that have traditionally sold only to cable or STV operators. Both SelecTV and Oak Industries' ON TV, for example, were selling the satellite-delivered package previously directed toward full-power UHF stations.

During a Monday panel on STV options, John Rigsby, vice president of video product development for American Television & Communications, presented an estimate suggesting a 1 kw UHF station could expect to break even using an STV service over a four-year period, with a minimum of 3,250 subscribers paying \$21.95 per month. Rigsby based his calculations on a 20,000-home market, and said the system could pay for itself in 43 months if an adult tier were added at \$5 per month.

Rigsby said reduced competition and low operating costs contribute to STV's viability in rural markets and could hold even more potential for success than STV in large markets. He recommended that LPTV applicants consider the STV option carefully, noting that "as local entrepreneurs, you often know your market better than anyone."

Oak Media's Craig Schneider said STV has become a tougher sell in urban areas because of increased cable penetration, and he urged LPTV operators to pay special attention to marketing their programming, which he said ought to consider local elements—such as regional sports events—as part of a national package.

A cautionary note was sounded by Malcolm Klein, president of the Malcolm Klein & Associates consulting firm, who said subscriber turnover exceeds 100% a year in some STV markets. "STV is not broadcasting; it is retailing," he stated, suggesting operators sell (rather than rent) decoder boxes and balance STV operations with free services.

In a separate session, Financial News Network vice president and general manager, Rodney Buchser, predicted LPTV would eventually overtake cable in audience circulation and recommended use of "innovative" programming as the key to profitability. He disclosed that two of FNN's 23 broadcast outlets are low-power stations and invited new applicants to tap into the 12-hour satellite feed to which the network will expand next summer.

Richard Smith, president of the Satellite Program Network, offered his 24-hour service to LPTV stations, stressing its "lifestyle" orientation and the opportunity to participate in such ancillary services as videotext and data transmission through SPN's parent company, Satellite Syndicated Systems. "Stick around," Smith prompted, "these services in the long run may make you more money than your television services will." The bulk of SPN's current customers, he said, are cable operators, with

one full-power and several low-power television stations as well.

Yet another programming option was put forward by Leslie Tobin, director of sales for Embassy Communication, who urged LPTV applicants to "start going to the Association for Independent Television Stations and NATPE [conferences] and let the program suppliers know you're out there." Citing the success of independent full-power stations in recent years, Tobin suggested LPTV operators consider becoming "the independent in their marketplace" and program local news, children's shows, movies, syndicated programs and off-network series to provide an alternative to existing services.

"Narrowcasting has some real problems," Tobin contended. "I don't know that all of these targeted services will be that profitable." She used CBS Cable as an example of a narrowly defined service that was well executed but a commercial failure.

"Lots of money is being spent and lost," SPN's Smith said, adding that SPN has recently turned its first profit after four years of losses. "We will never be one of the 'biggies,' but we will live comfortably." FNN's Buchser said that his network is fast approaching profitability.

Other suggestions included brokering of time to religious organizations and spot sales to local advertisers. During a seminar on operations in rural markets, ATD Engineering president, Jeffrey Nightbyrd, suggested LPTV operators use local radio stations and newspapers as a guide for prevailing advertising rates and potential program sponsors. He said \$20 per 30-second spot would be reasonable for a small-market LPTV outlet, cautioning that local advertising requires at least minimal production and dubbing equipment that must be worked into the station's budget.

"The rule of thumb is: Wait until the last possible minute to buy your equipment," Nightbyrd suggested, since the price of hardware tumbles as technologies improve. Asked about future revenue sources, he singled out mobile telephone transmission and digitalized data services as areas that might help LPTV stations improve their profitability over the long term.

In another seminar, attorney and former deputy director of the National Citizens Committee for Broadcasting, Joseph Waz Jr. warned that repeal of the FCC's financial-interest and syndication rules could have serious repercussions by setting a precedent through which the major commercial networks might be allowed to compete freely within all the new technologies. "That," said Waz, "could have serious implications for the video entrepreneur."

Embassy's Tobin also urged that the rules be maintained, arguing that diversity in programming might be diminished significantly if the networks are allowed to increase their participation in program production and syndication.

The ILPTV's own prediction is that about 3,000 to 4,000 LPTV stations can be accommodated throughout the U.S., and at least one programming executive at last week's conference said he feels the FCC could authorize that many outlets by the end of this year "if we put enough pressure on them." □

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# Washington gets religion

**NRB's 40th annual convention expects record attendance, address from President Reagan**

With Ronald Reagan on its Wednesday afternoon agenda, the National Religious Broadcasters 40th annual convention is the focus this week of record numbers from the fields of religion, government and communications.

Sessions were to get under way last night (Jan. 30) at the Sheraton Washington hotel in the nation's capital. Registration is expected to exceed 3,500, according to NRB estimates last Thursday. The 1982 convention, also in Washington, attracted approximately 3,000 registrants.

NRB President E. Brandt Gustavson of the Moody Bible Institute was to call the convention to order last night. The program for the evening included presentation of NRB's Hall of Fame Award. The principal speaker was to be Jimmy Draper, president of the Southern Baptist Convention.

Among the features at the opening plenary session this morning (Jan. 31) are greetings from Billy A. Melvin, executive director of the National Association of Evangelicals; an orientation by NRB Executive Director Ben Armstrong; an NRB presidential report by Gustavson and the keynote address by Luis Palau of the Luis Palau Evangelistic Team.

The FCC will be the spotlight this afternoon with David Hofer of KRDU(AM) Dinuba, Calif., presiding. A panel of FCC division chiefs will appear and field questions from the floor. The moderator is to be NRB's general counsel, Richard E. Wiley, former FCC chairman and now senior partner with the law firm of Kirkland & Ellis, Washington.

The commission will again be highly visible at the Tuesday FCC luncheon with individual commissioners as guests and Chairman Mark Fowler as speaker. The principal address at that session will be by James Robison of James Robison Evangelistic Association.

The annual congressional breakfast Tuesday morning is expected to draw the usual large contingent from Capitol Hill, with Senator Mark Hatfield (R-Ore.) delivering the invocation. Billy Graham is to make the principal address.

Other plenary sessions are scheduled morning, afternoon and evening through Thursday when the 40th annual banquet will be held. Milestone awards will be made daily in most of those sessions with Award of Merit presentations planned during the concluding banquet. The anniversary address Thursday evening will be delivered by Carl F. H. Henry, author and theologian of World Vision International.

Through the four days, NRB will conduct an array of workshops and sessions in keeping with the convention theme: "The Media—Facing the Future with the Bible." They are to include examinations of new and emerging technologies in communications.

Among the exhibitors on the lower level of the Sheraton Washington are the PTL Television Network, JVC Co., Moody Bible Institute, Sharp Electronics, Satellite Technology for Christ and TV Technology. □

# Cable industry heads to Texas

Unlike some other trade shows and conventions, the Texas Cable Show, which opens a three-day run at the San Antonio convention center tomorrow (Feb. 1), seems to know what it is all about. "We would consider ourselves an exhibitor-oriented show," said Bill Arnold, executive secretary of the Texas Cable TV Association, which sponsors the annual event. "If the exhibitor is going to come down here and spend that money, we need to put a show on that gives him the best possible exposure."

Arnold feels that in years past the association's emphasis has paid off. "Vendors have come away feeling they saw a fair number of operators and saw people who either participate in making buying decisions or influence those decisions."

According to Arnold, 193 exhibitors have signed up to show their goods and services at the 23d annual show this week. Of the 2,500 to 3,000 persons Arnold expects to register for the show, 800 to 900 will work for the exhibitors and most of the rest will be potential buyers. There will also be a handful of reporters and city officials. (The city officials, Arnold noted, "won't be doing any buying but they might generate a little buying activity when they go back and put pressure on to have the new bells and whistles.")

Not all of the registrants will be from Texas, Arnold said. The show attracts substantial numbers of operators from Oklahoma, Missouri, Arkansas, Louisiana, Puerto Rico and Mexico, he said. "We have prided ourselves on the fact that while we call it the Texas show, it is really regional in nature."

The entire convention is structured around the exhibits, the only convention-sponsored event on Wednesday afternoon and Friday morning. Only on Thursday will there be other official goings on: a day-long line up of panel sessions, each of which is concurrent with one or two other sessions.

The sessions cover a wide range of topics, including staff training, converter technology, refranchising, advertising, interactive systems and legal and regulatory issues. One topic Arnold hopes will be broached during the "Federal Legislative Update" is the increase in copyright fees that cable operators must pay for certain distant signals. "A large number of operators dropped distant signals prior to Jan. 1 [to limit their copyright liability] and there will be a fair number who didn't get it accomplished then who will do so... prior to midnight on March 14."

Among the convention's associated events is a breakfast of Women in Cable at the Four Seasons hotel on Friday. Kathryn Creech, of Hearst/ABC Video Services, will speak. □



# NOVEMBER

## Teens

### % INCREASE

Dallas .....	KXTX	+47
Cleveland .....	WUAB	+14
Boston .....	WXNE	+100
Detroit .....	WJBK	+290
Hartford .....	WVIT	+40
Bangor .....	WVII	+200
Syracuse .....	WIXT	+14
Atlanta .....	WSB	+7
Traverse City .....	WGTV	+200
Grand Rapids .....	WKZO	+300
Fort Wayne .....	WANE	+25
Buffalo .....	WIVB	+183
Rockford .....	WQRF	+100
Clarksburg .....	WDTV	+20
Los Angeles .....	KHJ	+224
Knoxville .....	WATE	+82
Sioux Falls .....	KSFY	+600
Wichita Falls .....	KAUZ	+300
Santa Barbara .....	KEYT	+500
Fargo .....	KTHI	+300
Las Vegas .....	KTNV	+400
Corpus Christi .....	KRIS	+50
Boise .....	KIVI	+150
El Dorado .....	KTVE	+33
St. Louis .....	KDNL	+52
Kansas City .....	KSHB	+8
Tulsa .....	KOKI	+60
Columbia .....	KOMU	+25
Wichita .....	KTVH	+200
Jackson .....	WJTV	+400
Odessa-Midland .....	KTPY	+100
Rock Island .....	WHBF	+33
Lincoln-Hastings .....	KOLN	+167
Albuquerque .....	KGGM	+100
Seattle .....	KCPQ	+200
Amarillo .....	KFDA	+100

# EIGHT IS ENOUGH

## LORIMAR

Source ARB Nov 1982-1981

## Start of sweeps: 'Winds of war' on front line

**Networks poised for kickoff of sweeps period beginning this week; ABC-TV's \$38-million mini-series expected to be keystone of competition**

The February local ratings sweeps, which start this week, are shaping up as a network battleground for a shoot-out targeting to a great extent—but by no means exclusively—on ABC-TV's \$38-million, 18-hour *Winds of War*.

The Arbitron sweep period opens Wednesday (Feb. 2) and runs through March 1; Nielsen's begins and ends one day later. ABC's *Winds of War*, based on the Herman Wouk novel, starts Sunday, Feb. 6, and will be spun out over six of the ensuing seven nights, occupying the 8-11 p.m. (NYT) period on four nights and 9-11 p.m. on the rest.

But nobody's waiting until Feb. 6 to get started. All are trying to get an edge going into *Winds* week.

Thus ABC, which has disclosed relatively few sweeps-month specials other than *Winds*, has scheduled the movie, "Jaws II," for Friday (Feb. 4) at 8:30-11 p.m. and reportedly plans to present a two-hour *Love Boat* special on Saturday, the evening before *Winds* opens.

CBS has confirmed an even earlier start: the three-hour movie, *The Scarlet and the Black*, starring Gregory Peck, this Wednesday night (Feb. 2) at 8-11 p.m. It has also scheduled a repeat of the Bo Derek movie, "10," for Saturday night at 9-11 p.m.

NBC is starting repeats of its *Shogun* extravaganza tonight (Jan. 31) and will run episodes of the mini-series nightly through Friday.

*Winds of War*—and perhaps the real

shoot-out—starts Sunday. Both CBS and NBC have called up heavy hitters to oppose it the first two nights and have disclosed virtually nothing special to compete with it after that, perhaps on the theory, as one observer said last week, that "if they can stop it the first couple of nights they will have blunted all of it, and if they can't hold it down at first, they'd better save their ammunition for use later."

For Sunday, when *Winds* runs at 8-11 p.m., CBS has scheduled the movie, "Any Which Way You Can," starring Clint Eastwood, at 8-10:30 p.m. with *the Jeffersons* moving to 10:30 p.m. to finish the night. NBC has scheduled a TV movie, *The Kid with the 200 IQ*, starring Gary Coleman of *Diff'rent Strokes*, at 8-10 p.m. and a *Best of Steve Martin* special at 10-11 p.m.

For next Monday, when *Winds* again runs at 8-11 p.m., CBS is moving *M\*A\*S\*H* back to 8 p.m. and bringing in a TV movie, *Packin' It In*, starring Richard Benjamin, at 9-11 p.m. On NBC, Michael Landon returns for a two-hour *Little House* special, 8-10 p.m., followed by a *TV's Greatest Commercials* special at 10-11 p.m.

CBS plans a repeat of the movie, "Caddyshack," at 9-11 p.m. next Tuesday (Feb. 8). Otherwise, the only specials disclosed for the rest of the *Winds* run are a *Smurfs Valentine Special* and a *Family Circus Valentine Special* to run back-to-back on NBC at 7-8 p.m. on Sunday, Feb. 13, when the *Winds* finale runs at 8-11 p.m.

CBS has what is being touted as a virtually certain one-night winner late in the sweeps period: the final show in the 11-year-old hit series, *M\*A\*S\*H*. It's scheduled Feb. 28. Originally planned for two hours, it has been expanded to two and a half, and the

latest air time, which was established last week, is 8-10:30 p.m.

NBC is planning a repeat of the three-hour *The Night the Bridge Fell Down* to go against the *M\*A\*S\*H* windup. ABC hasn't said what special programming, if any, it plans for that night.

All three networks have other specials inked in for the sweeps period.

ABC has scheduled *Who Will Love My Children*, a TV movie starring Ann-Margret, for Feb. 14, and a TV movie starring Cheryl Ladd in the role of Grace Kelly for Feb. 21. In addition, ABC was reported unofficially last week to be planning a series change for Feb. 10, in which *Greatest American Hero* would be dropped and replaced by *Condo*, starring McLean Stevenson, and *Amanda's*, starring Beatrice Arthur.

At CBS, others on the schedule include *Murder in Coweta County*, with Johnny Cash and Andy Griffith, on Feb. 15, 9-11 p.m.; *Dixie: Changing Habits*, Feb. 16, 9-11; *The Fighter*, with Gregory Harrison, Feb. 19, 9-11 p.m.; the Frances Farmer story, *Will There Really Be a Morning?* Feb. 22, 8-11 p.m.; "Zorro the Gay Blade," with George Hamilton, Feb. 26, 9-11 p.m.; the theatrical film, "9 to 5," with Dolly Parton, Jane Fonda and Lily Tomlin, Feb. 27, 9-11:15 p.m.; 25th anniversary Grammy Awards, Feb. 23, 8-11 p.m., and a one-hour *Gloria*, Feb. 27, 8-9 p.m.

Others on NBC's schedule include a *TV Bloopers* special, Feb. 14, 9-10 p.m.; a two-hour premiere of the *Bare Essence* series, Feb. 15, 9-11 p.m.; a four-hour mini-series based on Sidney Sheldon's *Rage of Angels*, Feb. 20 and 21, 9-11 p.m. and a *Bob Hope on the Road to Hollywood* special, March 2, 9-11 p.m.



ABC's war armada



Ali McGraw and Jan-Michael Vincent in *Winds of War*.



# High expectations for 'Winds of War'

**ABC mini-series to generate \$36.5 million in ad revenues and, network hopes, big boost in audience totals for season**

*The Winds of War*, ABC's latest novel for television, based on Herman Wouk's saga about the events leading up to the U.S. entry into World War II, has been billed as the greatest program to hit the airwaves since the invention of the cathode ray tube. Dan Curtis, who produced and directed the 18-hour epic for Paramount Television, described it last week as the television event "of the century." The statement may not



Curtis

have been meant to be taken literally, but it fell right in line with ABC's promotion.

The consensus last week was that *Winds of War* should do well in the ratings, with estimates ranging in the high 20's to perhaps a 35. On that scale, the program would draw a share of 40 to 50-plus. In 1977, the first run of *Roots*, also seen on ABC, averaged about a 44.9 rating (12 hours over eight nights) with a high 51/71.

Paramount spent \$38 million to produce *Winds of War* and ABC is said to have paid \$36 million for two network runs. The first will appear on consecutive nights starting Sunday, Feb. 6 through Friday, Feb. 11, with the seventh and final episode to be televised Sunday, Feb. 13.

With 209 spots selling at \$175,000 throughout the 18 hours, ABC will generate more than \$36.5 million in advertising revenues, most of which will go toward paying the rights cost to Paramount. ABC also claims to be backing the event with \$20 million worth of promotion (most of that in time on the network).

If *Winds of War* lives up to ABC's ambitions, ABC stands a good chance of taking the February sweeps, just as CBS's airing of *The Blue and the Gray* was a major factor in its sweeps victory last November. But no one expects ABC to be able to catch up to

## Ratings Roundup

ABC-TV captured the prime time ratings prize for the week ended Jan. 23, its second weekly win of the 1982-83 season, while NBC-TV, though it came in third again, turned in a considerably better than average performance.

ABC scored a 17.9 average rating/27 average share. CBS, which has been out of first place in only four of the season's 17 weeks to date, came in this time a half point off the lead at 17.4/27, and NBC outperformed its season-to-date average by more than a rating point, turning in a 16.4/25, its best weekly numbers since the World Series last fall.

Helping ABC to the top for the second time this season were unusually strong performances by several of its regular series and a big score by the *American Music Awards*, which in two hours on Monday night averaged a 24.4/36 to become the third-ranked program of the week.

ABC also got season-high ratings for *That's Incredible* (22.3/31) and *T.J. Hooker* (17.1/27), while *The Fall Guy* (20.5/30) and *Dynasty* (21.8/35) won each half-hour of their 9-11 p.m. block on Wednesday, and *Love Boat* (21.3/33) and *Fantasy Island* (17.8/31) repeated that feat on Saturday.

NBC got a big boost from *Hill Street Blues*, whose season-high 25.1/42 made it the second highest rated program of the week, and from the send-off for its new series, *The A Team*, which, premiering as a two-hour Sunday-night movie, drew a 23.0/35 and ranked fifth for the week. Another new NBC series, *Mama's Family*, at 9-9:30 p.m. on Saturday, had an 18.6/28, the best numbers NBC has had in that time period this season. *Real People* climbed back into the top 20—at number 20—for the first time in several weeks, with a 19.0/28.

### The First 20

1	<i>60 Minutes</i>	CBS	27.5/41
2	<i>Hill Street Blues</i>	NBC	25.1/42
3	<i>American Music Awards</i>	ABC	24.4/36
4	<i>Three's Company</i>	ABC	23.5/34
5	<i>NBC Sunday Night Movie—The A Team</i>	NBC	23.0/35
6	<i>Knots Landing</i>	CBS	22.9/35
7	<i>That's Incredible</i>	ABC	22.3/31
8	<i>Falcon Crest</i>	CBS	21.9/37
9	<i>Simon &amp; Simon</i>	CBS	21.9/32
10	<i>Dynasty</i>	ABC	21.8/33
11	<i>Love Boat</i>	ABC	21.3/33
12	<i>Fall Guy</i>	ABC	20.5/30
13	<i>One Day At a Time</i>	CBS	20.3/29
14	<i>Archie Bunker's Place</i>	CBS	19.7/29
15	<i>Jeffersons</i>	CBS	19.7/28
16	<i>M*A*S*H</i>	CBS	19.7/27
17	<i>9 to 5</i>	ABC	19.5/29
18	<i>Gloria</i>	CBS	19.5/26
19	<i>Hart to Hart</i>	ABC	19.4/32
20	<i>Real People</i>	NBC	19.0/26

### The Final Five

64	<i>ABC Friday Night Movie: Alligator</i>	ABC	11.8/19
65	<i>Bring 'Em Back Alive</i>	CBS	10.8/17
66	<i>Voyagers</i>	NBC	10.8/16
67	<i>Family Tree</i>	NBC	10.1/18
68	<i>CBS Reports—The Basketball Machine</i>	CBS	7.5/13



# NOVEMBER

## Kids % INCREASE

Austin	KVUE	+50
Detroit	WJBK	+211
Bangor	WVII	+500
Atlanta	WSB	+48
Grand Rapids	WKZO	+800
Fort Wayne	WANE	+86
Buffalo	WIVB	+217
Rockford	WQRF	+200
Greensboro	WFMY	+40
Los Angeles	KHJ	+250
San Diego	KGTV	+60
Sacramento	KTXL	+36
Knoxville	WATE	+117
Sioux Falls	KSFY	+350
Wichita Falls	KAUZ	+200
Santa Barbara	KEYT	+300
Fargo	KTHI	+200
Las Vegas	KTNV	+300
Bakersfield	KERO	+200
El Dorado	KTVE	+67
Kansas City	KSHB	+4
Tulsa	KOKI	+122
Wichita	KTVH	+300
Jackson	WJTV	+100
Odessa-Midland	KTPY	+100
Lincoln-Hastings	KOLN	+67
Joplin	KODE	+17
Seattle	KCPQ	+180

# EIGHT IS ENOUGH

## LORIMAR®

Source: ARB - Nov 1982-1981

CBS in the prime time race this season, no matter how well *Winds of War* performs. ABC is simply too far behind.

A big question concerning the project, however, is whether audience viewing can be sustained at high levels throughout the entire eight-day course of the program.

David Poltrack, vice president of research at CBS, predicted that "on the basis of sheer hype alone," the premiere episode should score a rating in the "high 20's or low 30's." And if the production quality is everything it's cracked up to be, succeeding episodes "should carry and build on that." Anything less than a 25 rating over all, said Poltrack, would be a "big disappointment" for ABC, while anything above an average 30 would have to be considered an "overwhelming success."

While *Winds of War* has been compared to *Roots* in terms of the scope and production quality, few if any expect the latest project to match the ratings achieved by *Roots* six years ago. With the growth of cable and other forms of pay television, more viewers have more options than they had in 1977.

