

Broadcasting Mar 28



NUMBER WOWN

BIRTHDAY	28	ANT GR...	31
NUTS	35	WEDDING	
OMELET	9	PRETZELS	
		CAKE	

# 1	NOVEMBER	'81
# 1	FEBRUARY	'82
# 1	MAY	'82
# 1	NOVEMBER	'82

The #1 first-run strip has just been renewed by the NBC O&Os for the new '83-'84 season.

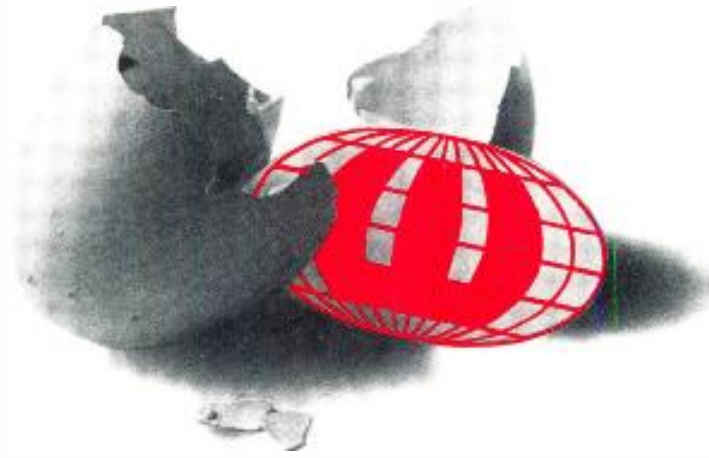
Goodson-Todman's
FAMILY FEUD
 Hosted by Richard Dawson



SOURCE: Nielsen ROSS, November 1981, 1982; February 1982; May 1982. Audience estimates subject to qualifications available on request.

30112 LIBRARY 1984 DIK DEC/85
 US AIR FORCE
 SERIAL ACW SECTION
 MUMTSUMERY AL 30112

52d Year 1983
 An off-year for NATPE
 Cable registers
 profit drop



10 years ago, this was our credo...

1. Worldvision is not in the production business.

We concentrate on producing sales, not shows. No one's attention is syphoned into studio problems. Everyone concentrates on your property.

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One more thing. At Worldvision Your show can't wind up packaged in with the distributor's own shows. You don't want your property to become a "potsweetener" to help your distributor cut a deal for his shows. Do you?

2. Worldvision wants no ownership position.

We have an "open door" policy.

No matter who you aren't or what you haven't done, we'll screen your work or listen to your ideas. If we think your show will fly our development people will work with you financially or creatively from concept to sale.

And you won't have to sell your soul to get our help.

At Worldvision we want no ownership position in any program we sell.

Today, this is our credo...

It's the same.

Conceived for—and still dedicated to—selling for independent producers, Worldvision has earned its leadership position by serving such great clients as:

Aaron Spelling Productions, Inc
The American Broadcasting Company
American Film Institute
Amritraj Productions
Barris Enterprises
Bing Crosby Productions
Bob Banner Associates, Inc.
British Lion Films
Brut Productions
CBS Records
The CBS Television Network
Charles Fries Productions Inc.
Collier Young
Dan Curtis Productions, Inc.
Danny Thomas Productions
David Paradine Television Inc.

David Rintels
Dick Clark Productions
Don Reid
Doris Day Productions
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Factor Newland Productions
Filmways Inc.
Harvey World Famous Comics, Inc.
Hatos/Hall Productions
Holbroke Productions
Ivan Tors
Joe Landis Productions
Michael Landon
Lawrence Gordon Productions
Lorimar Productions

Mark Carliner Productions
Mark VII Productions
NBA Basketball
NBC-TV Productions
Omni Productions
Palomar Pictures
Playboy Productions
Rankin/Bass Productions
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RSO Films
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Talent Associates
Tandem Sports
Taritero Productions, Inc.
Thomas/Spelling
Zev Braun

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AMPEX
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**SETTING
THE FASHION
IN BROADCAST
VIDEO**

Broadcasting Mar 28

NATPE's inauspicious confab in Vegas □ Metromedia's ad hoc proposal □ Lorimar buys K&E

DOWNBEAT CONVENTION □ NATPE's '83 show is less than rousing success. Finger points to few new programing ideas, little substance on panels and absence of heavy hitters on agenda. **PAGE 31.**

AD HOC BEGINNINGS □ Metromedia is putting the wheels in motion for a once-a-month network; Embassy Network would go quarterly. **PAGE 33.**

CONGRESSIONAL CAVEAT □ Waxman and Wirth introduce bill that would freeze present FCC financial-syndication rules and PTAR. **PAGE 34.**

MDS SHOWDOWN □ Multichannel MDS proponents want FCC to set aside ITFS spectrum for their use, which is not to the liking of present and potential users of that spectrum. **PAGE 35.**

TARGETED BUY □ Lee Rich's Lorimar Productions buys Kenyon & Eckhardt for \$21 million. **PAGE 36.**

NATPE NEWS □ Few-first run offerings make NATPE's program bazaar less than smashing success. *Thicke of the Night*, *Love Connections* and *Newscape* among the most popular. **PAGE 48.** Session with four FCC commissioners finds not all march to the beat of Chairman Mark Fowler. **PAGE 52.** Commissioner Dawson talks of reviewing financial rules in context of entire video marketplace. **PAGE 54.** Katz executives discuss inventory control as key to program strategy. **PAGE 58.** Arguments for and against repeal of the financial interest and syndication rules are revisited. **PAGE 60.** Silverman and Frank highlight TV critics session on views of future networking. **PAGE 62.** International market small but growing area for sales and co-productions. **PAGE 67.** Research, promotion and localism seen as keys to dominance. **PAGE 68.** Cheers for ad hoc networks come from independents who see them

as way to compete with the three major broadcast networks. **PAGE 70.** NATPE takes a look at the new technologies and programing possibilities therein. **PAGE 72.** ABC, NBC and CBS review and preview programing highlights with their affiliates. **PAGE 74-76.** Cooperation urged among cable operators, programers and broadcasters. **PAGE 77.**

SPACE SALE □ Court will review domestic satellite policy to see whether transponders can be sold. **PAGE 83.**

S. 66 POSTPONED □ Democrats want more time to examine bill. Both sides in compromise, NLC and NCTA, believe pact will hold. **PAGE 86.**

CABLE'S BEATING □ FCC financial figures for 1981 show revenues way up and profits way down for cable industry. **PAGE 91.**

DIGITAL JOCKS □ Sony Corp., in an effort to spur audio digital disk sales, is lending new technology to FM radio stations in 20 major markets. **PAGE 95.**

THORNY TIMING □ Mini-series that features priest's adultery receives criticism from some quarters for its scheduling during Christian Holy Week. **PAGE 96.**



NUCLEAR FALLOUT □ *Special Bulletin*, NBC's movie on national media coverage of atomic age terrorism, draws 1,255 complaints to network. **PAGE 97.**

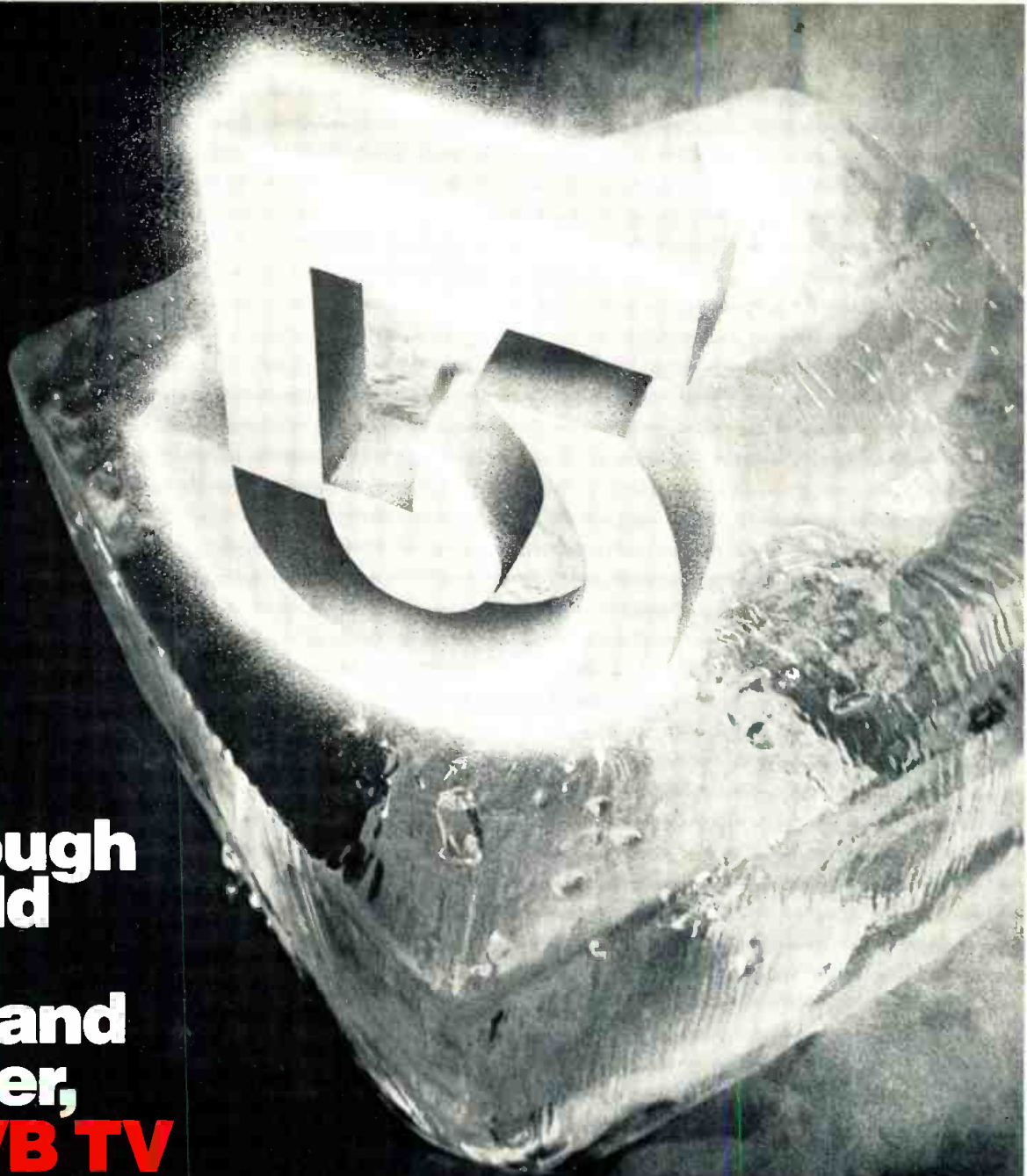
TEAMWORK □ Programing talents of Kent Burkhardt and Lee Abrams have proved winning combination for their clients and helped them to top rank of radio program consultants. **PAGE 123.**

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a cold
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winter,
WCVB TV
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CHANNEL 5

MMI

CHANNEL 5 WCVBTV BOSTON METROMEDIA, INC.

Source: February ARB 1983, NSI February 1983.

Data subject to qualifications of the reports.

Breed apart

FCC staff is recommending that teletext and other offerings on vertical blanking interval in television broadcast transmissions be defined as discrete, nonbroadcast services, move enabling commission to exempt such offerings from fairness doctrine and equal time obligations—and from must-carry protection on cable. As often predicted, teletext authorization, which commission addresses this week (March 31), will leave selection of technical standard to marketplace.

Money man

Nine co-sponsors of Waxman-Wirth bill, which would bar FCC from taking any action on its network syndication and financial interest and prime time access rules for next five years (see story, page 34), received hefty campaign contributions from bill's author, Henry Waxman (D-Calif.). Waxman's political action committee, 24th Congressional District of California, contributed \$65,900 to federal candidates in 1981 and 1982 of which \$50,000 went to Representatives Tim Wirth (D-Colo.), Mickey Leland (D-Tex.), Richard Ottinger (D-N.Y.) and California Democrats Douglas Bosco, Barbara Boxer, Philip Burton, Richard Lehman, Matthew Martinez and Establen Torres, all co-sponsors of bill.

Local business

Economic recession that strapped many local television markets in 1982 may finally be receding, according to recent study by Television Bureau of Advertising. Canvass of TVB members indicates that 90% of TV stations are now paying for sales training programs for their staffs, up from 50% in 1981 and topping 74% figure for 1978. Trend is one of highlights in TVB study looking into composition of station sales staffs today. Complete report is to be unveiled at upcoming National Association of Broadcasters annual convention, April 10-13 in Las Vegas.

Own enemies?

Debate has been brewing among radio reps over whether selling time through nonwired networks (stations packaged by rep for one sale but not all of them that rep's client stations) is hindering growth of market-by-market spot buys. Rep

executives are planning to meet Wednesday (March 30) at Station Representatives Association headquarters in New York to discuss subject.

Latest meeting was initiated by Katz Radio President Ken Swetz who is also opposed to recent proposal of submitting "rep network" report to Radio Expenditure Reports Inc., which computes national spot dollars based on data supplied confidentially by 15 reps.

Threat to soaps?

Live... from Washington... FCC. After much planning, George Mason University's ITFS system hopes to begin broadcasting live coverage of FCC meetings next month to law firms, businesses and trade associations in downtown Washington. Inaugural broadcast is expected to be FCC's en banc meeting on children's television, tentatively set for April 28. System, which regularly broadcasts C-SPAN and Satellite News Channel over two 2 ghz channels, will pre-empt SNC to televise FCC meetings.

Rapprochement

National Association of Broadcasters sees signs that Chairman Timothy Wirth (D-Colo.) of House Telecommunications Subcommittee may be warming up to some kind of broadcast deregulation. NAB president, Edward Fritts, met with Wirth last week and characterized talks as "very positive." He sees real possibility of regulatory reform. "The message is clear," said Fritts. "He is willing to work with us, and we are willing to work with him."

Deeper red

Financially troubled UPI, acquired by new owners last June, has published financial statement in Nevada estimating its full-year 1982 loss at \$11,036,845.04. That would be up from 1981 loss of about \$10.2 million as estimated in similar papers year ago. Revenues increased—from \$93.4 million in 1981 to \$101,968,439.44 in 1982—but so did expenditures, which for 1982 were put at \$113,005,248.48.

UPI spokesman in New York said Nevada estimate was preliminary and subject to change, saying final audit for 1982 has not been completed. UPI's financial problems have been no secret, however. News service eliminated about

45 management jobs, along with number of clerical jobs, last month. At that time Managing Director Douglas Ruhe predicted company would reach break-even this year (BROADCASTING, Feb. 14).

Warming up

Although Comsat's Satellite Television Corp. has dropped plans to launch two-channel SMATV service late this year as "forerunner" of its direct-to-home satellite broadcasting service, it still plans number of scaled-down activities it hopes will give it know-how it needs by launch of direct broadcast satellite in 1986. One such activity will soon be under way in Washington area. Using four-foot M/A-COM earth stations and signals from one of Satellite Business Systems' Ku-band satellites, STC will attempt to gain some experience in installing earth stations to pick up good pictures at homes around city. It's presumed that if installers can handle four-foot dishes, they'll be able to handle two-foot dishes of DBS service.

Dunked?

It was like old times at CBS Sports last Friday, after National Basketball Association players threatened strike against NBA owners starting April 2. CBS has exclusive broadcast TV rights to NBA games, playoffs and championships and, as all three major TV networks had to do during pro football player strike last fall, it was beginning to scout possibilities for alternative programming if strike materializes and lasts.

CBS has two post-deadline games left, April 15 and 17, and is prepared to carry up to 23 playoff and championship games, starting April 22, indicating size of alternative-program problem.

Hidden treasure

Warner Amex may have picked up more than cable system when it purchased Gulf Coast Cable's franchise for portion of Houston. U.S. Court of Appeals in New Orleans reversed judgment of Houston district court, making Gulf Coast and former Houston Mayor McConn liable for \$6.3 million for antitrust violation stemming from award of franchise in 1978. Warner Amex would not comment on reversal, but attorney for plaintiff in case, Billy Goldberg, said it was his understanding Warner purchased all Gulf Coast's assets and liabilities, including legal ones.

Prime time

Average national Nielsen ratings for Home Box Office in HBO homes during prime time have declined 27% from February 1982 to February 1983, according to a memo circulated last week by one of the three major networks. HBO ratings, tracked by Nielsen since January 1982, held steady at an average 12.1 from January through July, but after that, fell steadily, hitting their lowest point to date in February, when the average registered 8.8. The average share of audience for HBO is off 29%, from 17 in February 1982 to 12 in February 1983.

During the same period, prime time ratings for Turner Broadcasting System's WTBS(TV) have also declined, from a 3 rating/4 share to a 2.1 rating/3 share. The level of homes using television in WTBS homes declined 7% from February 1982 to February 1983, unlike that of HBO homes, which grew 3%. The decline in WTBS's HUT level might be attributed, according to one researcher, to the expansion of the WTBS universe to include more homes in big cities, where HUT levels are generally lower than in rural areas, where the cable industry began. During the same rating period, from February 1982 to February 1983, the combined three network rating declined 3%, from 52.8 to 51.2.

Pittsburgh pirate

Further evidence of the cable industry's crackdown on cable pirates comes from Pittsburgh. After receiving an anonymous tip, Warner Cable Corp. of Pittsburgh, which holds the franchise for the city, brought theft of service charges against a Pittsburgher and got a conviction on March 17. The man was fined \$600. "The judiciary is treating theft of cable services as a serious matter," said Ted Campbell, president of Warner Cable. "This kind of theft is not as frivolous as some people think, because it is costing cable operators millions of dollars."

Cable captioning

Tribune Cable Communications Inc. gave a boost to the National Captioning Institute and perhaps set a precedent for other cable operators by agreeing to pay NCI to produce closed captions for one cable movie per month. Tribune also promised to acquire the necessary hardware and software from NCI to produce captions for local programming and to lease closed-captioning decoders to its hearing impaired subscribers in Tampa, Fla.; Oakland, Mich.; Montgomery county, Md., and Sacramento, Calif. In agreeing to produce local captions and lease decoders in those communities said NCI's director of sales, Ed Dunn, Tribune was merely fulfilling franchise promises it made there in exchange for NCI's support in the franchise fights. But the deal to fund the captioning of a movie each month was a bonus, he said.

"Now I'll go to the other MSO's and say, 'Why don't you match Tribune's contribution,'" he said. It will cost Tribune and any other MSO that follows \$65,000 a year to caption 12 movies a year.

According to Dunn, Tribune will pay around \$15,000 for a system to produce the local captions and, although it will do the job, the captioning will be nowhere near as sophisticated as that produced by NCI itself. It's up to Tribune to decide how much to lease the Colormax decoders for each month, Dunn said, but other cable operators have announced they will lease them for around \$6 a month.

Nothing to it

Allen H. Neuharth, the chairman and president of Gannett Co., appearing on a C-SPAN call-in show last Friday morning (March 25) received much praise for Gannett's *USA Today* and dismissed talk of a possible merger between Gannett and Turner Broadcasting System. "I think that's doubtful, although we admire a lot of what Turner Broadcasting is doing," he said in response to a question from C-SPAN president and call-in show host Brian Lamb. "We like what [Turner] is doing, but there's a difference between that and a business relationship. We don't have any serious discussions going on about that." Gannett was one of six broadcasting or publishing companies approached by Turner about combining operations (BROADCASTING, Feb. 28).

Health moves

Bruce Johnson, former president and chief executive officer of group-owner Starr Broadcasting, until that group merged with Shamrock Broadcasting in 1979, has been appointed president and chief operating officer of the Cable Health Network. Johnson succeeds Jeffrey Reiss, who moves up to the newly-formed post of CHN vice chairman, retaining the title of chief executive officer. Under the new arrangement, Johnson will assume responsibility for the day-to-day op-

erations at CHN, enabling Reiss to devote full time to strategic planning as well as creative and special projects. Johnson will report to CHN's board of directors, comprising Reiss, Dr. Art Ulene, chairman of CHN, George Castell and Jules Haimovitz, both of Viacom International Inc. Among the areas that Reiss will be focusing on are a number of sponsored program series now on the drawing board; tapping the foreign program market (specifically, Canada, the United Kingdom and Europe), and developing the network's direct marketing potential. CHN has grown dramatically in recent months, now reaching more than 9.1 million cable homes, an increase of 33% since Jan. 1. Rapid growth is cited as the primary reason that Johnson was brought aboard.

Coming attractions

Warner Amex Cable is offering between 20 and 25 movies on its Qube systems (Columbus, Ohio, Cincinnati, Pittsburgh, Dallas, Houston and greater St. Louis) in April, appearing at least four months before the films will be seen on other pay cable services. The April titles include "Fire Fox," "Night Shift" and "Chan is Missing." In addition, a special one-time viewing of "An Officer and a Gentleman" will be offered on April 9 for \$6. March, P-P-V titles on Qube, also with a minimum four-month window, included "The Best Little Whore House in Texas," "Tempest," "Fast Times at Ridgemont High" and "Blade Runner." Subscribers are charged between \$3 and \$4.50 per viewing.

Hill news

Ted Turner and his two news services, CNN and CNN Headline News, now have some competition on the most prestigious cable system in the land—the one serving Capitol Hill. The system, installed by Congress primarily to bring television coverage of the House to congressional offices, began carrying Satellite News Channels last week, the ABC/Group W joint venture that began challenging Turner for the cable news market last June. The system has been carrying CNN ever since Turner installed an earth station on the Capitol grounds in December 1980. It added CNN Headline News when it made its debut in January 1981.

Congress is receiving the SNC feed second hand. Suburban Washington's George Mason University, which has been broadcasting C-SPAN over one of its ITFS channels since December 1981, began broadcasting SNC last Monday over a second channel. The congressional system is picking the signal up with an ITFS antenna atop the Rayburn House Office building. It was all made possible by Group W, which gave George Mason a grant to buy a second transmitter and paid for the Congress's antenna and its installation.

According to George Mason's Mike Kelly, its two-channel ITFS service is available to associations, law firms, business and gov-



Johnson

Our Experience Shows:

- **In Our Number Of Households**

Hearst/ABC delivers hard-to-reach households...households that seldom turn to television for information and entertainment. We're reaching untapped markets to bring you new audiences.

- **In Our Demographics**

Hearst/ABC attracts upscale, well educated viewers in urban and suburban areas. We reach affluent viewers who reach for your products and services.

- **In Our Programming**

DAYTIME and ARTS both serve as a credible source of information, entertainment and self-development. These services involve the viewer creating the perfect environment for your advertising message.



Hearst/ABC
The Experience Shows

ernment agencies for \$695 a year plus the one-time cost of between \$900 and \$1,200 for the purchase and installation of the receive antenna.

Speed it up

So much has changed in the cable television industry over the past two-and-a-half years, said the Turner Broadcasting System in an FCC filing last week, that the FCC should consider again TBS's petition calling for the elimination of the must-carry rules, which require cable systems to carry local broadcast signals. TBS filed the petition in October 1980, but lacking the widespread support of the cable industry, including the National Cable Television Association, it has been languishing within the FCC bureaucracy.

"The must-carry rules are a discriminatory government scheme restricting a cable operator's editorial right to select programming and a cable programmer's right to speak," said TBS President Ted Turner in a prepared statement sent to reporters along with the filing. "All I have ever asked for is a 'may-carry' right on cable. Program carriage on cable should be a function of consumer choice, not government regulation." TBS is the purveyor of three cable services: the Cable News Network, CNN Headline News and superstation WTBS(TV) Atlanta.

In the original petition, TBS argued the foundation of the must carry rules was wiped away by the FCC's 1979 study that concluded that importation of distant signals such as WTBS did not disrupt or harm local broadcast service. Last week's "Peti-

tion for Expedited Consideration" argued that changing circumstances made elimination of the rules even more urgent. Those circumstances include the rise of competitive video media and other satellite-delivered programming services and the increase in cable copyright fees for distant signals, which effectively overturns the FCC's decision to drop the distant signal rules. The rate hike and "the continued existence of the must-carry rules work against cable programmers' ability to reach viewers, and against cable operators' free editorial choices as to how best to serve the diverse interests of their viewers," the filing said. "Both act to create a double regulatory bind that forecloses these markets through government fiat."

Hotelsat

RCA Service Co., a supplier of equipment to various communications industries, has designed and is currently marketing a new satellite receiving service for hotels and motels. A spokesman for RCA Service Co. said that all of the hardware for the system is being manufactured by Scientific-Atlanta. RCA is providing a complete package—hardware, installation and maintenance, leasing and purchasing arrangements and the program package. The company is currently negotiating with program suppliers and will not say which ones are already signed, but the package will include news and sports services and a movie service. The system also will provide teleconferencing services.

Still growing

Nielsen estimates that cable penetration as of February 1983 stands at 37.2% of television households (31.1 million TV homes out of a total 83.3 million U.S. TV households). That's a 28% increase over Nielsen's February 1982 cable penetration estimate of 29%, and a gain of nearly 7 million cable TV homes.

Arbitron's last estimate was released in November when the company reported a 30% cable penetration figure (24.8 million homes out of a total 83.5 million homes), which was up from its July 1982 estimate of 26%. Arbitron expects to update its estimate by no later than July. Arbitron sent out questionnaires to 6,400 cable systems asking the operators to report their channel lineups and subscriber counts, and requesting the information by the end of this month.

Household hints

Procter and Gamble has entered into program sponsorship agreement with Hearst/ABC's daytime program service for a series entitled *Good Housekeeping's Better Way*, to premiere this July. The series, consisting of half-hour programs, will focus on different women who have "realized extraordinary achievement in various areas of life." P&G will also sponsor a series of one-minute shorts entitled *The Good Housekeeper*, which will provide hints for today's homemaker, also to premiere in July.

WHERE THERE'S SMOKE, THERE'S A HOT ISSUE.

People feel strongly about smoking. You can spark a lot of interest by exposing them to both sides of issues involving cigarettes.

Tom Howard can help. His job is giving straight answers to tough questions about cigarettes. In person or on the phone.

Get the other side too. And you'll get people involved.



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Something's happening to ABC's Home View Network...



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our new name for the first service of its kind in the world.
ABC's Tele1STSM... appearing soon on television screens.
Watch for it!

Tele1ST Entertainment Recording Service is a service mark of ABC Video Enterprises Inc.



DISC

RENTALS

★ Robert Conrad ★



Richard Chamberlain ★

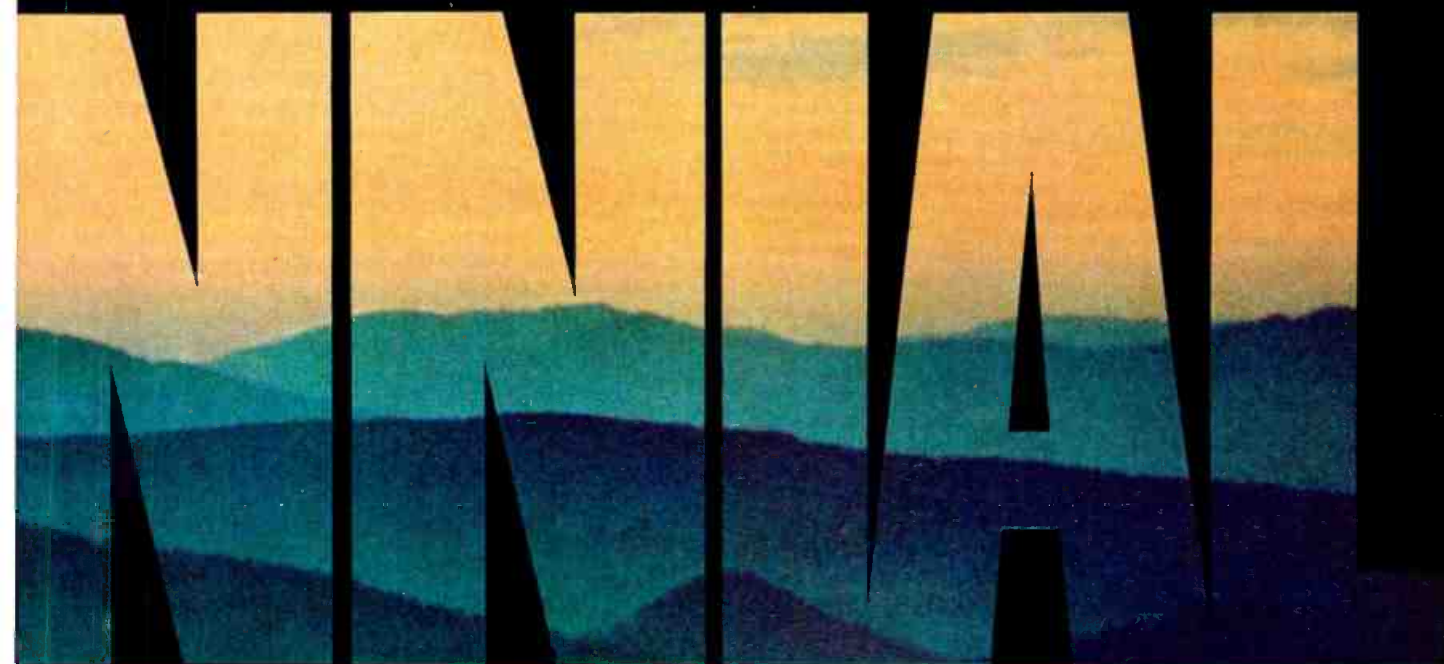


★ Sally Kellerman ★
★ and Raymond Burr ★

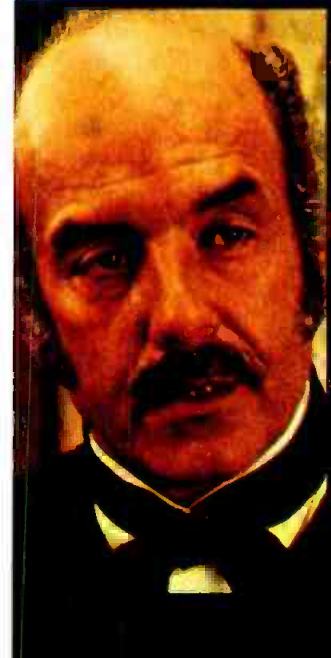


★ Chad Everett ★

OVER



★ Pernel Roberts ★



★ Dennis Weaver ★

★ Andy Griffith and David Janssen ★



Discover the rest of "Centennial's" all-star cast, including Lynn Redgrave, Brian Keith, Stephanie Zimbalist, Robert Vaughn, Alex Karras, Gregory Harrison, Barbara Carrera, Donald Pleasance and Timothy Dalton.

26 hours.

TURNER PROGRAM SERVICES

TV ONLY

Scott Chemicals □ Campaign for Mr. Scott's pesticide begins this week in Los Angeles; Atlanta; Phoenix; St. Louis; Houston; Dallas-Fort Worth, El Paso, Corpus Christi, Lubbock and San Antonio, all Texas; Albuquerque, N.M.; San Diego, and Tucson, Ariz. Flight will run 10 weeks in day, fringe, prime access, sports and weekend times. Target: adults, 25-54. Agency: Atkins & Associates Advertising, San Antonio, Tex.

Corning Glass Works □ Campaign for various products begins this week on network television, supplemented with about 50 spot markets. Campaign will run through early June in day and fringe times. Target: adults, 18-49. Agency: Foote, Cone & Belding, New York.

Borden Inc. □ Snack food division begins campaign April 4 for two products. Wise Cheez Doodles will run in New York; Rochester, N.Y., and Norfolk, Va., and Wise potato chips will run in eight markets. Flights will run nine weeks in early fringe, day, prime and



Comeback. Glenbrook Laboratories is re-introducing its Arthritis Bayer aspirin via heavy television and magazine campaign, positioning product as both extra strong and long lasting. Copy, created by SSC&B: Lintas, New York, stresses product is "aspirin you take once in eight hours." Thirty-second commercial began last week on evening news programs of ABC-TV, CBS-TV and NBC-TV; early morning news programs of CBS and NBC, and in various daytime periods. Product has not been sold for past three years.

weekend times. Target: women, 25-49. Agency: McDonald & Little, Atlanta.

Faberge Inc. □ Campaign for various products begins April 4 in 60 markets. Flight will run eight weeks in early fringe, fringe, late fringe and news times. Target: women, 18-34. Agency: Nadler & Larimer, New York.

Simplicity Manufacturing □ Campaign for garden equipment begins in April in about 10 markets. Six-week flight will air in prime, news, fringe and sports times. Target: men, 25-54. Agency: Carmichael-Lynch Advertising, Minneapolis.

Monterey House Mexican Restaurants □ Mexican food chain begins campaign April 1 in 10 markets. Flight will run three weeks in all dayparts. Target: adults, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Superior Pet Products □ Two products will run in various flights. Bone-anza dog treats begins this week and runs through May 5 in Boston and Providence, R.I. Wagtime dog treats begins April 18 for three weeks in Denver, Dallas-Fort Worth, Cleveland and Portland, Ore., and April 25 in Atlanta, Detroit, Chicago, Milwaukee, Buffalo and Syracuse, both New York, and Hartford-New Haven, Conn., running through May 22. All flights will run in day and fringe

Freedom Newspapers, Inc.

has acquired WLNE-TV
New Bedford, Mass.—Providence, R.I. from

Pulitzer Publishing, Company

for \$15,500,000

The undersigned initiated this transaction and
assisted both parties in the negotiations

R. C. CRISLER & CO., INC.

Cincinnati, Ohio



Network TV debut. In its first use of market television, Ricoh of America, Fairfield, N.J.-based maker of model 4060 copier, takes gentle gibe at its competitors. In 30-second spot, passenger in airplane asks: "Can you name a larger maker of copiers?" One passenger, a bemused monk, says "Xerox." Trio of blue-suited lookalikes reply, "IBM." First passenger shouts, "This one's bigger, it's Ricoh." Commercials are running on network news and sports programs and also will be carried with dealer tags in 17 key Ricoh markets. According to its agency, Cunningham & Walsh, New York, campaign is designed to help build awareness of size and importance of Ricoh.

ORION I: SIX YEARS, SIX RUNS

Traditional Feature Film Offering Leads New Orion Sales Push

In a departure from the current trend in short term film licensing, Orion Entertainment announced the availability of ORION I on a traditional basis of six years and six runs.

As with past motion picture packages (FILMS FOR THE 0's, FILMWAYS I), ORION I offers super promotable features with Hollywood's favorite stars. Jessica Lange joins Susan Stames and Jane Curtin as one of three desperate housewives who plan a comical robbery in "How to Beat the High Cost of Living." Jean Connelly romances Natalie Wood and listens to President

one of his finest performances as a small boy (Ricky Schroder), even as he teaches the youngest survivor in the wilds of Australia. Also from Australia is one of the highest grossing films of all times — "Mad Max." International favorite Mel Gibson stars as Max in the original adventures of the Road Warrior. Marshal Arts superstar Chuck Norris made his starring feature film debut in the action-packed movie, "Breaker! Breaker!" "Star Trek's" William Shatner trades in Mr. Spock for a sensuous and evil Stephanie Zimbalist, an attractive teenager who becomes "The Babysitter." Robert Blake creates a charismatic detective in the tradition of Sam Spade and Philip Marlowe in the story of "The Big Black Pill."

The versatile Karl Malden stars as hockey coach Herb Brooks in the true story of the powerhouse American team at the 1980 US Olympics, also starring Andrew Stevens, Steve Guttenberg and Jerry Houser as skilled team members. Academy award winners Broderick Crawford, Jose Ferrer and John Marley star with Michael Parks, Rip Torn and Raymond St. Jacques in the fast paced mix of rumor and legend surrounding the late FBI chief in "The Private Files of J. Edgar Hoover." More true life drama is offered in "Son-Rise: A Miracle of Love," an award winning film based on the real life experiences of a couple with an autistic son.

Muscle bound Jan-Michael Vincent, as a merchant seaman, joins forces with neighborhood store owner Art Carney in



Leonard Finster, film historian and star of "That's Funny," says: "Keep your eye on ORION, because this year we've got great movies and more coming at you."

"Defiance," the story of gang violence in an urban ghetto. "In the Custody of Strangers" stars Martin Sheen, with his real life son Emilio Estevez, in the harrowing drama of a blue collar worker's son incarcerated in a prison system designed for adult criminals.

More popular performers starring in ORION I include Barbara Eden, Jamie Farr, Richard Benjamin, Dabney Coleman, Eddie Albert, Patty Duke-Astin, John Houseman, Brian Keith, Stuart Whitman, John Saxon, Dirk Benedict, Richard Thomas, Fred Willard, Garrett Morris, Susan Anspach, Trevor Howard, Tony Bill, Cyd Charisse, Don Murray, and more.

From action to adventure, drama to comedy, ORION I offers 20 outstanding titles which also include spectacular 10-second and 30-second promotion spots guaranteed to generate viewer interest.

AEROBICISE, THE HOME VIDEO PAY-TV HIT COMES TO FREE TV

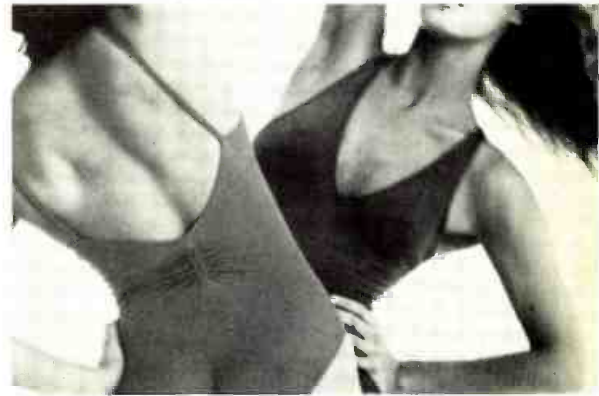
The revolutionary new fun health program that has already captivated the country is now an exciting new 30-minute strip series for television available exclusively from ORION. Five gorgeous instructors lead viewers in the Nation's hottest new exercise program that combines original music and skilled instruction to become the most stimulating and entertaining exercise program ever offered.