But even if *Winds of War* does well, and another upcoming ABC mini-series, *Thorn Birds*, does reasonably well, perhaps in the high 20's, Poltrack figures that ABC would still have to beat CBS by more than 1.5 rating points for each of the remaining 12 weeks of the season to come out on top in prime time. However, if *Winds of War* scores an average 30 rating or better, he said, "it would be very difficult for us" to win the upcoming sweeps.

George Keramidas, vice president, research, at ABC, concurs with his counterpart at CBS that a good performance by *Winds of War*, perhaps a rating in the low 30's, would mean a sweeps victory. "*The Blue and the Gray* was pivotal in giving CBS the November sweeps," he said. But there's "no way" *Winds* will do as well as *Roots*, which Keramidas described as a "phenomenon... one of a kind."

As to overcoming CBS's two-point rating lead in prime time, Keramidas said, "That's tough. A lot of things would have to click right for us" to emerge on top.

How much does ABC stand to gain from the *Winds of War* telecast? "They won't get rich on it," said Anthony Hoffman, an entertainment analyst with A.G. Becker. "It's clearly an attempt to develop a viewing habit with [a broader] audience," he said, adding that the network's programming so far this season has been "lackluster." Up to a point, the strategy may work, he said.

Ellen Sacher, an analyst with Goldman Sachs, agreed with Hoffman that the project is an attempt to "rouse ratings." Mini-series, she said, are comparable in one sense to the use of blockbuster films on network television: "They didn't make money but sure got the ratings."

Drexel Burnham Lambert's John Reidy said *Winds of War* "should do gangbusters in the ratings" if all the positive things he has heard about the production are accurate. Although he doesn't think *Winds of War* itself will mean much in the long-term scheme of things, it should "add some excitement to

the business." If the ratings are exceptional, he said, it could mean that the "obituaries that the press and analysts write from time to time [on network television] are a bit premature. But it depends on the aggregate ratings." □

## Saturday TV violence targeted by NCTV

The National Coalition on Television Violence said last week that despite evidence that violence in Saturday morning cartoons is down, it is launching a year-long campaign to reduce it even further. The prime targets, NCTV noted, will be several leading advertisers during Saturday morning cartoon shows: McDonald's, General Foods, General Mills, Mattel and Kellogg's. According to NCTV, those companies, sponsored "over 50% of all Saturday morning violence throughout 1982."

NCTV stated that "Saturday morning mayhem had reached a record high of 36 violent acts per hour from July through September of 1982."

The Champaign, Ill.-based group noted, however, that because of a "number of new, low-violence cartoon programs introduced in the fall season, the violence levels have decreased to 22 violent acts per hour," a drop of about 40%, NCTV said.

The coalition said it is not proposing an economic boycott of the advertisers, but it threatened one if further progress is not made. □

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## For the Record

As compiled by BROADCASTING, Jan. 17 through Jan. 21, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—non-commercial.

## New stations

### AM applications

■ Trion, Ga.—Safe Broadcasting seeks 1180 khz, 5 kw-D. Address: P.O. Box 111, Trion 30753. Principals: John W. Abbott and Terry R. Adams (50% each), who have no other broadcast interests. Filed Jan. 13.

■ Gray, Ky.—Powell Minerals Corp. seeks 1040 khz, 10 kw-D, 2.5 ch.-N. Address: P.O. Box 311 Gray 40734. Principals: Walter Powell Jr. (51%) and wife, Patricia C. Powell (49%). Walter Powell is former owner of WAFI(AM) Middlesboro, Ky., and All View Cable TV, serving East Knox county, Tenn. Filed Jan. 18.

■ Dishman, Wash.—Melinda Boucher Reed seeks 1050

khz, 5 kw-D. Address: P.O. Box 8238, Spokane, Wash. 99203. Principals: Melinda Reed is wife of Thomas Reed, owner of KTRW(FM) East Wenatchee, Wash., and KTRQ(QM)-KTRM(FM) [CP] Ephrata, Wash. Filed Jan. 13.

### TV applications

■ Rancho Palos Verdes, Calif.—South Bay Broadcasting seeks ch. 44; ERP: 5,000 kw vis., 1,000 kw aur., HAAT 1,581 ft.; ant. height above ground: 200 ft. Address: P.O. Box 2626, Palos Verdes Penim, Calif. 90274. Principals: Pearl V. Blum (60%), and husband Richard Blum (40%), who have no other broadcast interests. Filed Dec. 30, 1982.

■ Pueblo, Colo.—Arapahoe Silent Majority Inc. seeks ch. 26; ERP: 1000 kw vis., 100 kw aur., HAAT: 573 ft.; ant. height above ground: 271 ft. Address: 18100 East Berry Drive, Aurora, Colo 80015. Principal: Subsidiary of Satellite Communications Corp. Jack A. Pankoff is president. It also is applicant for new TV's at Lewiston, Mont.; Wichita, Kan.; Fairbanks, Alaska; Ogden, Utah; Pueblo, Colo.; and Lihue, Hawaii. Filed Jan. 18.

■ \*Watsonville, Calif.—California Community T.V. Network seeks ch. 25; ERP: 2,786 kw vis., 278 kw aur., HAAT: 2,510 ft.; ant. height above ground: 222 ft. Address: 2054 University Ave., Suite 206, Berkeley, Calif. 94704. Legal counsel: Michael Couzens, Washington. Consulting engineer: Aubrey Harris, San Francisco. Principal: Nonprofit, educational institution. Pamela M. Meyer, president. She also is director of East Bay Media Center, applicant for new TV at Berkeley and Concord, both California. Filed Jan. 17.

■ Lihue, Hawaii—Arapahoe Silent Majority Inc. seeks ch. 3; ERP: 100 kw vis., 10 kw aur.; HAAT: 1,125 ft.; ant. height above ground: 24.75 ft. Address: 18100 East Berry Drive, Aurora, Colo. 80015. Principal: Also applicant for new TV at Pueblo, Colo. (see above). Filed Jan. 18.

■ Cedar Rapids, Iowa—Stanley G. Emert Jr. seeks ch. 28;



ERP: 2,000 kw vis., 200 kw aur., HAAT: 301 ft.; ant. height above ground: 271 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal: Emert is Knoxville, Tenn., attorney, and also applicant for new TV's at Duluth, Minn., and St. Joseph, Mo. Filed Jan. 18.

■ Topeka, Kan.—Arapahoe Silent Majority Inc. seeks ch. 43; ERP: 1,995 kw vis., 19.95 kw aur., HAAT: 288 ft.; ant. height above ground: 286 ft. Address: 18100 East Berry Drive, Aurora, Colo. 80015. Principal: Also applicant for new TV at Pueblo, Colo. (see above). Filed Jan. 18.

■ Flint, Mich.—Stanley G. Emert Jr. seeks ch. 66; ERP: 1,000 kw vis., 10 kw aur., HAAT: 238 ft.; ant. height above ground: 260 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal: Emert is Knoxville, Tenn., attorney and applicant for new TV's at Charleston, W. Va. Filed Jan. 6.

■ Duluth, Minn.—Stanley G. Emert Jr. seeks ch. 21; ERP: 1,000 kw vis., 10 kw aur., HAAT: 594 ft.; ant. height above ground: 372 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal: Emert is Knoxville, Tenn., attorney and also applicant for new TV's at Virginia Beach, Va.; Duluth, Minn.; Charleston, W. Va.; Flint, Mich.; Wenatchee, Wash.; Cedar Rapids, Iowa, and St. Joseph, Mo. Filed Jan. 18.

■ St. Joseph, Mo.—Stanley G. Emert Jr. seeks ch. 16; ERP: 1,000 kw vis., 100 kw aur., HAAT: 265 ft.; ant. height above ground: 164 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal: Emert is Knoxville, Tenn., attorney and also applicant for new TV's at Flint, Mich. (see above). Filed Jan. 17.

■ Alvin, Tex.—Chase Communications Ltd. seeks ch. 67; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,145 ft.; ant. height above ground: 1,145 ft. Address: 3201 Milburn Street, Houston 77021. Principals: Debra M. Chase (60%) and Prucie R. Chase (40%), who have no other broadcast interests. Filed Dec. 17, 1982.

■ \*Beaumont, Tex.—Eelivers TV Outreach seeks ch. 34; ERP: 61.79 kw vis., 6.18 kw aur., HAAT: 370 ft.; ant. height above ground: 38.5 ft. Address: 4230 Highland Ave., Beaumont 77705. Principal: Noncommercial corporations which have no other broadcast interest. Howard Cameron is president. Filed Dec. 21, 1982.

■ Charleston, W. Va.—Stanley G. Emert Jr. seeks ch. 29; ERP: 1,000 kw vis., 10 kw aur., HAAT: 113 ft.; ant. height above ground: 95 ft. Address: P.O. Box 2744, Knoxville, Tenn. 37901. Principal: Emert is Knoxville, Tenn., attorney and applicant for new TV at Flint, Mich. (see above). Filed Jan. 6.

## AM actions

■ Childersburg, Ala.—Coosa Valley Broadcasting Service Inc. returned application for 1140 khz, 5 kw-D. (BP-820913AL). Action Jan. 13.

■ Selah, Wash.—Tri-Co. granted 1020 khz, 10 kw-D, 500 w-N. Address: 2703 Third Street, Union Gap, Wash. 98903. Estimated construction costs: \$101,000; first-quarter operating cost: \$40,214. Format: CW. Principals: Robert E. Reece, Raymond V. Naught and Donald L. Harris (one-third each). Reece is announcer at KMWX(AM) Yakima, Wash. Naught is sales representative at KUTI(AM) Yakima. Harris is Yakima farmer. They have no other broadcast interests. (BP-810518AP). Action Oct. 4, 1982.

## FM actions

■ \*St. Peter, Minn.—Minnesota Public Radio granted 90.5 mhz, 100 kw, HAAT: 680 ft. Address: 400 Sibley Street, St. Paul, Minn. 55101. Estimated construction cost: \$303,500; first year operating cost: \$104,700; revenue: \$303,500. Format: Educational. Principal: Nonprofit corporation, which operates educational network of radio stations. It is licensee of KSJR(FM) Collegeville; KSJN-AM-FM Minneapolis/St. Paul; WSCD(FM) Duluth; KRWS(FM) Worthington/Marshall KLSE(FM) Rushford, all Minnesota, and KLCD(FM) Decorah, Iowa. (BPED-800421AG). Action Jan. 10.

■ Cleveland, Ohio—Cleveland Public Radio granted 90.3 mhz, 50 kw, HAAT: 500 ft. Address: 800 National City Bldg., E. 6th, Cleveland 44114. Estimated construction cost \$96,252; first-year operating cost \$407,210; revenue \$427,747. Principal: nonprofit corporation. (BPED-791017AD). Action Oct. 18, 1982.

## Ownership changes

### Applications

KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla. (KATV: ABC, ch. 7, 2-10 kw vis., 47.9 kw aur.; HAAT: 1,940 ft.; KTUL-TV: ch. 8, 316 kw vis., 40.7 kw aur.; HAAT: 1,880 ft.)—Solk by Leake TV inc. to Allbritton

Communications Co. for more than \$80 million (BROADCASTING, Nov. 8, 1982). Seller is principally owned by James C. Leake, who owns 80% of WSTE(TV) Fajardo, P.R. Buyer is owned by Joe L. Allbritton, chairman, who owns WJLA-TV Washington; KCKN-AM-FM Kansas City, Kan.; WCIV(TV) Charleston, S.C.; and WSET-TV Lynchburg, Va. Allbritton bought WJLA-TV along with co-located AM-FM combination and *Washington Star* in 1970's for \$28.5 million and spun-off radio stations and now-defunct *Star* for \$36 million. Filed Dec. 27, 1982.

■ KOTN(AM)-KFXE(FM) Pine Bluff, Ark., (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 92.3 mhz, 27 kw, HAAT: 115 ft.)—Seeks assignment of license from Joellen Broadcasting Corp. to Eagle Broadcasting Group Inc. for \$465,000 (BROADCASTING, Jan. 24). Seller: Winston J. Deane (100%), who has no other broadcast interests. Buyer: Calvin G. Arnold (100%), who is former general manager at KKYK(FM) Fort Smith, Ark., and has no other broadcast interests. Filed Dec. 16, 1982.

■ KXXN(AM) Santa Barbara, Calif. (1290 khz, 500 w-D)—Seeks assignment of license from Stanley T. Deck to Capital Broadcasting Corp. for \$150,000. Seller: Deck also owns KDIX-AM-TV Dickinson, N.D. Deck bought KXXN [formerly KKIO] in 1981 for \$300,000 (BROADCASTING, June 15, 1981). Buyer: Terrence T. Janisch and Douglas R. Jones (50% each), who have no other broadcast interests. Filed Dec. 17, 1982.

■ KIMC(FM) [CP] Leadville, Colo. (93.5 mhz, 3 kw, HAAT: 42 ft.)—Seeks assignment of license from Sears Broadcasting of Colorado Inc. to Sprague Broadcasting Inc. for \$14,375 plus assumption of \$6,944 in obligations. Seller: Michael J. Sears (100%), who is former owner of WAE-C(AM) Atlanta, Ga., which he sold last year for \$800,000 (BROADCASTING, April 5, 1982). Buyer: Robert D. Hanna (49%) and Stanley M. Sprague (51%). Hanna is Dallas-based media broker and consultant and principal owner of KCLW(AM) Hamilton, Tex.; 50% owner of KICS(AM)-KEZH(FM) Hastings, Neb.; 49% owner of KLRK(AM) Leadville, Colo., and minority stockholder of KERV-AM-FM Kerrville, Tex., and KROX(AM) Crookston, Minn. He also bought, subject to FCC approval, KMIO-AM-FM Merkel, Tex. Sprague is vice president and general manager and 51% owner of Sprague Broadcasting, prospective assignee of KLRK(AM) Leadville, Colo. Filed Dec. 17, 1982.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Seeks assignment of license from Florida Broadcasting Corp. to Highlands Ridge Inc. for \$225,000. Seller: Subsidiary of Florida Outdoor Inc., owned by Eldon R. Lindsey, who bought station in 1981 for \$300,000 (BROADCASTING, Aug. 17, 1981). Buyer also owns co-located WWOJ(AM), and is principally owned by Ralph Hunter and Chester Miller. They were granted CP for FM July 23, 1981 (BROADCASTING, Nov. 16, 1981). Filed Jan. 18.

■ WERD(AM) Jacksonville, Fla. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Gilliam Communications Inc. to Clear Communications Inc. for \$733,767. Seller is principally owned by H.A. Gilliam Jr., who also is principal owner of WLOK(AM) Memphis, Tenn. Buyer: Chester Lee Armstrong Clear, who also is applicant for new FM at West Memphis, Ark., and owns 3% of WLOK(AM) West Memphis, Tenn., where he is general manager. Filed Jan. 18.

■ WCIX-TV Miami (ch. 6, 77.6 kw vis., 13.2 kw aur.; HAAT: 1,449 ft.)—Seeks assignment of license from Coral Television Corp. to Toft Broadcasting Co. for \$70 million plus WGR-TV Buffalo, N.Y. (BROADCASTING, Aug. 2). Seller is subsidiary of General Cinema Corp., which also owns WIF(FM) Philadelphia and 80% of WHUE-AM-FM Boston. As part of deal, General Cinema also is acquiring Toft's WGR-TV Buffalo, N.Y. Buyer Toft is Cincinnati-based owner of five AM's, six FM's and seven TV's. Filed Dec. 22.

■ WVCF(AM) Ocoee, Fla. (1480 khz, 1 kw-D)—Seeks assignment of license from Orlando Broadcasting Inc. to William A. Masi for \$400,999. Seller: James S. Beattie (100%), who also owns WEXY(AM) Oakland Park, Fla. Buyer: Masi is Fla.-based radio programmer and has no other broadcast interest.

■ WRED(AM) Monro, Ga. (1490 khz, 1 kw-D, 250 w-N) Seeks transfer of control of Monroe Broadcasting Inc. from Earl Akery (100% before; none after) to Charles E. Stovall (none before; 100% after). Consideration: \$245,000. Principals: Seller has no other broadcast interests. Buyer owns WPKZ(AM) Pickens, S.C., and WGML(AM) Hinesville, Ga. Filed Dec. 30, 1982.

■ WJEM(AM) Valdosta, Ga. (1150 khz, 1 kw-D)—Seeks transfer of control of Lowndes County Broadcasting Co. from J.C. Johnson (75% before; none after) to Vernon Arnold (25% before; 100% after). Consideration: \$337,500. Principals: Seller and buyer have no other broadcast interests. Filed Dec. 16, 1982.

■ KOFE(AM) St. Maries, Idaho (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KC Corp. to J&M

Marian Enterprises for \$127,000. Seller has no other broadcast interests. Buyer: Maurice J. McInerney and wife, Joan, who have no other broadcast interests. Filed Jan. 3.

■ WFLD-TV Chicago.—Seeks assignment of license from Field Communications Corp. to Metromedia Inc. for \$140 million. Seller is Chicago-based subsidiary of Field Enterprises, publisher of *Chicago Sun Times* and group owner of five TV's. It also sold, subject to FCC approval, KBHK-TV San Francisco for \$26 million to United Television Inc., and WLVJ-TV Cambridge (Boston), Mass., to Gannett Co. for \$47 million. It also owns KKBD-TV Detroit and WKBS-TV Philadelphia. Buyer is Secaucus, N.J.-based group owner of seven AM's, seven FM's and seven TV's that also sold, subject to FCC approval, WTCN-TV Minneapolis to Gannett Co., for \$75 million and WXIX-TV Cincinnati to Malrite Broadcasting for about \$45 million and WMET(FM) Chicago to Doubleday Broadcasting for \$9.5 million. Filed Dec. 22, 1982.

■ WJCK(AM) Rensselaer, Ind. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from J.C. Broadcasters Inc. to Northstar Communications Inc. for \$350,000 (BROADCASTING, Jan. 17). Seller: Subsidiary of Clark & Brown Inc., which is owned by Donald L. Clark (60%), daughters Nancy L. Brown and Mary Beth Clark (20% each). They have no other broadcast interests. Buyer: Thomas F. Jurek and wife, Rosemarie (100% jointly), who are principal owners of co-located WRIN(AM). Filed Jan. 4.

■ WBKO(TV) Bowling Green, Ky. (ABC, ch. 13, 316 kw vis., 30.2 kw aur.; HAAT: 740 ft.)—Seeks assignment of license from Bluegrass Media Inc. to Benedek Broadcasting of Kentucky Inc. for \$4 million (BROADCASTING, Jan. 10). 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). Filed Dec. 27, 1982.

■ KLPL-AM-FM Lake Providence, Calif. (AM: 1050 khz, 250 w-D; FM: 92.7 mhz, 2 kw, HAAT: 145 ft.)—Seeks assignment of license from Turner Broadcasting Inc. to Ernest R. Sandidge for \$78,471. Seller has no other broadcast interests. Buyer: Sandidge is former principal owner of KLPL-AM-FM. Filed Jan. 3.

■ WGHN(AM)-WFMG(FM) Grand Haven, Mich. (1370 khz, 500 kw-D; FM: 92.1 mhz, 3 kw, HAAT: 240 ft.)—

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Seeks assignment of license from Community Broadcasters Inc. to WGHN Inc. for \$260,500. Seller: Douglas Tjpkas (100%), who has no other broadcast interests. Buyer: William J. Struyk (51%), Thomas S. Fox (24%), Roger H. Oetting (8.67%) and Erwin L. Fitzgerald (8.165%), and William W. Smolenski (8.165%). Filed Dec. 22, 1982.

■ WOTV(TV) Grand Rapids, Mich. (NBC, ch. 8, 282 kw vis., 56.2 kw aur.; HAAT: 970 ft.)—Seeks assignment of license from Manhattan Cable Television Inc. to LIN-Central Broadcasting Corp. for \$32 million (BROADCASTING, Nov. 22, 1982). Seller: Subsidiary of Time Inc., publisher of *Time* magazine, which has no other broadcast interests. Time inc. also owns ATC, major MSO. Gerald m. Levin is group vice president. Buyer is publicly traded. New York-based group of five AM's, five FM's and four TV's. Donald Pels is chairman and president. Filed Dec. 30, 1982.

■ WDBI(FM) Tawas City, Mich. (101.7 mhz, 3 kw, HAAT: 275 ft.)—Seeks assignment of license from Pridnia Broadcasting Co. to Tawas City Broadcasting Co. for \$415,000 (BROADCASTING, Jan. 7). Seller is principally owned by John D. Pridnia, who has no other broadcast interest. Buyer is owned by Donald J. Backus and Martin J. Pennoni (38% each); James C. Moriarty (14%) and John Thibert (10%). Backus and Pennoni own recording studio in Lansing, Mich.; none have other broadcast interests. Filed Jan. 7.

■ WELZ(AM) Belzoni, Miss. (1460 khz, 1 kw-D)—Seeks transfer of control of Humphreys County Broadcasting Inc. from Herb L. Guthrie (99% before; none after) to Heart of Dixie Broadcasting of Mississippi Inc. (none before; 100% after). Consideration: \$165,000. Principals: Seller is also principal owner of CP for new FM at Belzoni. Buyer is owned by Buford B. Strange and Mayme Strange (50% each). Buford Strange owns KDXI(AM)-KJVC(FM) Mansfield. Mo. Filed Dec. 2, 1982.

■ WJTV(TV) Jackson, Miss. (CBS, ch. 12, 316 kw vis., 63.1 kw aur.; HAAT: 1,630 ft.) Seeks assignment of license from Capitol Broadcasting Co. to News-Plus & Gazette Co. for \$19 million (BROADCASTING, Dec. 20, 1982). Seller is Jackson, Miss.-based group owner of one AM, one FM and three TV's that also sold, subject to FCC approval. KKTU(TV) Colorado Springs for \$15.5 million (BROADCASTING, Nov. 8, 1982). T.M. Hederman Jr. is president. Buyer is St. Joseph, Mo., publisher of daily *St. Joseph News Press* (evening and Sunday) and *St. Joseph Gazette* (morning) and is principally owned by David R. Bradley Sr. and family. They also own WSAV(TV) Savannah, Ga., and KAAL(TV) Austin, Minn. Filed Jan. 14.

■ WQIS(AM)-WNSL(FM) Laurel, Miss. (1260 khz, 5 kw-D; FM: 100.3 mhz, 30 kw)—Seeks transfer of control of Voice of the New South Inc. from Frank E. Holladay to Robert H. and Clay E. Holladay. Consideration: \$100,000. Principals: Seller is transferring his 26% interest in licensee. Balance of stock will continue to be owned by Granville Walters and Walter E. Jones. Filed Jan. 7.

■ WNAU(AM)-WOKM(FM) New Albany, Miss. (1470 khz, 500 w-U, FM 103.5 mhz, 36 kw, HAAT: 79 ft.)—Seeks assignment of license from the Tallahatchie Broadcasting Corp. to Dixie Broadcasting for \$735,000 (BROADCASTING, Jan. 17). Seller: William O. Rutledge (28%), president, and four others, none who have other broadcast interests. Buyer: William E. Dunnivant, Athens Broadcasting Inc., and Albert Bush Jr. (one-third each). Athens Broadcasting, licensee of WJMW(AM)-WZYP(FM) Athens, Ga., is principally owned by H.F. Dunnivant, president, and William E. Dunnivant. Filed Dec. 30, 1982.

■ KBTC(AM)-KSCM(FM) Houston, Mo. (AM: 1250 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Broadcasters of Texas County Inc. from Pike County Broadcasting Co. (100% before; none after) to William Alessi, Orvil Loge, Donald Kruse (none before; 100% after). Consideration: \$250,000. Principals: Seller is principally owned by J. Paul and Betty A. Salois, who also are principal owners of KPCR-AM-FM Bowling Green, Ky. Buyer is equally owned by William Alessi, Donald K. Kruse and Orvil Loge. Alessi owns less than 1% in transferor. Filed Dec. 27, 1982.

■ KCMO(AM)-KCEZ(FM) Kansas City, Mo. (AM: 810 khz, 50 kw-D, 5 kw-N; FM: 94.9 mhz, 100 kw, HAAT: 1,060 ft.)—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, KSLE(TV) Fresno, Calif., for \$17.6 million (BROADCASTING, 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. Filed tkktktkt.

■ WRIO-FM Cape May, M.J. (102.3 mhz, 3 kw, HAAT: 145 ft.)—Seeks assignment of license from Cape Christian Broadcasters Inc. to Paul E. and Nancy Schumacher for

Broadcasters Inc. to Paul E. and Nancy Schumacher for \$275,000 (BROADCASTING, Jan. 17). Seller: William C. Lamon and Leonard M. Vertiy (50% each), who also own WRYO(FM) Crystal River, Fla. Buyers have no other broadcast interests. Filed Dec. 30, 1982.

■ KTNM(AM)-KQAY(FM) Tucumcari, N.M. (AM: 1400 khz, 1 kw-D, 500 w-N; FM: 92.7 mhz, 3 kw, HAAT: 64 ft.)—Seeks assignment of license from Rodmar Inc. to Sagebrush Communications Inc. for \$810,000 (BROADCASTING, Jan. 24). Seller: Robert B. Roddy and Wayne E. Marcy (50% each). Marcy owns KKBK(AM) Aztec, N.M. Buyer: Johnnie S. Cain, Linda L. Haldane (34% each), Vanita L. Menapace (20%) and Scott W. Roddy (12%). Cain and Haldane are principals in KDHN(AM) Dimmit, Tex. Menapace and Roddy are employed at KTNM-KQAY, but hold no ownership interests. Filed Dec. 17, 1982.

■ WGR-TV Buffalo, N.Y. (NBC, ch. 2; 100 kw vis., 20 kw aur.; HAAT: 2,314 ft.)—Seeks assignment of license from Toft Broadcasting Co. to Coral Television Corp. for exchange of Coral's WCIX-TV Miami plus other considerations (see above). Filed Dec. 22, 1982.

■ WRCS(AM)-WQDK(FM) Ahoskie, N.C. (AM: 970 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from WRCS INC. to Francon II Inc. for \$600,000 (BROADCASTING, Jan. 17). Seller: Richard V. Surlis (100%), who has no other broadcast interests. Buyer: Charles E. Franklin (75%) and wife, Elizabeth (25%). Charles Franklin owns 80% of permittee WJIK(AM) Camp Lejeune, N.C., and 56.6% of application for new TV at Greenville, N.C. Filed Jan. 3.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (AM: 1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Seeks assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for \$1.75 million (BROADCASTING, Jan. 17). Seller: Lawrence E. Neece Jr. (48.26%), his mother, Viola N. Johnson (36.63%) and G.C. Starnes (15.12%), who have no other broadcast interests. Buyer is principally owned by James A. Heavner, president. Village Companies also own WMFD(AM)-WWQQ(FM) Wilmington, N.C.; WKQQ(FM) Lexington, Ky.; WXHL(AM) Chapel Hill, N.C.; plus cable systems serving Orange county, Durham county and Chapel Hill, all North Carolina. Filed Jan. 7.

■ WGIV(AM) Charlotte, N.C. (1600 khz, 1 kw-D; 500 w-N)—Seeks assignment of license from Harris Communications Corp. to FMK Broadcasting Corp. Seller bought station in 1981 and must sell station because of insufficient funds to continue operation. It will sell to FMK Broadcasting at, as of yet, unspecified sum. Buyer is subsidiary of Firstmark corp. and is principally owned by Leonard Rochwarger. Firstmark Corp. is Buffalo, N.Y.-based CATV consultant and financier and has no other broadcast interests. Filed Dec. 17, 1982.

■ WRMI(AM) Rocky Mount, N.C. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Atlantic Radio Corp. from Stanley H. Fox, Irvin L. Fox and Frona F. Evans (51% before; none after) to Robert A. Manning and Paul I. Nunn (49% before; 100% after). Consideration: \$204,000. Principals: Seller together own 51% of licensee's stock and are bowing out to minority stockholders. Buyers currently hold 49% interest in licensee and after transfer will own 76% by Manning and 24% by Nunn. Filed Jan. 6.

■ KFIR(AM)-KNTL(FM)[CP] Sweet Home, Ore. (AM: 1370 khz, 1 kw-D; FM: 107.1 mhz, 1.8 kw, HAAT: 390 ft.)—Seeks assignment of license from Galaxy Broadcasting Corp. to Magnum Broadcasting Inc. for \$250,000. Seller: James D. and Mercedes F. McDaniel, who have no other broadcast interests. Buyer: Norman R. Suiter and Ronald E. Lewin (50% each), who are general manager and sales manager, respectively, at KFIR, and have no other broadcast interests. Filed Jan. 3.

■ WLKW-AM-FM Providence, R.I. (AM: 990 khz, 50 kw-D; FM: 101.5 mhz, 50 kw, 500 ft.)—Sold by McCormick Communications Inc. to JAG Communications of Rhode Island Inc. for \$4.9 million (BROADCASTING, Jan. 10). Seller is owned by Tech/Ops (80%) and William M. McCormick (20%). Tech/Op Inc. is publicly traded, Boston-based medical instrument manufacturer. WJYE(AM) Buffalo, N.Y., and WLPN(AM)-WFOG(FM) Suffolk, Va. Buyer is headed by John A. Gambling, chairman, and Morton I. Hamberg, president. Gambling is personality on WOR(AM) New York. Hamberg is New York attorney. Neither has other broadcast interests.

■ WNRI(AM) Woodsocket, R.I. (1380 khz, 1 kw-D)—Seeks assignment of license from Conrad Communications Co. to American Independent Radio Inc. for \$265,000. Seller: Louis E. and Linda Conrad (50% each), who have no other broadcast interests. Buyer: Roger E. Bouchard, president (25%), David Onge (10%) and five others. Bonchard is general manager at WKRI(AM) West Warwick, R.I. Onge is engineer at WGBH-TV Boston. None have other broadcast interests.

■ WKCW(AM)-WKTM(FM) North Charleston, S.C. (AM: 910 khz, 500 w-D; FM: 102.5 mhz, 100 kw, 666 ft.)—Seeks transfer of control of KTM Broadcasting Inc. from William G. Dudley III (100% before; 10% after) to Radio Clearwater Inc. (none before; 90% after). Consideration: \$650,000, plus assumption of \$1,078,000 promissory note. Principals: Seller is transferring 90% of his interest in licensee and subsequently will redeem remaining 10% of shares in exchange for WKCW. Buyer is owned by Carl J. Marocci and wife, Betty, who have no other broadcast interests. Filed Jan. 17.

■ WLIC(AM) Adamsville, Tenn. (1540 khz, 2.5 kw-D)—Seeks assignment of license from Dixie Communications Inc. to Thomas D. Norton for \$70,000. Seller: Robert L. Vinson, president, who has no other broadcast interests. Buyer: Norton has no other broadcast interests. Filed Dec. 21, 1982.

■ WJHR(FM) Jackson, Tenn. (103.1 mhz, 3 kw, HAAT: 262 ft.)—Seeks assignment of license from Radio Station WJHR Inc. to WJHR Inc. for \$1 million (BROADCASTING, Jan. 10). Seller is owned equally by Jay Baxter, Gordon Bostic and Jerry Hunt. Baxter and Bostic also own WAY-D(AM)-WOR(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); WMC(AM) (McLeansboro and WTAQ(FM) Murphysboro, both Illinois, and WKWK-AM-FM Wheeling, W. Va. Filed Jan. 14.

■ WBMK(AM) Knoxville, Tenn. (1430 khz, 1 kw-D)—Seeks transfer of control of Broadcast Media of Knoxville Inc. from Thomas S. Crawford and Timothy F. Beshea (100% before; 50% after) to William R. Hays (none before; 50% after). Consideration: \$22,000. Principals: Seller Crawford owns 55% and Beshea owns 45%. Beshea will bow out. Crawford will continue to own 50%. Other 50% will be owned by William Hays. Filed Jan. 3.

## Actions

■ KNLB(FM) [CP] Lake Havasu City, Ariz. (91.1 mhz, 115 w, HAAT: 452 ft.)—Granted transfer of control of New Life Christian School from board of directors to new board of directors. Consideration: none. Principals: Transferrors: Richard Tatham, Blase Sugammele and Art Shenfeld (one third each). Application seeks change in board of directors and no financial consideration is involved. Transferred: Tatham, Susamele, Dennis Franks, Joe Grohocki and Steve Davis (16.6% each). Construction permit was granted Oct. 26, 1982 (BROADCASTING, Nov. 15, 1982). (BTCED-821126E). Action Jan. 31.

■ KDON-AM-FM Salinas, Calif. (AM: 1460 khz, 5 kw-U; FM: 102.5 mhz, 18.5 kw, HAAT: 2,270 ft.)—Granted assignment of license from Forrest Cal-Central Corp. and Forrest Communications to Grace Broadcasting Inc. for \$3.3 million. Seller: Principally owned by Robert A. Forrest and wife, Grace, who also are principal owners of KBBY(AM)-KBBQ(FM) Ventura, Calif. Buyer: Principally owned by Harvey Grace, who is less than 1% owner and former president of WTTV(TV) Indianapolis. (BAL,H-821123KS). Action Jan. 13.

■ KBIU(FM) Lake Charles, La. (103.7 mhz, 100 kw, HAAT: 470 ft.)—Granted assignment of license from Stream Broadcasting Inc. to Dixie Broadcasters Inc. for \$684,200. Seller: Harold H. Stream III. (100%), who owns KOY-L(AM)-KUFO(FM) Odessa, Tex., and is applicant for new TV at Knoxville, Tenn. Buyer: Principally owned by Albert D. Johnson, president, who also is president and principal owner of co-located KCOU(AM). (BALH-821124EE). Action Jan. 13.

■ KCLF(AM)-KQXL(FM) New Roads, La. (AM: 1500 khz, 1 w-D; FM: 106.3 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from progressive Broadcasting Corp. to Citywide Broadcasting Corp. for \$425,000. Seller: Barbara S. Peroyea (75%) and husband, John L. Peroyea (25%), who have no other broadcast interests. Buyer: Willie E. Tucker and Peter Moncrieffe (40% each) and Lionel Lombard and Gary S. Williams (10% each). Tucker is real estate developer. Moncrieffe is contractor. Williams is real estate broker. Broker: Chapman Associates. (BAL,H-821029GW). Action Jan. 7.

■ WHGR(AM)-WJGS(FM) Houghton Lake, Mich. (AM: 1290 khz, 5 kw-U; FM: 98.5 mhz, 100 kw, HAAT: 480 ft.)—Granted assignment of license from Sparks Broadcasting Co. to Shea Broadcasting Co. for \$800,000. Seller: Garnet G. Sparks and brother, Gordon A. Sparks (50% each), who own WEXL(AM) Royal Oaks, Mich. Buyer: Edmund T. Shea (100%), who is Grand Rapids, Mich., real estate broker and has no other broadcast interests. (BAL,H-82119GR,S). Action Jan. 13.

■ WKAK(TV) [CP] Syracuse, N.Y. (ch. 62, ERP: 1,000 kw vis., 100 kw aur.)—Granted assignment of license from The Great Onondaga County Telecasting Corp. to Syracuse



Channel 62 Inc. for \$45,500 for stock. Seller: CP was obtained by corporation owned by George Fritzing as minority stockholder and National Health Enterprises Inc. as majority stockholder. NHE was acquired by another corporation active solely in medical field that did not want to continue NHE's broadcast interests. Buyer: Douglas F. Ruhu (70%) and Home Security Financial Corp. (30%). Home Security Financial Corp. is owned by George Fritzing. Ruhu is director of United Press International. (BAPCT-821019HG). Action Jan. 11.

■ KQDJ-AM-FM [CF] Jamestown, N.D. (AM: 1400 khz. 1 kw-D. 250 w-N; FM: 95.5 mhz. 40.8 kw, HAAT: 338 ft.)—Granted assignment of license from Great West Broadcasting Inc. to Sorenson Broadcasting Corp. for \$500,000. Seller: Roger F. Sorenley, president, and David B. Amodt (22% each); Robert H. Ferguson (18%); David Middaugh (10%); Jay H. Schmalken (69%) and Dean Rott (4%), who have no other broadcast interests. Buyer: Dean Sorenson and Jerry Simmons (50% each), who are Pierre, S.D.-based group owners of five AM's and six FM's that also sold KOBH-AM-FM Hot Springs, S.D., for \$550,000 (see below). (BAL-821119go0). Action Jan. 11.

■ KTGO(AM) Tioga, N.D. (1090 khz. 1 kw-D)—Granted transfer of control of Tioga Broadcasting Corp. from Pius and Rose Hornstein (10% before; none after) to David and Barbara Guttormson (none before; 100% after). Consideration: \$175,000. Principals: Sellers have no other broadcast interests, and buyers have no other interests. (BTC-821112HL). Action Jan. 13.

■ WGGF(TV) [CP] Lebanon, Pa. (ch. 59, ERP: 1,197 vis., 119.7 kw aur.; HAAT: 1,458 ft.)—Granted assignment of license from The Great Lebanon County Telecasting Corp. to Greater Harrisburg Channel 59 Inc. for \$45,500 for stock. Seller: CP was obtained by corporation which was owned by George Fritzing as minority stockholder and National Health Enterprises Inc. as majority stockholder. NHE was acquired by another corporation active solely in medical field that did not want to continue NHE's broadcast interests. Buyer: William Geissler (70%) and Home Security Financial Corp. (30%). Home Security Financial Corp. is owned by George Fritzing. Geissler is director and part owner of Focus Broadcasting, applicant for various low power and full power TV's. Geissler also is substantial minority owner of United Press International. (BAPCT-821019HH). Action Jan. 11.

■ KOBH-AM-FM Hot Springs, S.D. (AM: 580 khz. 500 w-D; FM: 96.7 mhz. 1.4 kw; HAAT: 440 ft.)—Granted assignment of license from Sorenson Broadcasting Corp. to Battle Mountain Broadcasting Inc. for \$550,000. Seller: Dean Sorenson and Jerry Simmons (50% each) who are Pierre, S.D.-based group owners of five AM's and four FM's that also bought KQDJ-AM-FM [CF] Jamestown, N.D. (see above). Buyer: Mary M. Harrington (51%) and Richard F. Dunne (49%). Harrington is Aberdeen, S.D. legal secretary. Dunne is sales manager at KQAA(FM) Aberdeen (BAL-H-821110GM). Action Jan. 11.

## Facilities changes

### AM applications

#### Tendered

■ WHLN (1410 khz) Harlan, Ky.—Seeks CP to change frequency to 1030 khz; and increase power to 10 kw. Ann. Jan. 12.

■ WBCE (1010 khz) Wickliffe, Ky.—Seeks CP to change frequency to 1100 khz; increase power to 1 kw and change to non-DA. Ann. Jan. 17.

■ KTIB (630 khz) Thibodaux, La.—Seeks CP to change frequency to 640 khz; change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2, and make changes in antenna system; major environmental action under section 1.1305. Ann. Jan. 17.

■ WSDS (1480 khz) Ypsilanti, Mich.—Seeks CP to change hours of operation to U by adding 5 kw-N; increase D power to 1 kw; install DA-2 and make changes in ant. sys. Ann. Jan. 17.

■ WAJE (1580 khz) Ebensburg, Pa.—Seeks CP to change frequency to 650 khz. Ann. Jan. 14.

■ WFGN (1570 khz) Gaffney, S.C.—Seeks CP to change frequency and increase power to 2.5 kw. Ann. Jan. 19.

■ WIXR (1500 khz) Mt. Pleasant, S.C.—Seeks CP to increase power to 1 kw/500 kw (CH); major environmental action under section 1.1305. Ann. Jan. 13.

#### Accepted

■ KRED (1480 khz) Eureka, Calif.—Seeks CP to make changes in TL. Ann. Jan. 14.

■ KRVV (1360 khz) Vail, Colo.—Seeks modification of CP (BP-20882) to make changes in ant. sys.; change TL; and increase height of tower. Ann. Jan. 11.

■ KUAI (720 khz) Elelee, Hawaii—Seeks CP to make changes in ant. sys. (replace and increase height of tower) and change TPO. Ann. Jan. 11.

■ WCEG (1530 khz) Middleborough, Mass.—Seeks modification of CP (BP-820707AQ, as mod.) to make changes in ant. sys. and change TL; and increase height of tower. Ann. Jan. 11.

■ WJOK (1150 khz) Gaithersburg, Md.—Seeks modification of CP (BP-19994 as mod.) to change SL and operate trans. by RC from proposed SL. Ann. Jan. 19.

■ WJPA (1450 khz) Washington, Pa.—Seeks CP to make changes in ant. sys. and increase ant. height. Ann. Jan. 11.

■ WIXR (1500 khz) Mt. Pleasant, S.C.—Seeks CP to make changes in ant. sys.; increase height of tower and correct geographic coordinates to read 32° 48' 59" 79 50' 18". Ann. Jan. 14.

■ WTJZ (1270 khz) Newport News, Va.—Seeks MP (BP-820128AX) to augment N standard pattern. Ann. Jan. 17.

### FM applications

#### Tendered

■ KCSU-FM (90.5 mhz) Fort Collins, Colo.—Seeks CP to change frequency to 90.5 mhz; and increase ERP to 10 kw specify HAAT to -355 ft. Ann. Jan. 21.

■ WCYC (90.5 mhz) Chicago—Seeks CP to change frequency to 90.5 mhz; specify ERP to 8 kw; change HAAT to 71 ft. and make changes in ant. sys. Ann. Jan. 17.

■ WOLZ (105.1 mhz) Cheboygan, Mich.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 600 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Jan. 18.

■ WCUZ-FM (101.3 mhz) Grand Rapids, Mich.—Seeks CP to change TL; change ERP to 38.9 kw; change HAAT to 722.8 ft.; and make changes in ant. sys. Major environmental changes under section 1.1305. Ann. Jan. 12.

■ KSMR (92.5 mhz) Winona, Minn.—Seeks CP to change frequency to 92.5 mhz; change TL; specify ERP to 8.61 kw; change HAAT to -205 ft. and make changes in ant. sys. Ann. Jan. 17.

#### Accepted

■ KNCO-FM (94.3 mhz) Grass Valley, Calif.—Seeks CP to increase ERP to 290 w; increase HAAT to 980 ft. Ann. Jan. 18.

■ KGBA-FM (100.1 mhz) Holtville, Calif.—Seeks modification of CP (BPH-11,193, as mod.) to change SL and RC. Ann. Jan. 18.

■ KXOA-FM (107.9 mhz) Sacramento, Calif.—Seeks CP to change TL; increase ERP to 50 kw; increase HAAT to 462 ft. and change TPO. Major environmental action under section 1.1305. Ann. Jan. 10.

■ KZFR (103.1 mhz) South Lake Tahoe, Calif.—Data filed 8-4-82 in accordance with FCC's first report and order adopted 1-6-82 and released 1-15-82 in doc. 80-522, showing proposed operation on frequency of 102.9 mhz; change TL; increase ERP to 5 kw; increase HAAT to 493 ft. and change TPO. Ann. Jan. 13.

■ WEZY-FM (99.3 mhz) Cocoa, Fla.—Seeks CP to change TL; increase HAAT to 300 ft. and change TPO. Ann. Jan. 19.

■ WXCW (95.3 mhz) Homosassa Springs, Fla.—Seeks modification of CP (BPH-800129AG, as mod.) to locate SL and RC; request waiver of section 73.1125 rules. Ann. Jan. 19.

■ WFMI (100.1 mhz) Winchester, Ky.—Seeks CP to decrease ERP to 1.33 kw and increase HAAT to 430 ft.; major environmental action under section 1.1305. Ann. Jan. 18.

■ KQAD-FM (100.9 mhz) Luverne, Minn.—Data filed 1-11-83 in accordance with FCC's first report and order adopted 7-13-82 and released 7-20-82 in doc. 82-418, showing proposed operation on frequency of 101 mhz; change TL; increase ERP to 100 kw; increase HAAT to 530 ft. and change TPO. Major environmental action under section 1.1305. Ann. Jan. 19.

■ KDVL (96.7 mhz) Devils Lake, N.D.—Data filed 12-30-82 in accordance with FCC's first report and order adopted 5-12-82 and released 5-19-82 in doc. No. 81-874, showing proposed operation on frequency of 102.5 mhz; change TL; increase ERP to 100 kw; increase HAAT to 471 ft. and change TPO. Ann. Jan. 13.

■ \*KMHD (88.5 mhz) Gresham, Ore.—Seeks modification of CP (BPED-811023AM, as mod.) to change TL; change ERP to 7.082 kw (H); change HAAT 986 ft. (H);

change TPO and make changes in ant. sys. Ann. Jan. 10.

■ WYTK (95.3 mhz) Washington, Pa.—Seeks CP to decrease ERP to 1.68 kw; increase HAAT to 386 ft. and change TPO. Major environmental action under section 1.1305. Ann. Jan. 18.