Produced and directed by famed fashion photographer Ron Harris, Aerobicise uses proven techniques to create a healthier, more vital life style.

Aerobicise is a program of "Oxygen Exercises" which raise the pulse rate long enough to produce positive results. Regular viewers of "Aerobicise" will lose weight, look better, feel better and be better.

Watching "Aerobicise" will make viewers want to get up and start moving!

The greatest pleasures in life come from feeling good about yourself. Starting now, let "Aerobicise" work for you and your viewers. The Monday through Friday workouts provide a complete in-home exercise program that is fun to watch and easy to follow.



Due To Popular Demand "Saturday Night's Original Not-Ready-For-Prime-Time-Players Are Now Ready-For-Anytime

Available to stations on a multi-year, multi-limited run basis, giving stations total programming flexibility in all time periods.

"Saturday Night" continues to feature the comedy antics of the original Not-Ready-For-Prime-Time-Players; Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Loraine Newman and Gilda Radner. A nation of comedy fans have given their allegiance to creator/producer Lorne Michaels' TV comedy series giving it continued strength and durability.

Dominating each fast-paced episode will be the most memorable sketches from the Emmy

winning series, including: Samurai Delicatessen, The Killer Bees, The Coneheads, Samurai Night Fever, The Nurdy, featuring Gilda Radner as Lisa Loopner, Mr. Bill, Those Wild and Crazy Guys, featuring Steve Martin and Dan Aykroyd, Father Guido Sarducci, Cheese Burgers from the Greek Restaurant, The Blues Brothers, Baba Wawa.

Plus, Bill Murray's popular lounge singer, Nick Rails Aykroyd's Tom Snyder, Garrett Morris as Tina Turner, Rosanna Roseanadanna and other zany characters.

Young adult comedy at its finest every day on "Saturday Night!"

Henry Fonda in the science fiction spectacular "Meteor." TV's "Fall Guy," Lee Majors joins former matinee idol Cornel Wilde in the epic adventure "The Norseman."

One of the world's great beauties, Angie Dickinson lends her vibrant good looks to suspense director Brian De Palma's erotic classic, "Dressed to Kill," which also features De Palma's wife Nancy Allen and an outstanding performance by Michael Caine. Academy award winner William Holden gives

The Golden Age Of Comedy Returns In New Half-Hour Strip "That's Funny"

Top comics of the past appear in an exciting collection of classic comedy short subjects in the new comedy series, "That's Funny." Stars like Lucille Ball, Leon Errol, W. C. Fields, Phil Harris, Laurel & Hardy, Edgar Kennedy, Jean Arthur, Billy Gilbert and the Three Stooges all appeared in comedy short subjects. These long running comedy series were the precursors of TV situation comedy...only they were funny!

At RKO, the short subjects division produced over 1,000 films, had full use of the many elaborate sets and plenty of talented performers which today give these rare comedies an expensive look. The RKO comedy gems also feature the early work of directors like George Stevens ("Gunga Din") and Mark Sandrich ("Top Hat").

Created and produced by Rob Word, and hosted by puppets

Leonard and Alice Finster, "That's Funny" adds a laugh track to these long unseen films making them better than ever.

"Why sit around watching television reruns when you can see Hollywood's best comedies for the first time in over 50 years?" asked Leonard Finster. "Young and old alike will find something to tickle their funny bone. It's the perfect family entertainment!"



Leonard Finster says: Call...

ORION ENTERTAINMENT CORPORATION

Los Angeles: 213-557-8700
New York: 212-758-5100
Chicago: 312-346-9142
Atlanta: 404-881-0493

GO! GO! GO! F

At Telepictures we like innovation and bright ideas. We look for new ways to improve the old proven formulas and new ways to present highly appealing entertainment.



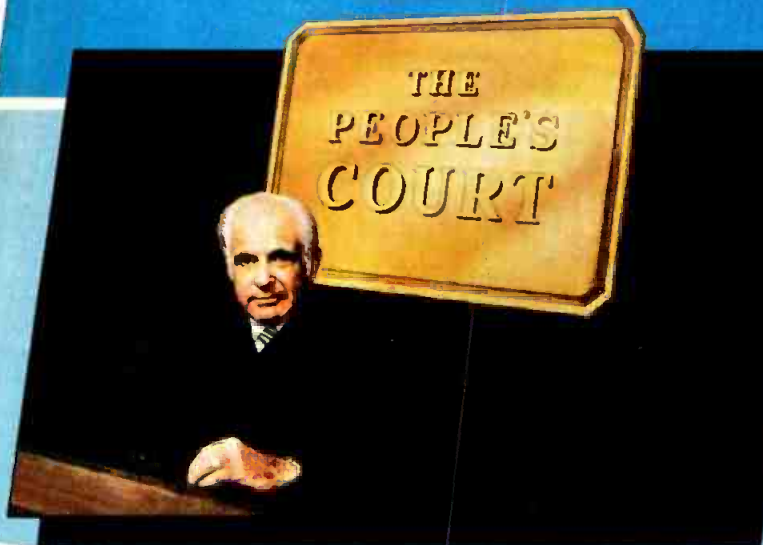
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A brand-new half-hour strip starring Chuck Woolery and featuring a totally unpredictable format as people select

A FIRM "GO!"

A landmark, satellite-fed news and information program that is locally-anchored and aired six days each week for 52 weeks of fresh, no-repeat programming.

NEWSCOPE



A FIRM "GO!"

Syndication's hottest access strip is now going into session for its third smash season with over 140 stations including 7 O&Os. This successful half-hour series

R FALL '83

And our shows prove that innovation pays off in winning ratings and highly desirable demographics. That's why we're now able to announce three FIRM "GOs" for this Fall!

their ideal love companion while the audience plays along trying to predict the choices. And don't forget to ask your Telepictures representative about our unique Insurance Policy.

"Newscope" is a premium sales vehicle and the ideal news lead-in or lead-out, that's why over 75 stations have already scheduled it for a Fall 1983 start.



continues to win rating book after rating book in the most desirable demographic areas. In all head-to-head competition, only our court is supreme, beating such programs as "Family Feud PM," "PM Magazine," "Entertainment Tonight," and "Tic Tac Dough" in total homes and the premium demographic, Adults 18-49.*

*SOURCE: Arbitron NOV. 83

Telepictures

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One Dag Hammarskjold Plaza • New York, NY 10017
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(213) 657-8450 • TWX: 910-321-1038
35 East Wacker Dr. • Chicago, IL 60601
(312) 726-1216

times. Target: women, 25-54. Agency: Kenyon & Eckhardt, Boston.

Mobil Oil Corp. □ Campaign is under way highlighting performance benefits of Mobil detergent gasoline. Commercials feature automobile stunts performed by professional drivers and will run in 28 markets. Spots will run periodically throughout year in prime or fringe times. Target: adults, 18-54. Agency: Doyle Dane Bernbach, New York.

Fayva Shoes □ Pre-Easter campaign for Fayva stores is currently running in major markets including New York, Boston, Houston, Chicago and Los Angeles. Campaign is sequel to image campaign launched in February. Theme is "Walk a little smarter" and features Sarah Purcell, hostess of NBC's *Real People*. Two spring promotions will follow Easter campaign in same markets. Spots will air in prime access and fringe times and target adults, 18-34. Agency: Arnold & Co., Boston.

Showtime □ Campaign for Showtime (second largest, 24-hour pay cable network) begins this week in about 20 markets. Spots will run in all dayparts and target women and men, 18-49. Agency: Benton & Bowles, New York.

RADIO ONLY

Business People Inc. □ Campaign for technical career job fairs begins this week in Chicago, and in April in Minneapolis and Dallas. Spots will air Monday through Friday, primarily during morning drive. Target: men, 25-49. Agency: Fischbein Advertising, Minneapolis.

RADIO AND TV

Heritage Federal Savings & Loan Association □ Campaign begins April 4 in Orlando and Daytona, both Florida. Four-week flight will air in day, news and prime times. Target: adults, 25-54. Agency: D'Arcy-MacManus & Masius, Atlanta.

AdVantage

Money's money management. Mutual Life Insurance Co. of New York (MONY) unveiled three new television commercials as part of campaign to help people manage their money. Theme of TV effort is: "People are very good at what they do, but not very good at managing their money." Two spots feature vignettes of successful people giving suggestions on tax-sheltered investments, savings and insurance programs. Third focuses on businesses, providing advice on pension, group and individual insurance programs. Commercials will run on all three TV networks in news programs. Agency for MONY is Marschalk Co., New York.

Legalities in TV commercials. Legal services constitute one of TV's newest—and fastest-growing—categories, according to 1982 Broadcast Advertiser Reports released by Television Bureau of Advertising. Legal services spent more than \$11 million on television, jump of 79% over 1981. In 1978, first year that restrictions on legal advertising were lifted, less than million dollars was spent on TV. Figure rose to \$5.1 million in 1980 and more than \$6 million in 1981. Last year's leading advertiser (all in local markets) was Hyatt Legal Services with almost \$2.3 million, followed by Jacoby & Myers \$1.7 million, Consumer Services Organization, \$350,000 and Norton Frickery & Associates, \$307,000.

Guide to cable. Fourth edition of "Advertiser Guide to Cable Communications" has been issued by J. Walter Thompson U.S.A. Booklet is designed to help advertisers decide where cable should be in their communications plan. Various sections deal with cable dimensions and characteristics, tips on videotext creativity, guidelines to effective infomercials and do-it-yourself cable generator. Copies of guide may be obtained by writing Ron Kaatz, director of U.S. Media Resources and Research, J. Walter Thompson U.S.A., 875 N. Michigan Avenue, Chicago 60611.

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

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

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



Founded 1931. *Broadcasting-Teletesting* *Introduced in 1946. *Television* *acquired in 1961. *Cablecasting* *introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.

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In markets across the country—including all of the top 10—stations know SOAP is the sure way to really clean up!

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PHILADELPHIA	WTAJ-TV	MILWAUKEE	WTMJ-TV	ALBUQUERQUE	KNAT-TV
SAN FRANCISCO	KTZO	PHOENIX	KPHO-TV	PORTLAND, ME	WGAN-TV
BOSTON	WCVB-TV	CHARLOTTE	WPCQ-TV	WEST PALM BEACH	WFLX-TV
DETROIT	WJBK-TV	NEW ORLEANS	WVUE	PEORIA	WRAU-TV
WASHINGTON, D.C.	WTTG	ORLANDO	WOFL	FT. WAYNE	WFFT-TV
CLEVELAND	WJKW-TV	RALEIGH	WPTF-TV	COLORADO SPGS.	KRDO-TV
DALLAS	KTVT	LOUISVILLE	WLKY-TV	JOPLIN	KODE-TV
PITTSBURGH	WPXI	BIRMINGHAM	WBRC-TV	SANTA BARBARA	KSBY-TV
HOUSTON	KHTV	SALT LAKE CITY	KSTU	LAFAYETTE, LA	KADN-TV
MINNEAPOLIS	WCCO-TV	HARRISBURG	WSBA-TV	SAN JOSE	KSBW-TV
ST. LOUIS	KPLR-TV	NORFOLK	WTVZ	LAS VEGAS	KVVU-TV
SEATTLE	KSTW-TV	ALBANY, NY	WNYT	LUBBOCK	KLBK-TV
ATLANTA	WAGA-TV	FLINT	WJRT-TV	TALLAHASSEE	WTWC-TV
MIAMI	WCIX-TV	GREENSBORO	WGGT	RENO	KAME-TV
TAMPA	WTOG-TV	LITTLE ROCK	KLRT-TV	BOISE	KTRV
DENVER	KWGN-TV	RICHMOND	WWBT	ODESSA	KMID-TV
SACRAMENTO	KRBK-TV	GREEN BAY	WFRV-TV	MEDFORD	KTVL
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SOAP

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AUDIENCES ARE LINING UP Let the box office magic of Century 11 go to work for your station.



TELEVISION

Television's Big Movie Company.



This week

March 28—*Annenberg School of Communications* communications colloquium with John Carroll, IBM Thomas Watson Research Center, on "The Film Experience as Cognitive Structure." Colloquium room, Annenberg campus, Philadelphia.

March 29-31—*United States Telecommunications Suppliers Association* Western Telecommunications Showcase. Theme: "Opportunities Through Technology." Moscone Center, San Francisco. Information: USTSA, 333 North Michigan Avenue, Suite 1618, Chicago, 60601; (312) 782-8597.

March 30—*New York Television Academy* luncheon. Speaker: Dick Salant, general advisor, NBC Inc. Copacabana, New York.

March 30—*American Advertising Federation* luncheon honoring Paul Foley, Interpublic Group of Companies, and Alfred Seaman, retired chairman, SSC&B, Waldorf-Astoria, New York.

March 31—Deadline for entries in *National Federation of Community Broadcasters'* Community Radio Program Awards. Information: NFCB Awards, 1314 14th Street, N.W., Washington, 20005.

■ Indicates new or revised listing

ation 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.

March 31—"Telemarketing seminar" for broadcasting, advertising and newspaper customers of *New York Telephone*, 1166 Avenue of the Americas, New York, N.Y. Information: Bernard Cohen, (212) 395-7013.

April 1—Deadline for entries in *National Federation of Community Broadcasters'* Community Radio Program Awards. Information: NFCB Awards, 1314 14th Street, N.W., Washington, 20005.

April 1-2—*Black College Radio's* fifth annual conven-

tion. Paschal's hotel in Atlanta's University Center, Atlanta. Information: (404) 523-6136.

April 2—Northwest Addy Competition Awards Gala, sponsored by *Ad Club of Seattle*. Seattle Sheraton, Seattle. Information: (206) 343-3893.

Also in April

April 3-5—International Teleconference Symposium, to be held in five locations concurrently, sponsored by *Intelsat; Overseas Telecommunications Commission Australia; KDD (Japan); Teleglobe Canada; British Telecom International, and Comsat*. Locations: Sydney, Tokyo, London, Toronto and Philadelphia. Information: U.S. conference administrator, Comsat, 950 L'Enfant Plaza, S.W., Washington, 20024; (202) 863-6248.

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

April 5—*American Marketing Association* conference, "Cable—Its Impact on Advertising and Marketing." Chicago Downtown Marriott.

April 5—*Women in Cable, Southern California chapter*, meeting. Marina Marriott, Los Angeles.

April 5-6—*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 5-6—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

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—*New York Television Academy* luncheon. Speaker: Nathaniel Kwit Jr., president and chief executive officer, United Satellite Communications Inc. Topic: "Direct Broadcast Satellite: Its Implications for the Entertainment Industry." Copacabana, New York.

April 6—*National Academy of Television Arts and Sciences, Syracuse University chapter*, "speakers series," featuring Bob Wussler, executive vice president, Turner Broadcasting System, and president, WTBS(TV) Atlanta. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 7—"Videotext and Teletext—Boom or Bust?" seminar sponsored by *New York University, Interactive Telecommunications Program*. NYU campus, New York. Information: Meryl Enerson, (212) 598-3338.

■ **April 7**—"Public Radio in the Washington Area," public forum sponsored by *Washington Area Chapter of the Union for Democratic Communications*. Martin Luther King Library, Washington. Information: (202) 797-8911.

April 7-10—*American Advertising Federation* district seven conference. Opryland hotel, Nashville.

April 8—*Broadcasters' Promotion Association* board meeting. Fairmont hotel, New Orleans.

April 8-9—Eleventh annual broadcast journalism seminar, as part of regional *Radio-Television News Directors Association* conference (Kansas, Missouri, Iowa, Nebraska). Also participating will be Kansas Association of News Broadcasters and Kansas AP and UPI broadcasters. University of Kansas, Lawrence. Information: David Dary, UK School of Journalism, Lawrence, Kan., 66045; (913) 864-4755.

■ **April 8-9**—*Society of Professional Journalists, Sigma Delta Chi*, region one conference. Theme: "Media in the Age of Change." Sheraton-Boston, Boston.

April 8-10—*Society of Professional Journalists, Sigma Delta Chi*, region two conference. Theme: "Surviv-

Major Meetings

April 6—*Cabletelevision Advertising Bureau's* second annual conference. Sheraton Center, New York.

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 11-15—*American Advertising Federation* national convention. Hyatt Regency, Washington.

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. 7-10—*CTAM '83* annual convention. Town & Country, San Diego. Information: (404) 399-5574.

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

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

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

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

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

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.

Jan. 29-Feb. 1, 1984—*National Religious Broadcasters* 41st annual convention. Sheraton Washington, Washington.

■ **Feb. 12-16, 1984**—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

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GOLDEN WEST BROADCASTERS
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al of Journalism in the 80's." Cavalier hotel, Virginia Beach.

■ **April 8-10**—*Society of Professional Journalists, Sigma Delta Chi*, region 10 conference. Theme: "Reporting on Energy and Nuclear Disarmament." Sheraton-Spokane, Spokane, Wash.

April 8-10—*California Associated Press Television-Radio Association (CAPTRA)* 36th annual convention. Speaker: Bill Kurtis, *CBS Morning News*. San Jose Hyatt, San Jose, Calif.

■ **April 8-10**—*Women in Communications Pacific Northwest regional meeting*, "Communications Exploration: Creativity, Connections, Careers." Westwater Inn, Olympia, Wash.

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

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

April 9—*Association of Maximum Service Telecasters* special meeting of board of directors. Desert Inn, Las Vegas.

April 9-10—*National Association of Broadcasters and American Bar Association's Forum Committee on Communications Law* workshop for station counsel. Aladdin hotel, Las Vegas.

April 10—*Association of Maximum Service Telecasters* 27th annual membership meeting. Convention Center, Las Vegas.

April 10-12—"The Independent Documentary: Implications of Diversity" conference sponsored by *American Film Institute and Corporation for Public Broadcasting*. Keynote speaker: Fred Friendly, former president of CBS News and current professor emeritus, Columbia University Graduate School of Journalism, New York. 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 10-17—*Prix Futura Berlin*, international radio and

television contest, held every two years and organized by Sender Freies Berlin and Zweites Deutsches Fernsehen under auspices of *European Broadcasting Union*. Categories for radio and television are drama and documentary. Television Center, Berlin. Information: Organisationsburo Prix Futura, Sender Freies Berlin, Masurenallee 8-14, D-1000, Berlin 19.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

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

April 11—*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 11**—*Women in Cable, Rocky Mountain chapter*, dinner meeting, "Stress Management." Speaker: Dr. Art Ulene, president, Cable Health Network. Hilton Inn South, Denver.

April 12—*National Academy of Television Arts and Sciences, New York chapter*, conference, "U.S. Television in Third World Countries: Blessing or Curse?" Panelists: Lady Diana Dougan, Department of State; Gerard Bolla, UNESCO, and Michael Solomon, Telepictures Corp. St. Peter's Lutheran Church, New York.

April 12-14—*Jerrold division of General Instrument Corp.* technical seminar. Red Lion Motor Inn, Portland, Ore.

April 13-15—*National Broadcast Association for Community Affairs* Midwest conference. Marriott's Pavilion hotel, St. Louis. Information: Charlotte Ottley, (314) 444-3336.

April 14—*Conference of State Cable Agencies* annual meeting. World Trade Center, New York. Information: Gerry McGrath, New Jersey Office of Cable Television, (201) 648-4009.

April 14—Meeting of *National Frequency Coordinating Committee of Society of Broadcast Engineers*.

KLAS(TV) Las Vegas. Information: Richard Rudman, (213) 462-5392.

April 14—*National Academy of Television Arts and Sciences, Syracuse chapter*, "speakers series," featuring Len Berlan, NBC sportscaster. S.I. Newhouse School of Public Communications, Syracuse, N.Y.

April 14—*Central Educational Network's* "Learning Styles and the Adult Learner: Post-Secondary Education Professional Development Teleconference." To be transmitted from Lincoln, Neb. Information: (312) 545-7500.

■ **April 14**—"Terrorism and the Media in the 1980's," sponsored by *Media Institute and Institute for Studies in International Terrorism of State University of New York*. Dirksen Senate Office Building, Washington. Information: Pauline Howard, (202) 298-7512.

April 14-15—*Alabama Cable Television Association* spring meeting. Birmingham Hyatt, Birmingham, Ala.

■ **April 14-17**—*Women in Communications* Northeast regional meeting, "Thriving in the '80's." Sheraton Inn, Liverpool, N.Y.

■ **April 15**—*Television Bureau of Advertising* regional sales training seminar. Colony Square, Atlanta.

April 15—*Advertising Association of Baltimore* symposium, "Odyssey 1990." Hyatt Regency, Baltimore.

April 15—Deadline for applications in *Western Public Radio's* third national radio training project seminar for mid-level independent, public and commercial radio producers. Project funded by John and Mary Markie Foundation. Information: Western Public Radio, Fort Mason Center, Building D, San Francisco, 94123; (415) 771-1160.

■ **April 15-16**—*Women in Communications* South regional meeting, "The Art of Communication." Birmingham Hyatt, Birmingham, Ala.

■ **April 15-16**—*Women in Communications* North Central regional meeting, "Communications: The Linking Dimension." Sheraton Mayfair Inn, Milwaukee.

■ **April 15-16**—*Society of Professional Journalists, Sigma Delta Chi*, region nine conference. Theme: "The Media Takes a Critical Look at Itself." Little America hotel, Salt Lake City.

■ **April 15-17**—*Society of Professional Journalists, Sigma Delta Chi*, region eight conference. Theme: "Political News Coverage." Dallas.

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

April 15-17—*Foundation for American Communications* conference for NBC owned and operated stations and NBC affiliates on "NBC Journalism Economic Issues." Pine Isle resort, Atlanta. Information: (213) 851-7372.

April 16—West Coast Hispanic Telecommunications Symposium, conducted by *National Association of Broadcasters' department of minority and special services* and hosted by *University of Southern California's Media Institute for Minorities*. Davidson Conference Center, USC, Los Angeles.

April 16—*Radio-Television News Directors Association* region three meeting with *Utah Society of Professional Journalists, Sigma Delta Chi*. Little America, Salt Lake City.

■ **April 16-17**—*American Public Radio Network* conference. Radisson Plaza hotel, St. Paul.

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

April 17-20—*National Public Radio's* annual conference with presentation of Edward R. Murrow Award by Corporation for Public Broadcasting. 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 19—*Southern California Cable Club* luncheon meeting. Speaker: William Ryan, president of Palmer Communications and chairman of Cabletelevision Advertising Bureau. Following meeting: SCCC advertising workshop for system advertising managers and client

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Stay Tuned

A professional's guide to the intermedia week (March 28-April 3)

Network television □ PBS: (check local times) *Verse Person Singular* (poetry/dramatic readings by Richard Kiley), Tuesday, 9:30-10:30 p.m.; *What Price Health Care?* (documentary), Tuesday, 10:30-11 p.m.; *Private Schulz** (six-part parody of the German SS), Sunday, 9-10 p.m. [to air on consecutive Sundays]; ABC: *Thorn Birds* (conclusion of mini-series) (Colleen McCullough), Monday and Tuesday, 9-11 p.m., Wednesday 8-11 p.m.; *Baby Makes Five** (comedy), Friday, 8-8:30 p.m.; *Adapt or Die* (documentary on South African trade unions), Friday 10-11 p.m.; *The Pope and his Vatican* (Easter special), Sunday, 7-8 p.m.; NBC: *Love Sidney** (return of series), *Sheena Easton: Act I* (music special), Tuesday, 8-9 p.m.; *Taxi** (return of series), Wednesday, 9:30-10 p.m.; *Grandpa, Will You Run With Me?* (family entertainment special), Sunday, 7-8 p.m.; *Love is Forever* (TV movie premiere), Sunday, 8-11 p.m.; CBS: *Foot in the Door** (comedy), Monday, 8:30-9 p.m.; *Goodnight Beantown** (comedy), Sunday, 8-8:30 p.m.

Radio □ (check local times) NBC Radio: *Gene Shalit Goes to the Movies* (interviews and features), Saturday and Sunday, 2 hours in length; Mutual: *A Dick Clark tribute to Crosby, Stills and Nash* (special), Saturday and Sunday, 3 hours in length; *Rock U.S.A.** (weekly AOR music magazine program), Saturday, 3 hours in length.

Cable □ ARTS: *The Sacred Music of Duke Ellington* (performed at St. Paul's Cathedral, London), Monday, 10-midnight; HBO: *The Envelope Please* (review of Academy Awards contenders), Sunday, 2-2:30 p.m.; MSG Cablevision: *The Jonathan Schwartz Show** (variety/talk show), Sunday, 10-11 p.m.; Bravo: *Bach's Brandenburgs II* (complete concertos), Monday, 8-9 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York); *Contemporary German Television*, a festival of programming, now-April 30.

*indicates a premiere episode

and ad agency personnel. Proud Bird restaurant, Los Angeles.

April 19—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

■ **April 19**—*Television Bureau of Advertising* regional sales training seminar. Stouffers Inn, Denver.

■ **April 19-21**—"Can U.S. Industry Survive the World Economic Revolution?" conference for journalists, sponsored by *Washington Journalism Center*. Watergate hotel, Washington.

April 20—*International Radio and Television Society* newsmaker luncheon. "Five Ways to Look at an Advertising Dollar." Panelists: Robert Alter, Cabletelevision Advertising Bureau; Miles David, Radio Advertising Bureau; Roger Rice, Television Bureau of Advertising; William Gorog, Magazine Publishers Association, and Craig Standen, Newspaper Advertising Bureau. Waldorf-Astoria, New York.

April 20—*American Women in Radio and Television, Atlanta chapter*, Communications Women of Achievement Banquet with presentation of TARA (Television and Radio Achievement) Awards. Omni International hotel, Atlanta.

April 20-23—*American Advertising Federation* district 10 conference. Holiday Inn Civic Center, Lubbock, Tex.

■ **April 20-23**—*San Francisco State University's* broadcast communication arts department 32nd annual Broadcast Industry Conference. "Power, Magic and Imagination," including presentation of Broadcast Preceptor Award. San Francisco State University campus, San Francisco.

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

April 21—*Federal Communications Bar Association* luncheon. Speaker: Ted Turner. Turner Broadcasting System. Touchdown Club, Washington.

April 21—"The Growth and Financing of Filmed Entertainment," symposium conducted by Arthur Young's Entertainment Industry Group. Speakers include: William Bernstein, Orion Pictures Corp.; Joe Shapiro, Donovan Leisure Newton & Irvine; William Thompson, First National Bank of Boston; John Vogelstein, E.M. Warburg, Pincus & Co.; Terry Semel, Warner Bros., and

Joe Smith, Warner Communications. Beverly Wilshire hotel, Los Angeles. Information: Larry Scherzer, (213) 977-3281.

■ **April 21**—*New Jersey Broadcasters Association* annual spring managers' meeting. Woodlawn, Eagleton Institute of Politics, Rutgers University, New Brunswick, N.J.

April 21—*Illinois Broadcasters Association* college seminar. Southern Illinois University, Carbondale, Ill.

April 21-22—*National Association of Broadcasters* broadcast management seminar. Palmer House, Chicago.

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. Hottelet, veteran CBS correspondent; Barry Serafin, ABC News correspondent, and former CBS News presidents Fred Friendly and Richard Salant. WSU campus, Pullman, Wash.

■ **April 21-23**—*Women in Communications* Midwest regional meeting. "Horizons '83...Accent on Tomorrow." Hilton Plaza Inn, Kansas City, Mo.

■ **April 21-24**—*Women in Communications* far West regional meeting. "1984 Minus One: The Role of the Communicator." Biltmore hotel, Los Angeles.

April 21-24—*American Advertising Federation* district 12 conference. Four Seasons, Colorado Springs.

■ **April 22**—*Television Bureau of Advertising* regional sales training seminar. Ramada Inn, Boston.

April 22-23—*Radio-Television News Directors Association* region 14 meeting with Georgia UPI Broadcasters. Holiday Inn North, Atlanta.

■ **April 22-23**—*Society of Professional Journalists, Sigma Delta Chi*, region four conference. Theme: "The Glamour of Journalism." Holiday Inn Lakeside, Cleveland.

■ **April 22-23**—*Society of Professional Journalists, Sigma Delta Chi*, region six conference. Eau Claire Civic Center, Eau Claire, Wis.

■ **April 22-23**—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. Theme:

"Credibility." Holiday Inn, Shreveport, La.

April 22-24—*Iowa Associated Press Broadcasters* convention. Amana Holiday Inn, Des Moines, Iowa.

April 22-24—*American Advertising Federation* district three conference. Mission Valley Inn, Raleigh, N.C.

April 22-24—*American Advertising Federation* district 15 conference. Sheraton Newport, Newport Beach, Calif.

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

April 24-27—Eleventh annual "Telecommunications Policy Research Conference." Annapolis Hilton, Annapolis, Md. Information: Professor Vincent Mosco, department of radio-TV-film, School of Communications and Theater, Temple University, Philadelphia. 19122; (215) 787-8473.

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

April 25-27—*Minnesota Broadcasters Association* annual spring convention. Sheraton Northwest, Minneapolis.

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 26-27—*Public Service Satellite Consortium* workshop. "How to Video-Teleconference Successfully." University hospital, London, Ontario.

April 27—47th annual *Ohio State University* awards presentation dinner. National Press Club, Washington.

April 27—*National Association of Broadcasters* metro market radio committee meeting. NAB headquarters, Washington.

April 27-28—*Illinois Broadcasters Association* spring meeting. Springfield, Ill. Information: (217) 787-6503.

April 28—*Michigan Association of Broadcasters*

Errata

In **March 14** story on page 42, headlined "U.S. sets goals for 1983 RARC," description of one proposal should have read: "... the U.S. will urge a block-grant, or multichannel approach, under which countries would be assigned blocks of spectrum which would be available for a variety of uses." March 14 story stated that the blocks of spectrum would not be available.

□

Pictures on page 170 of March 21 issue of CBS's **Gene Mater** and **Roger Colloff** were switched. Correct identifications appear below.

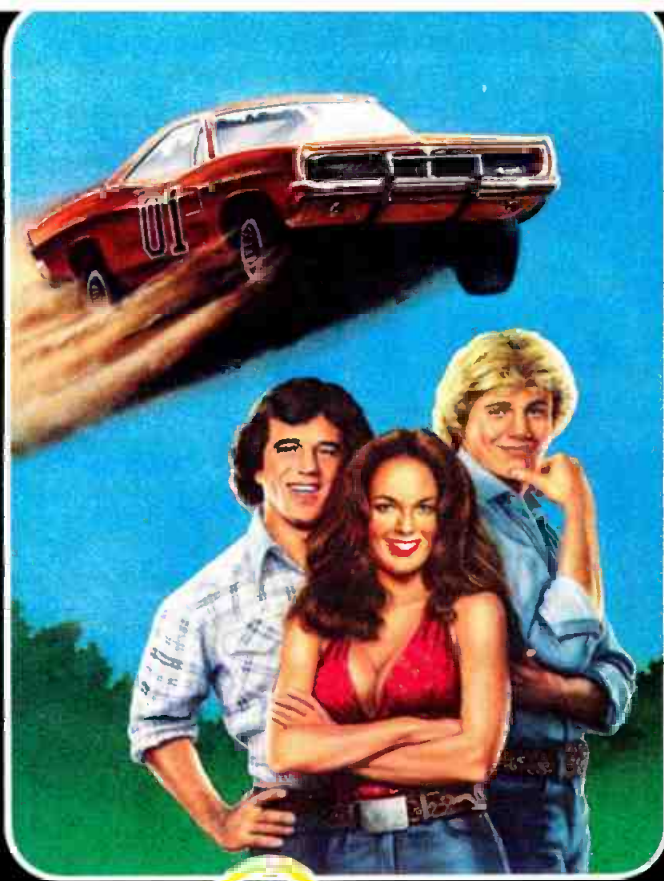


Mater

Colloff

□

KMXL-FM Logan, Utah, now affiliated with Roslin Radio Sales, as reported in "Report," March 14, had no previous national rep. **John McGuire Co. is still regional rep.**



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Warner Bros. Television Distribution
A Warner Communications Company

Washington dinner. Madison hotel, Washington.

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.

■ **April 29-30**—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. Los Angeles Airport Hyatt, Los Angeles.

April 29-May 1—*Foundation for American Commu-*

nications conference, cosponsored by *Colorado Broadcasters Association*, "Economic Issues for Rocky Mountain Journalists." Keystone Lodge, Keystone, Colo. Information: (213) 851-7372.

April 30—*Radio-Television News Directors Associ-*

ation

May

■ **May 2**—*World Institute of Black Communications*

deadline for entries in CEBA (Communications to Black Audiences) Awards. Information: Linda Bowie, executive director, WIBC, 10 Columbus Circle, New York, 10019; (212) 586-1771.

May 3-7—*American Women in Radio and Television's* 32d annual convention featuring presentation of Silver Satellite Award to *M*A*S*H* star Loretta Swit. Luncheon speaker (Wednesday): Jessica Savitch, NBC correspondent. Royal York, Toronto.

Monday Memo

A sports syndication commentary from Fred Botwinik, Katz Sports, New York

Sports syndication: meeting advertising need

From the advertiser side of the broadcast business, the primary objection syndicators have heard was the lack of national coverage. The "magic number," or the minimum percentage of U.S. households needed for a buy to be considered national, hovers around 70%. Now that syndicators can consistently clear upwards of 70% of the country, advertisers are paying closer attention to what they have to offer.

Nowhere is this change in attitude more evident than in TV sports. As advertiser demand for quality sports programming increases, stations look beyond the "big three" networks to fill the need. Advertisers want sports to deliver their affluent, male audience. The trend toward alternative program sources has enabled syndicators to compete with the networks not only for more sporting events, but also for more attractive sporting events. The growth of independent sports offerings, in number and quality, increases the likelihood that sports programming will continue to be desired and supported by stations and advertisers.

Last fall, Katz Sports obtained the rights to the University of Oklahoma vs. USC football game through open bidding. The event drew enormous publicity since it was the first time a regular season college football game could be carried by local stations outside the NCAA package. Katz was immediately deluged by calls from stations anxious to carry the event. Within a matter of hours, Katz had cleared 50% of the country and sold almost all of the available advertising. The game was never televised because the NCAA enjoined the broadcast of it, but the stations' response made it very clear that quality sports programming with strong audience appeal will be cleared. Nationwide.

It comes down to this: Stations need advertisers, and more and more advertisers want sports. Advertisers demand sports programming because it is the most "natural" choice. Its efficiency and effectiveness are an extension of the event itself.

The demographics delivered by sports are the purest of any programming product. With the proliferation of sports programming (more than 30 different sports are carried on television and each has its own distinct audience), more and more advertisers are finding precisely the audience they wish to reach. Advertisers targeting the 18-54 male audience



Fred Botwinik is president of Katz Sports, a division of Katz Communications Inc. which acquires and produces sporting events for syndication. Botwinik joined Katz in 1981 as director of sports, concentrating on sales of franchises held by Katz-represented stations. Before joining Katz, he was director of sports for the Post-Newsweek stations and WDIV-TV Detroit, where he supervised production and sales of the Detroit Tigers Network.

have no better programming alternative. Sports programming, unlike other vehicles reaching the same target, does the job with less wasted circulation. Sports, therefore, is a staple for breweries, auto manufacturers, men's toiletry producers and the like. And there is a new group of advertisers turning to sports. Hotels, brokerage firms, airlines, office equipment manufacturers and others are now becoming sports regulars. Sports attract new advertisers for the same reasons they still attract the original ones: The efficiency of the buy is inherent and predictable.

What's more, effectiveness is not one-time only, hit-and-run. Fans follow teams, and team loyalty means viewer loyalty. Those advertisers who wisely purchase time in "the game" enjoy continuous association with the team. Team/viewer loyalty spills over to product loyalty, and sports sponsors are likely to attract the same habitual customers the team does. Other forms of programming do not provide this innate association value for sponsors.

There are also the intrinsic, almost limitless possibilities for merchandising that sports provide. Local advertisers who stay in tune with the community often find a natural fit between their products and the home town team. One of our favorite recent exam-

ples is "Hu-dey" beer.

Hu-dey used to be "Hudy"—until the Hudepohl Brewing Co. of Cincinnati picked up on a Bengals fight song ("Who-dey, who-dey, who-dey think gonna beat dem Bengals?"). They rechristened the beer, repackaged it in a black and orange tiger-striped can, and, just before the Bengals met the Jets in the NFL playoffs, distributed it locally. The beer, to put it mildly, was a hit in Cincinnati. Hu-dey, the same product, sold 100% more in its first week on the shelves than Hudy. Hudepohl was having trouble keeping its customers stocked.

Grand-scale merchandising opportunities exist on the national sports level. We've all seen the Miller beer "#1" on nationally televised basketball games and the Planters Peanut sunhats at major tennis tournaments.

Why is it so easy for advertisers to tap into sports as a promo vehicle? The reason is so obvious we tend to forget it: Sports are live and so is their "studio" audience.

On a recent Saturday afternoon every seat in Madison Square Garden was taken during a college basketball doubleheader featuring St. John's and Georgetown. Two nights later, a game between Georgetown and Syracuse at the Carrier Dome drew 31,000 people, the largest on-campus crowd in the history of college basketball. Last year's NCAA final four attracted more than 60,000 fans per session to the Superdome. And that is just the impact of college basketball. Pro football is expanding with a new league and a new season. Soccer's popularity is growing. The 1984 Olympics are expected to attract a record-breaking number of spectators. Fans continue to flock to see sports, and contrary to "blackout" mentality, a sellout at the stadium means a sellout on TV.

No other programming generates the excitement and viewer involvement of a live sporting event. A good sporting event is an emotional, experience, and every effective communicator knows that when hearts are touched, people listen.

Heart. Natural efficiency. Innate effectiveness. These are the things that make the market for sports programming infinitely expandable. Whatever the future holds—altered affiliate/network relations; a court decision favoring schools negotiating their own television rights outside the NCAA; a shift of sports programming from commercial broadcast to pay TV—television sports are here to stay. And so are the services provided to stations, advertisers and audiences by the independent syndicator. Just ask any fan. ■

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WGN-TV
WKBS-TV
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KECH
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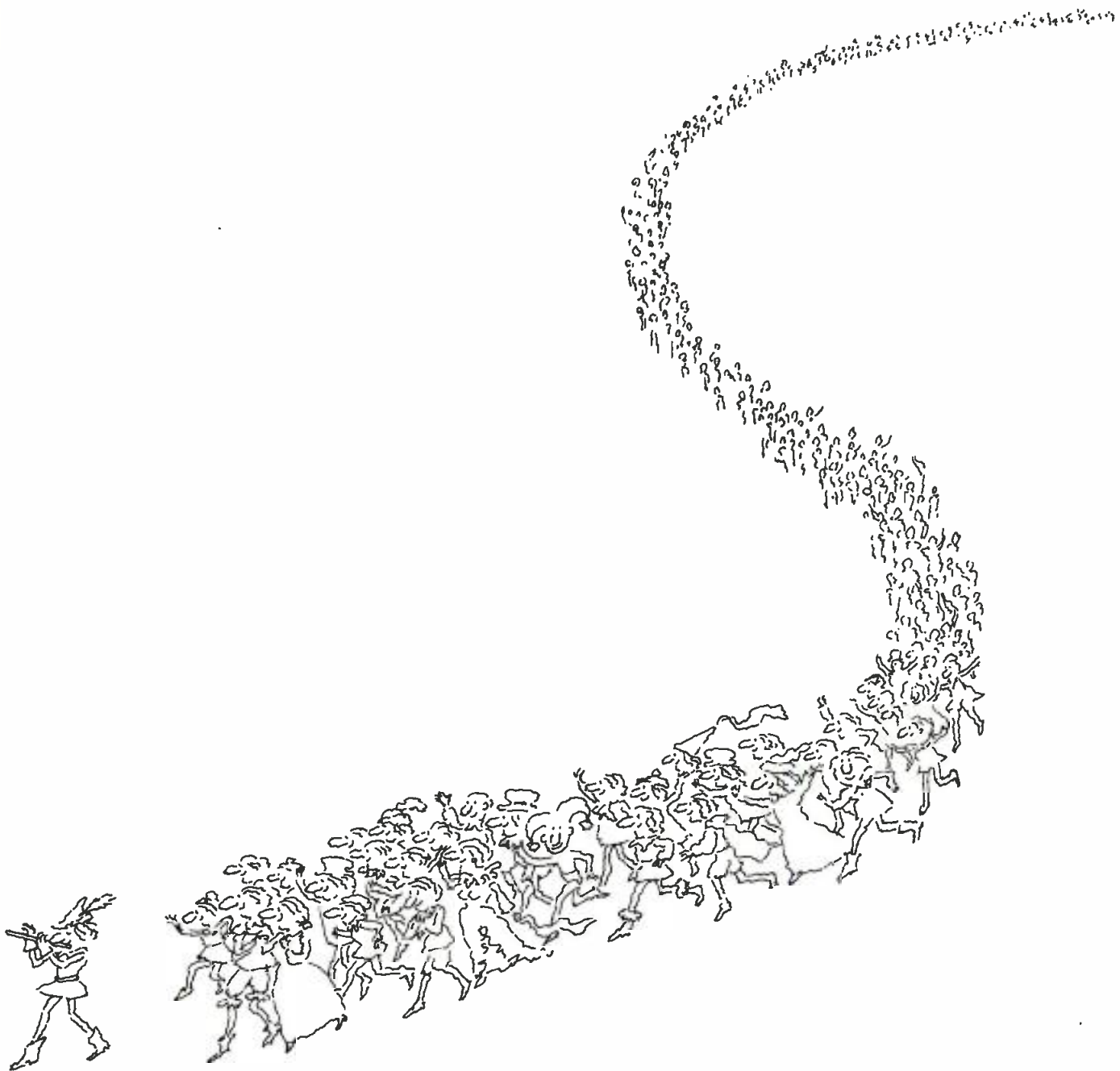
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WSBA-TV
WTKR-TV
KLRT-TV
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WDBJ-TV
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Broadcasting Mar 28

Vol. 104 No. 13

TOP OF THE WEEK

NATPE's yawner in Las Vegas

Lack of exciting panels and workshops and slimmer pickings among first-run programs result in ho-hum 20th annual conference

The 20th annual NATPE International conference, which last week attracted nearly 6,000 television broadcasters and program syndicators to Las Vegas, was a show with much less fire than many of its predecessors. Broadcasters in attendance blamed a so-so agenda, the lateness of this year's event and the shortage of new, first-run programming for what they perceived as a glaring lack of enthusiasm for this year's conference.

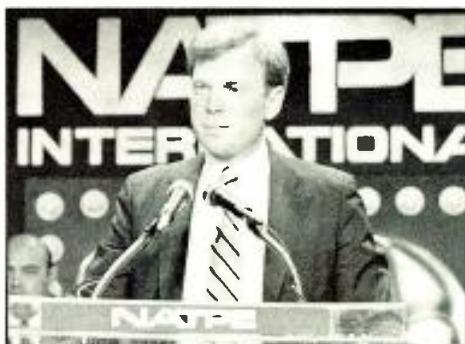
Missing from this year's agenda, which opened officially Friday morning with a keynote address by comedian Steve Allen, were many of the industry's heavy hitters, who in previous years have helped shape the themes around which the conference revolved. Although attendance at workshops was generally good, there were complaints of a lack of substance at most.

Even those sessions on the highly volatile topic of repeal of the FCC's financial interest and network syndication rules lacked much of the excitement many expected. The absence of FCC Chairman Mark S. Fowler, according to one programmer, left a conspicuous void in discussions of the subject at the conference.

The list of new, first-run programs, down last year to 80 from 150 the year before, was down again, this time to an estimated 40-50. Uncertainty over the future of the financial interest and syndication rules, the foundation upon which much of the syndication industry is built, is said to be the primary reason for the dearth of new ventures. Coupled with that, according to programmers, is a lack of demand for programming in key time periods now filled, in the case of prime access, with shows that are successful, and in early and late fringe, with off-network reruns purchased in advance several years ago.

With little demand and few new programs, no one genre emerged to generate the excitement that court programs, magazines and, to a lesser extent, game shows have generated in previous years. There were no stampedes to get on a particular format bandwagon, noted a number of programmers, and in fact, because this year's conference took place after most of the key shows had been cleared in many markets, there was less buying going on.

During this year's conference, NATPE and the industry itself appeared to be "at a low ebb," according to Bob Jones, program



President Larsen



Reagan (by videotape)



Keynote Allen

Incoming Officers
Jones, Marinoff, Von Soosten

manager at KING-TV Seattle, who last week was elected to head preparations for next year's NATPE conference in San Francisco. The ingredients most missing from this year's conference, said Jones, were ideas.

"There are conflicting ideas about the future of television communications and localism," said Jones. "The industry is changing, but a lot of programmers are not addressing the change."

NATPE should show some leadership in this area, said Jones, by trying, among other things, to bring ideas from other industries into its conference in future years. "We need to redefine what the conference is about," he said. "If we don't redefine the organism, it will become extinct."

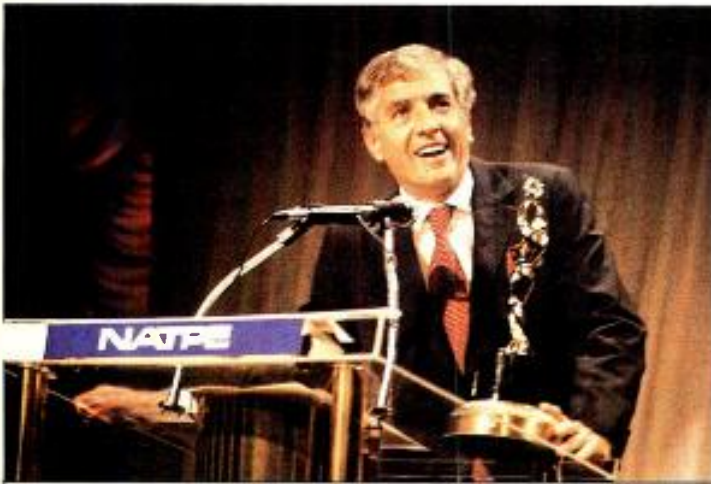
Despite the negatives pervading this year's conference, there were brighter spots. Total attendance was up, from 5,551 last year to 5,937 this year. Paid registration, however, was down by more than 100 this year. NATPE leaders attribute this decline to a large increase in the number of "work passes" issued. Work passes, issued for \$10 to exhibit booth personnel and technical help, permit holders to attend working sessions as well as enter the exhibit hall. There were 1,250 passes issued this year, up from about 210 last year, leading NATPE officials to surmise that some who attended this year's conference did so by using the cheaper work passes and circumventing the full registration fee, which is in excess of \$400. Next year, according to a spokesman, tighter controls will be placed on passes.

Programmers in attendance noted a much higher representation this year by advertisers and advertising agency executives, a presence they took as a sign of much greater interest in syndicated program sponsorship.

At the same time, talk of a fourth network, although not as prevalent as at January's annual convention of the Association of Independent Television Stations, was again a major topic of conversation both publicly and behind the scenes.

The rebellion that flared last year among program syndicators, who felt the conference agenda mitigated too much against traffic in screening suites, was all but absent at this year's conference, primarily because this year's agenda was tailored so that time reserved for working sessions did not conflict with time set aside for screening. This year, 63 companies set up shop in the exhibit hall, in keeping with a NATPE plan under way for several years to move all screening from hospitality suites to a single exhibition.

At its annual business meeting following



NATPE's Award of the Year went to Garry Marshall, the producer responsible for such entertainment hits as *The Odd Couple*, *Happy Days*, *Laverne and Shirley* and *Mork and Mindy*. He received the trophy during the association's 20th annual convention in Las Vegas, as did the 20 men and women (pictured on the facing page) who gathered for this BROADCASTING portrait at the close of the awards presentation on March 19.

NATPE's President's Award for "a lifetime of service to television" was given to William S. Paley, who is to retire next month as chairman of CBS Inc., and posthumously to Sol Taishoff, chairman and editor of BROADCASTING magazine. An international Iris went to Societe Radio-Canada, Montreal, for *Le Mandarin Merveilleux*.

The ceremonies were hosted by Gordon Jump (of *WKRP in Cincinnati*), Pat Mitchell (of *Woman to Woman*) and Richard Simmons (of *The Richard Simmons Show*). Presenters included Don Adams, Cathy Lee Crosby, Nancy Dussault, Melissa Gilbert, Lee Meriwether and Toni Tennille. Entertainment was by Kazoophony, New Grass Revival, Running Rebel Marching Band, The Big Sky Mudflaps, Sons of the Pioneers and Jim Stafford (who received a standing ovation).

The Irises (by market category):

Markets 1-10: Public affairs special—*The Saving of the President*, WJLA-TV Washington, program executive Carol Myers and producers Paul Fine, Holly Fine and Dr. Frank Kavanaugh; public affairs series—*Channel 2: The People*, WBMM-TV Chicago, program executive Ed Spray and producer Bruce DuMont; sports—*Call Me Coach*, WMAQ-TV Chicago, program executive Dillon Smith and producer Sandra Weir; magazine format—*You*, WMAQ-TV Chicago, program executive Dillon Smith and producers Peggy Allen, Len Aronson and David

Finney; children's—*Santa and Son*, KYW-TV Philadelphia, program executive Chuck Gingold and producer Raysa Bonow; entertainment—*A Star Is Born: Detroit Picks a Winner*, WDIV(TV) Detroit, program executive Jim Corno and producers Curtis Gadson and Bruce Littlejohn; other—*Sweet Nothing*, KYW-TV Philadelphia, program executive Chuck Gingold and producer James Anderson.

Markets 11-40: Public affairs special—*Our Daily Bread: A Study in Black Youth Unemployment*, WTBS(TV) Atlanta, program executive Robert Wussler and producer Anne Michaels; public affairs series—*The Moore Report*, WCCO-TV Minneapolis, program executive Chuck Sorlein and executive producer Mike Sullivan; sports—*Riding the High Country: The Coors International Bicycle Classic*, KOA-TV Denver, program executive Lon C. Lee and producer Bruce Brown; magazine format—*Assignment Colorado*, KBTW(TV) Denver, program executive Darla J. Ellis and producer Mary Brenneman; children's—*The Me Nobody Knows*, WPBT(TV) Miami, program executive John Felton and producer Penelope McPhee; entertainment—*The Making of Donahue*, KIRO-TV Seattle, program executive Judy Law and producers Tim Garrigan and Christine Dewey; other—*Special Edition: The Making of Nightline*, WSB-TV Atlanta, program executive A.R. Van Cantfort and producers Marla Sparks and Monica Kaufman.

Markets 41-210: Public affairs special—*Hjemkomst: A Dream Come True*, WDAY-TV Fargo, N.D., program executive Susan Eider and producer Daniel J. Anderson; public affairs series—*Small Farmer Profile*, WLBT-TV Jackson, Miss., program executive Hewitt Griffin and producer Dennis Smith; sports—*Derby '08*, WHAS-TV Louisville, program executive Dick Sweeney and producer Jerry Drury; magazine format—*Extra*, KUTV(TV) Salt Lake City, program executive Lamar Smith and executive producer Bill Lord; children's—*Around the World in 60 Minutes*, WOWK-TV Huntington, W. Va., program executive Paul Dicker and producer Andrew M. Friedman; entertainment—*River Day '82*, WJXT(TV) Jacksonville, Fla., program executive Barry Barth and producers Ken Kaminski and Robbie Gordon; other—*Smoke Detectors: What You Don't Know Could Kill You*, KSL-TV Salt Lake City, program executive Scott R. Clawson and producer Spence Kinard.

Facing page (l to r): Iris recipients (**first row**) Hewitt Griffin of WLBT-TV Jackson, Miss.; Bill Murdock of KSL-TV Salt Lake City; Lew Klein of WOWK-TV Huntington; Chuck Gingold of KYW-TV Philadelphia, and Dillon Smith of WMAQ(TV) Chicago; (**second row**) Cindy Walker of WBMM-TV Chicago; Carol Myers of WJLA-TV Washington; Lon C. Lee of KOA-TV Denver, and Dick Sweeney of WHAS-TV Louisville; (**third row**) Jim Corno of WDIV(TV) Detroit; Barry Barth of WJXT(TV) Jacksonville, Fla.; Judy Law of KIRO-TV Seattle; Ron Handberg of WCCO-TV Minneapolis, and Tony Malara of CBS-TV (who accepted the President's Award for William S. Paley); (**fourth row**) Bill Lord of KUTV(TV) Salt Lake City; Larry Taishoff of Broadcasting magazine (who accepted the President's Award given posthumously to his father, Sol Taishoff); John Felton of WPBT(TV) Miami; Mary Brenneman of KBTW(TV) Denver; Sumner Rasmusson of WDAY-TV Fargo, N.D., and A.R. Van Cantfort of WSB-TV Atlanta.

the conference, the NATPE board of directors elected Stan Marinoff, director of broadcast operations, WISN-TV Milwaukee, president. He replaces Chuck Larsen, president of ALMI Television Productions, New York, who, as immediate past president, will remain on the executive committee. Elected first vice president and treasurer was John Von Soosten, vice president, program manager, WNEW-TV New York, who was replaced as second vice president and secretary by KING-TV's Jones.

Judy Law, program director, KIRO-TV Seattle, was elected to fill the last year of Jones's term on the board of directors. Also elected to the board, all for three-year terms, were Farrel Meisel, program director, WDCA-TV Washington; Joe Weber, program manager, WKBS-TV Philadelphia; Neil Hoffman, vice president and program director, KRIV-TV Houston, and Carol Healey, creative super-

visor, XETV-TV Tijuana, Mexico.

Elected as associate member directors were W. Hunter Low Jr. of Eastman Kodak, to a two-year term, and David Sifford of Comworld International, to a three-year term. Carl Russell of MCA TV, New York, will represent associate members on the executive committee. □

Reagan, Larsen, Allen exhort NATPE audience

"How people hear has never been as important as what they hear," NATPE President Charles A. Larsen reminded conference goers during a welcoming address Friday morning at the Sahara hotel.

"A good story and important information" remain essential elements in any successful television programing, Larsen said, predicting that the production industry "will see some setbacks and reversals in the years ahead" but those with something people want to see and hear will succeed.

"There is a great future ahead for programing," Larsen said. "All of you have a head start." He added that "specialization and narrowcasting" will be the savior of many ventures, as new video technologies continue to fragment audiences.

Another welcoming address was delivered, on videotape, by President Ronald Reagan. After noting his close ties to the entertainment community, Reagan said that television offers "a chance to ennoble and enlighten those who watch it," thus carrying with it important social responsibilities. "In a sense, you're right on the cutting edge of social history and innovation in the arts," the President told his audience.

Reagan said his deregulatory stance was intended, in part, "to free the pent-up energies and creative talents of the people." Too much government, he insisted, can stifle the "enterprise initiative." Deregulation of television will follow in a "reasonable and prudent manner," according to the President. "Our goal is to make sure that the decisions of the television industry are in your hands, not those of the bureaucrats or special interests," Reagan declared.

An itemized list of persistent social ills

Other
NATPE coverage
pages 48-82



was presented by keynote speaker Steve Allen, who urged program producers to devote at least a small part of their energies to programming that might alleviate some of these problems.

"No means of communication has ever had more power than television," the entertainer stated. "There are many significant issues television does not devote enough time to."

Allen's roster ranged from "the international Marxist challenge" to "the nuclear weapons dilemma," including the special circumstances facing blacks, the Spanish-speaking, Indians, the elderly and women.

Another serious note was sounded by John Von Soosten, program manager of WNEW-TV New York, in an update on negotiations with music licensing agents to replace ASCAP/BMI blanket use agreements that were declared illegal by court action last January. Von Soosten urged station managers and program executives to become more involved in efforts to replace the current music licensing system, which will cease being effective at the end of 1983. "Steps must be taken to replace current blanket music use agreements," Von Soosten noted. □

Countdown for fourth networks

Metromedia is signing contracts for its movie network; Embassy taking bids from stations

Proposals for a fourth network, prevalent in television broadcasting since early this year, showed signs of becoming more than just proposals at last week's NATPE International conference in Las Vegas. Metromedia Inc. announced it will begin seeking signed contracts from affiliates this week for participation in a once-a-month movie presentation in which the Metromedia Network (the tentative name) will sell 60% of an available 20 minutes of advertising while affiliates would sell 40%. At the same time, Embassy Telecommunications, Los Angeles, announced it has signed KTLA(TV) Los Angeles and received bids from "50 to 60" other stations for participation in a quarterly movie presentation which will kick off in November with "Escape From New York."

The Metromedia Network is seeking one-year commitments from stations with the first broadcast likely to be in midsummer or

early fall. Paul Rich, vice president for worldwide sales at Metromedia Producers Corp., said the company has received verbal commitments from stations in Rochester, N.Y.; West Palm Beach, Fla.; Jacksonville, Fla.; New Orleans; Tulsa, Okla.; Tampa, Fla.; Greensboro, N.C.; Fort Wayne, Ind., and St. Louis, bringing the network's potential coverage of U.S. homes to about 35%, including the 25% provided by Metromedia's own stations. "We are confident," said Rich, "that we can bring it up to 70% within a month."

Metromedia is negotiating with seven film studios for theatrical releases that have never had a run on the major networks, said Rich, and it is close to completing negotiations for a package of made-for-TV movies that are likely to run first on pay TV. The network could end up with about half theatricals and half made-for-TV movies for its first year, he said.

In negotiating with the studios, Metromedia is seeking the right to broadcast each feature twice over a two-week period. Sta-

tions will decide when during the two-week window to air each movie, said Rich, although the network will encourage all to broadcast on the same night.

Metromedia plans to spend about \$300,000 to promote the launch of its movie network, according to Rich, and it is planning to spend about \$150,000 on promoting each presentation nationally.

The Metromedia Network's ad rates will be "close to those of the three major networks," said Rich, with a cost-per-thousand estimated at \$5.50. Rich anticipates that stations carrying the network will be able to charge higher-than-usual rates for the movies since they have never had a network run.

The Embassy Network announced at a Monday press conference in Las Vegas it is offering stations eight advertiser-supported features, one to be presented each quarter under the national banner of *Embassy Night at the Movies*. Its first presentation will be timed so stations can air the movie first during the November Nielsen and Arbitron sweeps and again after they have ended, according to Gary Lieberthal, senior vice president for syndication at Embassy Telecommunications. As with the Metromedia Network, two-week windows are being

planned for double presentations of each movie.

Embassy plans to keep nine-and-a-half minutes for national advertising in each presentation, said Lieberthal, leaving 10½ minutes for local stations to sell. It plans to sell national advertising on the basis of cumulative ratings for both broadcasts of each movie, he said, with the C-P-M likely to be on a par with that of the three major broadcast networks.

Most of the top 25 markets are represented in the more than 50 bids Embassy accepted last week from stations wanting to participate in the network, said Lieberthal. In their bids, stations listed the time period in which they would run the movies and their plans for promotion, and it is now up to Embassy to decide which station in each market will win affiliation. About one-third of those submitting bids were ABC, CBS or NBC affiliates, he said. Some of those stations probably would be permitted to air the Embassy features in late night rather than prime time because their late night ratings tend to equal prime time ratings of independents.

In addition to "Escape From New York," *Embassy Night at the Movies* plans to present "The Howling" (first quarter 1984),

"Eye For An Eye" (second quarter 1984), "Take This Job and Shove It" (third quarter 1984), "Carnal Knowledge" (fourth quarter 1984), Joseph Wambaugh's "The Black Marble" (first quarter 1985) and *The Kingfisher*, a yet-to-be-released made-for-TV movie starring Rex Harrison (second quarter 1985). The presentation for third quarter 1985 has not been determined, said Lieberthal.

News of the other occasional movie networks that have been proposed since January was scarce at last week's NATPE conference. Although its leaders have met twice since their initial meeting in Chicago, the consortium led by Tribune Company Broadcasting, Taft Broadcasting, Gaylord Broadcasting and Chris Craft Industries has made no decisions on the timing of its project, according to Tribune President Jim Dowdle. Reports that the consortium has purchased a package of movies from MCA TV are untrue, said Dowdle.

Sources close to the consortium said it is planning a 50-50 barter split on the sale of time in the movies offered. The group plans to meet again during the National Association of Broadcasters convention April 10-13 in Las Vegas. □

Congress takes up financial interest, syndication issue

Waxman-Wirth bill would prohibit FCC from making any changes in those rules and PTAR for five years

The debate over repeal of the FCC's network syndication and financial interest rules spread to Congress last week. Representative Henry Waxman (D-Calif.) introduced a bill (H.R. 2250) that would prohibit any change in those rules or in the commission's accompanying prime time access rule for five years (BROADCASTING, March 21). The bill already has 42 co-sponsors, mostly California Democrats but also Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee (see box, page 35).

While the impact of the Waxman-Wirth bill is still unclear, it may be interpreted as a sign that Congress wants the FCC to drop its current rulemaking on the network syndica-

tion and financial interest rules (the commission is not addressing the prime time access rule). The FCC's proposal to repeal the rules has pitted the three major networks, which want the rules lifted, against Hollywood producers, independent television stations, and the motion picture industry, which want the rules retained.

Waxman, whose district includes the headquarters of major producers, introduced a measure during the last Congress to codify the syndication and financial interest rules. The new bill, unlike the previous one, places a five-year moratorium on PTAR, a restriction Waxman says must "not be tampered with."

Waxman charged that the rules are "too important to be accorded the casual treatment the FCC seems inclined to give them." The five-year moratorium, Waxman told BROADCASTING, was a personal compromise. He noted that the concept of a time limit seemed more politically acceptable than a permanent injunction and that, in five years if "there turns out to be more competition, then it may well warrant change." Waxman believes the measure has an excellent chance of passing. He hopes the introduction of the H.R. 2250 will send a clear message to the commission that "it would be a mistake to change the rules."

While the moratorium may not be all that Waxman wanted, it is, said Tom Rogers, counsel for the subcommittee, in line with Wirth's position. Rogers explained that Wirth never maintained that the rules need to stay in place forever but that the time for repeal is not now.

"As I have repeatedly stated," Wirth said in a statement when the bill was introduced, "regulation must not be lifted because of

some feverish rush to deregulate for the sake of deregulation. We must only deregulate when it is warranted by the level of competition—and the level of competition in the video marketplace simply does not justify lifting those rules which were carefully designed to protect the public interest from the lack of competition now facing the networks." Rogers said Wirth also believes that the prime time access rule is "tied to the notion of network dominance," and feels it should remain in place.

The networks argue the marketplace is competitive enough to warrant repeal. Don Wear, CBS vice president, Washington affairs, said: "On balance neither the codification, as Waxman proposed, nor the moratorium is justified." Wear said that CBS believes removing the rules will only stimulate competition. He pointed out that, of the bill's 42 sponsors, 27, including Waxman, are from



Waxman



Wirth

Sponsors bandwagon. The network syndication and financial interest bill introduced by Congressman Henry Waxman (D-Calif.) last week attracted 42 co-sponsors, among them Representative Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee. The majority of co-sponsors were California Democrats, 24 in all: Edward Roybal, Leon Panetta, Don Edwards, Julian Dixon, George Miller, Esteban Torres, Mel Levine, Barbara Boxer, Douglas Bosco, Howard Berman, Vic Fazio, Philip Burton, Anthony Beilenson, Matthew Martinez, Norman Mineta, Augustus Hawkins, Robert Matsui, George E. Brown, Ronald Dellums, Pete Stark, Jerry Patterson, Richard Lehman, Mervyn Dymally, and Tony Coelho. Two California Republicans, Carlos Moorhead and Charles Pashayan, were also co-sponsors. Moorhead along with Wirth, Waxman, Albert Gore (D-Tenn.), Mickey Leland (D-Tex.), and John Bryant (D-Tex.) are on the Telecommunications Subcommittee. They along with James Florio (D-N.J.), Mike Synar (D-Okla.) and Richard Ottinger (D-N.Y.) sit on the subcommittee's parent, the House Energy and Commerce Committee. Other co-sponsors include: Thomas Downey (D-N.Y.), Patricia Schroeder (D-Colo.), John Meyers (R-Ind.), Stephen Solarz (D-N.Y.), Marty Russo (D-Ill.), Glenn English (D-Okla.), Cecil Heftel (D-Hawaii), Philip Crane (R-Ill.), and Ted Weiss (D-N.Y.).

California, that only nine of the 42 members of the House Energy and Commerce Committee and only six of the 16 Telecommunications Subcommittee members are sponsors. The network feels the PTAR provision was completely unrelated and inappropriate to be attached to the measure, he said.

Jack Valenti, president of the Motion Picture Association of America, said that there is large support among the Californian delegation because the Californians understand the issues better than anyone else. Valenti said the bill was a "visible expression of the concern that many congressmen have." The MPAA has been actively lobbying against repeal, although Valenti credits the bill's introduction to the efforts of independent producers and television stations and national advertisers. He said the MPAA supports the moratorium on the PTAR.

According to an NBC spokesman, the net-

work "is making no effort toward repeal of the PTAR and will make none." NBC, the spokesman stated, believes Congress should allow the commission to conclude its proceedings as soon as possible. An ABC spokesman said the network opposes the bill and thinks the FCC is the proper forum for a decision on the issue. ABC maintained there is no need for congressional intervention.

The FCC appears committed to continuation of its rulemaking. Dan Brenner, legal assistant to FCC Chairman Mark Fowler, predicted the Waxman bill would not affect the proceeding. He noted that in the past legislation has been introduced concerning FCC rulemakings and that the agency continued its review.

The subcommittee has scheduled no hearings on the Waxman bill. Officials said the issue would be discussed at FCC authorization hearings scheduled in April. □

The MDS-ITFS struggle

Cravings for more spectrum to accommodate multichannel MDS lead to tug-of-war with educational interests

The proponents of multichannel MDS think they have a winner. With four or five channels filled with attractive, cable-like programming, they figure they will be able to compete with large urban cable systems burdened by the cities they serve with the enormous costs of regulation and nonrevenue-producing services.

But many would-be multichannel MDS operators may not get a chance to put the theory to the test. The whole business is predicated on convincing the FCC to reallocate a large hunk of spectrum from the Instructional Television Fixed Service (ITFS) to MDS, and resistance to such a move seems to be stiffening. The FCC is expected to consider the question in May.

The multichannel MDS proposal submitted more than a year ago by Microband Corp. of America, the country's largest MDS carrier, called for the FCC to reallocate 12 of the 28 ITFS channels in each market to MDS (BROADCASTING, Feb. 15, 1982). With the two MDS channels already as-

signed in each market, the FCC could grant two operators five channels each and one operator, four channels. (According to Microband's research, a minimum of four channels is necessary to compete effectively with cable systems and, as a result, the assignment of multiple channels to one operator is crucial to the entire concept.)

At first, the signs for the Microband proposal were good. The idea of a service that could compete with cable jibed with the FCC's marketplace philosophy and its policy of encouraging a diversity of programming and television media. And recognizing that demand for MDS channels was outrunning the supply and ITFS frequencies were underutilized, the FCC had begun in 1980 a rulemaking that proposed taking 17 channels away from ITFS and giving seven of them to the Operational Fixed Service, which had only three, and 10 to MDS, which only had two.

When Microband's multichannel MDS or "wireless cable" proposal was made, it generated a great deal of publicity, which had the unwanted effect of arousing ITFS interests to begin in earnest a campaign to save their channels. From the start, Microband and other multichannel MDS proponents have appealed to the FCC interest in making

the most efficient use of all radio spectrum. They argued that the nonprofit educational institutions, to which the ITFS channels are dedicated, have historically underutilized the spectrum. Microband-commissioned studies show many channels in many markets have been untouched since the inception of the service. The studies also show that many channels are used for point-to-point transmission, which Microband considers an inefficient use of what is essentially a broadcast medium.

The ITFS interests, led by major universities and cooperating corporations, school districts and churches, have taken different tacks in defending their channels. The FCC's move to take channels away, they say, comes at the same time many potential users have come to recognize their value as an educational tool. Victor Ferrall, who represents several ITFS users, said educators have suddenly discovered broadcasting "is a more effective way to deliver educational services." The high cost of providing campus-style education and the low cost of satellite communications have combined, he said, to make ITFS more attractive. Because of the increasing interest in and use of the channels, he said, it would be "ironic" to reduce their number at this time. "The policy issue is: How important is education?" he said. "If it is not very important, we should turn [the channels] over to the movies."

The educators' often unfocused but intense lobbying over the past year now appears to be paying off. Nobody at the FCC is talking any longer about turning over all the unused ITFS frequencies to the other services. According to one FCC official, the one staff proposal calling for the "drastic reallocation" of as many as 20 ITFS channels to the other services has been canned and a more modest recommendation calling for the reallocation of "several channels" is in its place. FCC Commissioners James Quello, Anne Jones and Joseph Fogarty have all listened to the arguments of the ITFS interests and have all expressed sympathy. Harry Quillian, an aide to Jones, said the key question is: Are all the channels needed for education? If so, he said, Jones could advocate reserving all the channels for ITFS. Quello aide Ken Howard characterized his boss as "very sympathetic" with the ITFS interests. The "heavy burden of proof" on whether the channels should be reallocated, he said, falls on the MDS interests.

On the other hand, FCC Chairman Mark Fowler, whose office is coordinating the preparation of the staff item since it cuts across so many FCC bureaus and offices, is seen as being strongly in favor of reallocating as many channels as possible. How many that will be will depend on the dispositions of Commissioners Henry Rivera, Mimi Weyforth Dawson and Stephen Sharp, who have yet to go public with opinions on the subject and on the flexibility of Commissioners Quello, Jones and Fogarty.

There are alternatives to reallocating or not reallocating channels. Quello has floated the idea of allowing educators to lease unused channels to commercial interests. This would provide a new source of revenue for

the educators, many of whom are strapped for money, and still preserve the channels for future educational use. Means of sharing the channels among the various users of the spectrum have also been discussed.

If the FCC reallocates fewer channels to MDS than Microband asked for, multichannel MDS might still become a reality, although the number of operators in a market or the number of channels each offers would have to be reduced. In either case, whatever marketplace threat multichannel MDS might pose to cable would also be reduced. MDS interests must also keep in mind that it will have to share any channels taken away from

ITFS with OFS, a private radio service. Although the Common Carrier Bureau is writing the reallocation item, the Private Radio Bureau, which represents the demands of private radio users, has been actively involved in the writing. (Since ITFS is a broadcast service, the Mass Media Bureau is also contributing.)

The ITFS interests want to keep all of their channels. The MDS and OFS proponents want to take as many as they can get. So some skepticism is aroused when Fowler aide Jerald Fritz says the FCC will come up with an order this May "that makes everybody happy." □

Waltons go to Madison Avenue

Lorimar Productions buys major ad agency, Kenyon & Eckhardt, in deal worth over \$21 million

Lorimar Productions Inc., a major producer-distributor of television programs and feature films, and Kenyon & Eckhardt, a leading advertising agency, have reached an agreement in principle under which K&E will be merged into Lorimar.

The agreement calls for Lorimar to pay shareholders of Kenyon & Eckhardt, a privately held company, approximately \$21 million in cash plus additional amounts based upon the fulfillment of future conditions that were not publicly specified. Lorimar, based in Culver City, Calif., is traded over the counter. The transaction is expected to be completed on or before June 30.

The proposed amalgamation was labeled by Lorimar Chairman Merv Adelson as "an unprecedented combination of a leading entertainment company with a major advertising agency." He said the merger "will create exciting new opportunities for both companies and enable each to successfully serve its respective markets in virtually all phases of the communications industry." Lee Rich, Lorimar president, said: "The synergy from this merger will greatly enhance our ability to provide quality entertainment software and to expand our marketing and distribution operations." (Rich was a top media/programming executive at Benton & Bowles until 1965, when he ventured into television production.)

Leo-Arthur Kelmenson, president and chief executive officer of K&E, said the linkage would "enhance many of our growth opportunities and give our clients access to extended services." He said the consolidation would expand client services in cable, syndication and bartering, daytime television programming, direct response, merchandising, licensing and retail advertising and promotion.

The joint announcement stressed that K&E will operate as an autonomous unit of Lorimar under Kelmenson's direction. It said no changes in management, personnel or operations are anticipated.

Lorimar is a producer, supplier and distributor of television and motion picture entertainment. Its television series include *Dallas*, *Knots Landing* and *Falcon Crest*, all

network successes. Lorimar had first-half revenues ended last Jan. 31 of \$114.8 million, up from \$85.7 million the previous first half, and net income of \$6.4 million (\$1.37 per share), up from \$177,000, or four cents a share a year earlier.

K&E was founded in 1929. It had worldwide billings of about \$436 million in 1982, of which \$334 million came from domestic operations. The agency ranked 21st in BROADCASTING's annual compilation of television-radio agencies, with U.S. broadcast billings of \$186 million. Among K&E's major clients are the Chrysler Corp., Bristol-Myers, Colgate-Palmolive, Coca-Cola and Mattel.

The usual route is for a larger agency to acquire a smaller one and it is rare for an agency to be absorbed by an entity outside advertising. But it has happened: Only last year the Mickleberry Corp., a company originally in the meat packing business, bought Cunningham & Walsh, a large New York agency, and two other smaller agencies (BROADCASTING, March 15, 1982).

Rod Erickson, co-chairman of Time Buying Services Inc., New York, who formerly was a vice president of Warner Brothers and president of Filmways as well as a top executive with Young & Rubicam and Kenyon & Eckhardt, called the merger "a

funny marriage." He said it "is not based on the fact that each company will complement the other."

"Very few advertisers and agencies are directly involved in production of made-for-TV movies and prime time series," he said. "An exception is Procter & Gamble. My opinion is that it's an opportunistic move on the part of K&E, and is going to make some of its top executives very rich."

Could there be a conflict of interest in a major supplier of television programs owning an agency that buys programs on television networks and stations? The American Association of Advertising Agencies said there is no problem on that score.

Harry Paster, executive vice president of the 4As, noted that the association's rules prohibit member agencies from being owned by advertiser suppliers or the media. He added these rules were written many years ago when the newspaper was the principal advertising medium. He said the present advertising structure appears to preclude the possibility of a producer exerting pressure on an agency it may own.

"First of all, it is the networks that sell the programs to advertisers," he said. "The agency is responsible to the client for making the best possible deal. The agency would be stupid to buy a program produced by its owner-producer without making disclosure to the client. Clients happen to be very bright people."