■ WNKK (95.3 mhz) Clinton, Tenn.—Seeks CP to change TL; change ERP to 537 w; increase HAAT to 674 ft. and change TPO. Major environmental action under section 1.1305. Ann. Jan. 18.

■ KCTM (97.7 mhz) Rio Grande City, Tex.—Seeks modification of CP (BPH-791227AQ, as mod.) to decrease ERP to 1.41 kw; increase HAAT to 420 ft. and change TPO. Major environmental action under section 1.1305. Ann. Jan. 13.

■ WQMC (95.3 mhz) Charlottesville, Va.—Seeks CP to increase ERP to 3 kw and decrease HAAT to 143 ft. Ann. Jan. 10.

■ WFFV (99.3 mhz) Front Royal, Va.—Seeks CP to change TL; decrease ERP to 3 kw; decrease HAAT to 230 ft. and change TPO. Major environmental action 1.1305. Ann. Jan. 18.

### TV applications

#### Accepted

■ KBSA-TV (ch. 46) Guasti, Calif.—Seeks CP to change ERP to 2,170 kw vis., and 217 kw aur., and change HAAT to 3,040 ft. Ann. Jan. 19.

■ KLXV-TV (ch. 65) San Jose, Calif.—Seeks MP (BCPT-800425KE, as mod.) to change ERP to 2,840 kw vis., 284 kw aur.; change HAAT to 2,710 ft. and change TL. Ann. Jan. 21.

■ \*WDPB (ch. 64) Seaford, Del.—Seeks MP (BPET-820505KE) to change ERP to 191 kw vis., 19.1 kw aur.; and change TL. Ann. Jan. 19.

■ KHAI-TV (ch. 20) Honolulu—Seeks MP (BCPT-790309LC, as mod.) to change ERP to 630 kw vis., 631 kw aur.; change HAAT to 120 ft. and change TL. Ann. Jan. 21.

■ KLDH (ch. 49) Topeka, Kan.—Seeks MP (BPCT-800514KE) to change ERP to 3,475 kw vis., 347.5 kw aur.; change HAAT to 1,476 ft.; change TL; also change ant. sys. Ann. Jan. 21.

■ WJKA (ch. 29) Wilmington, N.C.—Seeks MP (BPCT-810121KO) to change ERP to 2,864 kw vis., 286.4 kw aur.; change HAAT to 1,644 ft. Ann. Jan. 17.

■ WGGN-TV (ch. 52) Sandusky, Ohio—Seeks MP to change ERP 264.22 kw vis., and 48 kw aur. Ann. Jan. 21.

### AM application

KUAI (720 khz) Elelee, Hawaii—Granted CP to make changes in ant. sys. (replace and increase height of tower) and change TPO. Action Jan. 6.

■ WBUD (1260 khz) Trenton, N.J.—Granted MP of CP (BP781128AH) to change from four tower directional antenna to three tower directional ant. sys. Action Dec. 27, 1982.

■ \*KFNB (1170 khz) Fargo, N.D.—Granted MP (BP810707AB) to change night-time three tower directional sys. to two tower array. Action Dec. 30, 1982.

■ WMSO (640 mhz) Collierville, Tenn.—Granted modification of CP (BP-810806BC) to relocate night ant. Action Dec. 16.

■ WHMT (1190 khz) Humboldt, Tenn.—Denied CP to change hours of operation to U by adding 1 kw-N; increase D power to 1 kw; change frequency from 1190 to 1160 khz; install DA-2 and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 22, 1982.

■ WQDQ (1600 khz) Lebanon, Tenn.—Granted MP (BP-20386) to increase ant. height from 198 to 306 ft. Action Jan. 4.

■ KVIL (1150 khz) Highland Park, Tex.—Granted CP to specify modified standard radiation pattern for daytime operation. Action Jan. 13.

■ KRSP (1060 khz) Salt Lake City—Granted MP (BP-20777) to augment night-time directional pattern. Action Dec. 17, 1982.

■ WABS (780 khz) Arlington, Va.—Granted CP to decrease daytime ant. height from 379 to 361 ft. by removal of TV translator antenna. Action Jan. 10.

### FM actions

■ KOHL (89.3 mhz) Fremont, Calif.—Granted CP to increase power to 100 w; change HAAT to -62 ft; and change TL. Action Dec. 22, 1982.

■ KNVR (96.7 mhz) Paradise, Calif.—Granted CP to make changes in ant. sys. Action Dec. 17, 1982.

■ \*KXPR-FM (90.9 mhz) Sacramento, Calif.—Granted

modification of CP (BPED-810119AB) to increase ERP to 50 kw; change HAAT to 500 ft. H&V and make changes in ant. sys. Action Dec. 16, 1982.

■ KWIZ-FM (96.7 mhz) Santa Ana, Calif.—Granted CP to make changes in ant. sys.; increase ERP to 2.85 kw (V); decrease HAAT to 199.5 ft and change TPO. Action Dec. 22, 1982.

■ KTUO (93.75 mhz) Sonora, Calif.—Granted CP to change frequency to 93.5 mhz and change geographical coordinates to 37 59' 22", 120 23' 05". Action Dec. 16, 1982.

■ WGFA-FM (94.1 mhz) Watseka, Ill.—Granted modification of CP (BPH-820120AD) to change type trans.; change type ant.; increase ERP to 50 kw; increase HAAT to 366 ft. and change TPO. Action Dec. 16, 1982.

■ KKAT (106.1 mhz) Lyons, Kan.—Granted CP to in-

crease HAAT to 267 ft. (H). Action Dec. 22, 1982.

■ WXID (94.7 mhz) Mayfield, Ky.—Granted CP to change TL; change ERP to 50 kw; change HAAT to 401 ft. and make changes in ant. sys. Action Dec. 22, 1982.

■ WDHR (92.1 mhz) Pikeville, Ky.—Granted CP to change TL; decrease ERP to 1.02 kw; increase HAAT to 500 ft. and change TPO. Action Jan. 7.

■ KMBQ (93.7 mhz) Shreveport, La.—Granted CP to change TL; increase ERP 100 kw; change HAAT to 1020 ft.; H&V; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 29, 1982.

■ WBSF (91.7 mhz) Biddeford, Me.—Granted CP to change ERP to 590 w and change HAAT to 55 ft. Action Dec. 22, 1982.

■ WLYN-FM (101.7 mhz) Lynn, Mass.—Granted CP to increase HAAT to 300 ft.; major environmental action under section 1.1305. Action Dec. 16, 1982.

■ KESM-FM (105.5 mhz) El Dorado Springs, Mo.—Granted CP to change type ant.; increase HAAT to 300 ft. and change TPO. Action Jan. 7.

■ KBZN (93.7 mhz) Bozeman, Mont.—Granted CP to change TL and increase HAAT to 256 ft. Action Jan. 7.

■ KNAA (98.3 mhz) Sparks, Nev.—Granted CP to change TL; specify SL RC; change ERP to 290 w; change HAAT to 840 ft.; change type trans. and make changes in ant. sys. Action Dec. 16, 1982.

■ WEVO (89.1 mhz) Concord, N.H.—Granted CP to make changes in ant. sys.; increase HAAT to 383 ft. and change TPO. Action Dec. 17, 1982.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Granted modification of CP (BPH-800729AJ) to correct geographical coordinates to read 43 23' 50" and 72 17' 37" and correct HAAT to 1078 ft. Action Jan. 7.

■ WVNJ (100.3 mhz) Newark, N.J.—Granted CP to change TL; change ERP to 7.76 kw (H) and 5.54 kw (V); increase HAAT to 1,223 ft. and change TPO. Action Dec. 22, 1982.

■ KAFE-FM (97.3 mhz) Santa Fe, N.M.—Granted CP to change TL; change ERP to 100 kw; HAAT to 1,631 ft. and make changes in ant. sys. Action Dec. 16, 1982.

■ WBKT (93.3 mhz) Brockport, N.Y.—Granted CP to change frequency to 93.3 mhz. Action Dec. 22, 1982.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Granted modification of CP (BPH-810417AO) to decrease ERP to 2.7 kw; increase HAAT to 320 ft. and change TPO. Action Dec. 17, 1982.

■ WVMH-FM (90.5 mhz) Mars Hill, N.C.—Granted CP to change ERP to 248 w (H). Action Dec. 22, 1982.

■ WHYW-FM (96.9 mhz) Braddock, Pa.—Granted CP to decrease ERP to 16 kw (H&V); increase HAAT to 1007 ft. and change TPO. Action Jan. 5.

■ WGSX (94.7 mhz) Bayamon, P.R.—Granted modification of CP (BPH-811020AG, as mod.) to increase ERP to 16 kw; increase HAAT to 1,760 ft. and change TPO. Action Jan. 5.

■ WNOK-FM (104.7 mhz) Columbia, S.C.—Granted modification of CP (BPH-800221AI, as mod.) to decrease ERP to 29.5 kw; increase HAAT 1,004 ft. and change TPO; major environmental action under section 1.1305. Action Dec. 29.

■ WNAZ-FM (89.1 mhz) Nashville—Granted CP to change ERP to 1,395 kw and change TPO. Action Dec. 16, 1982.

■ KRBE-FM (104.1 mhz) Houston—Granted CP to install aux. ant. sys. at main TL; to be operated on ERP of 7.4 kw; change HAAT to 1,031.6 ft. and change TPO. Action Jan. 7.

■ KLSR-FM (105.3 mhz) Memphis—Granted modification of CP (BPH-810601AA) to change TL; decrease HAAT to 77 ft. and change TPO. Action Jan. 7.

■ KCLK-FM (94.1 mhz) Clarkston, Wash.—Granted CP to change TL; change ERP to 100 kw; HAAT to 1,232 ft.; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 29, 1982.

### TV actions

■ \* WDPB (ch. 64) Seaford, Del.—Granted CP to change ERP to 141 kw vis., 14.1 kw aur. Action July 27, 1982.

■ WXTX (ch. 54) Columbus, Ga.—Granted MP (BPCT-810729KF) to change ERP to 1,000 kw vis., 100 kw aur.; change TL and HAAT to 1,140 ft. Action Dec. 28, 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

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**Mature-sounding announcer** for live assist nostalgia format AM station. Resume and tape to WYUS, P.O. Box 324, Milford, DE 19963.

**Two on-air positions** available at NPR member station WBLV at Blue Lake Fine Arts Camp in West Michigan. One jazz announcer/producer, and one classical announcer/producer are needed. Both must possess a practical knowledge of the music history and literature in their respective fields. Blue Lake Fine Arts Camp is an EOE. Send tape and resume to Kent Miller, WBLV, Blue Lake Fine Arts Camp, Twinn Lake, MI 49457.

**Experienced sign-on** for country FM, who can also do sales. PBP helpful, excellent opportunity and benefits for qualified individual. Send tape and resume to: KODY, Box 1085, North Platte, NE 69103. Attn: Randy Opitz. No phone calls. EOE.

**Southeast.** Hottest group in Southeast needs experienced announcer, strong on production. Excellent pay and benefits. Send resume to Box M-166.

**Are you experienced at sports play by play?** We are looking for ambitious sports director for an aggressive small market sports program on our AM/FM. Can earn extra with part time sales. Location in Midwest. EOE. Write Box M-156.

### 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.

**Are you looking for a good situation** working with good people? KMAX is a 3,000 watt FM station with a 2,000 foot antenna located in Pasadena, CA. Looking for experienced RF/maintenance, audio and transmitter person who takes pride in their work. We are an EOE employer. Call or send resume to Darby Cunningham, VP/GM, KMAX, 3844 E. Foothill Blvd., Pasadena, CA. 91107. 213-681-2486.

**50KW FM & DA-AM & digital STL.** Top 100 market. Excellent salary & benefits. 3 years' experience in repair and maintenance. FCC first or general class license required. SBE certified preferred. Send resume to Michael Hayes, WVIC, 2517 E. Mt. Hope Ave., Lansing, MI 48910.

**Engineer, AM/FM,** small market in south Texas. Experience with automation necessary. Resume and salary requirements to KVOU/KYUF, Box 758, Uvalde, TX 78801.

**KMET/FM.** Technical maintenance engineer. This is a unique career opportunity for the special person who can relate to the format and has the technical ability to work with one of the top AOR stations in America. This requires a first class or general FCC license and major market experience. Union position. Call or send resume to: Metromedia, Inc., Human Resources, 5746 Sunset Blvd., Los Angeles, CA 90028. 213-462-7111, ext. 1481. EOE.

### HELP WANTED NEWS

**Experienced, aggressive news reporter-anchor.** NY metro area AM-FM stations with strong emphasis on local news. Tape & resume to: Scott Witt, ND, WHUD, PO Box 188, Peekskill, NY 10566. EOE.

**KEZY, Anaheim,** is conducting an all-out search for the best newspeople in America. The search is currently underway. If you are hidden, don't let us miss you. Call immediately: 714-776-1191, ask for Dave Forman, Vice President of Programming.

**Experienced reporter/broadcaster** to gather, write, air local news for southeast NY station emphasizing local news. County coverage. EOE. Write Box M-134.

**Future opening** for sports editor who can get involved in local sports scene. Must be able to deliver news. T-R: Lee Douglas, News Director, WOBN, Box 927, Toms River, NJ 08753. EOE.



## HELP WANTED NEWS CONTINUED

**Morning Co-anchor** for San Diego's news/talk KCNN. Must have top 20 market experience as an anchor. Seeking excellent writer with strong, interpretive delivery. Must be able to relocate quickly. Send tape and resume to John Mainelli, News/Program Director, 7150 Engineer Road, San Diego, CA 92111.

**Early morning news.** Experienced only. Must have mature, smooth and mellow "easy listening" delivery. Tape, resume & writing samples to WSRS, West Side Station, Worcester, MA 01602.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Senior producer, reopened:** The University of Northern Iowa's two full-service FM public radio stations are seeking a senior producer to prepare and conduct interviews, produce modular material for inclusion in programs, serve as program host and on-air announcer for music programs and news programs and assist in administering the program staff. B.A. in speech, broadcasting, journalism or related communicative art; valid FCC permit; and 3 years' experience in professional broadcasting required. Starting salary commensurate with experience and education. Send letter of application, resume and audition tape by February 14, 1983, to Dr. Gerald Bisbey, 221 Gilchrist Hall, University of Northern Iowa, Cedar Falls, IA 50614. Members of protected classes may feel free to identify themselves for purposes of affirmative action.

**Program director** for growing Midwestern company. Background modern country music an asset. We're number one and want to stay that way! Must be promotional and sales-oriented. Work closely with sales manager. Send resume to Box M-173.

**Program director wanted** for top East Texas combination. 100,000 watt adult contemporary stereo FM, country AM. Duties include air shift and some production. Must have excellent voice, strong delivery. Send non-returnable tape to: Alan Mather, KEBE/KOOI Radio, Jacksonville, TX 75766. EOE.

## SITUATIONS WANTED MANAGEMENT

**Attention station owners/group owners.** General Manager with 20 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programing. High achiever of goals and profit-oriented. Strong sales development ability. Excellent credentials. Write Box M-124.

**Six years' programing** experience, just under two years sales experience, looking for entry to management or situation in programing or sales with serious potential for management. Reply Box M-149.

**Vice-President/General Manager,** radio; excellent sales and management; track record in both radio and TV over 12 years (four in management). Call 415-944-5396.

**Southeastern Manager** with turnaround skills seeks FM challenge. 400% increase in current station billing. Motivator! Write Box M-159.

**GM/SM.** 22 years' experience as owner/operator. Sold station last year for top price. Desires SE coastal small/medium market. Guaranteed results. Write Box M-163.

**Seeking management position.** 19 years' experience in broadcast ng—management, sales, programing, engineering. Call Bill Sutton, Evenings, 615-790-8862, or write: PO. Box 64, Thompson Station, TN 37179.

**Sales Manager** seeks first General Manager's position. Small, medium market—experienced. Will do it all: sales, management; programing. Single, mature older adult, non-drinker. First phone. Write Box M-170.

**General Manager.** Solid professional achiever, fifteen-year track record of accomplishments. Past 6 years headed winning stations in highly competitive rated markets. Sound management strategies, leadership, generated top sales, ratings, profits. A positive people motivator. Strong credentials in sales and programing. Presently in California, will relocate. Write Box M-175.

**All organizations!** Former radio group manager, network GSM, television manager. Currently top 10. Success stories. Seeking good company. 216-477-5271.

**Young assertive successful** small market General Manager desires relocation to West or Southwest. Excellent track record, solid background in all phases of broadcast business. Willing to tackle turnaround or any situation. Would prefer opportunity for partial ownership. All markets considered. Write Box M-172.

**Fed Up With** "aggressive know-it-all street fighters?" Give calm, dedicated perseverance a chance! Midwest. Write Box M-185.

**Radio professional.** Ten years medium and small market experience from announcer to general manager and owner. Smart working and dedicated. Want new challenges in medium to large market. If you consider \$75,000/yr. minimum in salary outrageous, then please don't reply to Box M-186.

## SITUATIONS WANTED SALES

**Radio sales executive** with four years' experience looking to join midwest operation. Will start right away. Write Box M-182.

**Female, 39, mature/dependable,** seeks position in sales and announcing. West or Southwest. Kam Murphy, 1115 S. Arbutus Street, Lakewood, CO 80228. 303-988-5393, after 5:00 p.m.

## SITUATIONS WANTED ANNOUNCERS

**Excellent knowledge of music.** Willing to relocate anywhere for entry-level position. Great at any format. Call Randy, 201-863-0917.

**Personality country DJ,** gospel & some MOR. 37 yrs' experience, 24 last station. Best recommendations. Desires early morning or any time slot. Bill Buchanan, 1506 Bragg St., Sanford, NC 27330, or call 919-776-5239, collect, after 6 PM/EST.

**B.A. Communications,** 3 years' experience. Good delivery, production, some sales. Prefer medium market. Rick, 513-661-2419.

**Professional sound & attitude.** Eager, quick learner. Anywhere. Ted Robinson, 535 W. Manor Circle, Bayside, WI 53217. 414-352-7314.

**Talk Show Host** from Pittsburgh market is looking. I am the best. 412-321-5071.

**Talented young sportscaster** with 5 years' commercial experience seeks move to medium-major market. Available in 2 weeks. Joe, 503-884-5569.

**Communicator with 17 years'** experience looking for future as well as job, any format. Play-by-play, interviews, personality. Will relocate. Call Frank, 214-965-4804.

**DJ in San Francisco** top 40 wants work on West Coast. Nights Lee 415-221-0631.

**If you are seeking** a successful and experienced drivetime personality; currently employed by one of the industry's A/C ratings leaders. If your station is in a top 50 market; committed to audio excellence and looking for long rather than short term results. If you are promotion-oriented and compliment your music programing with a first class news department. If your company offers advancement opportunities and an attractive salary/benefits package. I'd like to hear from you. Write Box M-130.

**Give a beginner a home.** I'm bright, personable and know my craft. College experience, RRT, contemporary/rock formats, news, strong production. Michael, 212-543-9428, evenings. Will relocate!

**Dr. Mucho Morgan!** Outrageous morning pro. 12 years' experience, positive thinker, team player. Great ARB's, references. 100% promotion participation. All shifts, sizeable markets. 717-854-2123.

**I'm your man.** DJ, good production, team worker. Will relocate. Dwayne, 516-643-2259; 6 Howard St., Wheatley Hgts., NY 11798.

**Career-minded,** excellent reader and voice. Experienced. Wisconsin or surrounding states. Bill Hess, 7661 South North Cape Road, Franklin, WI 53132. 414-529-4493.

**I'm not a DJ, I'm an announcer.** I don't have a set of pipes, I have a strong, resonant voice. I'm not a personality, I'm a human being with good personality, 15 years on-air, major market experience, and strong sense of community. Looking to get back on air after 10 years in sales. Write Box M-183.

**1981 college grad** seeks employment. Experienced in A/C personality, country, play-by-play, and news. Neil Isaacs, 616-798-4613.

**Versatile, with strengths** in PBP and interviewing. Give me a call, listen to my tape and see if you agree. John, 314-874-6770.

**Bachelor's degree.** Excellent voice, production, copywriting, news writing. Prefer South or SW. Want entry level. Call Mike, 309-788-1935 or 786-1265.

## SITUATIONS WANTED TECHNICAL

**Connecticut chief,** 23 years' radio experience. Relocate anywhere for solid position, immediate or future. Reliable! Write Box M-83.

**Engineering services** available in exchange for transportation, lodging and negotiable compensation. Permanent position offers will be considered. Write Box M-141.

**Chief. Well experienced** in audio processing and RF, AM & FM, all power levels; supervisory experience and good at working with budgets; a professional who wants to work with professionals in a good company. 615-428-1372.

## SITUATIONS WANTED NEWS

**Female journalism graduate** seeks news announcing position in East, West or Midwest. Five years' actual experience in medium markets. Call Terri, 701-282-3284, anytime. Available immediately.

**I need a better deal!** Currently working small market. Good news, sports person. Knowledgeable. Strong reporting, writing. B.A. Journalism, Communications. Hard worker, neat appearance. Call Sean, 412-222-7870.

**Small markets news/sportscaster,** 4 years' well-rounded experience seeks initial commercial opportunity. Larry, 313-732-1262.

**Experienced sportscaster** seeks PBP position. I can do it all, especially hockey. Call Marc, 612-253-2399.

**Sports or sports/news—**young, experienced, versatile sportscaster. PBP, all sports. Call Steve, 315-298-4850. Available now.

**Hire a reporter** with moxie. Effective, articulate communicator with two years' radio news experience seeks reporting position in mid-major market. Credible, understandable reporting with a flair for human interest. Richard, 612-699-1210.

**Put zing into your sports.** Wraps actualities of Islanders, Rangers, Knicks and opponents tailored to your format. Reasonable. Write Box M-184.

**FB/BKB PBP announcer** wants to do baseball. Also knows hockey; can write, sell, print/TV news exp. Currently off air, will work anywhere. Call now: Mike Saelens, 703-971-3806.

**Sportscaster with** big ten PBP experience. Knowledge, understanding of sport and its broadcast. Mark Rosman, 201-536-4183.

**Looking for first break.** News, sports. Play-by-play is my forte. Contact Ken Scott, 1413 169th Street, Hammond, IN 46324. Tape available.