The association said Lee Rich had apprised the 4As of the discussions with the K&E and had given assurances that Lorimar would maintain "an arm's-length relationship." □

Federal judges gang up on CBS

They hire private attorneys to press contempt charges against CBS over demand to see '60 Minutes' script after Justice declines to prosecute

CBS Inc. last week found itself in the middle of an unusual legal tangle involving the production of a *60 Minutes* segment, aired on Jan. 16. It wasn't that the company was seeking reversal of a U.S. district court order, issued in advance of the broadcast, that it produced for his inspection the script of the segment, which dealt with alleged police brutality in New Orleans. What was unusual was that the judges of the Eastern District of Louisiana hired private attorneys to prosecute the criminal contempt proceeding that one of their number had filed against CBS. The Justice Department had refused to handle that prosecution.

Judge Adrian G. Duplantier had called CBS's refusal to produce the script the most "outrageous" conduct toward the judiciary he had encountered (BROADCASTING, Feb.



Lorimar's Rich

14). And 12 of the 14 judges of the federal district—two were absent—adopted a resolution in a secret meeting on Feb. 2, calling on the chief judge to hire private attorneys if the Justice Department declined to prosecute the case. Last week, Chief Judge J.R. Heebe disclosed the results of that meeting in an order in which he announced that in accordance with the resolution the judges adopted, he had hired two attorneys.

The *60 Minutes* segment at issue dealt with a police investigation into the murder in November 1980 of a police officer, which led to federal indictments against seven of the investigating officers on charges they had violated the civil rights of four blacks by beating and threatening them. Duplantier, acting on a defense request, asked to review a copy of the script to determine whether the segment would violate the defendants' right to a fair trial. The trial had previously been moved to Dallas from New Orleans because of the wide publicity it had received.

CBS has already won two rounds against Duplantier. It persuaded the U.S. Court of Appeals for the Fifth Circuit to overturn a court order barring inclusion of the segment in its Jan. 16, *60 Minutes* broadcast. Then it prevailed before the same appeals court and before two justices of the U.S. Supreme Court when Duplantier narrowed his order to apply the television blackout only to the Dallas area.

But that left the matter of the contempt finding Duplantier issued when CBS, claiming the production order constituted a violation of the First Amendment, refused to turn over the script. Duplantier said he intended to impose the maximum penalty under the law. But he has yet to impose any sanctions.

CBS last week was joined in a separate brief by the Radio-Television News Directors Association and 13 other organizations in asking the U.S. Court of Appeals for the Fifth Circuit to reverse Duplantier's production order. Both made First Amendment arguments.

CBS said Duplantier's order "is an especially condemned form of prior restraint, because it requires submission of a proposed publication to a court for prepublication review." CBS added, "Prepublication review of protected speech is classic censorship, and has no place in our constitutional system." The news organizations supporting CBS made the same point and expressed concern over the impact of the order, if allowed to stand, on smaller newsgathering organizations lacking CBS's resources. "Confronted by such proceedings," the brief said, "a small newspaper or radio station may try to avoid litigation by accommodating the publication to the court's anticipated wishes."

Joining RTNDA in the brief were the National Association of Broadcasters, ABC, NBC, PBS, the American Society of Newspaper Editors, the National Newspaper Association, the Society of Professional Journalists, the Reporters Committee for Freedom of the Press, the Louisiana Press Association, the Gannett Co., the Miami Herald Publishing Co., the Times Mirror Co., and the Washington Post. □

Metromedia's credit rating lowered by S&P

Outlays for TV stations, radio paging and stock buy-backs said to limit financial flexibility

Standard & Poor's Corp. last week downgraded Metromedia Inc.'s credit rating two levels from triple B to double B-plus because of new business ventures and an increased debt burden. Expansion into radio paging services, premium prices paid for TV stations in Boston and Chicago, plus purchases last year of its own stock from shareholders have contributed to a "limiting financial flexibility" for the company, S&P said.

Moody's, another major credit rating service, took no action. As of last week, Moody's continued to rate Metromedia slightly higher, at B double A-3, equivalent to S&P's rating of triple B-minus. Moody last Jan. 24 lowered Metromedia's credit rating to its present level from B double A-2.

What the downgrading basically means for Metromedia, analysts say, is higher costs to borrow money. The rating is based on Metromedia's subordinated debt which is serviced only after senior debt is cleared. Metromedia has no senior debt.

Analysts agreed, however, that there is little cause for alarm, and the downgraded rating should not affect the price of its stock (\$395 per share last Thursday), the highest price of any stock trading on the New York Stock Exchange. "I can't see any real effect," said Dennis Leibowitz, an analyst with Donaldson/Lufkin/Jenrette, "other than it would cost them a higher interest rate to finance in the future." Leibowitz noted that Metromedia "made the strategic decision to deploy the leverage that they did to buy the stations with the money that came in from the outdoor proceeds; it's still a very steady cash flow business. It hasn't become a wildly cyclical company because they don't have

Foster & Kleiser's cash flow any more."

Metromedia's debt ratio—total debt as measured against total capital—has also risen. Although its debt ratio stood at 62% at the end of 1981, it dropped late last year because of its \$480-million sale of Foster & Kleiser, an outdoor advertising company. But that ratio rose again at the end of 1982 because of its \$170-million to \$180-million repurchase of 580,000 shares of stock from its shareholders, said Norene Williams, an analyst with S&P.

While S&P agrees that "returns and operating margins remain strong" for Metromedia, it added that "these strong financial measures are mitigated by the higher degree of operating risk resulting from the elimination of the stable outdoor advertising operations" and its expansion into new business ventures.

With the change in Metromedia's credit rating, what are its options? According to First Boston Corp.'s Richard MacDonald, "it clearly constricts their ability to use debt to finance new repurchases of stock and to finance construction of cellular radio and paging systems."

Metromedia, however, could take heart from the company it keeps. Late last week S&P's announced that it had downgraded from the coveted triple A, the credit ratings of 11 of AT&T's Bell Operating Units (BOC's). S&P's retained the triple A rating of eight, retained the double A-plus rating of another, and upgraded the credit rating of Pacific Telephone and Telegraph Co. The action covered 21 of the 24 BOC's—the other three BOC's are companies either not yet divested or in which AT&T only holds a minority interest. Two weeks ago Moody's also reevaluated the ratings of all 21 BOC's, downgrading them from their triple A status more severely than S&P's (BROADCASTING, March 21). □

Bevy of bills on Capitol Hill

New legislation introduced would provide for deregulation, increased hours for daytimers, stimulant for minority ownership

A shower of communications-related bills fell last week on the House and Senate. Included were two broadcasting deregulation bills introduced by Congressman Al Swift (D-Wash.) and Billy Tauzin (D-La.) and Tom Tauke (R-Iowa), a bill in the Senate and another in the House to extend broadcasting hours for daytime broadcasters, and a bill in the House to increase minority ownership.

Swift's bill (H.R. 2370) is called the "Broadcasting Public Responsibility and Deregulation Act of 1983" and is a consolidation of bills introduced by Swift in past sessions of Congress. H.R. 2370 would codify the FCC's radio deregulation and accord the same deregulation to television. But

it would also require the FCC to establish quotas for local and information programming on radio and television. According to a statement released by Swift, the bill would "for the first time quantify the public interest standard so that both the public and broadcasters know exactly what the broadcaster's responsibility is."

The Tauke-Tauzin bill (H.R. 2382) is similar to the Swift bill in license renewals and radio and TV deregulation, but it lacks other Swift features, including the requirement that the FCC set program quotas. Both the Swift and Tauke-Tauzin bills:

- Would eliminate the comparative renewal process. Rival applications for occupied facilities would not be accepted unless incumbents' licenses had not been renewed.

- Would codify the FCC's radio deregulation and extend it to television.

In addition, the Swift bill:

State, NAB meet over Radio Marti

■ Would extend license terms for both radio and TV to 10 years.

■ Would shorten the application process and the time required to begin operating a station.

■ Would expand the present news coverage exemptions of the equal time law to all political broadcasting but paid advertisements.

■ Would eliminate petitions to deny license renewal.

■ Would require the FCC to establish an "objective measurement" of the amount of local and/or informational programming broadcast by stations and within 18 months of the date of enactment determine the quantity of "qualifying programming" required annually. Qualifying programming is defined as that produced by the station or informational programming such as news and public affairs produced locally or obtained elsewhere. The commission would be permitted to set different standards for AM and FM radio stations and for VHF and UHF television stations. Each station would be required to certify annually its compliance with the standard.

In the Senate, Larry Pressler (R-S.D.) introduced S.880, which would extend broadcast hours for daytime AM radio stations to two hours before sunrise and two hours after sunset as long as interference with existing stations is avoided. Pressler's bill "would also eliminate or modify FCC regulations applying to these stations when they file for a new license or for extension of broadcast hours." His bill is in line with a proposal put forth by the Daytime Broadcasters Association at the FCC (BROADCASTING, March 21). A nearly identical measure (H.R. 2385) was offered in the House by Congressman Vin Weber (R-Minn.).

Congressmen Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) offered a bill (H.R. 2331) intended to increase minority ownership of broadcasting, cable, common carrier and other telecommunications businesses through tax incentives. H.R. 2331, which amends the Internal Revenue Code, incorporates two recommendations by the FCC last year (BROADCASTING Dec. 6, 1982). The provisions would increase to \$500,000 the value of used equipment that could be written off by the buyer of an existing facility and would permit the use of tax certificates for nonbroadcast facilities such as specialized mobile radio systems, multipoint distribution systems, cellular radio and other private land, mobile and common carrier systems. The bill's co-sponsors include Congressmen Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and John Bryant (D-Tex.), Cardiss Collins (D-Ill.) and Swift, also members of the Telecommunications Subcommittee, along with Leland and Parren Mitchell (D-Md.). Rangel is a senior member of the Ways and Means Committee. FCC Commissioner Henry Rivera, who chaired the agency's Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, which made the initial recommendations for the tax changes, praised the bill and said he looked forward to "working closely with Congress in their efforts to enact this legislation. □

The National Association of Broadcasters last week remained firm in its position that the Reagan administration agree to significant changes in its Radio Marti legislation if it hopes to win NAB support for the proposal. For its part, the administration, as represented by the State Department official in charge of the legislation, was showing signs of impatience with the NAB's wishing to exercise a veto over the manner in which the government may use a particular frequency.

NAB President Edward O. Fritts emerged from a meeting with Assistant Secretary of State for InterAmerican Affairs Thomas Enders, on Friday, expressing the view that "a lot of areas [in the bill] remain to be covered. This bill has a lot of holes," Fritts said. The meeting was one of a series in which he and Enders have attempted to resolve differences.

Enders, who says the administration has gone a considerable distance towards meeting NAB concerns, expressed annoyance with the NAB's insistence that the government not use an AM frequency to establish the station that would broadcast news of Cuba to that country. The NAB fears Radio Marti broadcasts on such a frequency would cause Cuba to increase the interference with American AM stations that the association says is already a serious problem. "It is not up to a trade association to say to the U.S. government how a frequency that has been assigned to the government for years should be used," Enders said, in testimony before the House Subcommittee on International Operations.

A key element of an alternate suggestion offered by the NAB is unacceptable to the administration and, more important, to key members of Congress. The NAB would agree to establishing Radio Marathon at either end of the AM band, outside of commercial radio frequencies, or on a shortwave frequency.

It is also said to have suggested the U.S. build Radio Marti in a foreign country but the option stimulating criticism calls for an expansion of the operating hours and mandate of Radio Marathon to include the kind of programming planned for Radio Marti. The NAB believes that would not cause Cuba to

step up interference to U.S. stations; officials note that Cuba does not interfere with the Radio Marathon broadcasts.

Enders said that would constitute "commingling" of Radio Marti and VOA operations and that, he said, "is not a good idea." He said VOA's function is to provide news of America to the world, while Radio Marti will be specifically directed to tell them [Cubans] about themselves."

Dante Fascell (D-Fla.), chairman of the subcommittee hearing Enders, introduced the administration bill (H.R. 2298) in the House last week. Like its companion in the Senate (S. 659), it would permit sharing of the VOA frequency. But it is now evident that Congress will detail the manner in which the VOA and Radio Marti operations would be isolated from each other.

Use of an AM frequency is not the NAB's only concern. Fritts noted that NAB wants the bill to include a provision assuring broadcasters of reimbursement of expenses incurred in modifying their stations to overcome Cuban-caused interference. The Radio Marti bill that passed the House last year contained such a provision, and Fritts said NAB and State Department teams are attempting to develop a similar provision for inclusion in the bills now pending.

Fritts also disclosed that the NAB would not be satisfied even with a bill that contains the concepts it is proposing. The NAB also is seeking State Department acceptance of what would be an underlying agreement. And while it was not entirely clear last week which provisions NAB would want in the bill and which in the agreement, Fritts outlined some of the commitments it wants—among them that a high-level official, perhaps the Secretary of State or the President's national security affairs adviser, would "guarantee the agreement."

Nor is that all. One provision going well beyond the Radio Marti issue that NAB would want included in an agreement would commit the administration to recognize the need for a high-level office within the State Department to "coordinate international telecommunications matters."

But Fritts acknowledged the NAB and State were "some distance from finalizing" any agreement. And he said that if the administration insists on the right to operate Radio Marti on an AM frequency, NAB will mount a major effort to defeat the bill. □



Enders and Fritts

*“PM Magazine
affords us a
handclasp with
the community...”*

**BILL BRAZZIL,
Vice President &
General Manager,
WTVJ, Miami**

“We’re delighted to be producing a show using beautiful Southern Florida as our stage and the interesting people who live and work here as our cast.

PM Magazine affords us a handclasp with the community that just can’t be found in other programming. The good will generated is proof enough PM’s benefits to a station are not measured only in dollars. PM Magazine keeps paying back long after the half-hour is over.”





**WE KNEW THEY
WERE THE
RIGHT MEN
FOR THE JOB!**

JOB PERFORMANCE REVIEW

NAME: BARNEY MILLER

DIVISION: SYNDICATION

ADDRESS: COLUMBIA PICTURES
TELEVISION

STARTED: Fall 1980

YEARS EMPLOYED: 3

EVALUATION

An excellent performer in syndication. Gets stronger every year.

	1980	1981	1982
# of Markets Sold	55	100	158
Avg. Household Rating	8.6	8.6	8.8

LEADERSHIP QUALITY

Exceptionally strong leader. Motivates fellow workers.

MARKET	STATION	BARNEY'S LEAD-OUT	11/81 WITHOUT BARNEY LEAD-IN RTG/SH	11/82 WITH BARNEY LEAD-IN RTG/SH
Syracuse Jacksonville Johnstown	WSTM-TV	Family Feud	10/19	13/24
	WTLV	Local News	9/17	11/19
	WJAC-TV	Entertainment Tonight	9/21	12/30
Tucson Salisbury	KGUN-TV	M*A*S*H (Sat.)	14/33	20/42
	WMDT-TV	Local News	9/17	10/19

Improves on the performance of others.

MARKET	STATION	LEAD-IN	RTG/SH	BARNEY MILLER RTG/SH
New York	WPIX	Happy Days	5/10	7/13
Providence	WPRI-TV	M*A*S*H	12/31	14/34
Binghamton	WBNG-TV	M*A*S*H	19/35	20/36
Chico-Redding Medford	KHSL-TV	Local News	9/16	11/19
	KTVL	Three's Company	20/33	22/37

Source: Arbitron SPA; Nov 1980, 81, 82.
Nielsen, Nov 1981 & Nov 1982.

JOB CAPABILITIES

Works well everywhere!

city	STATION	TIME PERIOD	RANK
East			
Baltimore	WBAL-TV		#1
Hartford	WFSB-TV		#1
Binghampton	WBNG-TV		#1
West			
Los Angeles	KNXT		#1
Salt Lake City	KSL-TV		#1
Eureka	KVIQ		#1
Midwest			
Chicago	WGN-TV		#1
Cedar Rapids	KGAN-TV		#1
Rapid City	KOTA-TV		#1
South			
Atlanta	WAGA-TV		#1
Charleston	WCSC-TV		#1
Albany, GA	WALB-TV		#1
Southwest			
Dallas	KDFW-TV		#1
Wichita Falls	KAUZ-TV		#1
San Angelo	KCTV		#1

Works well anytime... for any client!

MARKET	STATION	AFFILIATION	TIME	TIME PERIOD	RANK
San Francisco	KTVU	IND	M-F 7:30 pm		#1
Nashville	WSMV	NBC	M-F 11 pm		#1
Ft. Wayne	WPTA	ABC	Sat, 7:30 pm		#1
St. Louis	KTVI	ABC	M-F 4:30 pm		#1
Buffalo	WIVB-TV	CBS	M-F 11:30 pm		#1
Colorado Springs	KOAA-TV	NBC	Sun, 4:30 pm		#1
West Palm Beach	WPTV	NBC	M-F 5 pm		#1
Wichita Falls	KAUZ-TV	CBS	M-F 10:30 pm		#1
Duluth	KDLH-TV	CBS	Sun, 5:30 pm		#1

COMMENTS

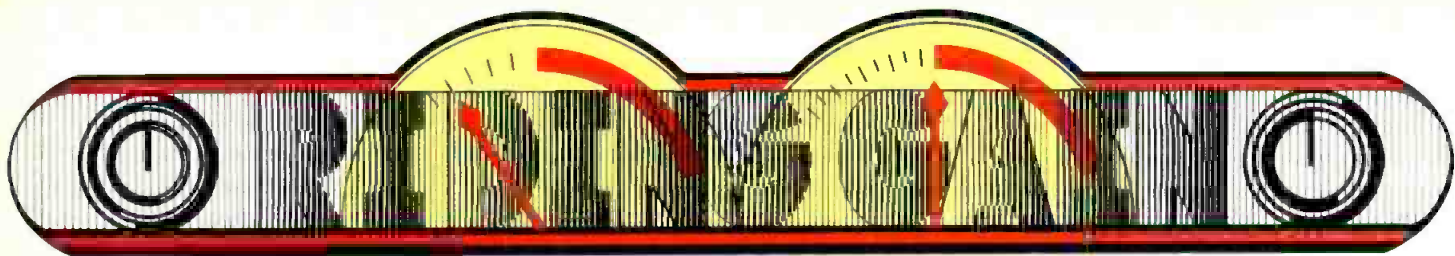
Special Accomplishments: Emmy winner - Best Comedy Series, 1982
Overall Performance: Outstanding!!
Recommendation: Deserves a higher salary.
Job Objectives: Put Barney Miller to work in more markets!
 Renew all existing contracts!

Source: Nielsen, Nov 1982 (Rank among HH Rating includes ties).

BARNEY MILLER

A Four D Production distributed by





Top spot

National spot radio volume in 1982 reached an all-time high of just over \$1 billion, according to data released by Radio Expenditures Reports Inc. (RER) and analyzed by the Station Representatives Association (SRA) in conjunction with the Radio Advertising Bureau (RAB). Biggest product categories for all national spot radio business in 1982 were: food products, up 6.6% over 1981; automotive, down 13.2%; beer/ale/wine, up 6.9%; airlines, up 22.5%, and consumer services, up 10.1%. (Percentages are based on estimated advertiser billings computed by RER and RAB.)

Among other national spot radio customers, gains were measured by restaurants in the food category, up 23% over 1981, and by car rental firms in the travel category, up 41.6%. One of the biggest users of national spot radio was hotel chains—up 56.8%. Showing a significant drop in national spot radio buys were record and tape manufacturers and building supply firms.

According to the SRA, when combining billing figures for product categories with

business reported to Radio Expenditure Reports by 15 rep firms, the result is a gain of 12.5% in national spot for the fourth quarter of 1982 with the entire year increasing by only 4.5%.

Missing midday

Radio advertisers should include the midday time period (10 a.m. to 3 p.m.) in their schedule, according to a new study conducted by the CBS-FM National Sales rep firm. Called *The Midday Myth Exploded*, the study describes today's midday adult listener as primarily 18-49 years old, above average in education, income and occupation, and slightly more female than male (52% to 48%). But the male 18 plus-portion of the midday audience is the fastest growing, the study says, posting a gain of 41% over the past 10 years.

The study notes that it is no longer possible to label the midday slot as "housewife" time because over half of all American women 18-plus are in the labor force. And, according to the study, with 40% of the labor force no longer working between the hours

of 9 a.m. and 5 p.m., the term "drivetime" used to describe the more popular periods for radio buys no longer applies.

The CBS-FM National Sales study also illustrates the cost effectiveness of midday advertising. On an average cost-per-rating point basis in the top 20 markets, midday is 40% less expensive than the combined morning and afternoon drive periods for men, 25-54.

To find out where midday listening takes place, the rep firm said it commissioned Simmons Market Research to do a special report on the subject, revealing that 64% of adults 18-plus listen out-of-home—40% in a car, 20% at work, and 4% during leisure activities.

Among the sources used for the study were: Simmons report, 1981; RADAR, spring 1982 and spring 1972; Arbitron, spring 1982, and the U.S. Bureau of Labor Statistics, 1982.

Daytime radio advertising was also the subject of a memo sent by Eastman Radio President Bill Burton earlier this month to all of the firm's client stations suggesting that the radio industry aggressively go after an estimated \$2.7 billion spent by advertisers on daytime television (BROADCASTING, March 7).

Nuclear news

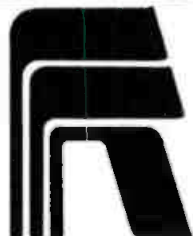
National Public Radio is planning to launch a special four-part broadcast next Monday (April 4) exploring the issues surrounding worldwide nuclear strategies. The series, *The Most Dangerous Game*, is being promoted by NPR as "the most ambitious programming effort ever undertaken by an American broadcast network" on the subject.

Anchored by NPR correspondent Susan Stamberg, the show consists of four one-hour segments opening with a simulation of U.S. military actions following the launch of a Soviet missile. The first segment will feature conversations with former U.S. Secretaries of Defense Robert McNamara and Harold Brown, as well as current Reagan advisers, outlining presidential options during a nuclear attack. Stamberg concludes the series on April 7 with a discussion among American, Soviet and European experts on the "strategies, theories and realities" of nuclear arms.

Plans call for NPR's two news magazine programs, *Morning Edition* and *All Things Considered*, to complement the special programming with a series of related reports throughout the week.

Decision stands

The FCC Review Board last week reaffirmed an earlier decision denying George E. Cameron Jr. Communications renewal for KROQ(AM) Burbank, Calif., and granting the competing application of Royce Internation-



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for the NAB Convention.

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appointment.

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HITRADIO,
BRINGING THE HITS TO
BOSTON!

103 FM WHTT HITRADIO



WHTT—WHICH USED TO
BE WEEI/FM— PLAYS TODAY'S
MOST POPULAR MUSIC.
103 FM, WHERE THE HITS ARE
HEARD FIRST. BOSTON'S
BRAND NEW HITRADIO!

A CBS Owned FM Station Represented by CBS FM National Sales

al Broadcasting Co. for a new station on that frequency.

Last year, the Review Board affirmed an inept decision disqualifying Cameron for inept management, unauthorized transfer of control, serious and repeated technical rule violations and misrepresentation (BROADCASTING, Oct. 11, 1982). In a petition for reconsideration, Cameron protested that the decision would send "the wrong signal" to the industry "at a time when the commission is actively seeking to disentangle itself from the excesses of regulation and to rely more on marketplace forces."

In denying that petition the Review Board said it had no alternative. A grant of Cameron's petition, the Review Board said, would signal that the FCC was delegating its "bed-rock" responsibilities to an "inexpert promoter." It would also signal that a licensee could accept a license "without troubling to become cursorily acquainted with fundamental FCC rules," apply for an additional station when it's unable to take care of the one it already has, violate "all manner of important FCC rules," transfer control "despite a pointed commission admonition" and "fail to file a timely 'comparative case' in the face of competing applications—and nonetheless be renewed over the opposition of a qualified competing applicant."

Re-christening

UPI's audio news service, UPI Audio, has changed its name to UPI Radio Network. Gordon Rice, UPI vice president for broadcast services, said the new name "more accurately describes the diverse programming



Advance look. Examining the gold medals and grand award bowl to be presented for outstanding productions in radio programming, advertising and promotion during the second annual International Radio Festival of New York are (l-r): Michael Hauptman, vice president, ABC Radio Enterprises, and chairman of the festival's panel of judges and advisers; William B. Williams, WNEW(AM) New York air personality and MC of the awards presentation ceremony; Linda Kaplan, vice president and creative supervisor, J. Walter Thompson Co., and member of the judges panel, and Gerald M. Goldberg, festival president. The awards will be presented May 20 at the Sheraton Center hotel.

Delta makes your deliveries DASH.



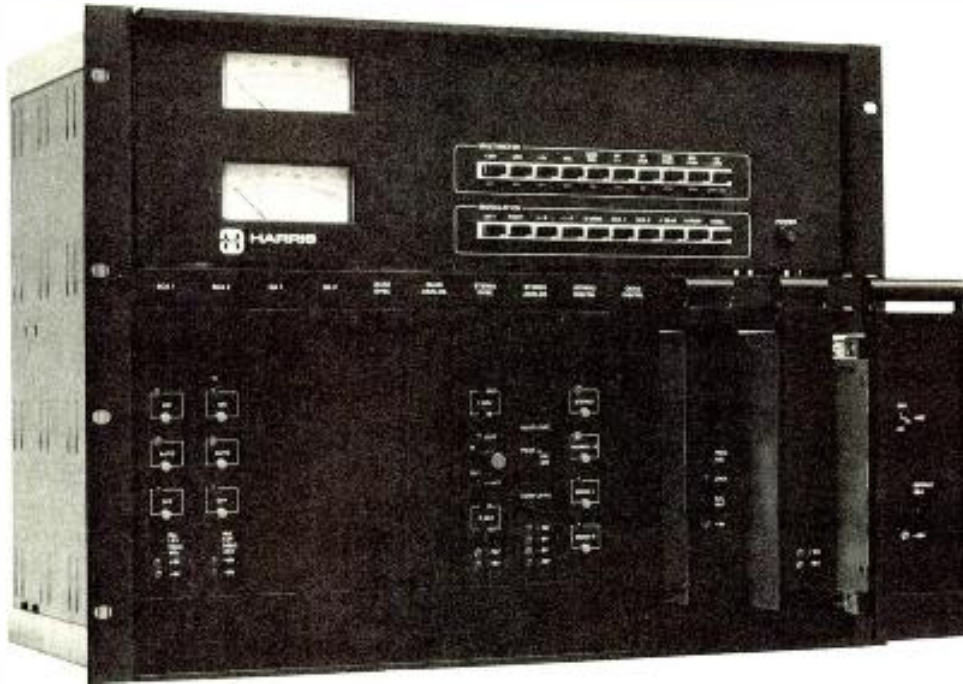
Delta DASH® delivers the same day to over 90 cities across the U.S. and abroad, covering 10,000 communities. Why get that small package delivered tomorrow when you can DASH it today? DASH (Delta Air Lines Special Handling) delivers packages up to 70 lbs. . . to over 10,000 communities. So give us a ring at the Delta Marketing Office in the

city nearest you. Or call DASH at (800) 638-7333 for pick up or delivery.

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DELTA AIR CARGO. READY ALL-AROUND.

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

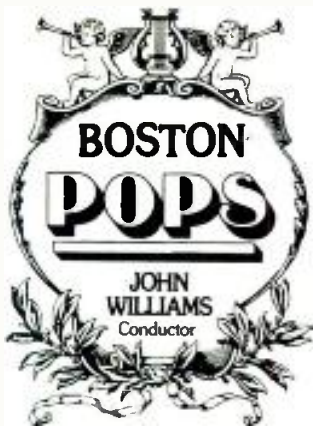
unique to your installation. New construction techniques reduce susceptibility to microphonics. And at maintenance time, you'll appreciate the ease of accessibility to modules.

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.**

Visit Harris at the 1983 NAB,
Las Vegas, in the North Hall.



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BOSTON POPS ON THE RADIO

being offered by the network and expanded programming it expects to offer in the future." The name UPI Audio, Rice noted, dates to 1958 when UPI started offering voice reports and actualities to radio stations. He said the new name recognizes that "we have moved far beyond that early start, with the addition of hourly newscasts, live business reports and sportscasts, features and public affairs programs."

ABC additions

ABC Radio announced last week that its Direction Network has gained 25 new affiliates. Among the most recent additions are WIGO(AM) Atlanta, WMRE(AM) Boston, WRR(FM) Dallas, KLZ(AM) Denver and KKYX(AM) San Antonio, Tex. The Direction Network now has 176 affiliates.

Satellite roundup

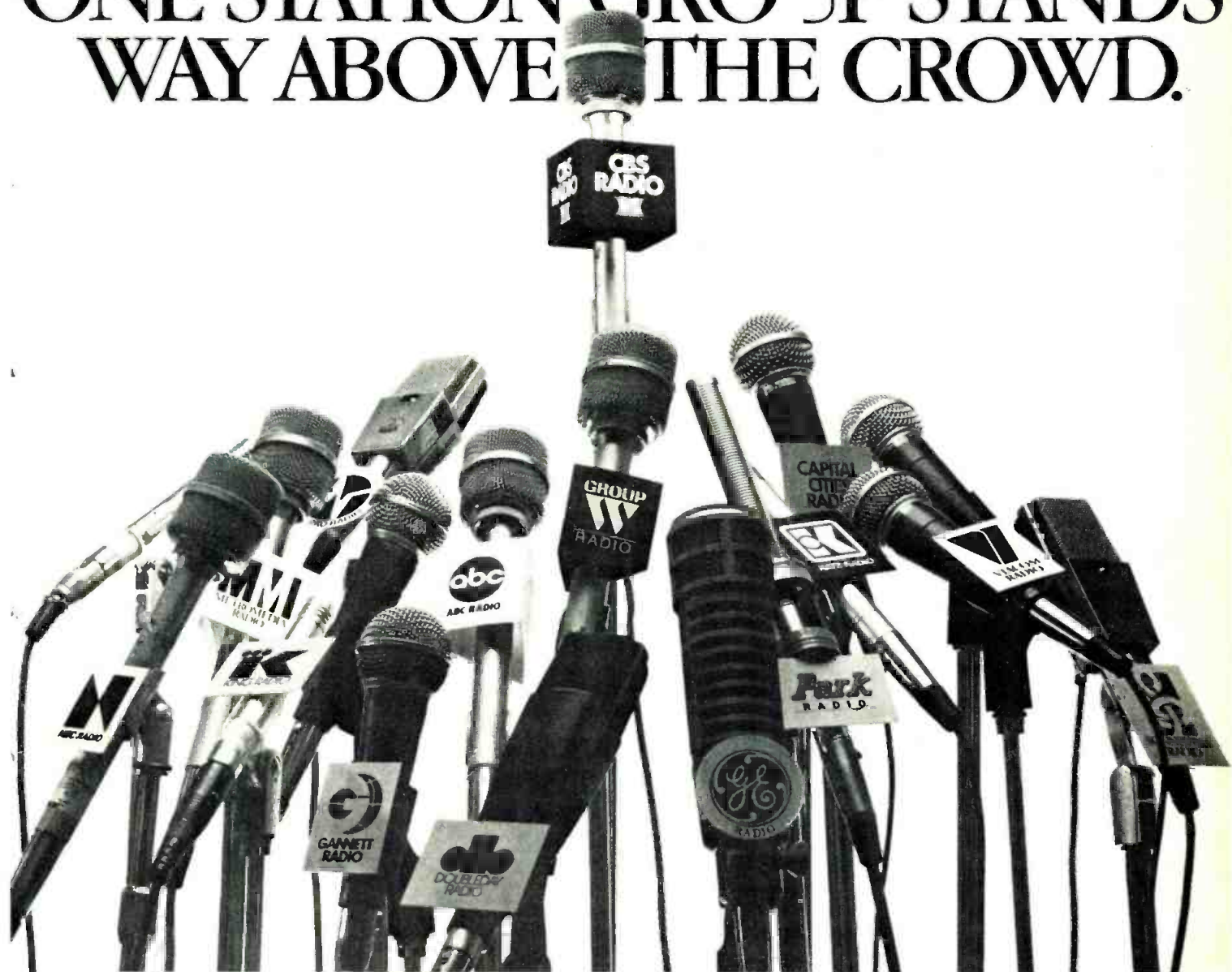
With 1983 well under way, many broadcasters are now faced with decisions on whether to buy a satellite dish and, if so, which network to receive. Listed below are the major networks and program services along with the name of satellite and transponder used as well as an affiliate count (in some cases, an approximate number).

Three broadcast companies, ABC, CBS and NBC, plan to begin using RCA Americom's Satcom I-R satellite as soon as it becomes operational, which is expected to be sometime between April 1 and 12.

The RKO Radio Networks will move from Western Union's Westar III satellite to Satcom I-R in September. The Westar system delivers programming in an analog mode while the Satcom system transmits signals digitally.

Network	Satellite & transponder	Affiliates
ABC Radio Networks (Contemporary, Direction, Entertainment, FM, Information, Rock)	Satcom I, 23	1,850 (combined)
Talkradio (2 systems)	Satcom I, 23 Westar III, 4	(ABC will retain same transponder when it switches to Satcom I-R later this year. Talkradio will remain on two satellites for at least the remainder of 1983.)
Associated Press Radio	Westar III, 1	1,100
CBS Radio Network	Satcom I-R, 19	520 (combined)
RadioRadio	Satcom I-R, 19 (beginning in July)	
Music Country Network	Westar III, 1	81
Mutual	Westar IV, 1D and 2D	850
NBC Radio Network The Source	Satcom I, 12 Satcom I, 12	675 (combined)
Talknet (2 systems)	Satcom I, 12 Westar III, 1	(When NBC switches to Satcom I-R it will move to transponder 19. Talknet will move completely to Satcom system during first half of 1984.)
National Black Network (Service to Atlanta, Chicago, Dallas, Los Angeles and San Francisco)	Westar 1	106
		(NBN will announce full satellite distribution plans within the next two months.)
National Public Radio	Westar IV, 1D and 2 D	279
RKO Radio Networks (One and Two)	Westar III, 1 and 4 (Switching to Satcom I-R, 19, in September.)	350
Satellite Music Network (Starstation, Country Coast-to-Coast, Stardust)	Satcom III-R, 3	180 (combined)
Transtar Network	Westar III, 2	41
UPI Radio Network	Westar III, 1	1,130
Wall Street Journal Report	Westar III, 1	78

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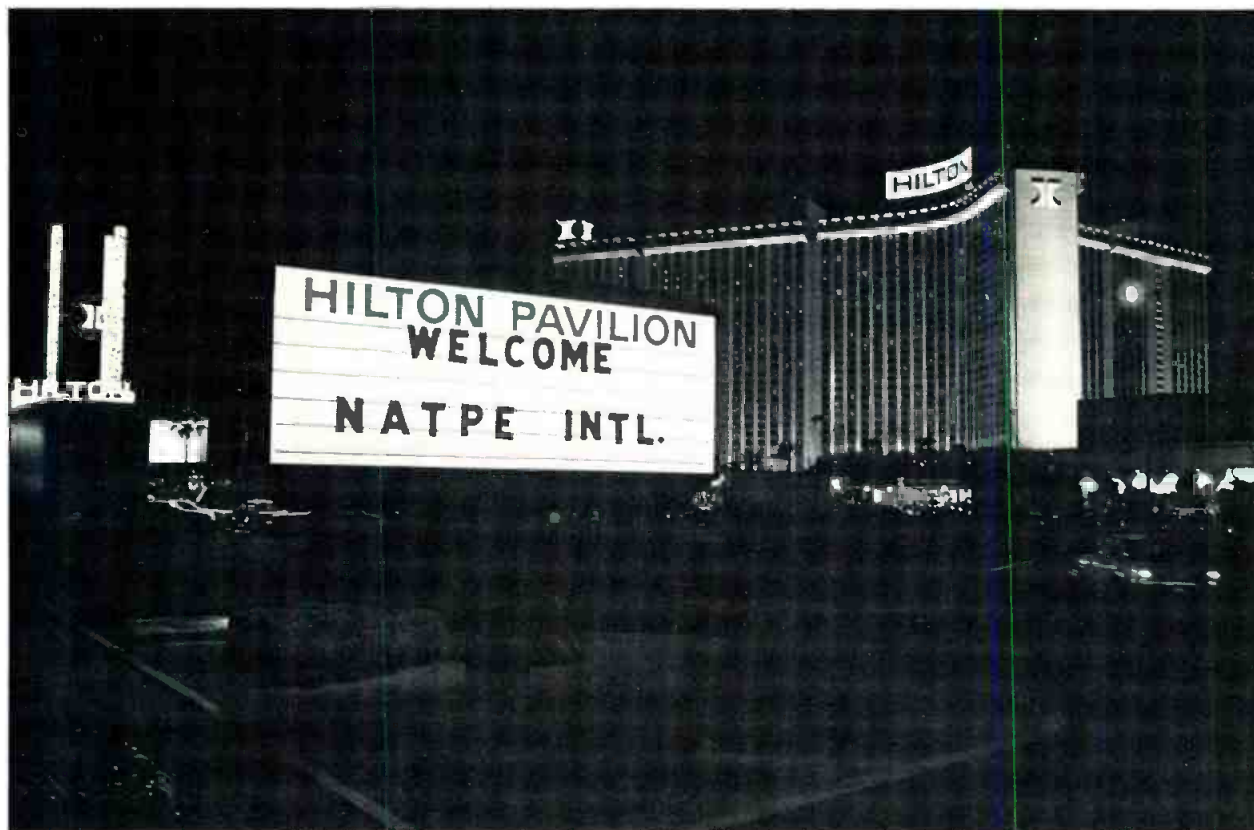
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The NATPE marketplace: Show stoppers are scarce

Few first-run products offered; 'Thicke of the Night' generates most interest; 'Love Connection' also does well; music specials, programs drawing on television's past prove especially popular

The marketplace at last week's NATPE International conference was the smallest, in terms of new, first-run product, that the industry has seen in years. It also lacked excitement, according to many programers, largely because of the absence of a genuine hit show.