**Major market PBP veteran** anxious to expand career. Knowledgeable, articulate with an excellent voice and on-air presence. All opportunities affording personal and professional growth considered. Chet Wright, 4479 King Springs, Smyrna, GA 30080, or call 404-434-7629.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Six years' programing** experience, just under two years sales experience, looking for entry to management or situation in programing or sales with serious potential for management. Reply Box M-150.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

**Program Director**, 6 years at last station, out of radio in '82 to pursue other interests, is returning to broadcasting. Strong background all phases. Reasonable. Call Don, 704-535-3526.

**Innovative music director.** Mature veteran has successful new proven money producing adult format. 25 plus. Ron Robie, 709 East 5th Street, Casa Grande, AZ 85222. 602-836-5414, early mornings.

**Aggiornamento.** There's no sense in going backwards. Move ahead by engaging a positive thinker who gives 100% with 5 yrs. of creative production and promotion management and sales expertise in AM/FM/TV. Think positive S, think Patrick. 809-774-7010 days, 809-774-8389 nites, 809-775-4392 nites, or Box M-169.

**Manager, sales, programming.** 15 years major markets. First phone. TV. Brad, 2250 S. Oliver, No. 107, Wichita, KS 67218. 316-681-2385.

## TELEVISION

### HELP WANTED MANAGEMENT

**Sales manager**—strong ABC VHF in beautiful coastal SE city. Candidates should have station experience in all areas of TV sales. Previous management experience beneficial, but not mandatory. Excellent salary and benefits with great company. Send references and track record. All responses guaranteed strictly confidential. EOE. Write Box M-96.

**Business Manager** needed for network affiliate in attractive university community. Accounting degree from college or vocational school required. Broadcasting experience and knowledge of computerized systems helpful. Send resume and salary history/requirements to General Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

**General manager.** Group owns multi-stations in SW. Excellent salary, benefits and opportunity to grow. Candidates should have 10-15 yrs' experience all areas of TV. Must have been Gen. Mgr. or Asst. Gen. Mgr. Resume: PO Box 27206, Houston, TX 77027, or call 713-871-0995.

**Sales Manager** to handle national sales and back-up GSM. Experience in national and local sales preferred. EOE. Send resume to: Mann Reed, WRGB, 1400 Balltown Road, Schenectady, NY 12309.

**Network affiliate station** in the West is seeking a computer/traffic department supervisor. We are looking for strong management skills and Bias computer experience. EOE. Write Box M-158.

**Sales Manager.** Group owns multi-stations in SW. Excellent salary, benefits and opportunity to grow. Candidates (mature) should have 5-10 yrs' experience media sales. Resume: PO Box 27206, Houston, TX 77027, or call 713-871-0995.

### HELP WANTED SALES

**Opening in sales** department for local sales manager—top 10 market. Must have college education with a minimum of five years' selling experience. Send resume to General Sales Manager, WDCA-TV, 5202 River Road, Washington, DC 20816. EOE.

**Aggressive, top-rated,** Midwestern independent television station has a place for two salespeople. If you are a top radio salesperson, this is an especially good opportunity to enter television. We train and use every proven sales aid, plus top commission in the market. Here is a real opportunity for winners. Equal opportunity employer. Reply to PO. Box 2255, Ft. Wayne, IN 46801.

**Local/regional sales manager,** strong Midwest NBC affiliate, broadcast sales management experience necessary. Salary commensurate with experience. Send resume and references to Larry Proffitt, KSN, Box 333, Wichita, KS 67201.

**Opening in sales** department for national sales manager—top 10 market. Must have college education with a minimum of five years' selling experience. Resume to General Sales Manager, WDCA-TV, 5202 River Rd., Washington, DC 20816. EOE.

## HELP WANTED TECHNICAL

**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 supervisor.** Immediate openings. Strong RF background. Ability to work unsupervised. UHF experience preferred. Openings at two locations: KTXA-TV 21, Arlington, Texas; and KTXH-TV 20, Houston, Texas. Salary commensurate with experience. Send resume to Ed Reid, Director of Engineering, KTXA-TV 21, 1712 E. Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

**Television studio maintenance engineer.** Require technical school graduate. Experienced in ENG and 3/4 inch editing systems. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Avenue, Cincinnati, OH 45219.

**Engineer/technician** with experience in studio maintenance, RCA quad; Ampex 1", Sony, JVC, Panasonic 3/4", and TBC's. Salary: DOE. To work in Alaska's largest city, contact Ron Moore, KTVB-TV, 1007 W. 32nd Ave., Anchorage, AK 99503. 907-272-3456. An EEO employer.

**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-135. EOE, M/F.

**Rapidly growing Midwest** teleproduction facility has immediate need for chief engineer with background in 1" type C, TK-76, EC-35, Grass Valley, CMX. Send resume with salary history and requirements to PO. Box 6183, Cincinnati, OH 45206.

**Transmitter maintenance supervisor**—general FCC license, experience in repairing VHF transmitter, STL and 2-way. Prepare FCC applications and maintain inventory of spare parts for small station in Colorado. Resume, references and salary history to Box M-140.

**Chief Engineer, UHF-TV.** New England market seeks knowledgeable engineer, strong on maintenance, ready to assume responsibilities of chief. Experience with UHF transmitters essential, plus hands-on skills with studio equipment and ENG. We're looking for a dedicated professional who's ready for responsibility, plus the rare opportunity to join a growing group operation. Reply Box M-144.

**Broadcast technician.** Experienced engineer needed for operation and maintenance of television broadcast equipment. Minimum two years advanced technical education or equivalent desired. Resume to Barbara Davis, Personnel Assistant, WDTN TV2, 4595 South Dixie Avenue, Dayton, OH 45439. EOE.

**Electronic maintenance technician** capable of caring for a wide range of modern equipment in a large network affiliate. Person must have a solid technical background and be heavy on experience in transmission equipment and microwave, quad and helical VTR; audio mixing and recording equipment; digital devices; ENG, etc. FCC general or first phone required. Send resume to Personnel Department, KOMO-TV, 100 Fourth Avenue North, Seattle, WA 98109. EOE.

**Digital design/maintenance engineer.** Major post production facility, located in Florida, with the latest in digital equipment, has opening for experienced television engineer with heavy digital background for a combination design and maintenance position. Salary open. Contact Michael Orsburn, Director of Engineering, 305-920-0800.

**Master technician** for new TV station—Chicago. U-MAT master technician with some UHF transmitter experience needed for maintenance of Chicago's WYCC-TV, Channel 20. Good salary. Excellent benefits. Chicago residency required. Send resume to: David Solinske, C.E., WYCC-TV, 7500 S. Pulaski Rd., Chicago, IL 60652. Equal opportunity employer, M/F.

**Maintenance engineer/general class.** Minimum 3 years' experience in maintaining & installing state of art equipment. Send resume and salary history to Engineering Manager, WPTV, P.O. Box 510, Palm Beach, FL 33480. EOE.

**Top dollar** for the right person. We're a major market, state-of-the-art TV production facility with CMX, Chyron IV, Grass Valley, DVE, Quantel, Ikegami, cameras, Sony 1", RCA TR600's and BVU-800's. We need a very experienced engineer strong on maintenance and some operation. We're good, we're growing and we're going to make the right person a very attractive proposal. Call 215-568-4134, Mr. Schwartz.

**Mobile production unit supervisor**—F&F Productions is seeking a mobile production unit supervisor. Applicants should have heavy technical maintenance experience in broadcast equipment and remote supervisor experience. The position requires extensive travel, holiday and weekend work. Managerial and client relations are important. Competitive salary, liberal overtime and major company benefits. Call or send resume to Lawrence Nadler, 10393 Gandy Blvd., St. Petersburg, FL 33702, 813-576-7676. Equal opportunity employer.

**WTVJ-TV** Videotape editor. Public affairs magazine program seeks individual possessing Bachelor's degree in communications/journalism with minimum 5 years' experience in videotape shooting and/or editing. We offer competitive salary and benefits package. Send resume and tape in confidence to: Employment Manager, Wometco Enterprises, Inc., 324 N. Miami Ave., Miami, FL 33128. EOE.

**Telecine operator.** Major motion picture company subsidiary located in Hollywood, California, needs candidates with 2 years' experience in the operation of broadcast quality Rank Cintel and videotape equipment. An ability to understand and identify malfunctions is required. Will interface directly with customers. Must be able to work independently under general direction from management. Company expansion offers great opportunity for career growth. Excellent salary and attractive benefit package. For confidential consideration, send resume with salary history to: Deluxe Laboratories, Inc., P.O. Box 128, Hollywood, CA 90028. Attention: Personnel Dept.

### HELP WANTED NEWS

**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.

**News photographer**—we're looking for someone who can tell the story with pictures. No beginners, please. Medium Midwestern market. Send resume/tape to Dick Nelson, Chief Photographer, WQAD-TV, 3003-Park 16th St., Moline, IL 61625. An equal opportunity employer.

**Anchor/reporter:** strong, experienced anchor position open in aggressive news operation with all the tools. Has potential for advancement in major West Coast market. Wanted for week-end anchoring and daily reporting. Send resume and tape to John Kline, News Director, P.O. Box 2, Portland, OR 97207.

**Executive producer**—Looking for an aggressive, innovative, creative person who is also a strong writer. Must also possess strong leadership abilities. Contact: Jerry Howard, News Director, WJKS-TV, PO Box 17000, Jacksonville, FL 32216. EOE, M/F.

**No. 1 news team** is searching for a weekend anchor/producer. Experienced. Send tape and resume to John Howe, P.O. Box 10,000, Reno, NV 89510. EOE.

**News photographer** for highly competitive Midwest operation. Seeking a professional ENG photographer/editor to develop daily stories with staff reporters. Must have at least one year television news experience. EOE. Send tape and resume to: Michael Beecher, KTIV-TV News, Box 87, Sioux City, IA 51102.

**Photographer**—If you are good and would be happy in a 100 plus market, then you are the right ENG photographer/editor for this growing operation. Write Box M-154. EOE.

**Sports Director.** Can you continue our tradition of sports excellence, lead our 3-person department, and creatively entertain both sports fanatics and folks who think the Super Bowl is a giant salad bar? If you've got the style and personality to make our sportscast sizzle, rush resume and VTR to JB, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. EOE.



## HELP WANTED NEWS CONTINUED

**Meteorologist** to join upstate New York broadcast weather service. Daily forecasting for business and radio clients, as well as some daily TV work. Degree in meteorology and some experience in radio and television broadcasting required. Resume to Box M-161. EOE.

**Denver television looking** for on-air sports reporter. Prime time. Please send tape and resume to News Director, P.O. Box 5667, Denver, CO 80217. An equal opportunity employer.

**Weekend anchor/G. assignment reporter** 2-3 yrs' experience. Top 50 market, Southeast. Excellent salary and benefits. Send resume ASAP to Box M-167. EOE.

**General assignment reporter**—we need a solid person who can tackle any story on the street! Experienced only. Contact: Jerry Howard, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216 EOE, M/F

**News photojournalist.** KWTW, a CBS affiliate in Oklahoma City, is seeking a photojournalist. Experience in all aspects of ENG photography and 3/4" editing to NPPA standards a must. Creativity combined with hustle a must. Requires: a high school diploma or equivalent plus one year of prior related experience. Send resume and videotape to: Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

**No. 1 news team** is searching for on-air reporter. Experienced. Send tape and resume to John Howe, P.O. Box 10,000, Reno, NV 89510 EOE.

**Assignment editor** for Midwest operation with staff of twenty. Seeking a professional with degree in journalism/mass communications, good organizational skills, creativity, and at least two years' experience as a television reporter. Management track position, EOE. Salary negotiable. Send resume to: Michael Beecher, KTIV-TV News, Box 87, Sioux City, IA 51102.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Senior producer** for weekly, nationally distributed, magazine format television series related to new technologies. Must have extensive experience in producing fast-paced, interesting television and in translating technical subjects into lay terms. Salary open. Must be willing to relocate in Midwest. Send complete resume, salary history, and cover letter explaining qualifications by February 15, 1983. Write Box M-95.

**Director/switcher** position available in Huntsville, Alabama. Experience required in directing fast-paced newscasts and switching station breaks. Contact: Lew Koch, Operations Manager, P.O. Box 2555, Huntsville, AL 35801. 205-533-3131. EOE.

**Top ten network** affiliate seeks creative illustrator/designer, skilled with air brush, to produce broadcast news graphics. Send resume to Box M-143.

**PM Magazine videographer.** Top-50 market needs PM Magazine videographer to edit, shoot, write and produce for PM Magazine. Prior editing with PM Magazine required. Send resume/demo tape to: Barbara Davis, Personnel Assistant, WDTN TV2, 4595 S. Dixie Avenue, Dayton, OH 45439. EOE.

**Production Manager.** Top 15 market in the Pacific Northwest is seeking a motivated production manager. Major market experience producing local programming desired. Send resume to Kathleen M. Hughes, Personnel Director, King Broadcasting Company, P.O. Box 24525, Seattle, WA 98124. EEO/MFH.

**Great opportunity** for a creative producer/director who has at least five years major market experience. Heavy emphasis on commercials and industrials. To work with one of the country's leading production houses, send tape and resume (no calls) to: Dan Rogers, Telemation Productions, 834 North 7th Avenue, Phoenix, AZ 85007.

**Director-producer** for growing Southeast affiliate. Heavy newscast background with hands-on switching experience, program and commercial production. Looking for aggressive self-starter, ability to handle crews and work with clients. Send complete resume and salary requirements to Box M-176. EOE.

**Cable TV.** Immediate openings for on-air promotion producers for expanding major pay cable network network. Looking for creative writer/producers with at least one yr. exp. An excellent opp'ty. to get back what you put into this position. Send resume & cassette to Tod Berman, The Playboy Channel, c/o Cablevision Program Enterprise, 100 Crossways Park West, Suite 200, Woodbury, NY 11797.

**Television graphic artist.** Graphic artist with creative skills in television graphics for Washington, DC, independent station. Must have ability to create and prepare mechanical layout and design for print, on-air sales promotion, and news graphics. Some light illustration and photography required. Send resume and salary requirements to: Personnel Department, WTTG, Metromedia Inc., 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

**Film director.** Experienced editor, shipper, take-charge person. Live in beautiful high Sierras. Write confidentially to: Betty Miller, Box 410, Las Vegas, NV 89125.

**Commercial director/producer.** Extensive commercial production experience required. Major Eastern company. Photographer/editor with film & tape experience also needed. Commercial experience preferred. Rush tape/resume to Bruce Williams, Broadcast Consultants, Box 60, West Hartford, CT 06107.

**Production manager** for small but aggressive Sunbelt market station able to motivate staff, create imaginative commercials and shows. Send resumes to Box M-177.

**WTVJ-TV.** Producer-on-air promotion. Seeking individual with Bachelor's degree in communications or related subject. Minimum 2 years' writing and hands-on production experience within broadcasting environment, preferably in advertising or promotion. We offer competitive salary and benefits package. Send resume and tape in confidence to: Employment Manager, Wometco Enterprises, Inc., 324 N. Miami Ave., Miami, FL 33128. EOE.

**Executive producer/producer-director** opening for that unique person with the creativity, initiative and production experience to conceive and/or develop a wide variety of community programming. Remote and studio production expertise required. Full written details first letter to Box M-179.

## SITUATIONS WANTED MANAGEMENT

**Top market GSM** seeking GM, GSM position with stable, growth company. Strong references, history. 216-477-5271.

**General Manager!** 31 years practicing television—since 1952! Thorough experience all aspects: Management! sales! Programming! News! Production! Promotion! Outstanding record of achievements! Overcomes overwhelming obstacles/fiercest competition! Achieves quick turnarounds! Provides professional, quality leadership. Produces spectacular sales, profits; prestige! Now exploring all opportunities, all technologies, where television know-how and exceptional talents are required! 619-353-8033!

## SITUATIONS WANTED TECHNICAL

**Chief Engineer,** thoroughly experienced in all phases of television: management plus hands-on maintenance of VHF, UHF and all phases of studio. Will travel if necessary. For resume, call or write: William Taylor 601-366-7526. 227 Gunter Street, Jackson, MS 39216.

**Licensed TV engineer** seeks engineering position in Great Lakes area. Eight years experience in videotape, telecine & master control operation, some audio & transmitter experience. Call 313-675-8413.

## SITUATIONS WANTED NEWS

**Feature reporter.** Good writing. Intelligent stories are trademarks. A.P. award winner. Ready for better market, Alan, 309-764-9694.

**Professional meteorologist,** experienced forecaster with TV and radio background. A.S. seal radio, TV seal in process, seeks small to medium market station. Don, 216-493-0009.

**Attractive female.** Northwestern grad, Master's degree, 2 years' TV experience, reporter-anchor. Seeks mid-market reporter position with emphasis on hard news. Write Box M-117.

**Anchorman.** 37, high credibility, great appearance, strong-voice. Currently anchor both evening newscasts, produce the later one. Write Box M-119.

**Sportscaster/PBP.** Experienced-educated. 9 years radio-TV. 5 years college radio PBP. Shoot, edit, produce. Master's degree. Looking for radio-TV combo including major college/pro PBP. Box M-123.

**Sportscaster for major cable network** anxiously wants to return to coverage at local level. Solid anchor/reporting skills, impressive "involvement" packages. Tape shows versatility. Position in market with warm climate would be especially enticing. Write Box M-131.

**Recent MBA** telecommunications-marketing seeks position in news, public affairs or promotions. Excellent references. 619-272-2679.

**Experienced female sportscaster** desires video broadcasting opportunity. Well-versed in all aspects of sports reporting on the high-school, college, and professional levels. Write Box M-162.

**Available for auditions/interviews** in PA, NJ, Maryland, Delaware. 12-year radio communicator seeking move to TV as anchor, host, weatherman. Some TV experience, excellent appearance. Positive thinker, great references. John 717-854-2123.

**Radio news director** looking for assistant producer position. Good news judgement and writing skills. Creative and dedicated. Call Tamara, 301-337-3840.

**Anchorman, 38, skilled** in reporting and producing, available to top 60 markets. Box M-181.

**Enthusiastic meteorologist** eager to work full time in medium market. On-air TV, radio experience in college. Communicates weather on interesting, personal level. Available immediately. For resume/tape, call Chris Thompson, 815-756-3325.

**Hire a reporter** with moxie. Effective, articulate communicator. With two years' radio news experience seeks television reporting position. Familiar all phases ENG. My tape will sell you on me or your money back. Richard, 612-699-1210.

**Intelligent, articulate writer/reporter** seeks reentry into news. Will relocate, any size market. Call Rob, 213-871-9481 evenings, or write Box M-180.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Talented, versatile technician** seeks entry level position in television. FCC General license. Will relocate. Have wheels. Call Mike, 215-623-7498.

**Emmy winning news feature** photographer in 15th market seeking position on medium/large market magazine format. Creative shooting and editing. Dave, 206-564-5533.

**Director.** Two years' experience and recently degreed. Strong technical skills. Willing and ready to relocate to a medium market, state of the art facility. Resume and references upon request. Write Box M-148.

**Researcher/associate producer,** 2½ years' experience top 10 market. Morning talk show, local programming, documentary experience. Seeking position (permanent or freelance) as associate producer in aforementioned areas. Currently researching for Emmy award-winning series. 202-244-8109.

**Experienced word/information processing** systems specialist seeks opportunity as television broadcasting automated systems specialist. Solid background, degree. Resume, write Ken Reigle, WWWCCSDPCÉ, Box 2629, APO NY 09403.

**For Fast Action Use  
BROADCASTING's  
Classified Advertising**

## ALLIED FIELDS

### HELP WANTED TECHNICAL

**Expanding broadcast systems group.** We are looking for an aggressive broadcast engineer, experienced in systems design and installation. Excellent opportunity to advance with young and growing company. Some travel required. Contact Chris Summey, Midwest Corporation, One Sperti Drive, Edgewood, KY 41017. 606-331-8990.

### HELP WANTED INSTRUCTION

**Broadcasting.** Assistant professor/instructor, Fall 1983. Ph.D. (preferred), M.A./M.S. in broadcasting, minimum 2 years' professional experience required; previous teaching desirable. Teach R-TV fundamentals, writing, production, broadcast news and research courses; supervise internships. Salary competitive. Application letter, resume and 3 recommendation letters to Office of Faculty/Staff Relations, SUNY College at Brockport, Brockport, NY 14420. Equal opportunity/affirmative action employer.

**Broadcast Journalism:** Stanford University seeks outstanding instructor for tenure-track appointment to teach broadcast news writing and production in Journalism Master's Program, also undergraduate courses. Applicant must have research interest in broadcast communication, Ph.D. preferred. Starting date: September 1, 1983. Send resume and cover letter by February 15, 1983, to Chairman, Search Committee, Department of Communication, Stanford University, Stanford, CA 94305. An equal opportunity/affirmative action employer.

**Broadcast faculty member** for Department of Communication. Successful candidate will supervise TV production courses, as well as teach TV production. One or more additional areas of specialization sought in subjects such as cable and new technologies, international broadcasting, media management, broadcast journalism, or other related broadcast areas. Qualifications sought include Ph.D. degree (ABD possibly considered), professional experience, and teaching experience. Position begins in mid-August, 1983. Letter of application, vita, letters of recommendation, and other materials should be submitted by March 1, 1983, to Dr. Mitchell Shapiro, Chair, Broadcast Faculty Search Committee, P.O. Box 248127, Department of Communication, University of Miami, Coral Gables, FL 33124. AA/EEO employer.

**Marietta College seeks** an assistant or associate professor to teach radio and television production and to supervise an active student-operated cable TV station. Applicant should have broad background in mass media for other teaching assignments. Rank and salary depend on training and experience. Starting date: August 15, 1983. Ph.D. or near completion required, teaching experience desired. Send resume, cover letter, graduate transcripts, and recommendations to Dr. Bernard Russi, Chairman, Mass Media Department, Marietta College, Marietta, OH 45750, by March 1, 1983. An affirmative action, equal opportunity employer.

### 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.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Quality broadcast equipment:** new and used, buy and sell! Transmission, video and audio. Formed my own company. Call Ray LaRue, 813-685-2938.

**Quad VTR's**—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Color Cameras.** Clearance on Norelco PC-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 40 ft. cruiser with PC-70 cameras (3), Quad and 3/4" VTR's, all switching, audio, etc. Small deposit and \$5,000 per month. Can add 1" VTRs or modify entire unit to your specs. Bill Kitchen, Quality Media Corporation, 404-324-1271.

**Film Cameras**—two RCA TK 27 film cameras, unbelievable low price. 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.