Of first-run offerings, *Thicke of the Night*, a joint project of MGM/UA, Metromedia Inc. and Fred Silverman's InterMedia Entertainment, generated perhaps the most interest. Telepictures' *Love Connections*, announced as a firm go just prior to the conference's start, joined *Thicke* and the Gannett/Telepictures *Newscope* as new programs that have been given definite go-aheads for fall.

Of the 67 stations that have bought *Thicke of the Night*, 17 are network affiliates, ac-

ording to Larry Gershman, president of MGM/UA Television Distribution, who said Monday he knew of only two—WMAR-TV Baltimore (NBC) and KTNW(TV)—Riverton, Wyo. (NBC)—that planned to pre-empt network programming to air the new show. NBC officials said Tuesday they had conferred with management at WMAR-TV as well as at two other NBC affiliates that purchased the program. WDSU-TV New Orleans and KMOL-TV San Antonio, Tex. At those three, NBC received assurances, said Pierson Mapes, president of NBC-TV, that *Thicke* "would not air in the Carson time period." KTNW General Manager Tom Maguire said the station plans to run Carson after *Thicke*. In that market, ABC affiliate KTWO-TV cherry picks NBC and carries Carson in the regular time period.

ABC affiliates that have cleared the program are WCVB-TV Boston, WTAE-TV Pittsburgh, KTVX(TV) Salt Lake City, KOCO-TV Oklahoma City, KAKE-TV Wichita, Kan., and WQAD-TV Davenport, Iowa-Rock Island-Moline, Ill. CBS affiliates that have cleared are WITI-TV Milwaukee, KKTW(TV) Colorado Springs and WISC-TV Madison, Wis.

Johnson & Johnson has committed to sponsor *Thicke*, according to Gershman, while Warner-Lambert, Clorox and 7-Up are among advertisers that have expressed strong interest in doing so. Along with its success in selling the program to U.S. stations, Gershman said MGM/UA has received considerable interest from other countries, including Britain, Australia, New Zealand and Sweden, in a two-hour weekly compilation of the show.

MGM-UA is considering launching *Thicke* with a prime time special to air a week before the program's tentative debut on Sept. 5 or the preceding Saturday, said Gershman. The premiere date for *Thicke of the Night* in its regular time period falls on the last day of a scheduled Jerry Lewis telethon, which is considered a good vehicle for promoting the debut.

Most of the 51 stations that have bought *Love Connections* plan to air it in prime access, according to Dick Robertson, senior vice president for sales and marketing, Telepictures Corp. Stations clearing it include WNBC-TV New York, KRON-TV San Francisco, WCAU-TV Philadelphia and WBZ-TV Bos-

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on.

By the close of the NATPE exhibition on Monday, over 40 stations had renewed Telepictures' *The People's Court*, which, according to Robertson, is returning "record license fees" in its third year in syndication. In New York, *People's Court* is moving from WABC-TV to WNBC-TV, which plans to air it at 4:30 p.m.

Telepictures' other property, *Newscope*, a joint project with Gannett Broadcasting Co., picked up 12 markets at NATPE, in addition to the 63 cleared prior to the convention, according to Robertson. Most stations plan to air it as a lead-in to their early evening local news. Robertson said Tuesday that sales of Telepictures product at the NATPE conference totaled \$14 million.

Other Voices, Other Views, a weekly, half-hour public affairs program offered by PolyGram Television, has cleared at least 40% of the country and includes among its station lineup all five of the NBC-owned-and-operated stations. PolyGram's half-hour morning strip for women, *The Carole Shaw Show*, had cleared nine of the top 20 markets last week. *Finders/Seekers*, a half-hour television adaption of "personal" classified ads, was said to be faring less well.

New York and Chicago clearances were proving elusive last week for Golden West Television's *Woman to Women*, and company spokesmen said a half-hour version of the program, originally planned as an hour, is more popular among stations clearing it. Golden West's *The Richard Simmons Show* appeared to be maintaining its 95% clearance level, according to company spokesmen.

Paramount Television's *Taking Advantage*, a weekly half-hour on personal finance, had cleared over 80 markets last week, including 35 of the top 40. According to a company spokesman, WGN-TV Chicago is among the few independents that have bought the program.

At Group W Productions, *He-Man and Masters of the Universe*, a half-hour children's strip, had cleared 60% of the country by last week and is a definite go for the fall, according to company President Ed Vane. The fate of two other Group W strips, *Dr. William Rader*, a psychology magazine meant for mornings or early fringe, and *Help Wanted*, a game show featuring contestants competing for jobs and targeted to access or early fringe, is less certain, although Vane said both shows drew considerable interest from stations. In response to suggestions from stations, Group W Productions may alter the format of *Help Wanted*, said Vane, to avoid the danger of offending viewers in markets where there is a high level of unemployment.

The Red Skelton Comedy Show, a newly edited half-hour series cut from the original hour-long network series, was moving slowly. *P.M. Magazine* is now in 80 markets, according to Vane, while Group W's *Hour Magazine* is in 145 markets.

The New Pantomime Quiz, a half-hour revival of the original 1950's game show that will star the original shows host, Mike Stokely, has cleared about 30% of the country, according to Pat Pattison, of Metromedia Producers Corp., which is marketing the

program. That 35% includes the Metromedia stations. *Tom Cottle Up Close*, which recently underwent minor format changes under new producer Kevin Dankins, is now in 90% of the U.S., while *Health Beat*, a package of health programs including a half-hour weekly series, inserts and several prime time specials airs to 65% of U.S. homes.

MPC has temporarily halted sales of its weekly adventure series, *Survive*, while it completes negotiations for total national sponsorship of the program, probably by an insurance company. *Miller's Court*, a weekly half-hour already airing on the Metromedia stations, has cleared about 39% of the country, according to Pattison.

The Merv Griffin Show, down to a coverage of 49% of U.S. homes in January, is

Razzle dazzle doesn't. American Television Syndication reported "great interest" at NATPE in its first-run adult game show, *Razzle Dazzle*, but could not convince a single broadcast station to air the half-hour program, even at no cost. ATS President Larry O'Daly offered two free broadcast of the pilot episode, which features male and female contestants naked from the waist up, to the first television station willing to buy the 26-episode series. Despite interest from "about one hundred stations" in cities as large as New York, the offer went begging. O'Daly insists that there are no regulations specifically prohibiting frontal nudity on broadcast television, but told BROADCASTING he is resigned to selling the series to cable and is considering offers from "four or five" services for *Razzle Dazzle*. The program, screened in a Hilton hotel suite, will become available for airing this September.

Another first-run ATS series, *A Night At the Improv*, fared better at NATPE. O'Daly reported it enters its third season on more than 100 stations.

back up to 61%, according to Pattison, who said format changes in the show had led to a substantial ratings boost in February. In Philadelphia, *Griffin* captured a 13 rating/28 share in February, compared with an 8 rating/21 share in February a year ago, while in San Francisco, ratings are said to have increased 140% over a year ago.

Wheel of Fortune, a half-hour game show sold by King World Productions only for airing after 6 p.m., had cleared about 20 stations as of Sunday, according to one company spokesman.

Viacom reported a 40% increase in sales at NATPE over 1982's show, although a total figure was not released. Among the fastest-selling offerings from the company was a feature film package, *Thematics*, complete with promotional video and print materials for stripped promotion of movie weeks on various themes. Viacom reported lots of interest 14 other theatrical packages it was displayed at Las Vegas, including *Gasp* (26 horror/science fiction films) and *The Exploitable* (25 low-budget action/adventure films).

Worldvision Enterprises also said there was wide interest in its theatrical film pack-

ages, which includes the new Prime VII, containing 25 features. Also selling well were episodes of *The Love Boat*, the off-network series offered for the first time in syndication with a September 1983 start. Worldvision also announced it is moving ahead with first-run syndication of its half-hour strip, *Take My Word for It*, although market sales totals were not available. The celebrity game show is currently in production and available for immediate distribution. Other off-network product from Worldvision generating high interest at NATPE included newly available episodes of *Barnaby Jones*, various animated children's series from Hanna-Barbara, and older series contained in the company's Evergreen division, including *The Invaders*, *The Fugitive* and *Combat*.

In addition to *He-Man and Masters of the Universe*, first-run children's programming on the move at NATPE included Lexington Broadcast Services' *Inspector Gadget*, declared a go just prior to the conference. Claster Television Productions had cleared its advertiser-supported mini-series, *G.I. Joe*, on 50 stations for 65% coverage as of Sunday and a half-hour prime time special, *The Charmkins*, on about 30 stations. Claster's *Great Space Coaster*, a daily half-hour, now reaches about 85% of U.S. homes. *Herself the Elf*, a half-hour special being marketed by ELA Entertainment Co., had cleared more than 95 markets by Sunday for airing the week of April 16.

At Orion TV, the *Twenty-Minute Workout*, a G-rated version of *Aerobicize*, an exercise show airing on the Showtime pay cable network, had sold in 60 markets on a barter basis, according to company spokesmen. Over 30 markets had cleared *Orion One*, a movie package including eight made-for-TV films and 12 theatricals.

Tribune Productions has decided on a first-quarter 1984 air date for *A Married Man*, a four-hour movie made for British TV, that it is offering to stations for two barter runs in a single week, followed by four runs in which stations may sell all the time themselves. *The Oscars*, a Siskel & Ebert special meant to air a week before the Academy Awards, has cleared 130 stations, according to TP President Sheldon Cooper.

Music-based programs were especially popular at NATPE this year, as were programs drawing on television's past.

Associated Entertainment Releasing sold a new half-hour series, *Serendipity Singers*, to 35 markets. The barter program is a joint production of AER, Starcast Productions and Channel Nine of Australia.

Acama Films touted its *New Wave* music/dance strip, which has garnered high ratings on KHJ-TV Los Angeles, airing weekdays at 4 p.m. since January. The station experienced a 67% increase in ratings over previous programming in that time period.

Andrews & Associates sold original versions of *This Is Your Life* to NBC-owned stations in New York, Chicago and Los Angeles. The firm also is offering an updated version of the Ralph Edwards production, featuring Joe Campanella as host.

Four Star International, once a major syndicator, returned to NATPE this year with two first-run series pilots, whose fates re-

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main uncertain. *Hollywood Scrap Book*, a half-hour barter magazine, and *Stars and Stardom*, a 13-episode series of celebrity profiles, were offered as original pilots at the conference. Other half-hour programs offered by Four Star included *Boomerang*, *Teen Talk*, *Full Contact Karate*, *Big Country*, *Flipper* and *Gentle Ben*. It also was selling a 30-title movie package and the pay television production of "Pippin" originally seen on The Entertainment Channel and ON TV.

First-run specials marketed at NATPE included SFM Entertainment's *Believe You Can... and You Can*, cleared in 120 markets for 90% coverage of U.S. homes. *Sport Goofy*, a three-year package of three animated cartoon features, had cleared 60% of the country as of last week.

The American Video Awards, a one-hour annual special hosted by Casey Kasem and offered by All American Television, has

cleared in over 100 markets, according to company president, George Back. *On and Off Camera*, six half-hour specials on entertainment industry celebrities offered by 20th Century-Fox Television, is a "firm go" for September, according to Robert B. Morin, executive vice president for worldwide syndication.

Off-network reruns and movie packages appeared to be selling briskly at last week's conference.

Embassy/Telecommunications' program *Mary Hartman, Mary Hartman* was expected to clear 70% of the country by the end of NATPE, after going into the conference with a clearance of about 64%. WNEW-TV New York was among stations that bought the program during the conference. *The Jeffersons*, also offered by Embassy, had cleared in more than 120 markets by last week, while *Diff'rent Strokes* had been sold in about 80 markets. □

kets—nose counters could not total sufficient support to indicate the rules' repeal will carry.

About the only thing on which those on the panel—including Mass Media Bureau chief Larry Harris and Washington attorney John Lane—seemed in general agreement was that the oral argument on the subject, which took 11 hours of the commissioners' time six days earlier (BROADCASTING, March 21), would make little difference in how the commission finally votes. "I don't know what it adds to the written comments," Commissioner Anne Jones said. "I'm not sure those things mean very much," Harris said. "The decision the bureau recommends will be based more on the written record."

Jones' lack of enthusiasm appeared to extend to the item itself. She seemed resentful of the chairman for having moved it to the top of a commission agenda she says contains a number of major and long-pending (and nonbroadcast) matters. She noted that the commission a year ago had shelved consideration of repeal of the prime time access rule—which the commission adopted at the same time it adopted the financial interest and syndication rules and for the same reason (alleged network dominance)—on the ground it would await review of the staff's study of the rule and how it worked in practice. (It also was noted at the time that opposition to repeal was unanimous on the part of affiliates and independents.) "Now, here we are reeling this out," she said. "The only reason," Jones said, "is that the chairman sets the agenda."

As for the feelings on the issue itself, Rivera said his concern is with "the public interest, not who gets the profit" in the buying and selling of programs. As he has said before, he thinks the burden of proof regarding repeal is on the networks. And Quello, who has proposed a compromise under which the networks would be allowed back into ownership of syndication and other subsidiary rights on a gradual basis, surprised many in

Independent thinkers

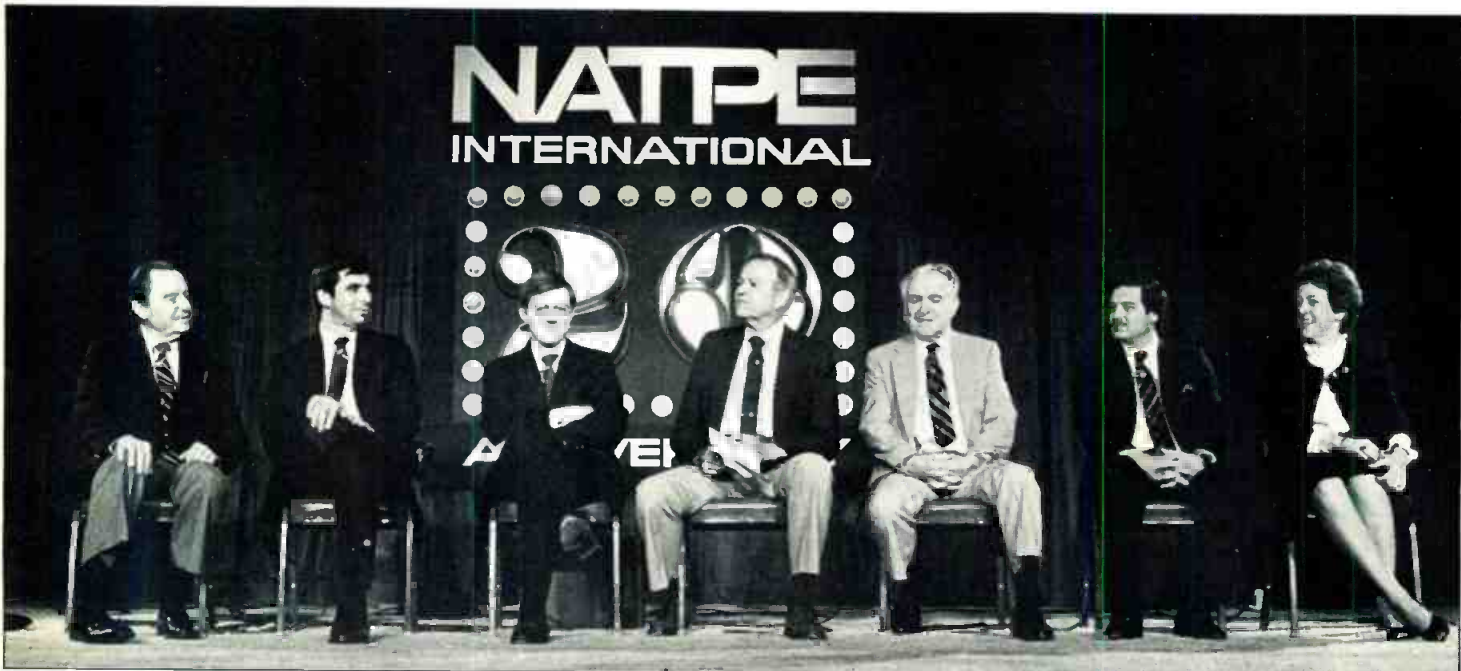
FCC Commissioners show diversity of viewpoints, not always following tack taken by Fowler

Four FCC commissioners—a quorum—demonstrated to members of NATPE at their convention in Las Vegas last week that, far from being a machine carefully crafted for the substitution of marketplace forces for regulation, as it has often been pictured, the commission under Chairman Mark S. Fowler is a disputatious group. The proposed repeal of the network financial interest and syndication rules—the item of most interest to those attending the first general session of the convention, on Sunday—was only one issue on which commissioner independence seemed to be running rampant.

Others included spectrum management philosophy and the rights and wrongs of regulating children's programming.

As a result, the 90-minute session, moderated by former Representative Lionel Van Deerlin (D-Calif.), served to indicate that the chairman holds something less than a whip hand over the commission. Indeed, there was little heard in defense of his positions. Fowler himself was not there to make one; he had turned down an invitation to attend the convention.

As for the proposal to repeal the rules barring networks from obtaining financial interests in, and domestic syndication rights to, programming they acquire—rules that producers say they need for protection when negotiating with the three buyers they contend dominate prime time program mar-



Quorum call. "The new FCC" was the subject of NATPE's first general session last week. Discussing the commission and some of the issues before it were (l-r): Washington attorney John Lane; Larry Harris, FCC

Mass Media Bureau chief; Commissioner Stephen Sharp; former Representative Lionel Van Deerlin (D-Calif.), who served as moderator, and Commissioners James Quello, Henry Rivera and Anne Jones.

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the audience by expressing the same view. Then he said: "Producers, networks and affiliates are making money, and independents are beginning to make money, so the system seems to be working. What does a government agency do, traditionally, in that situation?" His facetious answer: "It goes in and fixes it."

The fourth commissioner present, Stephen Sharp, is regarded as most in tune with Fowler's deregulatory views. But he avoided any indication of his attitude. He noted that he had missed the oral argument because of a previous commitment, but said he intends to watch the videotape made of the proceeding after reply comments are filed. "I'll want to read them and see how they stack up in that context." (Commissioner Joseph Fogarty canceled his scheduled appearance a few days before the convention opened.)

A fifth commissioner was heard on the subject at NATPE. Mimi Dawson returned to Washington on Saturday morning after addressing a Katz programming conference the previous night. In her remarks—as in previous comments on the subject—she indicated a preference for considering other measures before taking on repeal (see story at right). She said the rules are "stopgap measures" aimed at a "more fundamental problem"—the lack of sufficient buyers to compete for television programs. If the buyers' market is "repaired," she said, "a lot of the problems that have surfaced in financial interest and syndication, including increased program supply, may take care of themselves."

Whatever the commission's final vote on repeal, it seemed unlikely (on the basis of sentiments expressed during the general session) that it will occur before June 30—despite Fowler's hurry-up tactics. Sharp, who was named to the commission only last October, will leave the agency on that date, as will Fogarty, when the terms of both expire.

It was Sharp who nailed the hope of action before June 30. He said his experience at the commission—which dates back to 1971, when he joined the staff—convinces him that processing the "amount of paper" already filed in the proceeding "is an enormous challenge." "I don't anticipate a decision before departure."

And Harris, whose bureau is faced with the challenge, said June 30 does not represent a deadline. His concern, he said, is the production of a "well reasoned order." "I feel no personal pressure to get [a draft order] up [to the commission] in a particular frame," he said, "since my name will be on it, it will be reasoned and careful."

Lane, who Phil Corvo, executive director of NATPE, said later was added to the panel because he is "an experienced Washington attorney," is counsel to Westinghouse Broadcasting Co., one of the principal supporters of retention of the syndication rule. He maintained a discreet silence on his views on that subject. Rather, he turned the discussion to the subject of spectrum management. "If I were a commissioner, I'd insist on better long-term planning of spectrum use, instead of reacting to this pressure group or that," he said. The reference to spectrum management hit a nerve. Harris said that in planning use of the spectrum, "there is too much turf

fighting within the commission. I don't think the commission has ever really understood that job. We need a focal point to deal with it."

But it was left to Sharp to introduce the ideological side of the argument. "The problem is in anticipating the best economic use of the spectrum," he said, and added, "The free market will drive demand for the spectrum." Not in Rivera's view: "I don't think economics should play a part in allocating spectrum for fire and safety use," he said. "Those people are not making a buck [with the spectrum]." And Jones agreed. "The government must do what only it can do. The people won't vote for police [use of the spectrum] over entertainment." And, reflecting the concern she expressed at the time the commission created its direct broadcast satellite service in the 12 ghz band, she said, "The commission gets caught up in the razzle dazzle of every new technology that comes down the pike." She noted that the commission's action in DBS requires the removal of terrestrial users from the 12 ghz band, and asked, "What if DBS doesn't work?"

The issue of television programming for children is another on which commissioners' faith in the marketplace and deregulation is being tested. Rivera, who has been the commission's leading force in favor of agency action in the area (BROADCASTING, March 21), blamed what he said is the broadcasters' "perception" that the commission "doesn't care about children's programming" for what he believes has been a decline in the amount of such programming. In that connection, he described as "curious" Chairman Fowler's remark, in a speech in Phoenix, that the commission should not involve itself in promoting programming for children (BROADCASTING, Feb. 14); Rivera noted that a commission policy statement in 1974 calls on broadcasters to serve children. "It's in the law, it's on the books," Rivera said.

Sharp favors a hands-off attitude to allow broadcasters flexibility to serve children's needs. But he also said broadcasters "must exercise freedom wisely." What, asked Jones, is the "or else" in Sharp's solution? What if broadcasters do not meet that responsibility? "This is an opportunity for broadcasters to show what they can do without regulation," Sharp said. "If broadcasters are greedy, regulation can come back with a vengeance."

If the commissioners are divided on a number of issues, the NATPE membership itself is not without its conflicts—including one involving the key issue under discussion at the convention, proposed repeal of the financial interest and syndication rules. Although sentiment at the general session, as expressed in applause for whatever was said clearly favoring retention of the rules, a former NATPE president, Lewis Klein, of Gateway Communications, contended that the official NATPE position (as expressed in filings with and presentation to the FCC) did not truly represent what members wanted. Corvo said later that Klein was in error, and that the membership was polled last summer with a result "overwhelmingly" favoring retention of the rules. But that may not fully answer Klein's point, which was that the

program directors work for the stations, and that in the case of network affiliates, most favor repeal. "The members work for stations that want repeal," Klein said. He attributed NATPE's position to an executive board "influenced by producers and syndicators." □

Dawson's answer to network power

She would raise limits on TV station ownership to create more buyers in the program market

As the FCC increasingly focuses on the controversial issue of possible repeal of the network financial interest and syndication rules, Commissioner Mimi Dawson has been developing an approach in which that issue is viewed not in isolation but in relation to the "video marketplace" and two principal policy goals she says must be considered in connection with it—competition and diversity.

Dawson has discussed her views in private and in public but never in the detail she offered in a speech to the Katz programming conference, during the NATPE conference in Las Vegas. For those trying to divine her



Dawson index. FCC Commissioner Mimi Weyforth Dawson with Jim Greenwald, chairman and CEO, Katz Communications.

feelings about the rules that the networks want repealed and the producers are determined to see retained, the speech suggested the matter should be dealt with only in that broader context.

Dawson sees the rules as "stopgap measures aimed at a more fundamental problem"—the existence of only three buyers for television programs, the networks. (And that circumstance, she said, grew out of the commission's original allocation scheme, which "virtually assured the success" of three, and only three, networks.) "Thus, if the buyer's market is repaired—that is, if we have viable new buyers in the market for television programming—I think that a lot of the problems which have surfaced in financial interest and syndication, including increased program supply, may take care of themselves," Dawson said.

How could the buyer's market be repaired? Dawson's answer is through liberal-

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The November '82 Nielsen reports are in, and considering how slowly news programming grows, CNN Headline News' results are definitely worth celebrating. In the markets and time periods where CNN Headline News has been given a chance, its performance has even outperformed our expectations! One look at some of our numbers will show you why.

CNN Headline News Book-To-Book Increases.

In just one book, our affiliates enjoyed some remarkable ratings increases. For example:

MARKET	STATION	PERCENT OF RATING GROWTH
Ada-Ardmore	KTEN	+ 100
Chicago	WFLD	+ 100
Detroit	WKBD	+ 50
Los Angeles	KTV	+ 100
San Francisco	KRON	+ 50
Syracuse	WIXT	+ 100
Wilmington	WECT	+ 88
Philadelphia	WKBS	+ 200

CNN Headline News Vs. Previous Program.

Replacing previous programs with CNN Headline News also gave our affiliates a very healthy ratings boost. For instance:

MARKET	STATION	PREVIOUS PROGRAM	PERCENT OF RATING GROWTH
Boise	KTVB	Wheel of Fortune	+ 33
Ft. Smith	KLPW	You Asked For It	+ 200
Greensboro/High			
Point/Winston-Salem	WXII	My Three Sons	+ 100
Rochester	WROC	Bob Newhart	+ 100
Clarksburg/Weston	WBOY	Six Million Dollar Man	+ 133
Fairbanks	KTVF	CBS News	+ 22
Charleston	WCIV	Midday Edition	+ 50

CNN Headline News Vs. Competition.

Going against programs in the same time slot, CNN Headline News beat the competition, as the following markets demonstrate:

MARKET
 Boise
 Clarksburgh-Weston
 Las Vegas
 Philadelphia
 Wilmington
 Greensboro/
 High Point/
 Winston-Salem

CNN STATION
 KTVB
 WBOY
 KVBC
 WKBS
 WECT

COMPETING PROGRAM
 One Life to Live
 General Hospital
 Hee Haw
 INN
 Good Times

COMPETING STATION
 KIVI
 WDTV
 KLAS
 WTAF
 WWAY

% RATING DIFFERENCE
 + 140
 + 55
 + 13
 + 100
 + 15

WXII

Little House

WJTM

+ 200

#1 In Time Period.

CNN Headline News is doing so well in some of the small markets that it's already become number one or number two in its time period, as the following indicate:

MARKET
 Fort Myers-Naples
 Odessa-Midland
 West Palm Beach
 Wichita Falls-Lawton
 Fort Myers-Naples
 Mobile-Pensacola
 Raleigh-Durham
 Monterey-Salinas

TIME PERIOD STATION
 M-F 6-6:30a WINK
 M-F 6-7a KMID
 M-F 6-7a WPEC
 M-F 6-6:30a KSOW
 Sat. 12-12:30p WINK
 Th., F 1-2a WKRK
 Sat. 1:30-2a WRAL
 M-F 5-5:30p KSBW

RATING/SHARE
 3/74
 3/40
 2/30
 2/34
 12/37
 1/19
 1/19
 5/15

STATUS
 #1
 #1
 #2 by three share points
 #1
 #1
 #1
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izing the commission's ownership rules. She said the FCC should consider amending the seven-seven-seven rule—which bars anyone from owning more than seven AM stations, seven FM and seven TV (no more than five VHF)—in a manner that would permit the formulation of multiple-owned groups that could reach 30% or even more of the national television audience. That, she said, “would foster more efficient business operations and facilitate the creation of regional and national video ‘networking’.”

On the face of it, at least, that approach would be inconsistent with the commission's traditional policy of fostering diversity, for the commission generally views diversity of programming in terms of diversity of ownership. But Dawson has a larger, or at least different, view. “To think today that diversity of programming automatically follows diversity of ownership is to try to impose a theoretical construct on a world shaped by the practical realities of being a television licensee, particularly a network affiliate,” Dawson said.

The goal she feels should be pursued is diversity in terms of major players. Restricting ownership of television stations to seven stations, she said, only insures that “no terrestrial broadcasters—affiliates or independents—will have the market power to challenge or at least shape the programming decisions made by the major networks.” Dawson said she is “increasingly convinced that when group owners have the ability to reach relatively large segments of the national television audience, they may have the economic clout either to engage in the possible production of original product or the large-scale pre-emption of network product, or both.”

In proposing a modification of the multiple ownership rule, Dawson said the commission should take a “rational” approach. The seven-seven-seven rule, she said, “is simply not designed to impose a rational limit on ownership.” She noted that the potential market power of group owners depends on the location of stations, not their number. Last summer, during the commission's consideration of repeal of the network-cable television crossownership ban, Dawson suggested development of a Video Concentration Index that could be applied to all the commission's national ownership restrictions. But whatever approach is taken, Dawson said, it should be “something more than the arbitrary picking of numbers out of a hat and should bear some relationship to actual market concentration.” And, she said, it is important “to view such an index only as a competitive transition—that is, as a way to help us move into a competitive environment.”

Along with her analysis of the problems at the heart of the controversy over the financial interest and syndicated exclusivity rules, Dawson offered current controversial wisdom as her bottom line. Do not expect help from the federal government, she told audience. “In fact,” she said, “I would expect that the lack of government intervention would itself act to heighten competition since I would not expect the commission to act as a goalie for existing media and would expect the commission—as a more competi-

tive market takes shape—to re-evaluate rules like must carry and concepts such as localism.” The government's only responsibility, she said, “is to create an environment where you may compete fairly.” □

Katz's view of the program marketplace

Advice to programmers: plan inventory, program specials and stockpile selectively

Even before the convention sessions and workshops got under way at the 20th annual NATPE International conference in Las Vegas there was no lack of advice for programmers. On Friday evening, March 19, Katz Programming invited 300 station executives to its 14th annual NATPE conference at Las Vegas's Desert Inn.

Phil Oldham, Katz's vice president of programming, said that a station can move out front in its market by developing and refining programming strategies to fit its own needs. “The key to any strategy is what we call inventory control,” Oldham said: “The



Oldham

planned interaction between buying and scheduling—what you own, what you need, how to get it and when and where to run it.” Stockpiling, he said, is one strategy. However, while it may offer “flexibility in program options,” Oldham warned that “entering every negotiation is obviously not cost effective, and you could end up owning a shelf of high ticket losers.” Oldham recommended “selective” stockpiling—that is, “buying as many programs of a particular genre as possible. For example, rural or ethnic sitcoms in the South, urban comedies in large metro markets.” Selective stockpiling, Oldham said, gives a station a long-term programming plan by “strengthening overall identity and image in your marketplace.”

Oldham also recommended delayed starts to launch new program acquisitions. For whatever the reason, he said, many stations are holding back 1982 off-network premieres. One advantage, he cited, is that “you can trigger the program to fit your own need, as an emergency midseason replace-

ment, or a fall premiere at a time when no other solid programming is available.”

Another way for a station to get more attention, Oldham said, is to program specials. When they are tied to events, such as the Super Bowl, the Miss America pageant or the Christmas season, “they can provide a promotional hook and are certainly an image-enhancer in the local market.” Oldham also suggested careful use of double stripping, or putting two episodes of the same program back-to-back. With a show that has known appeal, Oldham said, double stripping can “be a quick fix when you need a replacement or bridge over a difficult competitive half hour.” But the risk, he warned, is that the audience may grow soon tired of it and “you do reach the end of your contract sooner.”

One trend in first-run programming, Oldham observed, “is more flexibility.” Distributors are bringing out more programs that can be successfully scheduled in several different dayparts. The increase in first-run programming also has accompanied an increase in barter deals, Oldham noted. “Barter is a fact of life. It's here and escalating. In the final analysis each of you knows the deciding factor is the control of revenues versus the control of costs.”

In first run programming, Alison Moore, director of programming research at Katz, noted three trends: flexibility in different time periods, as noted by Oldham; an increase in once-a-week music programs, and an increase in barter deals or cash/barter arrangements where the syndicator keeps several minutes.

Richard Golden, programming associate at Katz, noted that “what's missing this year is any conglomeration of programs under one banner—games, court, soap or talk—with the exception of music. The variety of this year's first-run reflects the desire of syndicators to fill as many time slots as possible, avoiding one theme which would restrict clearances.”

With feature film packages, a “relative quiet” has been recorded over the past two years, noted Serge Valle, vice president of programming at Katz. Movie syndicators had been taking their product out of syndication in favor of cable, Valle observed. But this year “the floodgates have opened,” Valle said, with over 15 new feature packages up for release. Valle noted, however, that this new push includes fewer features in a package—20 titles on the average today versus 30 to 50 titles in yesterday's packages—and shorter contract terms. Pay cable figures prominently in the new picture, Valle explained, with the traditional six-month cable run being extended and another cable run being inserted after the network run, thus delaying and shortening the time available for syndication. “With heavier exposure and shorter rest intervals, who knows whether the films in these packages can deliver the same ratings that yesterday's off-network feature packages were capable of?” Valle asked.

Gary Lico, associate director of programming at Katz, said that new terms the major production companies are writing in their contracts bear scrutiny. Although the number of runs has held at five or six per title, the



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new terms call for three years, or six months between runs, down from the once common 18 months between plays. "If a film had its last network or cable play just before the availability date, the rest period is even

shorter," Lico warned.

Nevertheless, both Valle and Lico insisted, despite the increase in available titles and the squeeze on contract terms, movies are still worth their price. Concluded Lico:

"The movie business today is in transition between broadcast and cable. Movies still need special care and feeding—packaging, marketing and promotion—but the rewards in revenue and audience are worth it." □



Gardner



Kievman



Taffner



Blumenthal



Land

Financial interest debate gets change of venue—Las Vegas

Opponents and proponents of repeal take NATPE opportunity to present their arguments once again

To NATPE conference managers aware of the members' compelling interest in the FCC proposal to repeal the financial interest and syndication rules, a session on that subject must have seemed a good idea. But the one-hour-and-15-minute general session set aside for it, and in which 10 panelists participated, on Tuesday seemed like a fast-forward replay of the 11-hour oral argument held by the FCC only eight days earlier.

There was former FCC Chairman Richard E. Wiley, now representing CBS, ripping into arguments that repeal of the rules would lead to the networks' warehousing off-network programming. Limited to five minutes for his presentation, he raced through five "implausible assumptions" he says the rules' advocates maintain. Among other things, he said, "a rational network would not restrict supply and sacrifice immediate revenues in the syndication market."

And there was Mickey Gardner, counsel for the Committee for Prudent Deregulation, prime supporter of the rules, accusing Wiley and other opponents of the rules of manufacturing "myths" of their own—among them that the networks would not warehouse if given the chance. In 1970, before the rules were adopted, he said, they did. And the responsibility to boards of directors to maximize profits, he added, would drive the networks to deny independents the programming with which they could compete with network owned-and-operated stations as well as

affiliates. He said the principal myth was that the networks would be satisfied with repeal of the financial interest and syndication rules and would not then seek repeal of the prime time access rule, which permits networks to fill only three-and-a-half hours of prime time. Affiliates as well as independents last year rose up in opposition even to the suggestion that repeal of PTAR be considered, with the result that Chairman Mark S. Fowler, who had suggested the idea, shelved it, at least temporarily. But Gardner noted that Fowler has expressed strong distaste for the rule, and added, "The chairman can bring this to a vote any time he wants. If the financial interest and syndication rules are repealed, PTAR is fair game." Wiley called such remarks "scare tactics."

And so it went, with backers of the rule expressing fears of network dominance of the programming marketplace if the rules are repealed and the networks and their backers offering assurances that repeal would mean healthy profits for everyone—including programmers and independent stations. But one member of the panel saw "the most important development" not in the continuing impasse but in what he perceived as a movement toward compromise.

Herman Land, president of the Association of Independent Television Stations, noted that two of the three networks have expressed a willingness to accept a Justice Department proposal, which would constitute a compromise. Justice has suggested that the FCC repeal the financial interest rule but retain a leaner version of the syndication rule, which it considers "overly broad," to

guard against network warehousing.

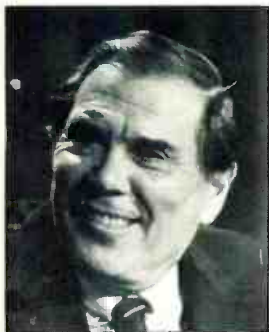
Everett Erlick, ABC senior vice president and general counsel, said at the FCC oral argument—and again at NATPE, thanks to the videotape made of the commission proceeding—that in repealing the rules, the commission could adopt a "policy statement to forbid warehousing." ABC, he said, would not object, since it did not intend to engage in that practice. Robert Mulholland, president of NBC, expressed the same sentiment following the oral argument (BROADCASTING, March 21).

CBS, however, remains adamant. Thomas Wyman, CBS president, has said CBS would oppose such a policy statement, since "the arguments for repeal are on our side." That position was echoed at the NATPE session by Tony Malara, president of the CBS Television Network. But privately, Land brushed off the negative responses as "a negotiating position." He, at least, is persuaded that movement toward compromise is under way.

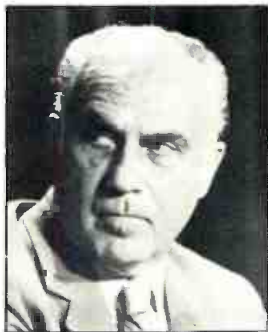
But the remaining members were not talking compromise any more than Wyman.