**Cary Fitch left** Broadcast Systems, Inc., and formed Television Systems & Services. For personal service, product information, straight talk and the best values on new television equipment, call TS&S. US: 800-531-5143; Texas, 512-837-1769.

**Complete color remote truck.** Includes 5 RCA TK44 cameras with Varatol lenses, heads and tripods, GVG 1600-1L switcher, Quantum audio board, Clearcom system monitoring equipment, etc. Call Bob Martin, Gillicable TV 408-998-7333.

**RCA TK-28B film chain,** complete with Multiplexer, TP-66 and FR-35 projectors with pic clear, TP-7 slide projector, full remote control of color correction. Call General Television Network, R. Hippler, 313-548-2500.

**5KW AM transmitters:** 1977 CCA 5000D, RCA BTA-5H and BTA-5T. All units guaranteed to pass proof. M. Cooper, 215-379-6585.

**TV-mobile van with generator.** Beautiful GMC-motor home. 2 RCA TK760's, 2 Sony BVU200's with 3/4" editor and TBC, computer image switcher, RCA-BC8 audio board. Ready to go, \$115,000. Call Chief Engineer, 313-355-2901.

**Cable studio equipment.** Vidicon, Plumbicon cameras, control board, wave form, switchers, monitors, etc., reasonable. Lorraine Yuhasz, 232 Snyder Road, Hermitage, PA 16148. 814-724-2146, mornings.

**Harris 1KW AM, MW-1A,** 2 yrs. old, like new. Also, Gates BC-1G and RCA BTA-1R. On-air and guaranteed. Call M. Cooper, 215-379-6585.

**2.5 KW Sparta 602 FM.** 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

**Collins, 37M-7,** 7 sections, FM antenna operating at 97.3. 3" 250' Heliac coaxial cable. Best offer. 617-997-9436.

**Used towers for sale:** 1-380' 42" face guyed, 1-120' 24" face guyed. Will sell one or both. Installed turnkey Mattioni Tower Contractors, 205-288-5812.

**Tower erection truck.** 1975 International 1600. Two Braden winches cap. 2500' X 3/8" cable. Four tool boxes, 60,000 mi. Excellent condition. \$7,900. 804-539-8365.

**3 Otari 5050b** 1-year old. Modified, w/rack mount & bal/bridge input \$1550 each. Sell one or all. Marantz 240 power amp w/rack mt. S375. Call Pat Appleson Studios, 305-625-4435.

### COMEDY

**Free Sample** of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

**Jokes by R. Makinson & R.T. Smith.** Free sample. Robert Makinson, GPO Box 3341, Brooklyn, NY 11202.

### CONSULTANTS

**Computerized FM channel searches,** and other services including FM open allocations listings, William P. Turney, Technical Broadcast Consultant, Box 241, Osage City, KS 66523. Phone: 913-528-3130.

**Communications management.** We look for trouble. Are you in Chapter 11, or considering it? Do financial problems plague you, with banks turning you down, foreclosure proceedings facing you, or pending legal action from former owners or shareholders? Is the incompetence of your managerial staff resulting in lost revenue? Perhaps, you may even need someone highly competent and trustworthy to protect your interests as a court appointed receiver. Contact us. We are professional troubleshooters. Our job is to help you survive through a variety of techniques. We are a California-based communications management group owned by successful broadcasters who will keep your problems confidential. The founder has been an owner, chairman, and president of his own radio and television stations. For further details, write Box M-113.

### MISCELLANEOUS

**For your audio production,** let us do it, reely! Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078.

## RADIO

### Help Wanted Sales

### GENERAL SALES MANAGER

Top-rated black adult contemporary station in a top ten market seeking strong sales manager to lead sales department of seven representatives. Must have solid experience in managing radio sales team and in sales promotion development and implementation. Compensation to include percentage of sales. Send resume (in confidence) to Box M-92.

### Help Wanted Programing, Production, Others

### PROGRAM MANAGER

Public radio station WBST has an opening for a Program Manager to direct programing functions consistent with normal public radio services and specific program offerings. BS Degree in radio and television or related, plus 2-3 years' experience required. Salary commensurate with qualifications. Application deadline: February 18, 1983. Send resume and salary history to: Personnel Services Office, Ball State University, Muncie, IN 47306. An equal opportunity/affirmative action employer.

### For Fast Action Use BROADCASTING's Classified Advertising



## Help Wanted Management

### BROADCAST GROUP INTERESTED

in aggressive, experienced General Manager with documented track record in sales motivation, profit development, audience building, and image development. Excellent opportunity with powerful, dominant AM radio station in beautiful medium-sized Southwest market. Send complete resume to: United Communications Network Inc., P.O. Box 2531, Roswell, NM 88201.

## Help Wanted Technical

### ENGINEER

Need engineer with sound technical background who is ready to move up to the assistant chief's job at WAVA, the Doubleday station serving Washington, DC. Call Bill Ashley, 703-534-0320. Doubleday is an equal opportunity employer.

## Situations Wanted Management

### YOUR SOLUTION

to a radio management problem. Mature, sales-oriented General Manager, successful in highly competitive, complex situations, is ready for a permanent medium or major market assignment. Excellent background and demonstrated leadership in most areas of radio with good industry references. Presently in people-oriented position, but available on short notice, anywhere. Let's talk about solving your management woes now. Write Box M-164.

## TELEVISION

### Help Wanted News

### 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.

### WEATHERCASTER OR METEOROLOGIST

sought by top 75 market station for early and late news. Superbly equipped weather center with new computerized system. Tapes/resumes to: Dan Stæle, WPSD-TV, 100 Television Lane, P.O. Box 1197, Paducah, KY 42001. EEO.

### THIS PUBLICATION IS AVAILABLE IN MICROFORM

### University Microfilms International

300 North Zeeb Road,  
Dept. FR., Ann Arbor,  
MI 48106

## Help Wanted News Continued

# ARE YOU GOOD ENOUGH TO BE A NEWS CONSULTANT?

Are you an exceptionally talented news executive? Do you love a challenge? Are you looking for the career opportunity of a lifetime?

If so, we're looking for you. Send resumes to Box M-187.

## Help Wanted Technical

# SENIOR BROADCAST ENGINEER

with an established background in complex broadcast project management. Candidate will play a major part in design, specification and implementation of broadcast systems to be incorporated into STC's Broadcast Center complex. This will include extensive and advanced automated program facilities, editing facilities, and program production facilities. This individual will also be involved in equipment evaluation and selection as well as participate in industry development of emerging new technologies such as teletext and high definition television.

Requires BSEE and minimum of 5 years' broadcast project experience. Candidate should have established familiarity with state-of-the-art broadcast video equipment and technical standards. Design, testing and implementation of complex video systems using latest construction techniques is also required.

Satellite Television Corporation offers a competitive starting salary as well as liberal fringe benefits including Retirement, Medical/Dental coverage, ESOP, Savings Plan, Credit Union, etc. Interested applicants should send resumes, including salary history to STC/COMSAT, Sheila Ryan, Dept. B-2, 950 L'Enfant Plaza, SW, Washington, D.C. 20024.



**Satellite Television Corporation**  
A COMSAT Company

An Equal Opportunity Employer

# For Fast Action Use BROADCASTING'S Classified Advertising

## TELEVISION

### Maintenance ENGINEER

This is a unique opportunity in the subscription television industry.

If you hold a first class FCC license or equivalent and have prior UHF television experience as a chief engineer, transmitter supervisor or transmitter maintenance engineer, you could be part of the challenge Chicago Transmitter Company offers in Chicago.

You'll be involved in maintaining subscription television broadcast equipment, including a five megawatt (E.R.P.) UHF television transmitter, and studio equipment.

Formal education in broadcast engineering is preferred and thorough working knowledge of studio and transmitter equipment is essential. This position offers an excellent salary/benefit package, along with the matchless opportunity to be part of the nation's fastest growing areas in home entertainment. For immediate consideration, please send your confidential resume and salary requirements to:



501 W. Algonquin Rd.  
Arlington Heights, IL 60005  
Attn: **SUE VETTA**  
Personnel Dept.

Equal Opportunity Employer M/F

### WTVF NASHVILLE

Audio/video maintenance technician needed to repair various technical equipment. General class FCC license required. Send resume to: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

### Help Wanted Management

#### TV NEWS DIRECTOR

WBAL-TV Baltimore, is looking for a TV News Director. Applicants should have major market TV news and management experience. Send resume to: Director, Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

### Help Wanted Programing, Production, Others

#### WTVF NASHVILLE

Director needed for production department. Person will direct commercials and promotional sessions, programs and newscasts. Creative ability and previous experience a must. Send resume: Bill Nunley, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. An equal opportunity employer, M/F.

## TALENTED FREE-LANCE HOST

Host wanted to replace current female host for syndicated health care series. Candidates with comparable experience preferred. Must be quick, pleasant interviewer with attractive personality. Please send cover letter, resume, producer references and salary history to Box M-160.

## PROMOTION MANAGER

- If you are creative.
- If you are a self-starter.
- If you take charge.
- If you are well organized.
- If you thrive on challenges.
- If you have developed winning campaigns.
- If you have promotion manager experience.
- If living in California is for you.

**WE HAVE AN OPPORTUNITY  
FOR YOU IN THE NATION'S  
21ST LARGEST MARKET.**

Contact **CHARLES KENNEDY**  
President/General Manager  
KQVR-TV  
1216 Arden Way  
Sacramento, CA 95815

Equal opportunity employer M/F.

## PROMOTION WRITER/ PRODUCER

If you have a love for writing bright, clean, convincing TV promo copy and possess the right mix of people skills, production skills and a high standard of broadcast promotion—read on.

KYW-TV, Group W, wants you in their Creative Services Department. Please send your TV/Radio reel and resume to: Brian O'Neill, Creative Services Director, KYW-TV, Independence Mall East, Philadelphia, PA 19106.

**KYW-TV 3 W** GROUP

Group W is an equal opportunity employer

## SPECIAL NOTICE

Effective with the November 15, 1982 issue, **ALL** Broadcasting Magazine classified advertising orders must be prepaid



**Help Wanted Programing,  
Production, Others  
Continued**

**PROGRAM  
FINANCIAL  
ANALYST**

ESPN is seeking an experienced program analyst for its programing financial department. The incumbent of this position will be responsible for the research and development of detailed cost estimates for program-related forecasts, budgets, and internal financial reporting and tracking purposes.

Qualified candidates should possess a minimum of 2-3 years' business affairs or related experience gained in a network environment or at the large local television station level. In addition, a degree in business administration or finance is preferred. Candidates should also possess a familiarity with television production, operations, facilities and equipment.

If your qualifications meet our requirements, please forward your resume and salary history in confidence to:

**ESPN  
ESPN PLAZA  
BRISTOL, CT 06010  
ATTN: HUMAN RESOURCES 483**

An equal opportunity employer, M/F.  
No phone inquiries, please.

**Situations Wanted News**

**SPORTS DIRECTOR  
SUPER PRO AVAILABLE**

Proven No. 1 ratings puller. I've covered big time college & pro sports & have network experience. I'm an award-winner who can dominate a market. I've done it before. If you're looking for a professional sports image with top ratings, I'm your man. Write Box M-116.

**ALLIED FIELDS**

**Help Wanted Management**

**INTERNATIONAL FIELD  
SERVICE ENGINEER**

Immediate opening for an individual to support our TV product line world wide. Minimum requirements include a two-year degree in electronics, with 8 to 10 years of hands-on experience in international installation, checkout, maintenance, and repair of broadcast television transmitters. Individual must project confidence and authority in broadcast technology and have a thorough understanding of television transmission systems. This position requires a self-starter who must be able to work with people of different nationalities and cultures and with minimum supervision. Assignments at specific locations can be from one to three months duration. Exceptional salary and benefit package. Interested individuals should send resume to: Mr. Gary Schell, Professional Recruiter, Harris Broadcast Division, P.O. Box 4290, Quincy, IL 62305-4290. EOE/M-F-H.

**Help Wanted Sales**

**Regional  
Sales Engineer**

United States subsidiary of leading European audio company is seeking Northeastern Regional Sales Engineer to be based in New York City or, possibly, Boston area. Position requires experience with broadcast audio and/or music recording studio systems. Previous sales/management experience helpful; strong audio engineering background preferred but not essential. Must be willing to travel part time. Excellent salary potential, outstanding benefits, good chance for trips to Swiss factory. Send resume in confidence to: Studer Revox America, Inc.; Attn: Tom Mintner; 155 Avenue of the Americas; New York, NY 10013.

**STUDER REVOX**  
An Equal Opportunity Employer

**Help Wanted Technical**

**CHIEF ENGINEER/  
MAINTENANCE ENGINEERS**

World Communications is accepting applications for chief engineer and maintenance engineer(s) for employment in its Los Angeles tape playback facilities. Applicants should have hands-on experience maintaining Sony/Ampex/RCA 1" and 3/4" tape machines, associated editing controllers, audio and video distribution equipment. The chief engineer position requires a minimum of five years' experience in broadcasting or associated qualified experience. Maintenance engineer(s) require a minimum of two years' hands-on experience with equipment listed above. These position openings will maintain a brand new state of the art system being constructed at this time. Please send salary requirements and resume to: Lee Ullmann, Vice President, Operations, 10880 Wilshire Boulevard, Los Angeles, CA 90024. EOE.

**WORLD**  
**Communications**  
A subsidiary of Robert Wald Company, Inc

**SENIOR  
SYSTEMS ENGINEER**

Immediate career opportunity for an experienced systems design engineer in the broadcast technology field. Position requires a minimum of 5 to 10 years' experience in systems design in military or commercial communications systems and a BSEE. Attractive starting salary, benefits, and career progress. Send resume to: Mr. Gary M. Schell, Professional Recruiter, Harris Broadcast Division, P.O. Box 4290, Quincy, IL 62305. EOE/M-F-H.

**Employment Service**

**UNEMPLOYED OR SEEKING  
OBJECTIVE CRITIQUE?**

Major market talent/programers/consultants introduce two services: (1) Professional performance evaluations—telescoped tapes critiqued. Constructive reports within 3 weeks. Fee: \$25 per critique. (2) Employment marketing service—computerized. Registration: \$50 til employed or 6 months. Resumes & 3 cassettes required—additional dubs our responsibility. Potential employers negotiate through JH&A. Check or money order must accompany orders. Jim Harrington & Associates, PO Box 12944, Pittsburgh, PA 15241.

**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, newscasters & 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.**

**RADIO JOB PLACEMENT**

If you are an announcer, news or sports person, programer, 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**

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## Consultants

### RADIO CONSULTING

#### First Quarter Blues

They don't always result from just a lack of money in the market place. Very often an unaggressive and poorly planned sales effort is the major cause of your soft first-quarter billing. Sing a different tune this year with consulting by a veteran sales professional that can assure your share of existing radio dollars and generate new revenue exclusive to your station.  
1-800-237-7500



#### FM FREQUENCY SEARCH, \$200

Reasonable rates on FM site change or new station FCC applications.

#### BROADCAST PLANNING SERVICES

PO Box 42, Greenwood, AR 72936  
501-441-0555; 501-996-2254  
Visa/Mastercard accepted.

## Miscellaneous

#### FOR SALE

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.

## 3-D GLASSES

For price & delivery details, ONLY contact: StereoVision **10¢**  
(502) 585-5159  
P.O. Box 1031 Louisville, KY 40201

#### RADIO SURVEYS

Raw data special offer. 100 calls—\$395.00.  
Call Dick Warner collect at 404-733-0642.

## S-A-M-S

## Business Opportunity

#### SATCOM 3R

Audio subcarrier space available full- or part-time for audio and data communications, national or regional delivery: commodities, stocks, sports, news, etc. Call Michael Ginter, 816-358-9960.

## Public Notice

#### LEGAL NOTICE

Advertisement for cablevision franchise bids. The City of Danville, in the County of Boyle, State of Kentucky, invites applications for a cable television franchise. Applications are to be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned. Applications will be accepted until April 8, 1983, at 4:00 p.m. All applications received will be available for public inspection during regular business hours at the office of City Manager, Municipal Building, West Main Street, Danville, KY. In the selection of a cable operator, the city will accept the best evaluated proposal and the criteria for evaluating the proposals include, but are not limited to, serviceability, apparent dependability, financial capability, experience and reputation, and any other applicable criteria. The City reserves the right to refuse or reject any or all proposals. Ed Music, City Manager, City of Danville, Kentucky. 606-236-2591.

#### PUBLIC NOTICE

The Board of Directors of Public Broadcasting Service will meet at 8:30 p.m. on February 9, 1983, at the Sheraton Washington Hotel, 2660 Woodley Road, NW, Washington, DC, to receive reports from officers and committees of the board. The meeting will reconvene at 9:00 a.m. on February 10 to discuss the function of the standing committees; captioning; agenda for board committees; corporate support for public television; PBS Pension Plan; future PBS services.

## Wanted To Buy Stations

#### FM OR AM/FM

Aggressive young management group seeks FM or AM/FM combo. Northeast metro or suburban market. All replies confidential. Write Box M-171.

## For Sale Stations

For Sale

TV  
UHF

Independent  
Major (top 20) Market

## W. John Grandy

BROADCASTING BROKER  
1029 PACIFIC STREET  
SAN LUIS OBISPO, CALIFORNIA 93401  
805-541-1900 • RESIDENCE 805-544-4502

## For Sale Stations Continued



## Wilkins and Associates Media Brokers

MD	AM	\$400,000	25%
IA	FM	\$325,000	30%
AZ	AM	\$35,000	downpayment
PA	AM	\$35,000	downpayment
LA	FM	\$20,000	downpayment
TN	AM	\$30,000	downpayment
IA	AM	\$35,000	downpayment
SC	AM	\$30,000	downpayment
NY	AM	\$20,000	downpayment
MN	AM/FM	\$35,000	downpayment
CO	FM	\$30,000	downpayment
VA	AM	\$25,000	downpayment
GA	AM	\$20,000	downpayment
KY	FM	\$50,000	downpayment
SD	AM	\$40,000	downpayment

109 North Main, 2nd Floor  
Sioux Falls, SD 57102 605/338-1180

## STAN RAYMOND & ASSOCIATES

Broadcast Consultants & Brokers

Now available-AM/FM combos in NC, SC, AL, TN, FL, GA & others  
404-351-0555 1819 Peachtree Rd., NE  
Suite 606  
Atlanta, GA 30309

## BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### SOUTHERN NEW ENGLAND

Exclusive: \$52,500 cash down on the \$210,000 price buys this daytime AM in an attractive area. Other newly listed stations available from \$500,000 to \$725,000.

8 DRISCOLL DR.  
802-524-5963

ST. ALBANS, VT. 05478  
802-524-3159

## H.B. La Rue, Media Broker

RADIO • TV • CTV 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



**CHAPMAN ASSOCIATES®**  
nationwide mergers & acquisitions

STATION		CONTACT			
SE Medium	VHF-TV	\$18,000K	Terms	Bob Thorburn	(404) 458-9226
W Medium	C.1.IV/FM	\$2,750K	\$850K	Ray Stanfield	(213) 366-2554
NE Metro	FT/FM	\$1,350K	\$500K	Jim Mackin	(207) 623-1874
SE Medium	FM	\$1,000K	\$300K	Bill Cate	(904) 893-6471
NW Small	FT/C1.B	\$1,000K	\$250K	Elliot Evers	(213) 366-2554
MW Small	C.1.IV/C1.C	\$725K	\$150K	Peter Stromquist	(612) 831-3672
R.Mt. Metro	Fulltime	\$650K	Terms	Brian Cobb	(303) 322-3763
R.Mt. Small	AM	\$235K	\$60K	Greg Merrill	(801) 753-8090
M.All. Small	C.1.IV	\$210K	\$31K	Mitt Younts	(804) 355-8702
SE Small	AM	\$175K	\$60K	Ernie Pearce	(615) 373-8315

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1000 kw daytimer no liabilities. Small to medium market, Southeast. \$165,000, w/good terms & with first year's rent free. Submit financial qualifications with inquiries to Box M-153.

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Florida fulltime AM. Single station market. 6 X cash flow. \$450,000, on terms.

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- AM-FM Arizona. \$400,000.
- 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.
- Low power TV CP covering 12,000. So. Ga. \$15,000.
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**Books For Broadcasters**

**T5213 A HANDBOOK OF RADIO PUBLI-CITY & PROMOTION**, by Jack MacDonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages. 8 1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

**T5541 VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES**, by J.L. Efrein. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. 256 pps., 100 illus. **\$12.95**

**T51161 TELEVISION PRODUCTION HANDBOOK**, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **\$15.95**

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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).

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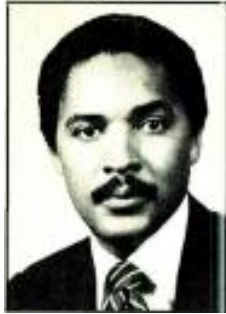
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# Fates & Fortunes

## Media



Threadgill

**Walter Threadgill**, president and chief executive officer, Minority Broadcast Investment Corporation, Washington, subsidiary of Storer Communications, joins Storer as VP, government affairs, Washington, and has been named chairman of board of MBIC. He will have

responsibility for coordinating government relations throughout company.

**Frederick Barber**, VP and general manager, WSB-TV Atlanta, elected VP of parent Cox Communications.

**Ron Bergamo**, VP and general manager, KFDM-TV Beaumont, Tex., joins KTVH(TV) Wichita, Kan., in same capacity. **Larry Beaulieu**, director of programming and news, KFDM-TV, succeeds Bergamo as general manager.

**Donald Greiner**, from RVS Cable Corp., Milwaukee, joins United Cable Corp. as general manager, Scottsdale Ariz., system.

**William Bolster**, VP and general manager, KWWL-TV Waterloo, Iowa, named executive VP of parent Blackhawk Broadcasting and general manager of Blackhawk's Carnaby Square Teleproductions.

**Joe Tenessen**, from Storer Cable, Loveland, Colo., joins Daniels & Associates, Denver, as general manager of its Greeley, Colo., cable system.

**Bob Goss**, manager, Windsor, Colo., system, Daniels & Associates, named manager of Daniels' Cablevision of Desert Hot Springs, Calif.

**Douglas Raab**, general manager, Citimedia Corp.'s KNFM(FM) Midland, Tex., named VP and general manager of Citimedia's KIIZ(AM)-KIXS-FM Killeen, Tex.

**F. Lewis Robertsor**, general sales manager, WTVC(TV) Chattanooga, named general manager.

**Linda Rios Brook**, station manager, KENS-TV San Antonio, Tex., named general manager.

**John Degan**, station production manager, KSTP-TV Minneapolis-St. Paul, named operations manager.

**Guy Hempel**, station manager, WTOL-TV Toledo, Ohio, named general manager.

**Bill Mendell**, sales manager, KESQ-TV Palm Springs, Calif., named general manager, suc-

ceeding **Stuart Olson**, resigned.

**Harvey Stone**, general sales manager, KRE(AM)-KBLX(FM) Berkeley, Calif., assumes additional duties as general manager.

**Ralph Oakley**, promotion and public relations director, WSJV(TV) Elkhart, Ind., named station manager. **Kevin Sargent**, production manager, WSJV, named operations manager.

**James Wright**, director of operations, KPLR-TV St. Louis, named corporate director of operations and engineering for parent Koplal Communications. Wright is responsible for operations of KPLR-TV, KRBK-TV Sacramento, Calif., and production subsidiary, Koplal Communications Center.

**John Shine**, program manager, KPIX(TV) San Francisco, joins KFVS-TV Cape Girardeau, Mo., as station manager.

**Athur Temple**, vice chairman, Time Inc., retires.

**Laura Steigman**, member of research department, NBC New York, named director of television network research. **Susan Kasprzak**, manager, sales presentations, NBC, New York, named director, affiliate research.

**John Figueroa**, director of affiliate marketing, GalaVision, New York, named VP, Western regional manager. GalaVision is Spanish-language, pay television service.

**Dixie Hansen**, program coordinator, KSTP-TV Minneapolis-St. Paul, named assistant to station manager.

**Ann Kirschner**, director of new market development for Group W Cable, New York, named director of new services, responsible for development and implementation of teletext and other advanced cable services.

**Franco Garcia**, assistant general attorney, corporate legal affairs division, ABC, New York, named general attorney.

**William Combs**, executive director, Highland County Community Action Organization, Hillsboro, Ohio, joins noncommercial WGUC(FM) Cincinnati as development director.

## Marketing

Appointments, Young & Rubicam, New York: **Gerald Miller**, senior VP and group cre-

We are saddened  
by the passing of our  
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President  
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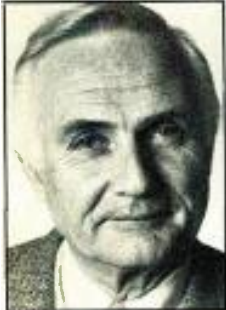
lative director, to managing director, concepts, specializing in new product development and market planning, and **Alan Zwiebel**, VP and associate creative director, to senior VP. Account supervisors named VP's: **Robert John Barnes**, **Barbara Jack**, **James Martin Jr.**, **Peter Nicholson** and **Joseph Tilli**.

**Joseph Carlucci**, senior VP and management supervisor, Benton & Bowles, New York, joins D'Arcy-MacManus & Masius there in same capacity. **Glenn Ehrlich**, associate creative director, D-M&M, Chicago, elected VP. **Willard Hemsworth**, partner and media director, Tatham-Laird & Kudner, Chicago, joins DM&M there as associate media director

**Lawrence Spiegel**, senior VP, marketing services, Tracey-Locke/BBDO, Dallas, named senior VP, management representative. Named VP's-management supervisors: **Fred Coston** and **Richard Nye**, VP, account supervisors, and **Robert Cook** and **Penny Pleuckhahn**, account supervisors.

**Laurence Atseff**, marketing director, Marketing Force, Chicago, joins Campbell-Ewald, Warren, Mich., as senior VP and management supervisor.

**Bernice Livingston**, VP, Diener/Hauser/Bates, New York, named senior VP. Named VP's: **Lorenzo Arbeit**, copy chief; **Cheryl Lodinger**, media director, and **Ronald Wanless**, account supervisor.



Salter

**Albert Salter**, executive VP and general manager, W.B. Doner, Baltimore, named executive VP, director of operations, Houston office. **Patsy Perrault**, media director, Houston, named VP.

**Thom Rhodes**, from Earle Palmer Brown, Washington, joins Eisaman, Johns & Laws, Los Angeles, as VP and media director.

**Sandy Weisberger**, media director, Bozell & Jacobs, Phoenix, named VP and media director, Minneapolis office.

**Ernest Anderson**, senior VP and general

manager, McCann-Erickson, Atlanta, joins Earle Palmer Brown, Bethesda, Md., as senior VP, account service.

**Ed Redmond**, account supervisor, Jackson Smith advertising agency, Atlanta, elected VP.

**Kay Forbes**, account manager, Ball Communications, Evansville, Ind., joins Evansville Cable TV there as advertising sales manager.

**Peggy Tomarkin**, creative supervisor, Ayer-Direct, New York, named associate creative director.

**Jacqui Wank**, account executive, ABC/green team, Blair Television, New York, named assistant sales manager. **Scott Blackett**, account executive, Turner Broadcasting, Atlanta, joins Blair there as account executive.

**Roberta Borst**, account executive, Tatham-Laird & Kudner, Chicago, named account supervisor.

**Ralph Allen Woods**, VP, Clinton E. Frank Advertising, Chicago, joins N W Ayer, New York, as associate creative director.

**Jim McNabney**, communications manager, Staley Commodities, Chicago, joins Kenrick Advertising, St. Louis, as copywriter.

**Ronald Murphy**, account executive, WBBM(AM) Chicago, joins CBS Spot Radio Sales there in same capacity.

**Jodell Seagrave**, from KFAT(FM) Gilroy, Calif., joins McGavren Guild Radio, San Francisco, as account executive.

**Dick Weinstein**, VP, marketing director, Petry Television, New York, joins Katz Television there as VP, client services.

**Claire Horn**, research director, Group W Radio Sales, New York, named director of planning. **Stephen Elliot**, research director, WBZ(AM) Boston, succeeds Horn.

**Lori Adelsberg**, market research manager, Major Market Radio, New York, joins Blair Radio there as research manager, spot sales.

**Judy Kulis**, marketing manager, LaMirada/Rossmoor (Calif.) system, California Cable-systems, joins Falcon Communications, ca-

ble MSO, Los Angeles, as director of marketing.

**Randy Thomas**, client services manager, Burson-Marsteller, Denver, elected VP.

**Nicolette Polito**, senior account executive, WGFT(AM) Youngstown, Ohio, named sales manager.

**Maria Cadenas-Alegria**, staff accountant, noncommercial WPBT(TV) Miami, named accounting manager.

**Lawrence Piatti**, from Buckley Radio Sales, San Francisco, joins KSFO(AM) there as national sales manager.

**Elaine Carpenter**, local sales account executive, WJBK-TV Detroit, named local sales manager.

**Joe Cooper**, general sales manager, KFDM-TV Beaumont, Tex., joins KHOU-TV Houston as national sales manager.

**Stephen Rabb**, national sales manager, KXTV(TV) Sacramento, Calif., joins WTLV(TV) Jacksonville, Fla., in same capacity.

**George Kalman**, general manager, WRNW(FM) Briarcliff Manor, N.Y., joins WNBC(AM) New York as independent account executive.

**Dyan Nelson**, account executive, WIP(AM) Philadelphia, joins KYW(AM) there in same capacity.

**Lee Eugene Hill**, from KOPA-AM-FM Scottsdale, Ariz., joins KPLX(FM) Fort Worth as account executive.

**Martha Daniels**, media buyer, Wells, Rich, Greene, Chicago, joins WBBM(AM) there as account executive.

**Robin Buller**, account executive, WLFL-TV Raleigh-Durham, N.C., joins WPTF-TV there in same capacity.

## Programing



Chernin

**Peter Chernin**, VP, development, David Gerber Co., Los Angeles, joins Showtime there as VP, program development. **Michael Lasky**, senior financial analyst, Showtime, New York, named manager, feature films.

**Regina Dantas**, VP, managing director, international, CBS Cable, New York, joins Metromedia Producers Corp. there as VP, program acquisitions.

**Tom Thayer**, director, long-form programing, Universal Television, Los Angeles, named VP, movies for television.

**Robin French**, president, Embassy Telecommunications, Los Angeles, named senior executive VP of parent Embassy Communica-

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tions. **Martin Ozer**, VP, sales, Times Mirror Broadcasting, New York, joins Embassy Media there as VP.

**Michael Grossman**, VP, business affairs, Columbia Pictures Television, Los Angeles, named senior VP, business affairs. **R. Jeffrey Ornstein**, assistant to president, named VP, administration.

**Winifred Gorlin**, director, program practices, CBS/Broadcast Group, New York, named VP.

**Beverly Partridge**, VP, Cinema Shares International Television, New York program producer, named president.

Appointments, Hearst/ABC Video Services, New York: **Carole Kealy**, sales manager, to senior regional sales manager, Midwest and East; **Brian Lltmar**, affiliate representative, Eastern region, Group W Satellite Communications, Stamford, Conn., to affiliate sales manager, West, and **Shelley Blaine**, district marketing manager, Showtime, New York, to affiliate sales manager, South.

**Alan McGlade**, director of access services, Valley Cable, Los Angeles, joins Falcon Communications, cable MSO, there as director of programing.

**Charles Koch**, regional affiliate coordinator, The Entertainment Channel, New York, named regional sales manager, Eastern region.

**Phillip Murphy**, president, American Spot Cable Corp., Los Angeles, joins Paramount television and video distribution division there as director of operations.

Appointments, USA Cable Network, Glen Rock, N.J.: **Mary Lou Brown**, director of affiliate communications, to director, affiliate program services; **Jane Blaney**, manager, advertising sales administration, to coordinator, affiliate program services, and **Mary Silverman**, producer, *Calliope*, to manager, program acquisitions.

**Rosita Peru**, director of programing, WNJU-TV Newark, N.J., joins SIN National Spanish Television Network, New York, as assistant to president.

**Judith Merians**, director of contracts, ABC Motion Pictures, Los Angeles, named director of business affairs.

**Mark Robbins**, VP, domestic television, Telepictures Corp., Chicago, named head of mid-West sales.

**Barry Kent**, program director, WBOW(AM) Terre Haute, Ind., joins WTHI-AM-FM there in same capacity.

**David Garlano**, director of client relations, Sebastian, Casey & Associates, radio programing consultants, Phoenix, joins WLLZ(FM) Detroit as program director.

**Jerry Rodgers**, from KTVY(TV) Oklahoma City, joins KOKH-TV there as production manager.

**Lynn Swann**, member of Pittsburgh Steelers professional football team, joins ABC-TV as commentator for United States Football League broadcasts.

**Mal Reding**, British broadcast personality and producer, has signed two-year contract with NBC Radio's The Source to serve as its London correspondent.

**Dave Culver**, from Group W's KYW-TV Philadelphia, joins Group W Satellite Communications, Stamford, Conn., as media production manager.

**Jay Allan**, operations director, WTHI-AM-FM Terre Haute, Ind., joins KHAK-AM-FM Cedar Rapids, Iowa, as program director.

**Rick Wagar**, operations manager, WKID(TV) Fort Lauderdale, Fla., joins WISH-TV Indianapolis as production manager.

**Chad Booth**, from KUTV(TV) Salt Lake City, joins WNEP-TV Scranton, Pa., as *PM Magazine* co-host.

**Susan Forward**, weekend talk show host, KABC(AM) Los Angeles, joins ABC Talkradio network program service as daily talk show host, focusing on mental health and sexual issues.

**Chuck Allen**, production director, WWDE-FM Hampton, Va., named music director.

**John O'Reilly**, from Mutual Broadcasting System, Chicago, joins KTRH(AM) Houston as anchor, *Morning Report*.

**Randy Shaver**, anchor, KAAL(TV) Austin, Minn., joins WTCN-TV Minneapolis-St. Paul as weekend sports anchor.

**Rock Rote**, co-host, *PM Magazine* WPEC(TV) West Palm Beach, Fla., joins WJXT-TV Jacksonville, Fla., in same capacity.

**John Malno**, from KOLD-TV Tucson, Ariz., joins WJRT-TV Flint, Mich., as weekend sports anchor.

## News and Public Affairs

**Dennis Wilden**, from KXTV(TV) Sacramento, Calif., joins Telepictures Corp., Los Angeles, as senior producer of syndicated news service, N.I.W.S. (News Information Weekly Service). N.I.W.S. provides news services to over 150 television stations.



Loory

Appointments, Cable News Network: **Stuart Loory**, chief Soviet liaison, Moscow, to chief of newly opened bureau there; **Ellen Fleysner**, from New School of Social Research, New York, to anchor, New York bureau, and **Robert Brown**, from The Weather Channel, Atlanta, to staff meteorologist there.

**Tyler Davis Cox**, news director, WAVG(AM)

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**Golden anniversary.** Joseph J. Spagnola, assistant director of corporate services, ABC Inc., is presented with engraved silver tray and framed certificate marking his 50 years of service with ABC and its predecessor organizations. Flanking him at ceremonies in Plaza hotel, New York, are (l-r) Frederick S. Pierce, president, ABC Inc., and Elton H. Rule, vice chairman.

Louisville, Ky., joins WRNL(AM)-WRXL(FM) Richmond, Va., as news manager of stations and of Virginia News Network, which provides news to over 65 affiliated stations.

**Steve Homan**, news director, WESH-TV Orlando, Fla., named VP, news.

**John Parsons Peditto**, managing editor, news department, WNEW-TV New York, named news director.

**Ron Bilek**, corporate news consultant, Jefferson-Pilot Broadcasting, Charlotte, N.C., joins WCMH-TV Columbus, Ohio, as news director.

**Ron Hunter**, anchor, WVUE(TV) New Orleans, named news director.

**Terrance Q. Bynum**, assistant news director, WCPX-TV Orlando, Fla., joins WTVR-TV Richmond, Va., as news director.

Appointments, news department, KTVX(TV) Salt Lake City: **John Edwards**, executive producer, WPXI(TV) Pittsburgh, to news director; **Ron Harig**, assistant professor, broadcast journalism, Syracuse (N.Y.) University, to executive producer; **Bill Silcock**, from KIVI(TV) Nampa, Idaho, to producer, and **Dick Allgire**, from KUTV(TV) Salt Lake City, to reporter.

**Dave Sollenberger**, from WHP-TV Harrisburg, Pa., joins Group W's KYW-TV Philadelphia and co-owned KDKA-TV Pittsburgh as Harrisburg bureau chief for both stations. **Joe Sanchez**, from WPVI-TV Philadelphia, joins KYW-TV as reporter.

**Morris James**, news director, KTTS-FM Springfield, Mo., joins KYTV(TV) there as assignment editor.

**Suzanne Huffman**, reporter, WTVT(TV) Tampa-St. Petersburg, Fla., named anchor.

**Eric Halvorson**, reporter-anchor, WTTV(TV) Indianapolis, joins WISH-TV there as reporter, succeeding **Bob Rossbach**, resigned.

**Lloyd Immel**, anchor-reporter, KSWO-TV Lawton, Okla., joins WATE-TV Knoxville, Tenn., as 6 p.m. anchor.

**Cora Ann Mihalik**, anchor-reporter, WJKW-TV Cleveland, joins WTCN-TV Minneapolis-St. Paul as weekend anchor.

**Rick Amme**, anchor-reporter, KTVI(TV) St. Louis, joins WXII(TV) Winston-Salem, N.C., as anchor.

**Al Vanik**, from KSPL(AM) Daboll, Tex., joins KOMO-TV Seattle as reporter.

**Ron Allen**, reporter, WBTV(TV) Charlotte, N.C., joins WFSB-TV Hartford, Conn., in same capacity.

**Kathy Parkinson**, from WTAE-TV Pittsburgh, joins WTAJ-TV Altoona, Pa., as news photographer.

## Technology

**Daniel Altieri**, VP, human relations, Blonder-Tongue, Old Bridge, N.J., named senior VP.

**Philip Phalon**, VP and director of international marketing, Raytheon Co., Lexington, Mass., named VP of new office of corporate marketing.

**Fred Steurer**, chief engineer, KSDK(TV) St. Louis, named director of engineering for parent Pulitzer Broadcast Stations, succeeding **J.E. Risk**, retired.

**Walter Alliss Jr.**, chief engineer, KCRG-AM-TV Cedar Rapids, Iowa, named VP, engineering for parent Cedar Rapids Television Co.

**Jo-Anne Carpanzano**, secretary, sales department, Vestron Video, Stamford, Conn., named national sales coordinator.

**John Tinsley**, general manager, Allen-Bradley, Brussels, joins Jerrold International division of General Instrument, there, as general manager.

**Bill Hayes**, chief engineer, KFXM(AM) San Bernardino and KDUO(FM) Riverside, both California, joins KSHO(TV) Honolulu as chief engineer.

**Sarah Stein**, from WTAL(AM) Tallahassee, Fla., joins KOKH-TV Oklahoma City as camera operator.

**Dan Glisson**, manager, Los Angeles office, Caption Center, named director, Caption Center, Boston, responsible for all captioning operations in both offices.

**William Kusack**, engineering projects manager, Field Communications, Chicago, retires.

**Ron Pitcock**, CATV products manager, Anixter Communications, Skokie, Ill., named

manager of Anixter's sales and distribution facility in Houston.

## Promotion and P.R.

**Charles Furlong**, manager of editorial services, Group W, New York, named to newly created position of director, editorial services and corporate communications.

**Jon Leland**, manager of on-air promotion, USA Cable Network, Glen Rock, N.J., named director of creative services.

**Ward Stevenson**, senior VP, Crocker National Bank, Los Angeles, joins Hill & Knowlton there as senior consultant.

**Robert Chernet**, assistant manager of advertising and promotion, WTVJ(TV) Miami, named manager of advertising and promotion.

**Kim Cooper**, from advertising and promotion department, WRKO(AM) Boston, joins CBN Cable Network, Virginia Beach, Va., as publicity director.

**Lynda Dartnell**, independent marketing consultant, joins WCAU(AM) Philadelphia as director, information services.

**Ralph Colelli**, from The Film Group, Columbus, Ohio, joins WCMH-TV there as executive producer and creative services director.

## Allied

**Jim Richards**, assistant program director, KABC(AM) Los Angeles, joins FMR Associates, radio market research firm, Los Angeles, as research associate.

**Thomas Hayden**, sales representative, Midwest Corp., Washington, joins National Association of Broadcasters, Tampa, Fla., as regional manager for Alabama, Florida, Georgia, Puerto Rico and Virgin Islands, succeeding **Dan Valentine**, who retires in April.

**Alvin Puryear**, professor of management, Baruch College, New York, named to board of directors, Broadcast Capital Fund and Broadcast Capital Inc., Washington.

Elected officers, Atlanta Cable Club: **Michael Fleming**, Turner Broadcasting System, president; **Roger Williams**, Entertainment and Sports Programming Network, vice president; **Cathy Vinel**, TBS, secretary-treasurer.

## Deaths

**Justin T. Gerstle**, 52, media consultant to Time Buying Services, New York, died of cancer Jan. 8 at Greenwich (Conn.) hospital. Earlier he had been senior VP and director of media for Ted Bates & Co., and associate media director of Young & Rubicam, both New York. He is survived by his wife, Rogette, two sons and daughter.



## Dr. Ben Armstrong: NRB's prudent steward

Paterson, N.J., in the early 1950's. A young pastor stands at the doorway of his Central Presbyterian church. He watches in amazement the crowds streaming by and into Quackenbush's department store.

Dr. Ben Armstrong, now executive director of the National Religious Broadcasters, says that scene offered a vivid lesson in the power of communications.

"It was in response to a sale promoted on WPAT(AM), another neighbor to my church," he recalls. "More people passed by me in 15 minutes than would come into my church in weeks—and I had so much to offer."

His feeling of a need to "harness the power of the electronic media" to the word of God further impelled the young cleric to do graduate work in mass communications at New York University.

One fruit of that decision is evident this week at the Sheraton Washington hotel in the nation's capital. This time, crowds in the thousands are not streaming by, but into NRB convention halls. The gathering annually testifies to the quiet efficiency and dedication of an articulate man with family roots in the Scottish Highlands and who proudly acknowledges he is "from the John Armstrong line."

Dr. Eugene Bertermann of Lutheran Bible Translators, who served for 18 years as NRB president, remembers the association's lean years of no staff, a membership of barely 100 and a treasury that belied that appellation. It wasn't much to offer a prospective executive secretary in 1966. However, Bertermann and his colleagues prevailed on Armstrong to make his mission and NRB's one and the same. "What attracted us to him was his faith, his vision and his willingness to go further in religious broadcasting," says Bertermann. "And all the qualities we saw in him then have magnified through the years."

Another past president, Dr. Thomas F. Zimmerman of the Assemblies of God, who also played a key role in Armstrong's selection, expressed similar sentiments.

"I thought very highly of Ben then and the passing of the years has only enhanced my appreciation of him," affirms the scholarly Zimmerman. "All his background of professional expertise is undergirded by a deep sense of spiritual sensitivity. He possesses the ability to transfer this background of information he has in the field of communications in general and place it in the Christian perspective. Ben's devotion to the Lord in His cause always comes through most apparently as he deals with the problems that fall to his offices."

One cause—more a welcome challenge than a problem to Armstrong—helped shape the theme for this year's convention: "Christian Media—Facing the Future with the Bible." The Bible was more prominently in-



Benjamin Leighton Armstrong—executive director, National Religious Broadcasters, Morristown, N.J.; born Oct. 18, 1923, Newark, N.J.; New York University: B.S. 1948; MA, 1950; PhD, 1968; M Div., Union Theological Seminary, 1955; ordained to ministry, United Presbyterian church USA, 1949; pastor, Central Presbyterian Church, Paterson, N.J., 1950-1954; director of radio, Trans World Radio, Chatham, N.J., 1958-1966; present position since 1966; m. Ruth Freed, April 11, 1946; children—Robert, 30; Bonnie, 24; Debbie, 23.

fused into the theme following a congressional resolution and White House proclamation of 1983 as "The Year of the Bible."

Armstrong, drafted for the executive committee for the national undertaking, is especially excited about the ecumenical overtones and "because it's the first time the evangelicals have become so involved on an interfaith basis." Armstrong personally contacted John Cardinal Kroll of Philadelphia to be Catholic vice chairman. Dr. Gershon Cohen of the Jewish Theological Seminary is to serve in a similar capacity for the Jewish faith. Dr. Zimmerman, on behalf of Protestants, completes a triumvirate that will function under the charismanship of Dr. Bill Bright, founder of Campus Crusade for Christ.