Among those favoring repeal—as they had at the FCC oral argument—were the chairmen of the NBC and CBS affiliate boards—Fred Paxton of WSPD-TV Paducah, Ky., and Guy Main, of WCIA-TV Champaign, Ill. Both said affiliates support repeal because they believe the rules hinder networks in their effort to obtain top-quality programming. "We don't want the networks handicapped in their competition with the new technologies," Paxton said.

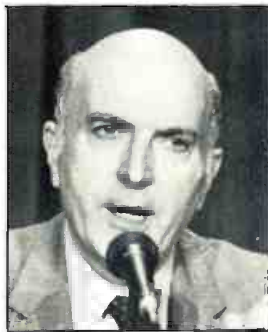
But Mike Kievman, of the Cox Broad-



Moderator Gene Rayburn



Main



Paxton



Malara



Wiley

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Group, whose stations include net- affiliates, said retention of the rules is ant to all stations, including affiliates. He said the rules have led to an increase in the supply of syndicated programing and warned that the gain would be wiped out by repeal. And representatives of a production house and a syndicator supported that position.

Mel Blumenthal of MTM Inc. said: "The diversity argument is important. If the rules are not retained, there is no reason for us to take risks." NBC "—as an example—" won't fully pay for a program. "If we don't have back-end rights, we won't continue to

do these shows." He recalled that in the days before the rules were adopted, MTM obtained a place on the CBS schedule for the *Mary Tyler Moore Show* only by giving up 100% of the syndication rights. And Don Taffner, of D.L. Taffner Ltd., a producer and distributor, said the rules have allowed his company to acquire the financial resources to produce first-run syndication, "doing programs the networks turned down." As for the argument that repeal would simply open the syndication market to three new competitors, he said, "You'll have three to go in and seven [existing] major companies go belly up—that's minus four." □

portant element 10 years from now in the television universe."

Michael Fuchs, president of the HBO Entertainment Group and executive vice president of programing for HBO, predicted that a sequential pattern in programing—one in which pay TV and the major networks and program suppliers would cooperate in production costs for programs that will air first on pay and later on network TV—will be the key to the future of big event programing, such as ABC-TV's recent presentation of *Winds of War*.

Pay TV's influence is growing, said Fuchs. By 1990, there will be 35 million pay cable households, he said. Pay TV revenues already are two-and-a-half times those of domestic theater rentals, he said, and in November 1982—apparently because of HBO viewership—the three major networks had their lowest November sweep audiences in four years.

Public Broadcasting Service President Larry Grossman predicted that advertising will play only a small role in the future of public television. Stations that are predominantly owned by nonprofit community groups and universities simply are not equipped for a big future in selling commercial time, he said, and the advertising experiment scheduled to end in June at a handful of public stations is not likely to be renewed by Congress. As programing costs in commercial TV soar, he said, public TV will benefit because it is already the home of quality programing.

Frank rejected FCC Commissioner Stephen Sharp's recent prediction that the major networks will abandon their affiliates in favor of cheaper, direct-to-home delivery as "the statement of a very short term commissioner who wanted to make a speech people would write about." Silverman agreed with Frank that widespread ownership of direct broadcast receiving equipment by the public is highly unlikely in the near future. What will be increasingly important, he said, "is localism." □

TV critics ponder future

"There are not enough movies around for the kind of once-a-month or once-a-week movie networks people are talking about today," said Rich Frank, president of Paramount Pictures Television, on Thursday, March 17, at a press conference sponsored by the Television Critics Association, prior to the official start of the NATPE conference. Despite his apparent pessimism, however, Frank and another of the session's panelists, Fred Silverman, president InterMedia Entertainment, predicted occasional networks of some kind will present the most serious challenge to the three major networks in the coming years.

At the session, entitled "The Future of Television," Frank said occasional networks, such as those being proposed by Metromedia Inc., McCann Erickson U.S.A. and a consortium led by Tribune Company Broadcasting, Taft Broadcasting, Gaylord Broadcasting and Chris Craft Industries, would not have the money to compete with the three major networks for the kind of movies (those that achieve high ratings) they need. To generate necessary revenues, said Frank and Silverman, occasional networks would probably have to offer original series, such as the highly successful *PM Magazine*, *Entertainment Tonight* and *Solid Gold*, as well as movies, perhaps in a single night's lineup of prime time programing.

Silverman and Frank also agreed that occasional networks still need participation by stations affiliated with the three major networks to achieve the national coverage they need. An occasional network of independent stations alone, said Silverman, is not likely to be feasible until about 1985.

Silverman predicted that the three major

networks would continue to dominate television "at least through the end of this century" because of their ability to deliver mass audiences to advertisers, because their distribution mechanism is already in place and because "nobody else can afford the exorbitant amount it takes to program 35 hours a week of original prime time programing."

Despite the networks' continued dominance, Silverman and Frank predicted the number of occasional networks and program production consortia would multiply in the coming decade, and that they would be able to compete effectively with the networks because they will be more efficient in their purchasing of programs. They will have less overhead and they will require smaller shares of audience to be profitable, said Frank. The three major networks waste millions in their program purchases, he said, because of their overriding demand that every series be number one in its time period. That waste, he said, will be their undoing when faced with real competition from occasional networks.

In the television of the future, said Frank, "only those programs that are economically efficient will survive."

Major event programing, such as the Super Bowl, the Academy Awards, movies, and "star specials"—musical or variety shows highlighting the work of one or two stars—will all originate first on pay per view TV, in the television of the future, according to Silverman, who said such shows would move after their pay per view runs to basic pay TV, the networks and syndication. "Pay per view has gotten off to a poor start," he said, "but it may be singularly the most im-

The International side of NATPE

While interest by U.S. firms in foreign programing remains small, there's a growing volume of co-production

Despite its continuing pitch to foreign buyers and suppliers, NATPE International remained a relatively subdued meeting ground for overseas broadcasters and programers in 1983. Fewer than 10% of the exhibitors and participants in the conference were from outside the U.S., according to one estimate, the bulk of that number from Canada.

The proximity of Latin America has strengthened the gathering's representation from south of the border, while many European programers apparently prefer to concentrate on the earlier program fair in Monte Carlo and the MIP festival in Cannes during April. The situation will be further complicated this year with the first-ever American



Frank



Silverman



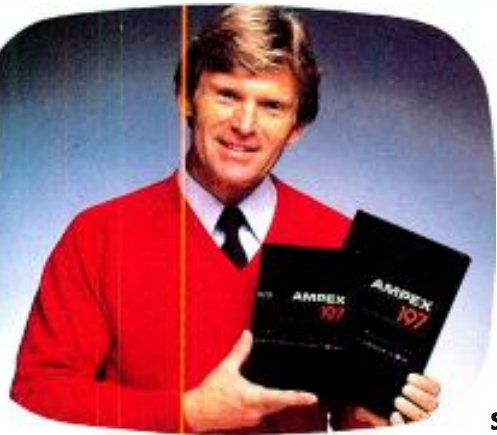
Grossman

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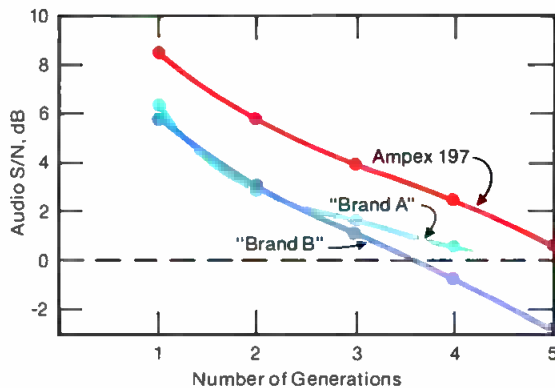


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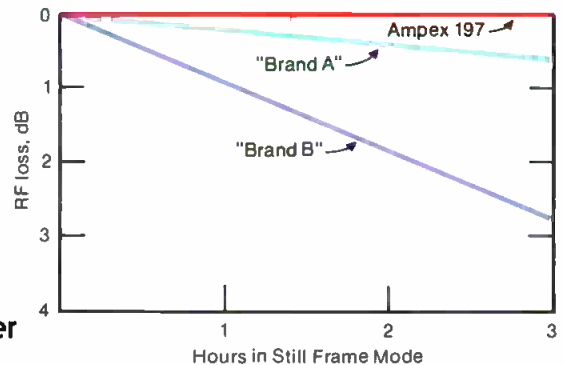


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MIP, scheduled for November in Miami. The worldwide recession, some speculate, helped keep foreign visitors limited to about 400 at this year's NATPE International. There were about 50 exhibitors selling specifically to overseas buyers.

Nevertheless, many of the overseas exhibitors in Las Vegas reported respectable traffic in their booths and suites last week, including interest from U.S. cable programmers and a handful of broadcasters. The marketplace has been dampened somewhat by the demise of CBS Cable and The Entertainment Channel, both big buyers of European product during the past 18 months. For the most part, it was noted, sales at NATPE by foreign producers continue to be primarily to other foreign buyers, rather than to those in the U.S.

CBC Enterprises, the foreign distribution arm of the Canadian Broadcasting Corp., announced sales to a number of U.S. cable systems, plus Australian broadcasters.

Rob Straight, U.S. sales manager, said the Nickelodeon children's cable programming service has purchased 39 episodes of CBC's *Going Great* teen-age series and the new Nashville Network has acquired 26 episodes of *Tommy Hunter*, a country music show. The Bravo cultural service has bought four CBC specials. The network also reported 54 hours of CBC programming has been sold to the Australian Broadcasting Commission.

Another foreign NATPE representative reporting interest from U.S. buyers was Brazil's Globo Network, which had cable and broadcast outlets inquiring about *The Best of Carnival* and a documentary on the Amazon. As in years past, however, the primary buyers for Globo were other Latin American countries.

Radio Caracas Television was pitching "novelas" (Spanish-language soap operas) to both Latin American and U.S. buyers, as well as children's programming, mini-series, series and specials. Many of the U.S. buyers at such suites were interested in product for Spanish-language stations or services.

Some distributors, such as Los Angeles-based Filmtel Inc., were going after both foreign and domestic buyers. According to foreign distribution director, Ruth Feldman, the overseas market is expanding for programs as varied as *The Richard Simmons Show* (an exercise strip) and *Couples* (a daily advice program for couples with troubled relationships). Filmtel went to NATPE with 11 half-hour series and four one-hour specials on its roster. Feldman said the biggest obstacle for U.S. program suppliers overseas remains the "quotas" set by many governments on American-produced material, strictly limiting time available for such programming.

Metromedia Producers Corp., which markets Spelling Goldberg Productions' product overseas, had record-breaking sales at this year's NATPE conference, according to Paul Rich, MMP vice president for worldwide sales. As a result of first quarter activity and NATPE sales, total revenues from international sales at MMP are expected to be up 36% in 1983, from \$11 million in 1982 to \$15 million.

This is a critical year for international sales at MMP, said Rich, because next year

the company will no longer have the overseas rights to all Spelling Goldberg product. It will, however, exercise an option it has on a Spelling Goldberg pilot starring Billy Dee Williams, said Rich. If the pilot makes it to series, as it is expected to by mid-season next year on ABC-TV, MMP will own the overseas rights. International sales generate a major portion of MMP's annual revenues.

Another trend at NATPE among foreign delegations was an emphasis on co-ventures between U.S. and overseas production companies. *The Winds of War*, shot in many European locations, and *Marco Polo*, produced in association with Italian television, have spurred interest in such arrangements, as has Canada's recently announced incentive package for Canadian-linked programming. One French network, TFL, aggressively proposed documentary and drama co-ventures to American companies from its booth on the exhibition floor. Another French company is involved in a co-venture with Home Box Office to produce an original mini-series, *Louisiana*.

Some 170 guests turned up Friday night for the Canadian Television Program Distributors Association party, which has become an annual NATPE tradition. Buyers from at least two pay TV companies in Canada and four broadcast groups

were represented.

Australian and British buyers and sellers were mostly given visibility this year by their U.S.-based representatives. The majority of those contracted said they were looking at product at NATPE, reserving their final judgment on purchases until the April 22-28 MIP festival in Cannes.

Off-network programing from the U.S. networks continues to do well overseas. Worldvision, for example, reported at NATPE it has sold *Little House on the Prairie* in 110 markets and *Dallas* in 86. The company has also found success internationally with its Hanna-Barbera library of animated series and three top-rated ABC-TV daytime dramas.

Another factor in international trading has been the strength of the U.S. dollar overseas. In France, for example, the value of the dollar has increased about 30% in recent years, making co-productions there more attractive. The same trend has made it more difficult for foreign buyers to afford U.S. prices for American programing, particularly those nations with high rates of inflation. In some instances this has led to an increase in locally produced programing. Nevertheless, interest in U.S.-produced programs appears as strong as ever, according to foreign buyers at this year's NATPE. □

Expanding international opportunities

An international marketplace for radio programs, a biweekly bulletin listing opportunities for international co-production of films, videogames and other media and an international marketplace for home computer software are among the projects being planned for the next two years by Bernard Chevy, managing director of MIP, AMIP, VIDCOM and MIDEM, four international marketplaces. Chevy announced his plans on March 21, during the NATPE International conference.

The international marketplace for radio programs will take place within next year's

MIDEM, an international marketplace for record manufacturers, set for Jan. 23-27, 1984. The last few years have seen a rapid increase in the number of privately owned radio stations in Europe, said Chevy, so that their number now exceeds 1,000. There is a need for international exchange among radio programmers and managers, he said, and although the first international marketplace will take place as part of MIDEM '84, future years could see the development of a separate marketplace for radio alone.

With this year's MIP-TV convention, set for April 22-28 in Cannes, France, Chevy will establish a year-round international clearinghouse for information about co-production opportunities, with bureaus in Chevy's existing offices in New York, Paris and London.

If the clearinghouse—to be called the International Bureau of Co-Productions—proves successful, additional bureaus could be opened in future years in Tokyo, South America and Africa, he said.

The biweekly bulletin to be published by Chevy's clearinghouse will be available to subscribers for a price that has not yet been set but will likely be no more than \$1,200 a year. He said his organization will make available to subscribers a computerized database of information about co-production opportunities, but that to avoid "swamping people" with information, the biweekly bulletin will contain only those ventures that "have true potential." The bulletin will not carry advertising. A promotional first issue will be offered free in June with subscriptions sought in September.

Software for both videogames and home computers will be marketed at this year's



Chevy

VIDCOM, set for October in Cannes. Last year's VIDCOM featured videogames alone. □

Winning the local battleground

Research, promotion and localism called key words to gaining a higher share in a market

What makes a TV station a success? According to representatives from stations that garner high audience shares, the answer lies in heavy promotion, accurate knowledge of the market and a strong commitment to the local community.

During a workshop called "Portrait of a Legend: Six Stations' Success Story," moderator David Simon, programming director at independent KTLA(TV) Los Angeles, noted that some stations continue to dominate despite the "fractionalism" of their own market. In KTLA's case, Simon said, there are 18 over-the-air stations serving the Los Angeles area plus 10 pay cable services. Simon explained that KTLA takes advantage of its independent status by creatively programming and packaging movie theme weeks, sports events (it carries the California Angels games) and, of course, heavy promotion. It also draws on Golden West Television, its production arm that produces and syndicates *The Richard Simmons Show* and *Woman to Woman*. Simon also stressed technical quality: KTLA broadcasts its movies in 35mm film whenever possible, rather than the standard 16mm.

John Von Soosten, vice president of programming at Metromedia's WNEW-TV New York, said his station programs with the attitude that it is going against all five of the other commercial V's in its market and not only against the two other independents or three network affiliates. While the other stations in New York are broadcasting the evening news, Von Soosten said, WNEW-TV counterprograms with off-network syndicated shows—and is the most watched station in

its market during that time period. It also was the first station to program *P.M. Magazine* at 8 p.m. in prime time rather than its traditional access slot. But WNEW-TV doesn't rely solely on syndicated programming, Von Soosten said. It also produces a heavy slate of local programming, including 60-second PSA's about New York, "Big Apple Minutes." Over 400 have been produced over the past three years, Von Soosten said. WNEW-TV also invests heavily in graphics and promotion spots, he reported, to keep its image fresh in the viewer's mind.

As panelist Kurt Eichsteadt of KCRA-TV Sacramento, Calif., explained: "This is not going to be very exciting, there are no secrets: Stations dominate because they serve their market." He emphasized that KCRA-TV has a special commitment to news: It programs four hours daily, and currently has its own news teams going through Africa and Korea. But far-flung correspondents by themselves are not enough, Eichsteadt pointed out. Their stories must have a local reference point. "International travel has to relate to the local market," he said. KCRA-TV also does not hesitate to interrupt programming to report local news, and devotes 90 minutes a day to local programming. Broadcasting "job-a-thons," recruiting a large staff of interns and heavy promotion all go into making KCRA-TV dominant, Eichsteadt reported. Finally, on-air personalities and station management taking an active, high-profile role in the community—such as addressing civic groups and meetings—goes a long way to making KCRA-TV a household word, Eichsteadt concluded.

Television was a laid-back business in the Raleigh-Durham, N.C., market until the middle 1970's, reported panelist Neil Kuvin, WRAL-TV Raleigh-Durham, N.C. But when WRAL-TV, a local, family-owned station, decided it had to catch up with the times, it invested in market research. The results yielded an interest in news and public affairs programming, Kuvin explained, but also made the station's management realize it must take a deep interest in the community. But identifying the community, Kuvin related, required more research: WRAL-TV captures only 75% of the market because of spillovers from other markets, and its metro

market is only 36% of ADI homes. Unable to match the budgets of big-city stations, Kuvin said WRAL-TV puts a premium on its staff's creativity. "We spend a lot of time dreaming," Kuvin noted, "on what the station would do if it had all the money it needed." The ideas generated from brainstorming sessions like that, Kuvin said, often are produced without large sums of money.

John Serrao, owner and manager of 18-month-old KTRV-TV Boise, Idaho, claimed: "Our strength is in movies and promotion." The only independent in a market with three affiliates ("God help us if another independent should go up"), KTRV-TV, Serrao explained, does not yet have the facilities to do a heavy slate of local programming, but it does run movies in prime time and finds it's been capturing a respectable share of the audience—on the average a 19 share, he said. Although Serrao thinks he's doing well enough to attract advertisers, he laments: "Our newness does affect sales: The good-old-boy network is real." □

Contracts safer than handshake, NATPE told

Although verbal agreements have often been used to seal program deals, NATPE panel recommends use of contract to avoid problems

The primacy of a handshake as the basic instrument in show business/broadcasting negotiations is still recognized by many, and beloved by even more, but the realities of doing business in the modern telecommunications world led a NATPE panel last week to conclude that it's better to put it in writing.

The subject was "Successful Negotiating Strategies," and the handshake question led it off. Moderator George Heinemann of Showmakers Inc. said he had found that method best during his 39 years of dealmaking. Panelist Peter Yamen of Comworld International observed that much of the business is based not only on a handshake but on



Portrait of a portrait. David Simon, programming director of KTLA-TV Los Angeles, heads a workshop titled "Portrait of a Legend: Six Stations' Success Story." L to r: Simon; John Serrao of KTRV(TV) Boise, Idaho; Neil

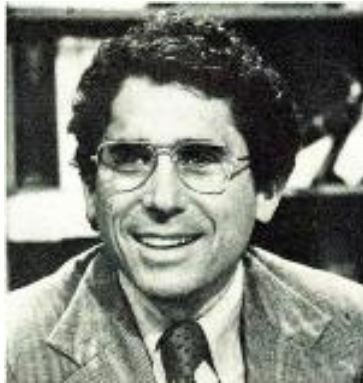
Kuvin of WRAL(TV) Raleigh-Durham, N.C.; Kurt Eichsteadt of KCRA(TV) Sacramento, Calif.; Barry Barth of WJXT(TV) Jacksonville, Fla., and WNEW-TV John Von Soosten.

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Written handshake. Discussing business agreements were (l-r) Peter Yamen, Comworld; Dan Sassi, RCA Records; Michael Collyer, of Kay, Collyer & Boose; Dean McCarthy, HRP, and Lucie Salhany, Taft Broadcasting.

a verbal agreement.

But Michael Collyer, a lawyer with Kay, Collyer & Boose, wasn't having any. "Oral agreements aren't worth the paper they're written on," he said, quoting Samuel Goldwyn. "There is a life to a talent-station relationship, and it changes during the course of the transaction." Collyer also noted that executive personnel also moved on, taking with them the records of verbal understandings. "It's best to codify a deal as soon as possible," Collyer advised.

Lucie Salhany of Taft Broadcasting (and a former NATPE president) related an instance in which a verbal deal with an anchor team worked well until the market got into a hot news battle—and the team walked out en masse one Friday afternoon. "I recommend putting talent under contract," she observed.

The panelists were unanimous in advising that the first thing to do in a contract negotiation is to read the contract. Too many programmers simply skip over sections they take to be "boilerplate"—that is, standard language common to contractual instruments—and are surprised to find later that they've accepted conditions of which they were unaware.

Dean McCarthy of the HRP representative firm came down hard on the need for stations to think ahead in their contract negotiations, especially with program distributors. "We can no longer conduct business as we used to," he said. "Nobody should believe that rates aren't going to be higher next year [and] you should be able to anticipate what you'll have to pay next year if it's a hit."

McCarthy also observed that distributors are setting not only station program standards but commercial standards as well. In the absence of a National Association of Broadcasters code, all stations should adopt standards of their own to which they can hold outside suppliers. One major advertiser, he said, is trying to introduce 15-second spots, and "if you haven't written a code of operation you can have a serious problem."

Salhany amplified that observation, adding that "run it through the Lexicon" is becoming an increasingly frequent programing command. (A Lexicon is a device used to compress program or commercial material into shorter lengths without apparent change.)

Asked about the "win win" approach to negotiations, in which both sides come away happy, Comworld's Yamen responded that such situations would be ideal but for the

demands "put on both of us by our managements." McCarthy remarked that "in some

Independents taking the ad hoc road to success

That's the way the stations will be able to compete with network affiliates for material

Independent television stations assessed their new-found strength during a Tuesday morning wrap-up session in Las Vegas and tried to come to a consensus about the increasing importance of ad hoc or so-called "fourth" networks.

Breaking the lock of the three commercial networks "is not an easy matter," advised Chet Collier, executive vice president for syndication, Metromedia Producers Corp. The issue, he said, "must be approached very carefully." Collier said program suppliers and independent stations "have been most receptive" to the notion of a fourth network, adding that major advertisers and their agencies "are willing to be cooperative, with the payoff down the road for them."

Collier said it is "not outlandish" to think that within 10 years virtually all stations will be independents, in the sense that existing networks will become part of a larger mix of available program services, with news their primary offering. Such a scenario might not be "the best thing to happen to independents," he warned, since networks would then begin to compete much more aggressively for the same programing as independents. The networks are not going to take an increase in pre-emptions, which Collier pre-

sitions it's a buyer's market, in others it's a seller's market and the problem is that some people don't know which one they're in." Collyer said he didn't like "win win" because "it implies it's a game." He quoted Franklin Roosevelt as saying that the best negotiation was "like building a bridge"—and then added that Robert Benchley said the hardest part of bridge building was placing the first stone.

Asked about closing techniques, panelist Dan Sassi of RCA Records recommended risk taking—that is, setting up a deadline, creating an impasse and calling bluffs.

The panel was unanimous in answering one question from the floor, about how large a market needs to be before broadcasters start putting talent under contract. The answer: all sizes, from the smallest up. □

dicts will happen, lying down.

"The networks have finally come around to recognizing what a threat the independents are to them. For so many years, the networks acted like Detroit," Collier declared. "They pretended that we weren't there."

While the networks have "gone public" with their competition against independents, noted Collier, advertiser awareness of non-affiliated stations has increased. By upgrading their news, local programing and "visual look," he said, independents "have added measurably" to their image on Madison Avenue.

Although the panel came to know specific agreements on the future role of ad hoc or fourth networks, each member expressed hope that prime time ratings for independents might be improved by such developments.

Don Menchel, president of MCA Television, told the audience independent stations would not become competitive in prime time until advertisers got behind new programing approaches in that period. With few exceptions, he contended, it's "almost business as usual" among television advertisers. He urged them to "bite the bullet" and take more risks in independent programing. Menchel argued that ventures by independent stations were worth investing seed money in because, unlike much cable programing, mea-



Ad hocing. Discussing independent networks were (l-r) Joseph Schrier, Young and Rubicam; Stan Moger, SFM Entertainment; Don Menchel, MCA; Chet Collier, Metromedia Producers Corp.; Steven Bell, KTLA(TV) Los Angeles, and John Von Soosten, WNEW-TV New York.

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surement of audience is easily available.

"I see greater awareness on your part of your own power," Menchel told the group. "Your success has shown that people watch programs, not stations." As a result, independents are approaching parity in the eyes of viewers, advertisers and the networks, he said.

"The best thing that the independents can do is not believe their own press, but continue to serve the advertiser and their local communities," advised Stan Moger, president of SFM Entertainment. "The networks don't give a damn about the advertisers, except for taking their money."

Moger predicted the disaffection of advertisers and network affiliates will lead to "a great deal more ad hoc networks in the future." In his experience, affiliates are more interested in bidding on non-network prime time programming than ever before. A major problem at the network programming level, he declared, is "too many long-term decisions made by too many short-term people." NBC, for example, is still living with decisions made by former president Fred Silverman, said Moger. Increasingly, he continued, the networks are realizing what the independents have known for years: that audiences buy and watch locally, and the generation that has grown up with television is not as enamored of the medium as its predecessor, and therefore less loyal to traditional network approaches.

Another panelist, Joseph Schrier, vice

president of Young and Rubicam Programming Services, agreed that the networks are very concerned about ad hoc networks and new programming distribution systems. "The process (of greater advertiser acceptance of independents) seems to be speeding up," Schrier said, suggesting that Independent Network News, for example, could not have existed five or six years ago. "I would encourage you not to look for the immediate pot of gold," Schrier told attendees, "but be willing to find it farther down the road. You're in a strong position vis a vis the networks now."

A final panel speaker, Steven Bell, KTLA(TV) Los Angeles vice president and general manager, said "the return of theatrical motion pictures to the local syndication business" was, with the development of ad hoc networks, the most significant development among independents in the past year. Packages of major motion pictures from major studios have been scarce in recent years, said Bell, and the new releases are of a higher quality than those in the past. Although stations are generally paying the same price for movies they can play less often in less time, he noted they are selling quickly. As independents and ad hoc networks gain strength, Bell foresees more studios selling to independent stations directly after pay cable runs, before the three major networks have a chance to obtain the films. At least one studio, according to Bell, is selling directly to independents after pay cable. □

fixed service (ITFS) band, a move being resisted by public broadcasting. Hinte said an FCC decision was expected within 30 days.

SMATV (satellite master antenna television) was described by John Raines, of the National Satellite Cable Association, as the "private cable" industry. Eventually, SMATV operations hope to control access to 25% of U.S. TV homes, and thus anticipate playing a big part in the programming explosion.

"We don't think cable has the right to go beyond public property to private property," Raines said, adding that equipment prices have come down to the point that "if you don't have to provide all the franchise requirements [of conventional cable] you can make money."

The final panelist was Robert Wold of Robert Wold Co., which specializes in custom satellite networking. He described a domestic satellite system that now contains about 10 birds available for general use (provided by RCA, Western Union and Comsat) with Hughes soon to put another satellite on line. In addition to television, the system also delivers facsimile and broadcast audio communication. The cost to lease a full-time transponder ranges from \$70,000 to \$200,000 a month.

Wold said his company "opposes lackadaisical deregulation," referring to FCC plans to sell transponders to the highest bidder. "It will tend to put control of the information [system] into the hands of a handful of companies," he said.

Speaking of earth stations, Wold said there were some 6,000-7,000 in place at cable systems and approximately 375 at broadcast stations. Some 80%-85% of stations in the top 50 markets now have satellite capacity, he said, giving rise to a great number of ad hoc networks for programming purposes. At least 20 shows are now syndicated via satellite, he said.

Wold spoke enthusiastically of still another new technology on the horizon: high-definition television. "That is the future of TV," he said, "if not in the home, then in public areas. By 1985 we will be putting HDTV in hotels," said Wold, "and by the late 1980's it will become a reality."

One questioner asked Hubbard what

Making way for the new technologies

NATPE gets a rundown on DBS, LPTV, MDS, SMATV and satellites

"Whether we like it or not, DBS is going to come. You can't stop progress."

Stanley S. Hubbard of Hubbard Broadcasting, but speaking in this instance for its United States Satellite Broadcasting Co. subsidiary, was the least equivocal of the panelists who addressed NATPE delegates on "New Distribution Techniques." The direct broadcast satellite medium will enable its licensees (USSB is one of eight) to reach an immediate penetration of 25% of the country after launch in 1986, he said—anticipating a \$300 antenna-receiver-demodulator package small enough to fit into a United Parcel Service package (the dish itself would be 27 inches in diameter).

Emphasizing the ultimate economy of DBS, Hubbard said that it would cost \$675 million to wire the core city of Chicago, and that, by contrast, he will be able to reach every inch of the U.S. for \$300 million. With three transponders on the satellite, and calculating a 10-year life, that comes to \$10 million a year, he said.

From the other end of the spectrum, in terms of reach, came John Reilly of the National Institute for Low Power Television, who said that medium's biggest problem is simply speeding up the licensing process at the FCC. The second biggest problem is programming, although two networks have been set up to serve LPTV stations. Reilly said the low-end figure for constructing a VHF

LPTV station with satellite dish is \$50,000, with most facilities coming in at \$75,000 or more. Some 140-150 CP's have been granted, with 30-35 on the air.

Diane Hinte, of the National Association of MDS Service Companies, said that medium has now achieved 750,000 subscribers on 90 systems. Its next hope is to achieve FCC authority for multiple channel operation—a broadening of spectrum that would increase the number of channels in a market from two to 14. The additional channels would come from the instructional television



Frontiering. Participating in a new technologies discussion were (l-r) Robert Wold, Wold Communications; John Raines, National Satellite Cable Association; Diane Hinte, National Association of MDS Service Companies; Stanley Hubbard, Hubbard Broadcasting, and John Reilly, National Institute for Low Power Television.

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would happen to network affiliates when DBS comes into play. His response: "They have to do what makes most sense to their stockholders. [But] the handwriting is on the wall." □

ABC proud of 'Winds' numbers

At NATPE session, network said it completed most successful sweeps period in history

An assured ABC went before affiliates at NATPE to proclaim that the February sweeps, during which *The Winds of War* was broadcast, will show ABC with "the strongest sweeps period in the history of this network."

On the programming side, Jim Duffy, president of the ABC Television Network spoke of "some very positive and exciting plans" for late night news at the network, but declined to elaborate, and explained announcements would be made within two weeks.

Lew Erlich, senior vice president for ABC Entertainment, gave an overview of the network's programming schedule and position. He said that *Good Morning America* had shown "seven years of steady" growth, and was now holding an average 1.7 rating point lead over NBC's *Today*. Erlich also said there were plans to "fine tune the format but no major changes" were in store for *GMA*.

Erlich reported that the NFL strike had the greatest impact on the ABC network during the past year, to which he attributed a loss of six tenths of a rating point. And although he noted ABC was one rating point behind CBS, it still was two ahead of NBC.

ABC has committed to 15 hours of strip programming for the summer, to begin July 1 and continue through the first three weeks of September, Erlich said. "In all probability," he said, ABC will stagger five two-hour dramas and divide the balance among movies, specials and other dramas.

Erlich confirmed that the network is finding theatrical films are not holding up as they used to. He said there are several theories to explain it, but "obviously the growth of cable" is one of them; many viewers are now getting their theatrical movie diet through



Cable situationer. Several snapshots of the cable television industry were offered NATPE members at one of the final sessions of the conference, on Tuesday. Judy Bean, director of media services for the National Cable Television Association, provided an overview of the industry—its size and prospects. Norman Potter, executive vice president of Financial News Network, which sells its service to cable systems and television stations, expressed concern that "traditional broadcast approaches" are finding their way into cable, giving ratings as an example. He also noted that cable "is controlled by engineering types—80% of the systems don't have sales staffs." And Al Primo, of the Primo News Service, a consultant to a variety of news services, described his company's concept to bring about a "revolution in news coverage" bringing to small towns information about themselves. He referred to a system under which cable systems would make arrangements with a radio station or newspaper to deliver the local news during "windows" in the 24-hour services of Cable News Network and Satellite News Channel. David Kenin, of USA Cable Network, served as moderator.

cable and pay services. Whereas ABC once spent between \$50 million to \$110 million for a package of eight to 10 films, Erlich said, the network has "pulled back" and now buys packages of two to four films and has "cut our prices down by half." He predicted that affiliates would see "a great deal of pull-back of theatrical films on the networks." The future holds "definitely more made-for-TV" films, Erlich said, and those theatrical films that ABC is broadcasting are being given a six- to nine-month rest period from their last cable or pay service showing.

The primary concern at ABC News, Erlich reported, is to "get the late night situation turned around" before turning to review the other network news programs.

Responding to a question, he explained that ABC is "going under the assumption" that there will be a Screen Actors Guild strike, and has "ordered up" immediate starts of those series that have been given the green light.

ABC's Home View Network also should be under way by the first quarter of next year. Despite some initial technical difficulties with the decoding equipment, the ser-

vice is slated to begin first on an experimental basis with WLS-TV Chicago.

Mini-series also may become a staple at ABC, Erlich said. He called it "unique programming" that neatly includes a beginning, middle and end. ABC has two mini-series planned for 1984, but it "will be our lightest year" because of Olympic and election coverage, and predicted it would "come back very heavily" in the '84-'85 season. The perception of what a "series" is may change, Erlich noted. He pointed to the example of British television, where a "series" comprises seven to nine broadcasts and then disappears, only to resurface a year or two later. □

NBC's upward push

Company's executives tell NATPE audience of upcoming programming plans and high notes of year

A prime time lineup that is younger than that of the other two networks, both in its number of years on the air and the demographics it attracts, a bigger stock of made-for-TV movies and mini-series and a bumper crop of good theatricals will combine in the fall of 1983 to give NBC-TV a "moment of opportunity," according to that network's officials who briefed affiliates on plans for the coming year at the close of the NATPE International conference.

Including its \$500 million commitment to baseball, which will bring the network three World Series over the next five years, NBC is investing \$1 billion in programming for next year, according to NBC Entertainment President Brandon Tartikoff. The network is spending between 25% and 30% more on made-for-TV movies and mini-series for next year, he said, with one of its goals to air two "major mini-series" in each of the three major sweeps periods: November, February and May.

According to Jeff Sagansky, vice presi-



Pow-wow. ABC executives went before their affiliates to review the past year and preview the next. L to r: Dick Kozak, vice president of affiliate relations; Lew Erlich, senior vice president of entertainment; Jim Duffy, president of the ABC Television Network, and moderator Don Wilburn of WVE-TV New Orleans.

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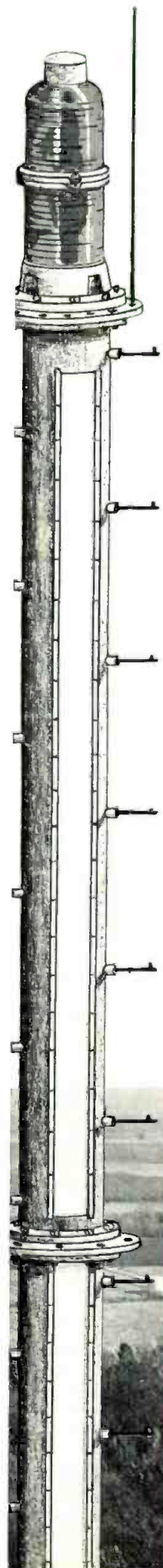
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Tartikoff

dent for series at NBC Entertainment, the network is developing 35 new pilots for next year, 50% more than the number in development at either CBS or ABC. Last year, NBC developed 22 pilots. Series ordered for next year include a number with rural appeal which are meant to balance the schedule, now weighted in favor of urban appeal, according to Tartikoff.

NBC is poised for an upturn in prime time, he said. Its movies aired so far this year have averaged higher ratings than those of the other two networks (18.2 against ABC's 18 and CBS's 16.1). What's more, five of NBC's series, *The A Team*, *Remington Steele*, *Knight Rider*, *Silver Spoons* and *Mama's Family*, have improved the ratings in their time periods over the previous year, while at ABC, only *Matt Houston* has improved the ratings of its time period and no series has at CBS.

Outside prime time, NBC plans to further improve its winning Saturday morning lineup with a new version of the series, *The Chipmunks*. Its daytime lineup during the week will soon get two new game shows, *Dream House* and *Battlstars*, according to network vice president, Steve Sohmer, and in the afternoons, there are plans to "heat up" all of NBC's serials. *Scruples*, a new serial, is now in development for next fall, and a major national contest is being planned for this summer around the game show, *Fantasy*. "We are on our way in daytime," said Sohmer.

In late night, NBC "feels very confident about Carson," said Tartikoff, and according to Pierson Mapes, president of the NBC-TV Network, the network plans to promote *Tonight* more heavily next fall, and for the first time the show's star will participate in the network's fall promotional campaign.

NBC-TV is currently negotiating for renewal of *Saturday Night Live*, and is "confident it will be with us next year," said Tartikoff. It is also in talks about *Second City TV*, with discussion under way about using the show in a Friday night late time period and spinning off some of its talent into other shows.

Promotion of the network will be aggressive next year, according to Sohmer. "We're going to heap the pressure on," he said. "We're hip, we're cocky and we want to win." □

Sweetness and light

CBS-TV affiliates hear good things about ratings in news, prime time, daytime, late night

Being in first place tends to make for a subdued affiliate meeting. Such was CBS-TV's last week during the NATPE conference. The biggest problem on anyone's mind seemed to be that of sports overruns.