The faith and hope in Armstrong are matched by charity. That virtue emerges in discussions of critics of NRB and some of its members. He defends both the detractors and those detracted.

He prefers to be thankful for "very good and very fair treatment by the responsible media." He turns the other cheek to those who resort to "popular caricatures" and identify evangelical broadcasters as more interested in money than in message.

As for members of NRB castigated for "more extreme" thinking, Armstrong staunchly supports their right to speak their minds: "NRB represents many organizations with a wide range of philosophical and theological thought. And freedom of religion

and freedom of speech [mandate] that these people be allowed to speak," Armstrong says.

"Merely because a person is of the clergy does not mean the person should abrogate a right of free speech. Jerry Falwell of the *Old Time Gospel Hour*, for example, is fully within his prerogative—though many disagree—to speak out from the political organization he has formed, The Moral Majority."

Armstrong notes that attempted suppression is not new to religious broadcasters. "One of the reasons NRB was formed in the first place," he explains, "was a collusion between the National [then Federal] Council of Churches and the networks that basically tried to contain all religious broadcasting in sustaining time. NRB was formed by people on the air, who wanted to stay on, but who had to fight to pay their way."

That has changed, Armstrong notes, so that now less than 8% of religious programming is on sustaining basis. "Religious time has become just as much a part of the free enterprise system as anything else," he adds.

NRB's executive director recognizes that the religious broadcaster, like Caesar's wife, must be above reproach. That is why he tops his personal wish list with a desire for "more cooperation by religious broadcasters—particularly non-NRB members—to subscribe to our code of ethics on the subject of financial accountability [that] we adopted back in the 1940's."

Armstrong says NRB's ethics committee is particularly vigilant in this area. "We may be oversensitive," he admits, "but we strongly feel this is one of the purposes of our existence."

Armstrong's next wish is for greater cooperation between broadcast and cable organizations. "There is a Broadcast Inter-Association Council, in which we are a charter member, and about 30 groups have been invited to join," he notes. "But so far, it's largely an organization in name only. There's a need for the National Association of Broadcasters to talk to the NRB and for the NRB to talk to the National Cable Television Association. As communicators, we have not done that great a job in intercommunications."

Religious Heritage of America obviously doesn't assess Armstrong that way. Last October, RHA conferred its Faith and Freedom award on him for "creative service in communicating the ethics and the principles of America's religious heritage."

It reflected the spirit that last year took Ben Armstrong to the offices of world leaders such as Israel's Menachem Begin and Taiwan's Sun Yun-suan.

It's the spirit that is bringing Ronald Reagan, along with religious leaders and students, to NRB's halls this week.

It's the spirit epitomized in a hymn: "Whatever you do to the least of my people, that you do unto Me..."



**Democratic members of House Telecommunications Subcommittee** were selected last week (to be officially confirmed this week): Tim Wirth (D-Colo.), chairman; Edward Markey (D-Mass.); Albert Gore (D-Tenn.); Al Swift (D-Wash.); Mickey Leland (D-Tex.); Cardiss Collins (D-Ill.); John Bryant (D-Tex.); Jim Bates (D-Calif.); Jim Scheuer (D-N.Y.), and Henry Waxman (D-Calif.). Bryant, Bates, Leland and Gore are new members. Democrats gained two seats on committee while Republicans lost one due to November elections. **Republican members will be selected this week.** Congressmen Billy Tauzin (D-La.) and Thomas Luken (D-Ohio) lost seats on committee in bidding process. On Senate Communications Subcommittee, Slade Gordon (R-Wash.) takes seat left vacant by defeat of former Senator Harrison Schmitt (R-N.M). Democratic makeup of subcommittee remains same.

**Prospects for televising Senate were looking up last week** when Senator Russell Long (D-La.) said during press conference that he and Senator Majority Leader Howard Baker (R-Tenn.) are discussing possibility of introducing television on **experimental basis**. Baker is proponent of resolution to allow televised coverage of Senate. Long had threatened to filibuster in opposition. Another option being looked at is to restrict coverage to time-limited debates.

In speech before attendees of **Radio Advertising Bureau's Managing Sales Conference** in Dallas Sunday (Jan. 30), Miles David, vice chairman and chief executive officer, is planning to issue call for **better coordination of activities and services among three major organizations serving radio:** National Association of Broadcasters, National Radio Broadcasters Association and Radio Advertising Bureau. "Wouldn't it be better to put money now used to duplicate activities into a bigger advertising campaign to reach more advertisers?" David asked. Radio's battle in face of new technology will "have less" to do with government today and "more to do with

**TV platform.** Two of North Carolina's top political figures last week made use of the state's public and commercial broadcast stations to advance political causes. And in the case of an address by Governor James B. Hunt, the commercial stations were concerned with self interest as well as covering what some general managers said later they considered a legitimate news event. Hunt, a Democrat, went on the air Monday at 7:30 p.m., live, with a half-hour address promoting his administration's tough new anti-drunk-driving bill. And on Thursday, beginning at 7:30 p.m., Republican Senator Jesse Helms was seen and heard on tape for some 26 minutes on his proposal for strengthening the financially ailing Social Security System. The state's nine public television stations carried the addresses live while some of the 15 commercial TV stations carried them on a delayed basis and a few not at all.

The North Carolina Association of Broadcasters had urged the commercial stations to carry the governor's speech as part of its effort to persuade Hunt to drop a prohibition against advertising wine or beer on radio or television from anti-drunk-driving legislation. NCAB managing director Nancy Cirdella said, "We were interested in being friendly with the governor on this." The NCAB also offered to urge member stations to participate in what Cirdella said would be a "massive" public service campaign in the spring on drunk driving.

The NCAB was not the only party contacting stations on the governor's speech. Some that were reluctant to clear Hunt's address received calls from the governor's office—some, from the governor himself. At least one station reported that Hunt had threatened action against its license-renewal application. The station decided to carry the speech on a delayed basis. But the report of such pressure was "absolutely not true," according to the governor's press secretary, Gary Pierce, who had made some calls to stations himself. "That would be improper," Pierce said the governor only "made clear he thought the stations had a responsibility to carry his speech—but there were no threats."

radio's opportunities as an advertising medium," David said. He planned to reveal highlights of new R.H. Bruskin study which shows that, among people sampled, 44% spend their time with TV, 35% with radio and 17% with print. But, among households with income of \$30,000 or more, people spend 44% of their time with radio, 36% with TV and 20% with print.

**CBS-TV has canceled** one-hour action/adventure series, *Bring 'Em Back Alive*, effective Feb. 19, and will replace program beginning Feb. 26 with *Wizards and Warriors*, fantasy/adventure series, in 8 p.m. (NYT) slot. New show is Don Reo Production in association with Warner Brothers Television.

**ABC-TV announced late Friday it is adding two new hour-long drama series and one half-hour comedy to its prime time lineup.** *High Performance*, adventure series about high-risk security school instructors who train top level body guards and chauffeurs, will premiere Wednesday, March 2, from 8 to 9 p.m., replacing *Tales of the Green Monkey*, which moves to Fridays at 10 p.m., replacing second hour of *ABC Friday Night Movie*. On Friday, *The New Odd Couple* will go into hiatus, to be replaced from 8:30 to 9 p.m. by *At Ease*, come about group of young enlistees at U.S. Army computer base in Texas. Replacing first hour of movie on Friday, from 9 to 10 p.m. will be *The Renegades*, another adventure series about six young men and one woman, all of them former city gang leaders, who form undercover special police unit. Friday night changes will take place March 4. *High Performance* is Lou-Step Production in association with Warner Bros.; *At Ease* is from Aaron Spelling, and *The Renegades* is Lawrence Gordon production in association with Paramount Television.

**Challenge to 1981 merger of Teleprompter into Westinghouse Electric** was dismissed without comment by three-judge panel of U.S. Court of Appeals for D.C. Appeal had been brought by National Black Media Coalition and National Citizens Committee for Broadcasting.

**Kirkland & Ellis**, major Chicago-based law firm with substantial Washington practice, is expected to **split into two partnerships** to avoid possible conflict of interest in communications field. Firm last week announced "intention" to split, after Elmer W. Johnson, senior partner, was retained as special counsel for Midwestern telephone company being formed from number of Bell operating companies that are to be spun off in break-up of AT&T. Most of firm's 21 lawyers are in Chicago. But of 80 in Washington, 25, led by former FCC Chairman Richard E. Wiley, have extensive communication practice that includes clients that have been opponents of AT&T court and FCC proceedings. "It appears there will have to be separation," Wiley said on Friday. "We're sorting out the situation now." Split could result in communications lawyers taking the practice to another firm. It could also result in Kirkland & Ellis Washington office losing lawyers with other than communication practice. One other possibility is that split would not be irrevocable. Conceivably, firm could be put back together in substantially present form once present Bell operating companies are formally separated from AT&T, in January 1984.

**Ohio county judge reaffirmed last Thursday cable operators right to increase rates** they charge for pay television. Amberley Village suburb of Cincinnati, had contested attempt by its cable franchise Warner Amex, to increase price of Home Box Office and The Movie Channel. But Judge Gilbert S. Bettman dismissed case, asserting that FCC's policy prohibiting local governments from regulating pay television rates overrode any terms in franchise agreement.

**Group W Cable last week announced it is withdrawing its bid** for 166,000-home East Valley franchise in San Fernando Valley area of Los Angeles, saying it had reconsidered its interest in award following its successful campaign for large Chicago franchise (BROA



ASTING, Jan. 10). Battle for East Valley franchise, considered one of nation's most intense, is expected to be resolved by end of April and could come sooner, now that contest has been reduced from initial eight bids to two: East Valley Community Cable (affiliate of Valley Cable, which holds West Valley franchise) and United Cable TV (owned by Denver-based United Cable TV Corp.). Group W spokesman said company's marketing strategy had changed since original proposal was submitted to Los Angeles city council in December 1980, and termed withdrawal "strictly a business matter."

□

ABC said last week that juries in U.S. District Court for Western District of Arkansas found in ABC's favor in two related libel cases stemming from 20/20 segment, "Unnecessary Surgery." Dr. Rhys Williams, charging libel, had sued ABC for \$51 million in punitive and compensatory damages. Hazel Davidson, patient in Arkansas' Boone county hospital, had sued ABC, producer Peter Lance and cameraman Anton Wilson for \$25.1 million on grounds of invasion of privacy.

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NBC-TV obtained preliminary injunction from New York Supreme Court against NBC-TV's planned broadcast of 1983 French Tennis Open next June. Judge Jerome Marks designated case for trial, although no date has been set, after ruling that French Tennis Federation, NBC and ProServ, French Federation's agent in negotiations, failed to negotiate in good faith agreement that took Open away from NBC after three years. NBC paid \$475,000 for 1983 rights to two-week tournament, and agreed to broadcast event live or pay additional \$300,000 and to promote French Open and Wimbledon tournaments as package. CBS had balked at demand for \$390,000 plus live-broadcast and promotional requirements, but had held right of first refusal for 1983 rights.

□

Los Angeles Olympic Organizing Committee last week announced it has signed contract with Japanese television network consortium for broadcast of 1984 summer Olympic games to Japan. Consortium, which includes government-owned NHK network and several commercial entities, will pay \$18.5 million to LAOOC for television rights.

□

United Satellite Television, multichannel quasi-DBS service scheduled for launch this fall, could make satellite master antenna televi-



**Celebrating 'Shogun.'** NBC-TV's return engagement of *Shogun* (it will be broadcast over 12 hours from tonight through Friday) occasioned a VIP reception in Washington last Thursday, held in the Japanese embassy and featuring (l to r) Robert Mulholland, president and chief operating officer of the network; James Clavell, author of the book and executive producer of the miniseries, and Yoshio Okawara, Japanese ambassador to the U.S., pictured as he broke open a cask of sake for the occasion.

sion (SMATV) systems even more of a threat to cable business. Speaking at National Satellite Cable Association meeting in Dallas last week, Scott Puritz, manager of programming, said SMATV systems that affiliate with USTV to receive programming off USTV's high-power Ku-band transponders will be more economical than those that continue to downlink programming off C-band cable satellites. While C-band headend for SMATV normally costs about \$15,000, he said, USTV headend will cost only \$3,000 to \$5,000. Lower capital costs will permit USTV SMATV affiliates to serve multi-unit buildings with as few as 60 units. C-band SMATV operators require buildings with between 250 and 300 units.

□

Transactional services aren't only ones videotext users will pay for, CBS and Dow Jones executives agreed Friday. CBS's vice president of new venture development, Harry Smith, told Massachusetts Institute of Technology audience that videotext "is a brand new communications device" that will spawn many businesses. To reach mass market, Smith said, videotext must be novel, economical and convenient. "It has to be fun and a habit." Smith wouldn't give much detail about CBS's and American Bell's ongoing New Jersey test, but quoted estimates that eventually 40%-60% of U.S. households would be willing to pay \$15 to \$30 per month for videotext. Allen Grossman, Dow Jones's information services director of business development, said his company's videotext efforts aren't "trials, but a robust and wholly commercial activity which will be a significant part of the future economics of publishing." There's business without transactional services. Grossman maintained, saying Dow Jones is trying to upgrade its menu screens in concentrating on editorial standards without which, he said, any marketing effort will be unsuccessful.

□

In realignment of responsibilities at Viacom Enterprises, New York, Joseph D. Zaleski, vice president and general manager has been named senior vice president, domestic syndication; Dennis K. Gillespie, senior vice president, domestic, has been appointed senior vice president national sales, and Michael J. Lambert, vice president, new programs, new media, has been named senior vice president, pay-TV. Zaleski will be responsible for sale of first-run, off-network and feature film programs and for management of all syndication sales personnel. Gillespie will direct national distribution and station clearance for advertiser-supported programming. Lambert will be responsible for all sales to pay television and for acquisitions for pay-TV.

**Engineers event.** The 17th annual Society of Motion Picture and Television Engineers Television Conference is expected to draw 2,000 participants to the St. Francis hotel in San Francisco next Friday and Saturday (Feb. 4-5) for a review of the latest advances in broadcast television technology. The theme of this year's gathering is "Picture of the Future," with high-definition television and digital magnetic recording expected to be the hottest topics. The conference sessions have been divided into four content groups: programming pictures, generating pictures, recording pictures and manipulating pictures. Engineers and scientists from the U.S., Europe and Japan will present 34 technical papers during the two-day event, and 17 SMPTE/engineering committees have scheduled meetings to discuss HDTV standardization and other mutual concerns.

L. Merle Thomas, SMPTE vice president of television affairs, will deliver a welcoming address Friday morning at 8:30 and address the conference theme. No other keynotes are scheduled, with the bulk of the sessions devoted to presentation and discussion of prepared papers, beginning at 8:40 a.m. Friday and continuing through 5:30 p.m. Saturday. A "get together" luncheon will take place Friday, and four San Francisco television stations are hosting a wine and cheese reception that evening. Boris Townsend, director of engineering services for England's Independent Broadcasting Authority, will speak during the noon luncheon.

The 5,000 square feet of exhibit space will be occupied by 43 booths representing manufacturing companies from throughout the world.

# Editorials

## Stay the course

Suddenly Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, is championing reform of the FCC's multiple ownership rules. FCC Chairman Mark Fowler, original champion of reform, has talked of graciously deferring to Wirth's new interest. The transfer of action from the FCC to the Hill would be the worst news that media owners could get.

Wirth seems to be concentrating his interest on the FCC's rule of sevens, which limits common ownership of stations in the AM, FM and TV services to seven each. Wirth wants a "more suitable standard than some arbitrary number," as he told the independent television broadcasters' convention two weeks ago. Hooray. The rule of sevens on its face was absurd from the moment of adoption. It accords equal value to seven stations of premiere technical facility in the seven biggest markets of the country with seven coffee pots in places like Prairie Junction, Idaho.

But what substitute does Wirth propose? He hasn't said, but his other observations to the independents about the need for further television regulation afford little assurance that his notion of reform in television station ownership limits, in particular, would be in the direction of liberalization. The bet here is that if a Wirth bill surfaces to alter the FCC's present rules, it will be based on some kind of artificial formula that counts reachable audience. And what model would be taken for the outer limit?

For that matter, why stop there? It is inconceivable that congressional revision of the seven-seven-seven rule would not proceed to revision of other ownership restrictions, including media crossownership. Once Congress moved into what has been FCC territory, it would almost certainly move in all the way.

The worst part about the proposed transfer of action from the FCC to the Hill is that it could lead to a multiple ownership law. Think the rule of sevens is silly? It can be altered by the votes of three commissioners in a quorum of four out of the seven sitting now or as few as two in a quorum of three after the commission is reduced to five members at midyear. If a law turned out to be as dumb, it could be altered only by a majority vote of both houses of Congress.

Under present law, the FCC was clearly empowered to make the rules now on its books and remains empowered to change them in any sensible way it chooses. Last week Fowler talked as though the FCC would proceed with changes on its own hook. It should.

## Good enough for now?

A panel at the INTV convention a couple of weeks ago tackled the subject of metered local TV ratings, offering some insights that, although not startlingly new, provide a context for the controversies that arise from time to time when a market is up for metering.

It is accepted, of course, that meters tend to show independent stations with larger audiences than diary-based surveys do—sometimes by substantial margins. Network affiliates often benefit, too, but on the whole it is the independents that come out with the most gains in the changeover from diaries to meters.

Significantly larger audience numbers, translating to higher rates and revenues, are a powerful reason for independents to want metering. But as the panel members noted, there is much

more to it than that. Metering is at least two or three times as expensive as diaries, typically reaching between \$250,000 and \$350,000 per station. Ratings come daily, alerting stations to their program strengths and weaknesses much earlier but also requiring substantially larger expenditures to shore up the weak spots and protect the strengths. There was an estimate that promotion costs go up by 20%, and it was said that additional research staff and even a computer may be needed to make sense of the daily paper flow.

Implicit in all of this, of course, is the question of whether the differences in results from diary and meter surveys reflect a basic inferiority in the diary itself. Does the diary process underestimate the television audience? Do diary keepers in significant number forget or neglect to record their total viewing?

Those questions may have been academic in a settled television economy that long ago accepted the diary as its principal tool and that in most markets defined competition as three network affiliates and a few independents. They cannot safely be ignored in the changing television scene. Audience research, like television broadcasting itself, will be put to heavy test as multiplying channels of delivery fragmentize viewing.

## Go for it

A year ago it was called S. 1629 when it was passed by the Senate, only to die with the 97th Congress in the House. As of last week, it has been revived as S. 55. It is, with minor changes, the same broadcasting deregulation bill, and it deserves support. Despite the lingering coolness on the House side, there is at least an outside chance that this could become an act of Congress.

The bill contains imperfections. The deregulation it prescribes for radio is, regrettably, denied television. Still, the stability it promises in television license renewals is a telecaster's new gain. If it doesn't go as far as it should in overall broadcast deregulation, it at least heads in the right direction.

Fees are prescribed to defray no more than 50% of the cost of FCC regulation. They will be resisted by some broadcasters, but there is infinitely less reason to oppose that type of fee than to oppose the much larger levies that have been proposed to ransom general deregulation.

Until something better comes along, S. 55 is it.



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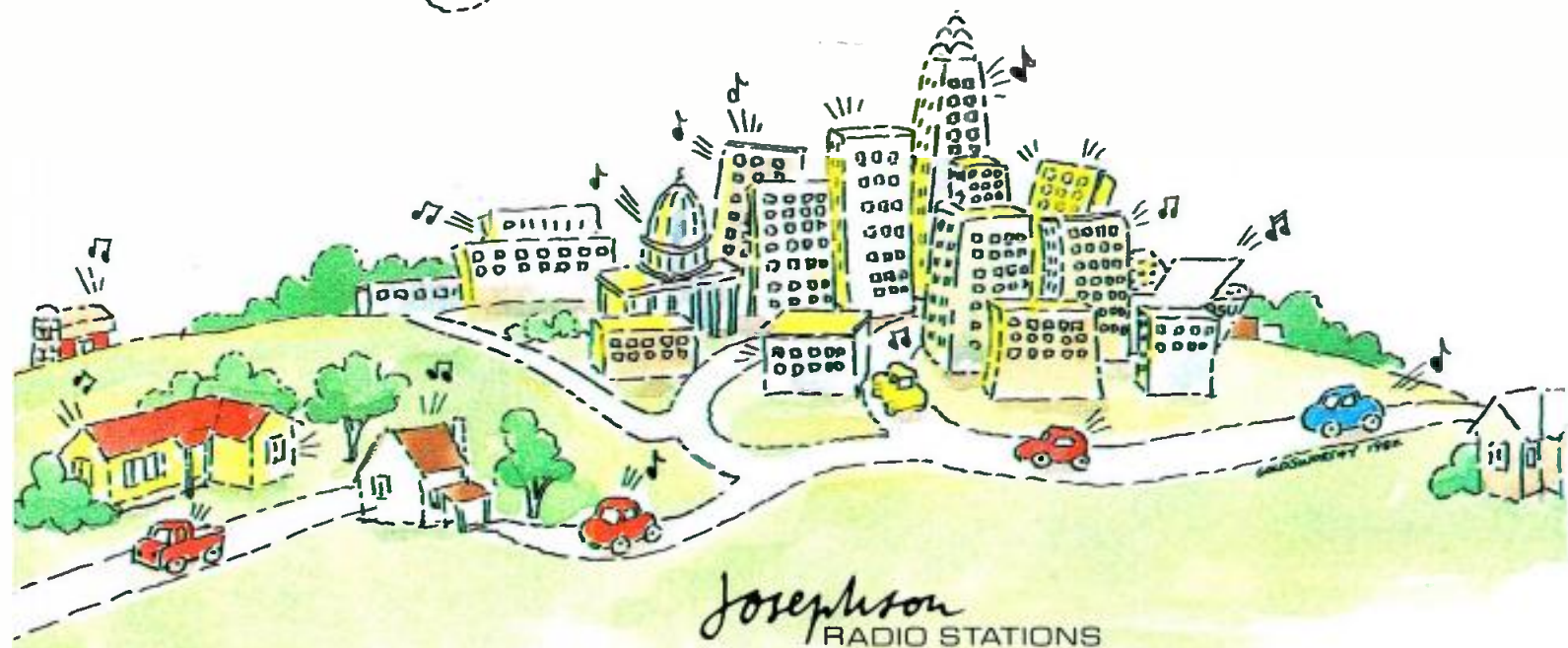
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