Research Vice President David Poltrack led off by reciting statistics to support the network's claims to first place in prime time and said it had drawn even to ABC-TV in daytime when both were head to head. The new *Dukes of Hazzard* Saturday morning cartoon was credited for a turnaround in that daypart; Poltrack said CBS had achieved a 4.8 on the most recent Saturday (March 19) as opposed to its season date record of 4.2.

CBS is "clearly strong" during late night, Poltrack said, with 5.5 against ABC's 4.5 and NBC's 3.6. As for news, it's a "one-horse race right now," he said.

CBS/Broadcast Group Executive Vice

President James Rosenfield told the affiliates that CBS had been working for the last five years with a long-range goal in mind: to beef up every single daypart. "You're beginning to see the fruits of that plan," he said. Speaking of prime time, Rosenfield said no fewer than 11 limited series had been ordered so that CBS can hold its momentum.

Speaking of the February sweeps (won by ABC), Rosenfield said the best news he could deliver was that buyers are going to adjust for ABC's *Winds of War*. Looking forward to the May sweeps, he said ABC had moved its best ammunition into March and April "in a desperate move to compete." CBS, he said, has produced eight new episodes of *Dallas* to last into the sweep period.

The meeting ended with a burst of applause from the affiliates for the network's decision on where to put the last episode of *M*A*S*H*—right up against their late evening newscasts. An earlier plan to start the two-and-a-half hour finale at 8 p.m. had met strong affiliate resistance. □



CBS affiliate quintet. L-r: David Poltrack, vice president, research, for the CBS/Broadcast Group; Scott Michaels, vice president affiliate relations for CBS-TV; James Rosenfield, executive vice president, CBG; Anthony C. Malara, president, CBS-TV, and Steve Currie, KOIN-TV Portland, Ore.

Satellites widen programing vistas

Ad hoc networks become easier to form with increase of earth stations; newest opportunity will be DBS

Although direct broadcast satellites remain more a rumor than a reality at present, the presence of would-be DBS operators and current satellite-based program distributors at this year's NATPE International carried a higher profile than in the past.

Advertising itself as "America's first space network," the United States Satellite Broadcasting Co. was lining up terrestrial affiliates and program suppliers for its proposed DBS service, which the Hubbard Broadcasting venture hopes to have in operation by late 1986. USSB seeks to provide three separate DBS channels and eventually to add at least one high-definition channel.

USSB President Stanley S. Hubbard was

on hand at the company's Hilton hotel suite, insisting that the cost of DBS receivers should drop to less than \$300 once powerful DBS satellites are in operation. Under Hubbard's plan, USSB would provide a "fourth network" of year-round programing in the same dayparts served by the three commercial networks. Its Channel One is intended for rebroadcast by existing broadcast stations, in addition to direct reception by DBS-equipped homes. "As DBS to homes emerges," USSB predicts, "stations will have an opportunity to participate in program and business ventures that USSB will be developing on its other direct-to-home channels."

Alcoa-NEC Communications Corp. was distributing literature with USSB that promised prompt delivery of DBS reception systems and estimated "as many as 15 million DBS rooftop receivers [will be] in place by

Other satellite-related firms at the convention—including the Robert N. Wold Co., DBS Corp., Bonneville Satellite Corp. and Synsat—were primarily interested in lining up clients for delivery of syndicated or special event programming via satellite.

Bruce R. Hough, vice president and general manager of Bonneville Satellite Corp., told BROADCASTING his "full-spectrum satellite company" is taking a wait-and-see attitude toward DBS. The Bonneville International subsidiary currently operates three transponders on Westar IV.

"We're looking at the idea of submitting a DBS application very carefully," Hough said. "I have real questions about what its future will be." He predicted an eventual "shake-out" would leave DBS with about half as many operators as are currently intending to provide service.

Hough estimated close to 60% of broadcast stations now have earth stations and that soon most syndicated television programming will be distributed by satellite.

"Operation Prime Time has established that there is alternative, high-quality programming to the networks that can be distributed successfully in an ad hoc network fashion," Hough observed.

Hough also said that terrestrial microwave links are being expanded to the point where the "last mile problem" is becoming a thing of the past. In southern California, for example, a six-county microwave system serving the Bonneville up-link will soon streamline program distribution. □

Broadcasting and cable urged to work together

Cooperation said to be the key to deal successfully with new media

"Each of us has something the other can use," declared Cable Health Network president and chief executive officer, Jeffrey Reiss, before television program executives at a Monday morning NATPE workshop entitled "New Video: Speak Software and Carry a Big Shtick."

Reiss's sentiments were echoed by four other panelists representing cable and DBS programming interests, plus moderator Derk Zimmerman, a vice president of Group W Satellite Communications, which is a partner with ABC in Satellite News Channels.

"The lines of distinction [between new video participants] are becoming blurred," Zimmerman observed, noting that 25 broadcast stations are partnered with SNC in providing local news cutaways for the cable-delivered news service.

Alice Finell, director of programming for Daytime, the daily women-oriented program service offered by Hearst/ABC Video Enterprises, challenged broadcasters to produce programming for cable networks and urged them to hone their skills in preparing proper program presentations. "Why can't

we work together for our mutual benefit?" Finell asked.

Her appeal was endorsed by Buddy Ragan, production manager for the newly launched Nashville Network, who said his cable service is rapidly using up a backlog of 400 program hours produced in advance of the network's March 7 launch.

"We are not the country MTV," Ragan emphasized, referring to the rock music-oriented Music Television operated by Warner Amex. "We have interview/talk programs, variety shows and sports, in addition to music. The theme is Nashville entertainment."

Bruce Paisner, president of King Features Entertainment, described how the Hearst-owned company draws upon the parent firm's assets in magazine and book publishing, print and broadcast syndication, to develop cable programming. Having such assets in and of itself is no key to successful syndication, he stressed. "You must have the ability and will" to market such material to "the right audience."

Those who "hang on tenaciously" in cable programming can expect to better their odds of long-term success, Paisner feels.

A final panelist, Patrick McDougal, an assistant to the president of Direct Broadcast Satellite Corp., contended that direct broadcast from satellites is "nothing less than the next generation of television distribution systems."

McDougal predicted that cable will evolve into a news, information and two-way oriented medium, while DBS will emerge as the dominant medium of mass

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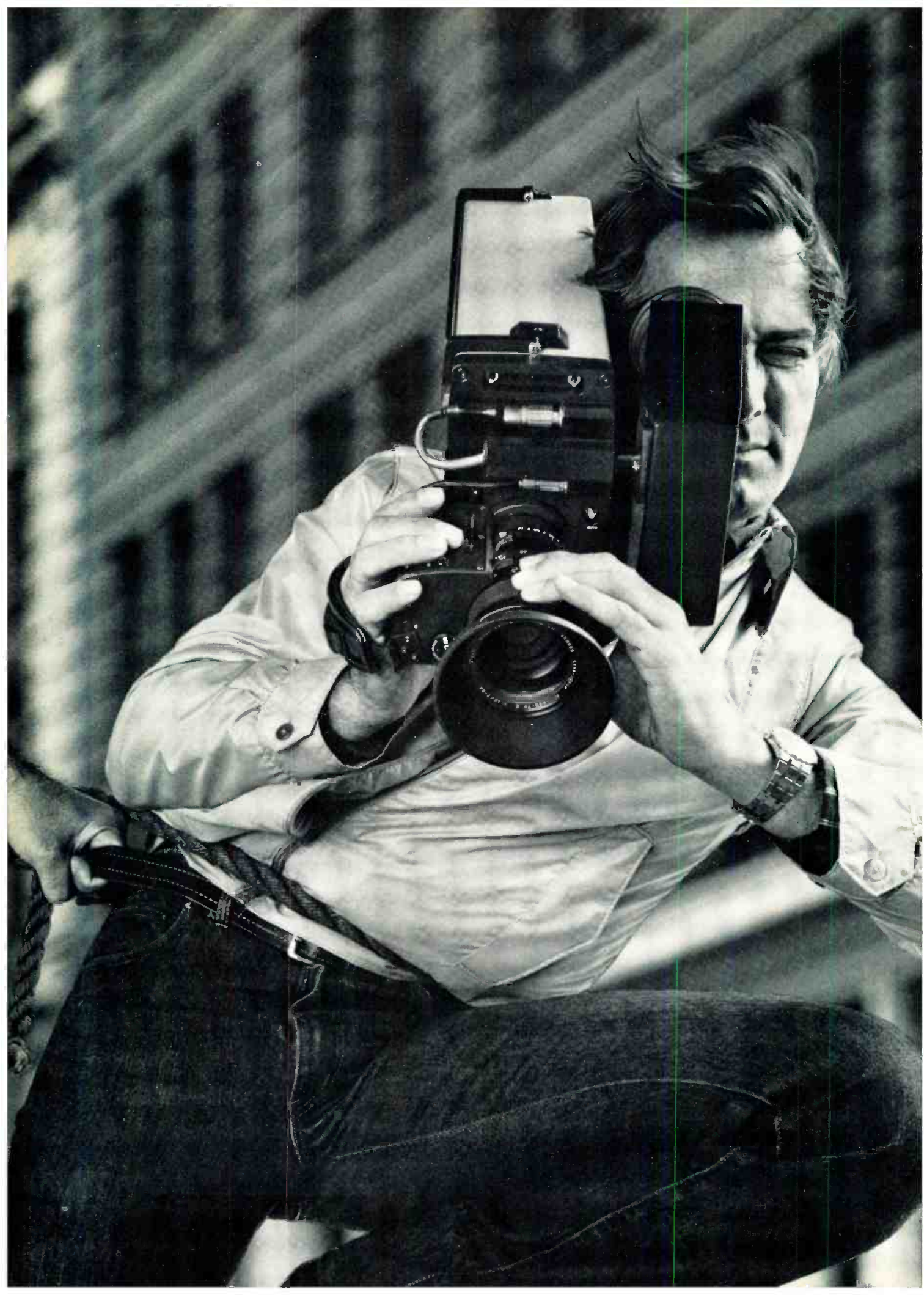
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The basic TC-90 body weighs only 7.9 pounds, less lens, viewfinder, and battery. To realize just how light that is, the Ikegami HL-79 body weighs 13 pounds; the Philips LDK-14S is 11.9; and the Hitachi FP-22 weighs in at 11.7.

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The TC-90 is one of the smallest. But we deliberately made it a bit bigger than it had to be, to add balance and stability. A little longer, to let the cameraman grasp the lens in a natural, comfortable, controlled way. And we carefully shifted extra weight to the tail, so that the weight of the lens is counterbalanced for easy, smooth handling.

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The height of conventional ENG cameras blocks the sightline to your right. But the TC-90 has a low profile for peripheral viewing no other camera can equal. So you won't miss the action no matter where it happens.

That low-profile TC-90 body is built of graphite Nylon plastic, the same kind of material used for high-stress components in jet aircraft. Its strength-to-weight ratio is ideal for resisting damage from bouncing in the back of the van, from heavy weather, hostile newsmakers, inevitable accidents. The TC-90 housing should never need repair, which saves a lot of shots and a lot of money.

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Cable connection. Participating in a session on making peace between cable industry and broadcasters were (l-r): Patrick McDougal, Direct Broadcast Satellite Corp.; Bruce Paisner, King Features Entertainment; Buddy Ragan, Nashville Network; Alice Finell, Hears/ABC Video Enterprises; Jeffrey Reiss, Cable Health Network, and Derk Zimmerman, Group W Satellite Communications.

entertainment. As DBS matures, he said, more specialized programming may be expected. Local broadcast services will continue to emphasize local news and information more prominently as the mix changes, according to McDougal.

DBSC expects to offer six channels on a common carrier basis to program suppliers by 1990, and predicts two-foot home dishes will be available for about \$250 each. McDougal cited estimates that the cost of wiring Washington D.C., for cable will be \$500 million, which he said is about the same amount DBSC plans to spend in launching its six-channel nationwide DBS service.

During a question-and-answer session, one Texas broadcaster recalled vigorous resistance from a local cable operator when approached about a mutual production/sales venture.

"For years, cable operators felt that broadcasters were out to get them," Zimmerman

admitted. "It will take a while to overcome the years of animosity that has been developed." He noted a successful partnership between WDIV(TV) Detroit and the Daytime cable network, as well as SNC's local broadcast agreements, as examples of successful production cooperatives.

"The cable operators are really foundering in terms of selling local advertising time," Reiss added. He urged local television stations to come forward with their expertise, as has been done in a growing number of markets.

As for DBS, Reiss said there are "strong limitations," such as servicing, associated with the proposed delivery system, speculating that cable will be able to compete effectively as a delivery vehicle. The biggest problem facing cable programmers today, he concluded, is their lack of visibility. "People simply don't know what's available to them. We need to put much more money into marketing and promotion." □

tional network affiliate, prime time mold.

In a year or two, syndicated late-night programming may be more viable because of increased spot sales from 1984 political advertising, Lieberthal ventured. The "spill-over effect" from 24-hour pay and cable programming will also help boost all-night programming on broadcast stations, he said.

Don Tillman, program director of KTTV(TV) Los Angeles, labeled himself "a true believer" in late-night television, calling it "one of the last vestiges of experimentation left to us." He urged stations to develop and promote local personalities, adding, "We can no longer sit around and make videotapes, we have to get back to producing live programming."

Tillman described a late-night movie promotion undertaken by KTTV last summer, in which the station conducted open auditions for 11 "bedtime movie girls," that saw audience share jump from five to 16. He acknowledged that the station did not sell out its advertising inventory during the 11-week series, "but we didn't lose money either. We might have broken even on it."

A station manager in the audience commented that lack of audience measurement during late night in most markets inhibits many advertisers from investing in such programming. Tillman said all-night ratings are available in metered markets and predicted "you'll see an overnight book soon."

Jeffrey Wald, news director of KTLA(TV) Los Angeles, urged stations considering all-night programming to include at least some news programming, such as an hourly news update. "All the news that is on national [overnight] is really doing a disservice to local communities," he contended. "A station that does a bang-up job locally," Wald believes, "will do well."

Panel moderator Stan Marinoff, director of operations for WISN-TV Milwaukee, said his station has recently begun to "make a little money" from 24-hour programming after introducing all-night broadcasting primarily for "prestige and service to the public." WISN-TV uses the time to repeat local daytime programming. Marinoff urged stations and advertisers to devote more energy to program development in after-midnight slots. □

The late night paradox

This daypart could be big if programs could get advertisers and advertisers could get programs

A chicken and egg situation exists in late-night and early-morning television, panelists at a Tuesday morning NATPE session agreed. The overnight daypart has not been developed mostly because advertisers are reluctant to commit dollars after midnight on the suspicion that few viewers are watching, said programmers, who find it difficult to develop innovative programming due to lack of advertiser support.

"[Late-night] would be a very good market," declared Playboy Cable Network President Paul Klein during the "Open All Night" panel, "once you sell it to advertisers." Klein maintained that the late-night television audience tends to be younger and more affluent, the kind of "quality demographics" agencies are seeking. He said that pay television and cable program services such as Music Television have helped build the

late-night audience, with "a respectable number" of sets now in use at those hours.

"A commitment has got to be made by advertisers," insisted an unidentified station manager in the audience, if overnight programming is to become profitable. Another station representative noted wear and tear on equipment and program shipping costs incurred in 24-hour operation, suggesting that satellite distribution of live programming might be the most economical route.

Panel member Gary Lieberthal, president of Embassy Telecommunications, asked about 60 station executives in the audience how many were equipped to receive satellite-fed programming. The majority indicated they had receiving dishes and would indeed be interested in an ad hoc overnight programming network.

"Agencies are moving in the right direction," Lieberthal said, by assigning time buyers to look for "fourth network" opportunities and spot sales in new day-parts. He has found many agencies are more willing now to buy sponsorship outside the tradi-

NATPE looks at special interest groups

Public interest session looks how times have changed and new concerns

For a time in Las Vegas last week, the NATPE convention seemed caught in a time warp. It was the early 1970's, and the talk focused on the pressures exerted by "special interest groups" and how best to deal with them. Never mind that the high tide of the citizen movement in broadcasting seems to have receded years ago. Stew Park, of KNTV(TV) San Jose, Calif., brought the past into the present with a brief lecture on the beneficial "sensitizing" of confrontation with a citizen group. And Ed Jones, of wDVM-TV Washington, helped keep the illusion alive suggesting techniques stations could use in meeting the programing needs of such groups.

But the fact that it was 1983 was evident in the sparse attendance at the workshop on "Living Together: Working with Special Interest Groups." The station program directors at the conference evidently did not feel attendance at the workshop was a matter of compelling importance.

Evidence that times have changed also was present in the appearance of the special interest group representatives who appeared.

Abby Kenigsberg spoke for the Long Island Coalition for Fair Media, a far cry in makeup and goals from the poor blacks who formed coalitions in the late 1960's and early 1970's to pressure stations into providing jobs for minorities and offer programing of interest to them. The Long Island coalition, established in 1979, is composed of a variety of establishment organizations determined to obtain more news coverage of Long Island by the New York television stations. Kenigsberg reported reasonable-to-good success in her dealings with the network owned-and-operated stations, but none with the independents. In fact, in an echo of the traditional citizen groups, she said the group "may" file petitions with the FCC to deny renewal applications.

Pluria Marshall, chairman of the National Black Media Coalition, said that organization, now in its 10th year, has changed its tactics. Originally a militant group that was among the most active of those filing petitions to deny, it now files them only occasionally. "We fired our law firm four or five years ago; it gave us bad advice. We're doing better since," he said. And he added that although programing remains a matter of concern to NBMC, "the license challenge notion has probably seen its day." Marshall, who has negotiated a number of agreements with broadcast companies assuring blacks some of the gains they once sought through confrontation, said, "A lot of what we do is done behind the scenes." But he directed some of the old-time citizen-group fire at NATPE itself. "NATPE has got to get its act together," he said. "There is nothing here [at the conference] for blacks."

Among the broadcast industry representatives on the panel, there appeared to be the feeling that special interest groups are not only a current problem but probably one of increasing importance.

Gene Mater, who is senior vice president for communications and news practices at CBS News—but who, he pointed out in his presentation, was the CBS/Broadcast Group's senior vice president for policy when he agreed to participate—said citizen groups have become "more active of late." And for him, times have not changed. He feels two factors drive the groups: the feeling that "controlling television will cure all ills" and a desire "for a piece of the action."

But Mater also believes frustrations are leading groups to higher levels of "stridency" and to political action aimed at defeating President Reagan if he seeks reelection. "They see deregulation as hurting them; they feel the Democrats will help." Yet, Mater noted, "a lot of the regulations the groups favor were enacted under Republicans, while deregulation began under a Democratic FCC chairman, Charles D. Ferris."

Jones, whose suggested techniques for

dealing with special interest groups ranged from "listening" to what the groups say about a station and its programing to training programing people in the skills needed to provide the programing groups want, said such groups—he called them "pressure groups"—are not going away. He said they will grow in number "and become more intense." (The presence of Jones, who is black and program director of a major-market television station, indicated to some the distance the citizen movement has traveled.)

Park remarks about the "sensitizing" of confrontation recalled station officials and their lawyers, in the early days of the citizen movement in broadcasting, awaiting with dread the arrival of citizen groups as license-renewal time approached. Those experiences are not reported with the same frequency today. But to Park, a confrontation can be a positive experience.

"In confrontation, you're angry, and your motivations, truthfulness, even your moral fiber are being questioned. But in the heat of this crisis, something good is happening—knowledge is being exchanged." The group, he said, is learning how a television station operates and the manager gains a better understanding of the group. Indeed, Park said, "you may be compelled to try something totally new," and with profit. He said discussions he has had with groups have led to programs that won awards.

One member of the audience, after hearing the broadcast industry representatives, tried to get things back into the framework within which he views the world today. He asked whether the apparent lack of emphasis of the current FCC on programing and ascertainment of community needs would have an effect on how stations outside of the "visible" areas—Washington and New York—deal with the groups. "Will stations say, 'Go away; I'll do my thing.'"

Jones didn't think so. He said viewers will want what others are being offered. "The farmer in Iowa will see what stations are doing in other markets, and he will ask why he is not getting that service." And Marshall expressed the view that deregulation might actually hurt stations in not prodding them into meeting local needs. "If you think you

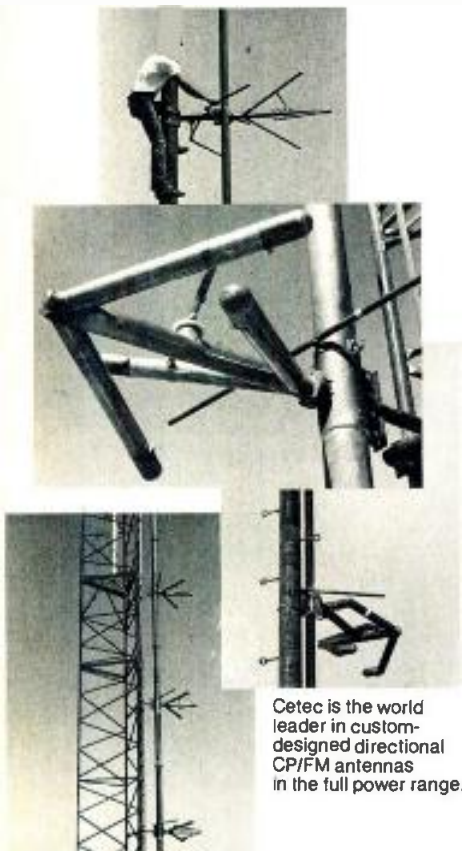


Deja vu. Problems of and techniques for "Working with Special Interest groups" were discussed at this NATPE workshop. L to R: Pluria Marshall, The National Black Media Coalition; Abby Kenigsberg, Long Island Coalition

for Fair Media; Farrell Meisel of wDCA-TV Washington, who served as moderator; Ed Jones, wDVM-TV Washington; Stew Park, KNTV-TV San Jose Calif., and Gene Mater, CBS.

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can compete with the new technologies and lose touch with the community, you're sadly mistaken." □

U.S. not ready for foreign fare

Although most at NATPE session would like to see more product from abroad, most realize cultural barriers in programing remain

Foreign produced television programs are unique, and there may be a place for them in the American market, but for the foreseeable future, at least, most will be relegated to the sidelines of American television. That was the consensus from NATPE's "Will It Play In Peoria?," an examination of the market for non-U.S. produced programs.

The overwhelming problem, the panel agreed, is the cultural barrier and the obstacles it presents to American viewers. As Norman Horowitz, president of Polygram Television, explained: "We are a nation of chauvinists as far as television is concerned; [we think] it's not invented here, it's not any good." Since television is a broadly-based medium, Horowitz said, most programing directors are unwilling to take on foreign-produced programs because they have limited appeal. Cable's ability to narrowcast, Horowitz added, may be the outlet for some fare.

Peggy Green, senior vice president of Dancer Fitzgerald Sample, said that advertisers and advertising agencies are interested in non-U.S. productions, but producers and syndicators "should discuss with us the program idea [they] have in mind." Green suggested that "many of the shows might have to be adapted," but explained it could mean no more than a change in narrator or host of the program.

Roger Ottenbach, general manager of KMTV(FM) Omaha, Neb., said his experience is that program directors shrink at hearing English accents on TV programs, and this engenders worries that the product will not be accepted. Program directors, he said, know that daytime audiences are used to American style controversial English, and it's hard to break that barrier on the grounds that foreign produced programs are good for culture's sake.

Susan Weil, senior vice president for programing at PBS, told of favorable responses to shows imported from Great Britain. She conceded "we're the only game in town for that kind of material, and we're able to lay back more and wait for [it] to come to us." Weil suggested imported programing does not have to be in series fare, and that there is much produced abroad about general interest topics, such as science, ballet or music, that has broad appeal.

The English-produced series that viewers see on PBS, Weil explained, "is the cream of the crop." What people don't know, she added, is that "there's an awful lot of crap out there." One reason it has a hard time selling here, she said, is some of it has "a different pacing, a different style." □

While most present wanted to see more foreign produced programs imported and broadcast in American markets, no one would admit there is a great appetite for it. One of the success stories cited was *Benny Hill*, which is distributed by D.L. Taffner. Taffner thought the original one-hour version was too long for American tastes, so he had the programs edited down to half hours, and found they could be cleared. □

Job fairs, magazine and morning shows top innovative local programs list

A morning program shot daily at a local shopping mall, a two-hour prime time special that found jobs for 125 people and a consumer information show that captures ratings despite its small budget are among local programs that have been developed at TV stations around the country in the past year. Those three and two others were showcased last Monday at a NATPE session entitled "Innovative Local Programing."

WOKR-TV Rochester, N.Y.'s *Morning Break* features a control room that rolls out of a storage room so that the program may be shot from its studio in the center concourse of the largest shopping mall east of Cleveland. The program, which features frequent audience participation and has a permanent staff of five people, has doubled its ratings since November, according to WOKR-TV's Jonathan Murray. It airs Monday through Friday, from 10 to 11 a.m.

At WTVN-TV Columbus, Ohio, over 4,000 people applied for jobs during the station's two-hour, prime time job fair, which cost \$7,000 to produce and, in the course of two hours, handed out 125 jobs from companies that phoned in. Following the broadcast, according to the station's Sue Schwartz, computers were used to match applicants with openings in a process that took seven days to complete.

KYW-TV Philadelphia's *Satisfaction Guaranteed*, a half-hour consumer magazine that airs Saturday at 7-7:30 p.m. has grown since its inception not quite a year ago from a 3 rating to an average 7 or 8 rating, according to station program manager, Chuck Gingold. The program has a very small staff, but key to its success is the fact that it utilizes its information sources, such as the station's news department and Group W's *Newsfeed* effectively.

Now more than 10 years old, WEWS-TV Cleveland's *Morning Exchange* has been number one in its time period, 8 to 10 a.m., since shortly after it first went on the air, according to the station program director, Gary Stark, who said there are plans to network parts of the show throughout Ohio.

Jeff Schiffman, vice president for programing at WNEV-TV Boston, said his station's two-hour afternoon magazine, *LOOK*, is less likely to be syndicated nationally than to be spun off "into other areas of the station's programing." □

Court reviews domsat transponder policy

FCC 'marketplace' decision allowing satellite operators to sell rather than lease slots at issue in Washington

A major legal test of the FCC's theory that the marketplace can serve the public interest is under way before the U.S. Court of Appeals in Washington, in a case destined to affect the way satellite communications service develops in the U.S.

At issue is the commission's decision, in July, permitting domestic satellite communications systems to sell transponders to end users rather than leasing them on a common carrier, or nondiscriminatory, basis (BROADCASTING, Aug. 2, 1982). The commission maintained that the "flexibility" of that approach serves the public interest in expanding user—and carrier—options, promotes technological development and encourages competition. Opponents say the order violates the commission's obligation to regulate communications common carriers in the public interest and, because of what they say is a shortage of transponder supply, would enable satellite operators to gouge their customers.

The issue has attracted considerable attention from carriers and customers. Thirty-eight parties participated in the rulemaking proceeding, most urging the position ultimately adopted by the commission. And after Wold Communications Inc. and Satellite Syndicated Systems Inc.—both of which buy time from domestic satellite operators for resale—and MCI (which had not participated in the case previously) appealed the commission action, 14 parties entered the case on the side of the FCC.

The first round of briefs in the case has now been filed. And it helps to illuminate questions about the FCC's authority and responsibility in communications satellite policy that are regarded as of landmark significance.

The case grows out of the request of four satellite operators—Western Union Telegraph Co., RCA American Communications Co., Hughes Communications Inc. and Southern Pacific Communications Co.—for modification of the domestic satellite licenses they had already received to authorize transponder sales. The original authorizations were for common carrier service. The commission granted three of the applications last August, the fourth—Southern Pacific's—in November.

Essentially, the commission, while acknowledging that transponder sales "represent a significant departure from the manner in which satellite service has generally been provided," said its authorization was intended to "stimulate the efficient and economic

development of domestic satellite technology and allow applicants, not the commission, to shape the direction of domsat operations." In short, the marketplace at work.

The commission also said that allowing operators to sell transponders would help them overcome the factors that can discourage potential participants in the industry—the high risks involved in satellite operation, the large investment required and the long lead time between satellite authorization and launch. As for the users, the commission said they would be assured of transponder capacity and at a set price. The commission also said that operators that sold transponders would be able to put together the most desirable mix of customers on each satellite and to design systems to meet particular use needs. (Hughes, for instance, sold transponders to HBO and Westinghouse Broadcasting Co., which it regarded as "anchor" customers that would attract the quality programers Hughes said it wants to serve.)

But to Wold, SSS and MCI, the commission was wrong on both policy and legal grounds. They contend that the supply of transponders now available is inadequate to meet the demand and that, as a result, domsat operators could charge "supra-normal rates." They also say the commission erred in applying the court-formulated test to determine whether or not the sales offerings that were proposed constituted common carriage. Wold and SSS particularly hit hard at the commission's marketplace rationale.

Wold said the commission's order "unlawfully abdicates to a concededly distorted marketplace the commission's statutorily mandated obligation to regulate communications common carriage in the public interest, and grants to a few carriers an unparalleled opportunity to realize outrageous profits on the unregulated sale of their transponder capacity." Wold also said parties whose transponder orders have been "wait-listed" for years by carriers find themselves continuing in that capacity "while major pro-

gramers with virtually unlimited resources have been permitted to buy their way to the front of the line."

SSS was at least as harsh. It said the present commission is "predisposed to adopt any 'marketplace' theory of regulation, without regard to the factual or legal support for such a proposal," and cited comments by FCC Chairman Mark S. Fowler to prove its point. SSS said the commission offers only speculation as to whether the marketplace will assure the "abundant supply" of transponders and the "equitable" treatment of all customers that common carrier regulation is designed to achieve. And commission policy, as well as earlier court opinions, SSS added, make clear that the commission must "provide compelling justification" for the "radical departure" from existing practice that transponder sales represent, "not mere speculation."

The commission, in its brief, continued to maintain that a shortage of transponders does not—or at least will not long—exist. It said that the industry had responded to a "temporary shortage" by constructing new satellites, "which would double the available capacity for 1984." The commission conceded its assessment of "the likely future availability of transponders" is not infallible, but, it said, it "is supported by the record and should be affirmed."

The commission, backed by a large number of intervenors, disputed the contention it had acted unlawfully in leaving to the marketplace the job of regulating domsats. It said the petitioners are correct only in the sense the agency has always tried to give entrepreneurs "wide latitude in structuring domsat proposals," and added: "To the extent that it has given market forces a major role, the commission is well within its broad discretion in permitting the domsat industry to develop as much as possible free of regulatory restraints." The commission noted that the Supreme Court, in the WNCN Listeners Guild case, which involved a broadcaster's entertainment format, held that "the public interest standard is sufficiently flexible to permit the commission to allow the marketplace to substitute for direct commission regulation in appropriate circumstances." In any case, the commission added, its orders are not an abdication to market forces but require each transponder sales applicant to demonstrate how a grant would serve the public interest.

And HBO, GTE Satellite Corp. and Turner Broadcasting System Inc., in a joint brief, supported the commission's contention the transponder sales order was not a "radical departure" from the agency's policies. They said it was, on the contrary, "fully consistent with the policies [the commission] has espoused since its earliest consideration of domestic satellites and in line with the commission's commitment to the availability of privately owned communications facilities."

A major question at the heart of the dis-

FCC reauthorized. The Senate Commerce Committee unanimously passed S. 607, a bill reauthorizing FCC for fiscal 1984 and 1985. Originally the measure set an appropriation ceiling of \$86.4 million for those two years. Senator Barry Goldwater (R-Ariz.), author of the legislation, offered an amendment increasing the authorizations by \$2.5 million—lifting the appropriations to \$88.9 million for each year. The amendment passed unanimously. The bill also allows for additional supplemental funding in the future for adjustments in salary, pay, retirement and other employee benefits.

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pute is whether a test the appeals court devised for determining whether service is common carrier in nature supports the commission's argument, or the petitioners'. The court, in a 1976 decision involving the National Association of Regulatory Utilities Commissioners, held that a party is not a common carrier unless it holds itself out "to serve indiscriminately" and is under legal compulsion to serve as a common carrier.

MCI said there is another element in the test that the commission ignored—whether the party involved "will exercise any control over the content of the intelligence transmitted." SSS said that "the nature of the satellite communication industry impels common carriage in the *public's* interest, not the carriers'...Even a cursory review of the commission's decision," SSS added, again attacking the marketplace underpinning of the commission's decision, "reveals that its misplaced concern is to protect the carriers'

profit maximization schemes in total disregard for the public's interest." And Wold said that the commission's conclusion "stands logic on its head." Wold said that the NARUC test "cannot be read as permitting any carrier wishing to avoid [common carrier] obligations to do so merely by proposing to discriminate in the selection of its customers and the pricing of its services."

The commission, however, argued the contrary. It said that, in making individualized sales decisions in specific cases, the carriers involved in the proceeding were not serving the public "indifferently" and, therefore, were not common carriers. The commission also found that transponder service is not the kind that could be expected to be provided "uniformly and indiscriminately." And, the commission said, neither the Communications Act nor commission rules or policy requires common carrier domsat systems. □

AEI conference revisits FCC oral arguments on financial rules

Fairness doctrine, equal time also debated by participants

The FCC's proposal to do away with its network syndication and financial interest rules received yet another going over last week—this time at a conference sponsored by the American Enterprise Institute for Public Policy Research in Washington.

Other panels at the conference, which was exploring government regulation of the media, debated the pros and cons of the fairness doctrine and scrutinized the FCC's ownership rules.

Most of the debate on the syndication and financial interest rules tracked now-familiar themes.

Replowing much of the same ground he covered at the FCC's oral presentations on the subject the week before (BROADCASTING, March 21), Jack Valenti, president of the Motion Picture Association of America, said the rules were needed to prevent the networks from dominating the syndication marketplace and crushing independent television stations. The networks, he said, want to "demolish the one foe they fear the most, the one competitor that is taking their audience away from themselves, the independent television station."

Steven Salop, professor at Georgetown

University's Law Center, said the rules should be retained as an "antitrust prophylactic" to prevent the networks from raising the prices of off-network syndicated programming.

The networks, he said, would have the incentive and the opportunity to raise the price of that programming if the syndication bar were retained but the financial interest prohibition were dropped. The networks could do that by persuading their affiliates and O&O's to bid up the prices of the programming, he said. Therefore, he said, both rules should be retained, said Salop.

David Boies, outside counsel for CBS, argued, however, that both rules should be repealed. The rules, he said, prevent the networks from being able to invest more for programming up front because the networks are precluded from sharing in "downstream" syndication profits. The rules have "cartelized" program production, Boies said. Valenti and company, he said, are supporting both of the rules because "they recognize that these rules cartelize their industry and that's good for them."

Boies also noted that the "debate" over the rules now had shifted significantly from the FCC's original rationale for the rule, which, he said, had been to put program producers and the networks on the same ground in the



Boies and Valenti



Schultz, Schwartzman, Sharp and Buchanan

hopes that the program producers would be able to produce more first-run syndicated programming. But that rationale, he said, had been "completely repudiated" and now the focus was on the impact of repeal on the independent stations.

As a result, Boies said, even assuming that the networks would monopolize the syndication market if the rules were repealed, that concern would at most justify only a narrow syndication rule. "Financial interest, I think we all agree, is dead," he said.

Frank Fisher, professor of economics at the Massachusetts Institute of Technology, said he couldn't see how the networks would be able to withhold programming, or favor their affiliates, without colluding. And even with collusion, the networks would have to buy up enough of the syndication rights for that programming "so they don't get beat up by the other owners" of programming, he said.

Fisher also said the FCC shouldn't shy away from deregulation solely because "something relatively speculative" might happen. One possibility for a "narrow" rule would be to limit the syndication rights networks could obtain in programming. He suggested that each network individually could be limited to acquiring 20% of all syndication rights, a move he said would preclude the networks from dominating the syndication marketplace.

John Mantley, representing the Caucus for Producers, Writers and Directors, said that repeal of the FCC's financial interest and syndication rules would mean a sharp decline in program quality. He maintained that if the rules were repealed, independent producers would be destroyed.

Repeal of the fairness doctrine and equal time law was discussed by a panel session that afternoon. Two separate stands were taken: FCC Commissioner Stephen Sharp and Ernest Schultz, executive vice president, Radio-Television News Directors Association, argued for repeal of the law while Patrick Buchanan, syndicated columnist, and Andrew Schwartzman, executive director of the Media Access Project, argued for its retention.

Sharp noted that the FCC has taken the position that the fairness doctrine is "bad law and bad policy" because of its transgression against First Amendment rights. He charged that the law "creates illusions and allows for the illusion of protection" and thus is ineffective. Sharp maintained that it is better to trust private-sector editors who have the economic incentive to see to it that journalists play fair than to trust the government.

Schultz agreed with Sharp and charged that the "fairness doctrine isn't fair." He claimed that the regulations only set up the government as a censor. Schultz maintained that the "twin arguments" of scarcity and broadcasters' monopoly are myths. He cited statistics to back up his argument that there is no information scarcity. He said "98% of American homes have TV sets, 97% receive four or more channels, 67% have seven or more channels and 38% have 10 or more channels." Schultz dismissed the idea that the power of the media is a threat to society. "The power lies with the government," he said.

"We are talking here about a grab for power by corporations," said Buchanan. The corporations, he said, are the networks, which already have "tremendous power over the debate of this country." Buchanan, a speechwriter for Richard Nixon during the latter's Presidency, argued that the networks are asking to be allowed to determine "who speaks and when."

Schwartzman also stressed that broadcast-

ing is a "powerful medium in terms of impact and reach." He maintained that the regulations guard the public's access to information. The claim that the doctrine inhibits debate, he said, is an "easy excuse for lazy broadcasters." □

More applications pour into FCC for third 30 cellular markets

Nearly 600, including many from familiar faces, filed

Interest in cellular radio is on the rise, judging from the mountain of applications the FCC has received for markets 61-90.

As of last week, the official tally was hovering at 567. (Markets 31-60 drew 396 applications [BROADCASTING, Nov. 22, 1982].)

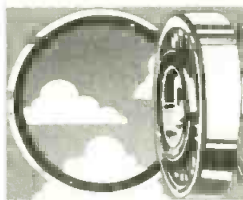
According to the FCC's roster of applicants, most of the companies that made numerous filings in the first two rounds are doing so again.

Also, according to the roster, the nonwireline allocations are the more sought after in each market.

On the wireline side, AT&T's Advanced Mobile Phone Service Inc. applied for 27 of the 30 markets.

On the nonwireline side, several companies went for the whole ball of wax. Graphic Scanning Corp. applied for all 30, making it the only company that has now applied for all 90 available markets. And Cellnet Part-

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ners, a joint venture of Field Enterprises Inc. (publisher of the *Chicago Sun-Times* and owner of five TV stations, which it is selling, and Paging Network Inc., a radio common carrier,) applied for all 30 as well. Metromedia Inc., Millicom Inc. and Western Union joined the crowd, each applied for all 30 markets, some in joint ventures.

Metro Mobile CTS, a partnership of subsidiaries of Bass Brothers Enterprises Inc. and Lindemann Enterprises Inc., applied for 27. MCI Airsignal Inc. applied for 21, three of those through joint ventures. Charisma Communications Group, a Starkville, Miss.-based owner of three radio stations, applied for 19 markets on its own. Knight-Ridder Newspapers Inc., which also owns five TV stations, applied for six. United Television Inc., which is 46% owned by

Chris-Craft Industries Inc. and owns three TV stations, filed for four on its own, and for three through joint ventures. American Cellular Network Inc., owned by Frank Scarpa, director of the Pennsylvania Cable TV Association and district director for the National Cable Television Association, and New Jersey businessmen John Scarpa and Sam Azeez applied for 12. Cable MSO American Television & Communications Corp. applied for Austin, Tex. Cosmos Broadcasting Corp., which owns four radio stations and six TV's, applied for two South Carolina markets in a joint venture with American Radio & Telephone Service Inc., a Baltimore-based RCC. LIN Broadcasting Inc., with four TV and 10 radio stations, applied for three on its own and one in a joint venture with Metromedia.

LIN also announced last week that it had entered a settlement agreement with Cellular Services Inc., a consortium in which Metromedia holds a majority interest, to pursue only one application for the New York City franchise. With that agreement, the field on the nonwireline side has been reduced to three, with Celcom Communications Corp. (Associated Communications Corp.) and Graphic Scanning Corp. the remaining competitors.

Metromedia, meanwhile, has announced that it has entered into a partnership agreement with Graphic Scanning Corp. to pursue an application in Boston.

Although the FCC had planned to start accepting applications for all remaining cellular markets starting June 7, that deadline may be postponed. "It's under consideration," said William Adler, chief of the FCC Common Carrier Bureau's mobile services division. "There's no reason they [the applications] should sit on our shelves when they can sit on somebody else's," he said. □

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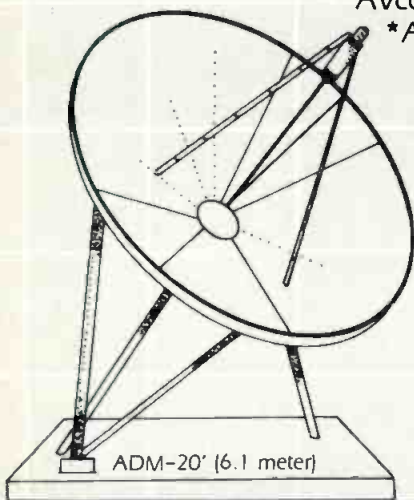
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S.66 markup postponed

Democrats want more time to study measure, but both sides in compromise, NLC and NCTA, believe that bill will pass

Passage of the cable deregulation bill (S.66) stalled last week after the Senate Commerce Committee postponed voting on the measure until April. The committee was in the process of marking up the bill, recently revised to reflect the compromise reached by the National Cable Television Association and the National League of Cities (BROADCASTING, March 14), but Democratic members complained about receiving the measure only 24 hours before the markup and asked for more time for consideration. Although it appeared the measure would pass, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and the bill's author, Barry Goldwater (R-Ariz.), agreed to a postponement to avoid a fight.

Despite the delay, the NLC and the NCTA say the compromise is firm and that there is support for the bill in the Senate. There is a chance, NCTA President Tom Wheeler said, that the measure would have other bills attached to it, but he remained confident it would survive.

In addition to the Democrats' complaints, Senator Ernest Hollings (D-S.C.), ranking minority member on the committee, found certain aspects of the bill unacceptable, although it was not entirely clear what Hollings had in mind. A spokesman for Hollings said the senator is primarily concerned with making the bill "procompetitive" by removing state and local authority to regulate common carriers or others who might enter the cable industry. He would amend the definition of a cable system in S.66 to permit common carriers to provide cable services and make it easier for cable operators to provide telephone-like services, a spokesman said.

Hollings may also offer an amendment to

retain FCC authority over ownership, the spokesman noted. S.66 would bar the FCC from prohibiting the ownership of cable systems "by any person by reason of that person's ownership of any other media or other interests, including broadcast, cable, newspaper, programing service, or other printed or electronic information service," except telephone companies.

Hollings's concern about ownership appeared to be shared by Senator James Exon (D-Neb.), who said during the hearing he feared a concentration of power would develop. Backers of the measure insist, however, that antitrust laws can be used to prevent concentrations of power. Despite Hollings's and Exon's objections, Senator Slade Gorton (R-Wash.), a major opponent of S.66 last year, praised the "carefully crafted" compromise and stated he was satisfied with the bill. Gorton represented the concerns of the NLC in the last Congress.

Meanwhile, the NCTA and the NLC stated their support for the revised version of S.66, although several provisions beneficial to both cable and the cities contained in the compromise were omitted. But NLC spokesman Cynthia Pols said the most significant elements of the compromise were included. For the cities, the bill means no ceilings on public access channels and allows for set-asides for the channels to be established by individual contract between the cable operator and franchising authority. NLC also got a 5% franchise fee—higher than cable wanted but more than the cities were likely to receive in the original S.66. The bill also includes a definition of basic service more suitable to the NLC. One provision in the compromise which failed to remain in the final version of S. 66, called for consumer oversight by the FTC, which would be authorized within six months of the bill's enactment to "conduct a study of existing and potential cable-related consumer issues and file a report with Congress for any federal legislation that it may deem appropriate." A committee spokesman noted that Goldwater felt it was inappropriate for a communications bill.

For the cable industry, S.66 would grant it control over the rates systems charge subscribers for basic service in large markets

Reply requested. The FCC has asked CBS to respond to the complaint of five religious organizations alleging that a Jan. 23 *60 Minutes* presentation, "The Gospel According to Whom?", constituted a personal attack against them. In a complaint filed at the FCC, the protestant organizations—the United Church of Christ; the General Assembly of the United Presbyterian Church in the U.S.A.; the Christian Church; the diocese of Ohio of the Episcopal Church, and the General Commission on Christian Unity and Interreligious Concerns of the United Methodist Church—alleged that the broadcast said the groups were "doing the work" of international communism without the knowledge of their members (BROADCASTING, March 7). The groups said they had asked for response time but that CBS News had rejected their request, contending the programing had not "stated or implied" that those church organizations sought to support or promote international communism. Bob Chandler, CBS senior vice president, last week said the company was responding to the FCC's inquiry. He also said there had been no violation of the personal attack rule. "We've told [the Protestants] they're wrong," he said. The FCC asked CBS to respond to the complaint by March 31.

and it allows cable operators to pass through the total franchise fee on a subscriber's cable bill as a separate item. S. 66 also would call for timely consideration of the cable system's renewal application and establishes a renewal test that prevents cities from arbitrarily refusing to renew franchises.

While those provisions remained in the final draft of S.66, several key elements contained in the compromise dealing with pole attachments exemptions and the right of the cable system to enter private property and provide service, were not included. According to the compromise, the current exemption for co-op or governmentally owned poles would be eliminated. The cable industry asked the committee before to remove the pole attachment exemption but was rebuffed.

Despite those deletions, both groups remain steadfast in their support behind the compromise, although some members of the NLC and NCTA have voiced strong reservations about the deal. The NCTA board, which met the same morning as the markup, officially approved the agreement (NLC had endorsed it earlier.) Wheeler noted that some board members expressed dissatisfaction with certain elements of the compromise, but they "swallowed hard" and approved it. One cable industry spokesman said there was concern about the 5% franchise fee, which some felt was too high, and others complained that the rate deregulation should become effective immediately instead of being phased in. All told, Wheeler thinks the

compromise will stick and said the committee's postponement will provide the association with more time to inform its members about the bill and to clear up any misunderstandings. He said the "issues are complex and this hiatus will give operators and cable viewers an opportunity to express support for the bill to their elected officials in Washington."

Some members of the NLC have complained about the cities' end of the deal, but Pols said the league does not intend to back down. The cities are concerned, she noted, that they may not be able to enforce the contracts on access channels and some have complained that the cities lost too much on the rate deregulation. The extension, she maintained, will give the league more time to study the bill, answer those concerns, and work with the NCTA on items that were deleted. □

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WLVI-TV Cambridge, Mass. □ Sold by Field Communications Corp. to Gannett Massachusetts Broadcasting for \$47 million (BROADCASTING, Nov. 22, 1982). **Seller**, based in Chicago, is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%), who also own WKBS-TV Burlington, N.J.; WKBD-TV Detroit, and KBHK-TV San Francisco, the last also sold (see below). Field is divesting its broadcast properties. Its sale of WFLD-TV Chicago to Metromedia has been approved by FCC (BROADCASTING, March 7). They also own three cable systems and daily, *Chicago Sun-Times*. **Buyer** is owned by Gannett Co. Inc., publicly held newspaper chain and group owner of seven television stations, seven FM's and six AM's. WLVI-TV is independent on channel 56 with 1660 kw visual, 166 kw aural and antenna 1,186 feet above average terrain.

KBHK-TV San Francisco □ Sold by Field Communications Corp. to United Television Inc. for \$23 million (BROADCASTING, Nov. 15, 1982). **Seller** is also selling WLVI-TV Cambridge, Mass. (see above). **Buyer** is publicly held corporation 46% owned by Chris-Craft Industries. United also owns KMSP-TV Minneapolis; KMOL-TV San Anton-

io, Tex., and KTVX(TV) Salt Lake City. Chris-Craft owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore. KBHK-TV is independent on channel 44 with 2000 kw visual, 230 kw aural and antenna 1,610 feet above average terrain.

WHMA-TV Anniston, Ala. □ Sold by Anniston Broadcasting Co. to Jacksonville State University Communications Foundation Inc. for \$2.9 million. **Seller** is owned by six stockholders, headed by Malcolm B. Street, president. It also owns WHMA-AM-FM Anniston. **Buyer** is nonprofit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific, educational and charitable purposes for Jacksonville State University, which owns noncommercial WLJS-FM Jacksonville, Ala. WHMA-TV is CBS affiliate on channel 40 with 724 kw visual, 93.3 kw aural and antenna 880 feet above average terrain.

WAKE(AM)-WLJE(FM) Valparaiso, Ind. □ Sold by Leigh N. Ellis and others to Porter County Radio Associates for \$1,310,000. **Seller** is owned by Leonard and Bernice Ellis, who are majority stockholders, and their children, Leigh, Neenah and Marissa. None

have other broadcast interests. **Buyer** is owned by Kenneth W. Gneuchs, who has interest in WAIK(AM)-WGBQ(FM) Galesburg, Ill., and WFTP(AM) Fort Pierce, Fla. WAKE is daytimer on 1500 khz with 1 kw. WLJE is on 105.5 mhz with 1.6 kw and antenna 400 feet above average terrain. **Broker: Blackburn & Co.**

WMIB(AM) Marco Island and WRGI(FM) Naples, both Florida □ Sold by Collier Broadcasting Co. to Arkelian Broadcasting Co. for \$900,000, including \$195,000 for noncompete agreement. **Seller** is principally owned by William K. Ulerich, chairman and CEO, and also owns WCPA(AM)-WQYX(FM) Clearfield, Pa.; WDAD(AM)-WQMU(FM) Indiana, Pa., and WAHT(AM) Annville-Cleona, Pa. Ulerich personally owns WMAJ(AM)-WXLN(FM) State College, Pa. He is also publisher of Clearfield, Pa., daily, *The Progress*. **Buyer** is owned 100% by Times Publishing Co., owned by the family of Edward Mead. Times Publishing also owns *Erie* [Pa.] *Morning News*, *Erie* [Pa.] *Daily Times* and *Warren* [Pa.] *Times Observer* and is part owner of cable system in Erie, Pa. Times's new wholly owned subsidiary Arkelian Broadcasting, is headed by Arthur Arkelian, president, who himself owns 70% of WVCB(AM) Corry, Pa. WMIB is daytimer on 1510 khz with 1 kw. WRGI is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

KWG(AM) Stockton, Calif. □ Sold by Best Radio Inc. to Central Valley Communications for \$718,000. **Seller** is headed by Jack L. Siegel, president, who has interest in KNTF(FM) Ontario and KCKC(AM) San Bernardino, both California. It has sold, subject to FCC approval, KWGF(FM) Tracy, Calif. (see below). **Buyer** is wholly owned subsidiary of Home News Publishing Co., headed by William M. Boyd, chairman, which has interest in WKPT(AM)-WTFM(FM)-WKPT-TV Kingsport, Tenn.; WEVU(TV) Naples, Fla.; WINE(AM)-WRKI(FM) Brookfield, Conn.; WSNG(AM) Torrington, Conn.; New Brunswick, N.J., *Home News*; three cable systems and is applicant for new TV's at Kannapolis, N.C., and Christiansted, Virgin Islands. KWG is on 1230 khz with 1 kw full time.

KRQY(FM) Pueblo, Colo. □ Sold by KRQY Inc. to Whale Communications of Colorado Inc. for \$650,000. **Seller** is owned by Thomas V. Armshaw, who is part owner of WPET(AM)-WRQK(FM) Greensboro, N.C., and WKOS(FM) Murfreesboro, Tenn. **Buyer** is owned by Gary Goodell, chairman (25%), Steven E. Humphries, president (25%), and Bill Campbell (50%), who are also applicants for facilities of WJZZ(AM) Mt. Holly, N.J. Humphries is New York City-based program consultant. Goodell and Campbell are Philadelphia businessmen. KRQY is on 98.9 mhz with 100 kw and antenna 600 feet above average terrain. **Broker: Chapman & Associates.**

KWGF(FM) Tracy, Calif. □ Sold by Best Broadcasting Inc. to Central Valley Communications Inc. for \$500,000. **Seller** is headed by J.L. Siegel, president, who has also sold

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KWG(AM) Stockton, Calif. (see above). **Buyer** is wholly owned subsidiary of Home News Publishing Co., which is also buying KWG. KWG is on 100.9 mhz with 3 kw and antenna 350 feet above average terrain.

WWHO-AM-FM Hornell, N.Y. □ Sold by Steuben Broadcasters Inc. to Bilbat Radio Inc. for \$450,000. **Seller** is owned by Jonas Termin and Donald C. Hartman who have no other broadcast interests. **Buyer** is owned by William H. Berry and Richard C. Lyons (50% each), who have interests in WJUN(AM) Mexico, Pa., and WKZA(AM) Kane, Pa. WWHO is 5 kw daytimer on 1320 khz. **Broker: Blackburn & Co.**

WDAT(AM) Ormond Beach, Fla. □ Sold by Hunter/Knight Daytona Inc. to Hale Communications for \$393,600. **Seller** is Richard Y. Clark, court-appointed receiver, who has no other broadcast interests. **Buyer** is equally owned by Elmer T. Hale, his wife, Emily E. Hale and their son, Thomas E. Hale. Thomas Hale is meteorologist at WCPX-TV Orlando, Fla.; Elmer Hale is engineering consultant for manufacturer of furnace linings; Emily Hale is homemaker. None has other broadcast interests. WDAT is on 1380 khz with 5 kw day and 250 w night.

KABG(FM) Cambridge, Minn. □ Sold by Isanti Broadcasting Co. to Intercontinental Communications Corp. for \$330,000. **Seller** is owned by Stewart Dahl, president, who has no other broadcast interests. **Buyer** is principally owned by Richard L. Hencley, president, who is senior vice president of Shoreview, Minn.-based electronics company and owns WHTL-FM Whitehall, Wis. KABG is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

KSPT(AM) Sandpoint, Idaho □ Sold by Bauer Broadcasting Co. to Blue Sky Broadcasting Inc. for \$250,000. **Seller** is equally owned by Norman E. Bauer, general manager at KSPT. **Buyer** is Sandpoint, Idaho-based corporation, headed by Kim Benefield, president, and his wife, Helen Benefield, who also own KPND(FM) Sandpoint, and part owners of low-power TV station in Woodward, Okla., and are applicants for 10 other low-power TV stations. KSPT is on 1400 khz with 1 kw day and 250 w night.

WBFN(AM)-WYKK(FM) Quitman, Miss. □ Sold by A.C. Elliott Jr. to Quitman Broadcasting Co. for \$215,000. **Seller** has no other broadcast interests. **Buyer** is owned by Herman Kelly, president (45%), J. Larry Shirley (40%) and Terry L. Bonner (15%). Kelly is general manager of WRBE(AM) Lucedale, Miss.; Shirley is former news director at WHSY(AM) Hattiesburg, Miss., and Bonner is sales manager at WBFN-WYKK. None has other broadcast interests. WBFN is 1 kw daytimer on 1500 khz. WYKK is on 98.3 mhz with 3 kw and antenna 33 feet above average terrain.

KMCW(AM)-KABK-FM Augusta, Ark. □ Sold by Service Communications Inc. to Roy K. Cole and others for \$200,000. **Seller** is owned by Gloria N. Ritter (25%), James E. Singleton (25%) and seven others. None has other broadcast interests. **Buyers** are Roy K.

Cole, president (40%), T.M. Wells (20%), Glen Norman (10%), Bert Mullens (10%) and Searcy Valley Development Co. Inc. (20%). Cole is salesman at KMCW-KABK. Wells is announcer at KWCK(AM)-KSER(FM)-Searcy, Ark. KMCW(AM)-KABK-FM is 500 w daytimer on 1190 khz. KABK-FM is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other proposed stations sales include: WMIB(AM) Marco Island and WRG(FM) Naples both Florida; KWLA(AM) Many, La.; WHFU(FM) Pinconning, Mich.; WTYJ(FM) Fayette, Miss.; WRAW(AM) Reading, Pa.; WRGS(AM) Rogersville, Tenn.; KZEU(FM) Victoria, Tex., and KMMZ(AM) Greybull, Wyo.

APPROVED

WJTV(TV) Jackson, Miss. □ Sold by Capitol Broadcasting Co. to News-Gazette Co. for \$19 million. **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. WJTV is CBS affiliate on channel 12 with 316 kw visual, 63.1 kw aural and antenna 1,630 feet above average terrain.

WASK-AM-FM Lafayette, Ind. □ Sold by Lafayette Broadcasting Inc. to Allied Broadcasting Systems Inc. for \$2,650,000. **Seller** is owned by Henry Rosenthal (87%), George Williamson (7%) and Jerry Clough (6%) who have no other broadcast interests. **Buyer** is owned by Paul and Ann Sindlinger. He is chief executive officer of Indianapolis-based farm equipment manufacturer and owns 8% each of WSBM(AM) Noblesville and WNON(FM) Lebanon, both Indiana. WASK is on 1450 khz with 1 kw day and 250 w night. WASK-FM is on 105.3 mhz with 50 kw and antenna 310 feet above average terrain.

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 KBLA(AM) Santa Barbara, which they will keep. **Buyer** is equally owned by Robert C. Liggett Jr. and N.L. Bentson. Liggett is principal owner of WFMK(FM) East Lansing; WZZR(FM) Grand Rapids, and WHNN(FM) Bay City-Saginaw, all Michigan, and WFFF(AM) Columbia and WZLD(FM) Cayce-Columbia, both South Carolina. He was also granted FCC approval to sell WLWL(FM) Minneapolis-St. Paul for \$6 million (BROADCASTING, Nov. 1, 1982) and buy WABX(FM) Detroit for \$6 million (BROADCASTING, Dec. 13, 1982). Bentson 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

JAG Communications

of Rhode Island

has acquired

WLKW AM/FM

Providence, Rhode Island

for

\$4,900,000

from

McCormick Communications

The undersigned initiated this transaction and represented the seller in the negotiations.

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Stock Index

Exchange and Company	Closing Wed. Mar 23	Closing Wed. Mar 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	65 1/8	58 3/4	+6 3/8	+10.85	12	1,887
N Capital Cities	142	137	+5	+3.64	21	1,863
N CBS	69 1/8	63 1/4	+5 7/8	+9.28	14	1,934
N Cox	47 1/4	49 5/8	-2 3/8	-4.78	21	1,339
A Gross Telecasting	40 3/4	41	- 1/4	- 60	11	32
O LIN	37 1/2	37 3/4	- 1/4	- 66	21	388
N Metromedia	395 1/2	396 1/2	-1	- .25	27	1,333
O Mooney	3 3/4	3 3/4			13	3
N Outlet Co.	52 1/8	52 1/4	- 1/8	- .23	20	140
O Scripps-Howard	23 1/4	26 1/2	-3 1/4	-12.26	13	240
N Storer	28 7/8	26 1/2	+2 3/8	+8.96	18	473
N Taft	45	43	+2	+4.65	12	419
O United Television	12 1/4	13	- 3/4	-5.76	17	147

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	25 1/4	25 3/8	- 1/8	- .49	18	100
A Affiliated Pubs.	40 1/2	40 1/2			15	210
O A.H. Belo	39 1/2	39 3/8	- 1/8	+ .31	18	370
N American Family	17 1/4	16 5/8	+ 5/8	+ 3.75	14	233
O Associated Commun.	23 3/4	23 1/4	+ 1/2	+ 2.15	57	57
N John Blair	55 3/4	51 1/8	+4 5/8	+9.04	13	217
N Charter Co.	11 3/8	12 1/8	- 3/4	- 6.18	5	249
N Chris-Craft	20 7/8	21 5/8	- 3/4	- 3.46	5	136
N Cowles	16 3/4	17 1/2	- 3/4	- 4.28	10	66
N Dun & Bradstreet	121 1/2	113	+8 1/2	+7.52	25	3,291
N Fairchild Ind.	18 7/8	18 7/8			11	247
N Gannett Co.	64	61	+3	+4.91	19	3,406
N General Tire	32 3/8	30 1/4	+2 1/8	+7.02	23	763
O Gray Commun.	44	44			11	21
N Gulf United	27 7/8	28 1/4	- 3/8	- 1.32	10	771
N Harte-Hanks	38 3/4	39 1/8	- 3/8	- .95	14	382
N Insilco Corp.	24	24			21	365
N Jefferson-Pilot	33 7/8	33 1/4	+ 5/8	+ 1.87	8	727
O Josephson Intl.	15 3/4	16 1/4	- 1/2	- 3.07	13	61
N Knight-Ridder	50 5/8	51 1/4	- 5/8	- 1.21	17	1,638
N Lee Enterprises	43	42 1/8	+ 7/8	+ 2.07	15	295
N Liberty	17	17 1/8	- 1/8	- .72	11	217
N McGraw-Hill	95	86 1/2	+8 1/2	+9.82	22	2,365
A Media General	45 5/8	43 1/8	+2 1/2	+5.79	10	317
N Meredith	97 3/4	98	- 1/4	- .25	11	303
O Multimedia	38	35 3/4	+2 1/4	+6.29	14	387
A New York Times Co.	66 1/2	67 1/4	- 3/4	- 1.11	14	834
A Post Corp.	38 3/4	34 7/8	+3 7/8	+11.11	20	71
N Rollins	13 7/8	13 3/4	+ 1/8	+ .90	8	367
N Schering-Plough	45 3/8	45 3/4	- 3/8	- .81	13	2,414
N Signal Cos.	31 7/8	30 5/8	+1 1/4	+4.08	17	2,300
O Stauffer Commun.*	43	43			10	43
A Tech Operations	24	24			11	19
N Times Mirror Co.	72 3/4	71 3/4	+1	+1.39	18	2,485
O Turner Bcstg.	18 1/2	17 1/2	+1	+5.71	35	377
A Washington Post	60 1/8	60 7/8	- 3/4	- 1.23	17	850
N Wometco	32 1/2	33 1/4	- 3/4	- 2.25	18	444

CABLE						
A Acton Corp.	7 3/8	7 3/4	- 3/8	- 4.83	37	37
N American Express	60 3/8	56 1/8	+4 1/4	+7.57	10	5,796
O Burnip & Sims	8 1/4	8	+ 1/4	+ 3.12	9	72
O Comcast	21 1/4	21 1/2	- 1/4	- 1.16	17	95
N General Instrument	56	54 3/4	+1 1/4	+2.28	17	1,738
N Heritage Commun.	12 3/8	13	- 5/8	- 4.80	22	91
O Rogers Cablesystems	9 3/8	9	+ 3/8	+ 4.16	19	206
O Tele-Communications	24 7/8	26 3/8	-1 1/2	-5.68	69	523
N Time Inc.	56 1/4	55	+1 1/4	+2.27	23	2,870
O Tocom	8 3/4	9 1/2	- 3/4	- 7.89	7	49
N United Cable TV	20 3/4	20 1/2	+ 1/4	+ 1.21	18	227
N Viacom	30 3/4	31	- 1/4	- .80	19	351

Exchange and Company	Closing Wed. Mar 23	Closing Wed. Mar 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	5 5/8	6 3/8	- 3/4	-11.76	80	31
N Coca-Cola	51 3/4	49 3/4	+2	+4.02	18	119
N Disney	75 5/8	75	+ 5/8	+ .83	23	2,522
N Dow Jones & Co.	39 3/8	39 1/4	+ 1/8	+ .31	14	2,512
O Four Star	6	7 1/2	-1 1/2	-20.00	33	3
N Getty Oil Corp.	54 1/2	54 3/8	+ 1/8	+ .22	6	4,410
N Gulf + Western	24 1/2	23 7/8	+ 5/8	+ 2.61	10	1,812
N MCA	36 5/8	37 1/4	- 5/8	- 1.67	9	1,734
N MGM/UA	12 1/8	11 1/8	+1	+8.98	39	603
N Orion	19 3/4	19 3/4			4	135
O Reeves Commun.	19 3/4	19 3/4			7	162
O Telepictures	16 1/8	15 7/8	+ 1/4	+ 1.57	45	339
O Video Corp. of Amer.	8 1/8	7 3/8	+ 3/4	+10.16	9	13
N Warner	30	28 7/8	+1 1/8	+3.89	6	1,906
A Wrather	25 3/4	25 1/4	+ 1/2	+ 1.98	31	57

SERVICE						
O BBDO Inc.	39 3/4	39 1/4	+ 1/2	+ 1.27	7	231
O Compact Video	7 3/4	7 1/4	+ 1/2	+ 6.89	3	25
N Comsat	75 1/4	73 3/4	+1 1/2	+2.03	15	602
O Doyle Dane Bernbach	20 3/4	22	-1 1/4	-5.68	10	119
N Foote Cone & Belding	45 3/8	46 3/4	-1 3/8	-2.94	10	124
O Grey Advertising	90	90			8	51
N Interpublic Group	53 1/2	52 3/8	+1 1/8	+2.14	13	249
N JWT Group	31 3/4	31 1/2	+ 1/4	+ .79	76	167
O MCI Communications	45 7/8	43 5/8	+2 1/4	+5.15	33	4,410
A Movielab	4 1/8	4 3/8	- 1/4	-5.71	5	7
O A.C. Nielsen***	36 1/4	35 7/8	+ 3/8	+ 1.04	9	814
O Ogilvy & Mather	47	48	-1	-2.08	13	200
O Telemation	5 1/4	5 1/4			14	6
O TPC Communications	2 1/8	2 1/8			2	2
O Unitel Video	10	10			18	13
N Western Union	42 1/8	40 5/8	+1 1/2	+3.69	11	863

ELECTRONICS/MANUFACTURING						
O AEL	23	23 1/4	- 1/4	- 1.07	12	45
N Arvin Industries	20 5/8	20 3/4	- 1/8	- .60	20	143
O C-Cor Electronics	15 1/4	16 3/4	-1 1/2	-8.95	12	46
O Cable TV Industries	6 1/2	7	- 1/2	-7.14	20	20
A Cetec	9 1/8	7 7/8	+1 1/4	+15.87	22	20
O Chyron	27	25	+2	+8.00	21	73
A Cohu	7 1/8	7 1/8			15	12
N Conrac	32 7/8	31	+1 7/8	+6.04	17	73
N Eastman Kodak	85 3/4	84	+1 3/4	+2.08	13	13,933
O Elec Missile & Comm.	12	12			109	33
N General Electric	106	102 1/8	+3 7/8	+3.79	14	24,017
N Harris Corp.	45 3/4	44 1/4	+1 1/2	+3.38	22	1,433
O Microdyne	13 1/8	13 5/8	- 1/2	-3.66	23	61
N M/A Com. Inc.	27	26	+1	+3.84	25	1,057
N 3M	80	78	+2	+2.56	15	9,392
N Motorola	109	106 5/8	+2 3/8	+2.22	23	4,157
N N. American Philips	61 5/8	54 3/4	+6 7/8	+12.55	12	852
N Oak Industries	12	12			7	195
A Orrox Corp.	5 7/8	6 1/2	- 5/8	-9.61	10	13
N RCA	24 7/8	23 3/4	+1 1/8	+4.73	12	1,877
N Rockwell Intl.	51 1/8	50	+1 1/8	+2.25	13	3,905
A RSC Industries	6	6			46	19
N Scientific-Atlanta	17 1/8	16 7/8	+ 1/4	+ 1.48	42	401
N Sony Corp.	15 5/8	15	+ 5/8	+ 4.16	14	3,604
N Tektronix	69 3/8	69 1/4	+ 1/8	+ .18	18	1,309
O Telemet (Geotel Inc.)	3 7/8	4	- 1/8	- 3.12	20	12
A Texscan	22 1/8	20 3/4	+1 3/8	+6.62	30	131
N Varian Associates	42 7/8	38	+4 7/8	+12.82	15	792
N Westinghouse	49	46 3/4	+2 1/4	+4.81	9	4,216
N Zenith	17 3/8	16 3/8	+1	+6.10	109	329

Standard & Poor's 400 Industrial Average 171.32 168.48 + 1.86

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

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

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.

WNAU(AM)-WOKM(FM) New Albany, Miss. □ Sold by Tallahatchie Broadcasting Corp. to Dixie Broadcasting for \$735,000. **Seller** is owned by William O. Rutledge (28%), president, and four others. None have other broadcast interests. **Buyer** is a partnership of William Dunnivant, Albert Bush and Athens Broadcasting Co., which is licensee of WJMW(AM)-WZYP(FM) Athens, Ala., and of which Dunnivant owns 22.2%. WNAU is on 1470 khz with 500 w full time. WOKM is on 103.5 mhz with 36 kw and antenna 79 feet above average terrain.

WKAP(AM) Allentown, Pa. □ Sold by WKAP

Inc. to LWB Allentown Corp. for \$650,000. **Seller** is subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's, which last year bought KOOL-TV Phoenix for \$78 million (BROADCASTING, June 22, 1982) and sold WVOJ(AM) Jacksonville, Fla., for \$600,000 (BROADCASTING, Sept. 27, 1982). **Buyer** is owned through subsidiaries by James E. Moltz, chairman and president (11.6%), and over 40 others, whose other broadcast interests include WLAG(AM)-WWCG(FM) La Grange, Ga.; WHLI(AM)-WKJY(FM) Hempstead, N.Y.; and WJYI(AM) Marietta, Ga. WKAP is on 1320 khz with 5 kw day and 1 kw night.

WHYW(AM) Braddock, Pa. □ Sold by Bennis Communications Inc. to Christian Religious

Enterprises Inc. for \$500,000. **Seller** is principally owned by Robert A. Bennis and family, whose other broadcast interests are WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va.; WFLI(AM) Lookout Mountain and WTTI(FM) Red Bank, both Tennessee. They bought WHYW along with co-located WHYW-FM last year for \$3 million (BROADCASTING, June 14, 1982). **Buyer** is group of seven member churches headed by J. Alfred Van Winsett, chairman. He is pastor of Ebenezer Baptist Church, Pittsburgh. WHYW is 1 kw daytimer on 1550 khz.

□ Other approved station sales include: KLMO(FM) Leadville, Colo.; WAPR(AM) Avon Park, Fla.; WMRC(AM) Milford, Mass.; WIMG(AM) Trenton, N.J.; and WHSM-AM-FM Hayward, Wis. (see "For the Record," page 102).

Business

Cable took a beating in '81

Just-released FCC financial figures show 79% drop in profits from year before

The FCC's 1981 cable television financial figures contain a little good news and a little bad news for the industry. The good news is that operating revenues reached \$3.589 billion in 1981, a 60% increase over 1980. The bad news, however, is that net income before taxes plummeted to \$40 million, a 79% drop from the \$168 million attained the year before.

Industry representatives, however, were quick to maintain that cable profits, which had dipped 15.7% in 1980 (BROADCASTING, Feb. 1, 1982), were sure to rebound. The 1981 figures, they said, reflected a temporary industry phase: A high rate of construction whiplashed by soaring interest rates and inflation.

The figures, projected by the commission from the accurate filings received covering 88% of all cable subscribers, otherwise do demonstrate growth. Total industry assets had a book value of \$7.9 billion in 1981, a 78% increase over the year before. The number of subscribers increased 39.6% to \$23.7 million. And pay revenues rose to \$1.17 billion (32.6% of total revenues) a 103% increase from the \$575 million generated by pay in 1980.

The figures, which will probably be the last (the FCC has proposed to stop requiring data altogether), also indicate that the average monthly rate for basic service was \$7.94, ranging from an average low of \$6.50 in Vermont to a high of \$20.01 in Alaska. The average installation fee was \$18.32, ranging from \$11.45 in Rhode Island to \$40 in the Virgin Islands. The average monthly rate for pay service was \$9.56, ranging from \$6 in the Virgin Islands to \$12.93 in Alaska.

According to the numbers the FCC actually received, interest expenses increased to \$399.3 million from \$202.7 million, a 96.9% increase. Depreciation and amortization expenses shot up to \$599.9 million from \$399 million, a 50.3% increase. Payments to pay cable suppliers rose to \$423.4 million from \$222 million, a 90.7% increase.

California reported the most subscribers (2.3 million). New York (1.6 million) and Pennsylvania (1.4 million) were next in the number of two and three spots.

California operators also reported the highest profits (\$34.7 million). But while New York came close with \$24.6 million, Pennsylvania (\$7.3 million) lost the profit race to Washington, whose operators reported \$12 million—all from serving 504,958 subscribers.

The number of states posting cable losses also increased. While 12 states reported los-

ing money in 1980, 17 were in the red in 1981. Leading the losers were Georgia (\$25 million in the hole), Ohio (\$22.6 million) and Florida (\$15.2 million).

Ed Dooley, vice president of public affairs for the National Cable Television Association, was among those predicting that a rosier profit picture lay ahead. Cable construction would result in a 60% increase in a new plant from 1982 to 1987, he said, but construction costs—for building new systems and rewiring old ones—peaked last year. The industry is already moving from a "construction phase" to a "marketing and management phase," a move that will permit operators to start reaping revenues from the new and improved plant in place, he said. "As the construction phase winds down, the near-term potential for substantial profit is very bright," he said. State-by-state figures appear on the following pages. □

Bottom Line

Public monies. Public station WNET(TV) New York recently completed its most successful membership and fundraising drive in history. Over 16-day period station (March 5-20) station raised \$2.36 million, up 16% from year ago and just short of this year's stated goal of \$2.5 million. Close to 54,500 pledges were received (up 15%), with average pledge of about \$43, more than \$8 higher than station's basic membership fee of \$35. □

Stock offering. Multimedia Inc., Greenville, S.C., has filed with Securities & Exchange Commission for public offering of 1,621,282 shares of common stock. Price is set firm at \$31 per share. Multimedia said proceeds would be added to general funding of pending acquisition to swap cable systems it owns in North Carolina for cable systems in Oklahoma owned by American Television & Communications (BROADCASTING, Feb. 7), plus service of short-term debt and expansion of existing cable systems. Multimedia owns 12 radio stations, five TV's, 13 daily and 24 nondaily newspapers. Goldman, Sachs & Co. is managing underwriter. Multimedia also said 1.2 million shares of offering will be new stock, and balance will be stock currently held by existing shareholders.

A state-by-state tracking of cable

State	1981 subscribers	1980 subscribers	% change	1981 operating revenues	1980 operating revenues	% change	1981 pay TV revenues
Alabama	407,606	330,840	23.2	63,985,891	44,648,004	43.3	18,804,305
Alaska	16,478	13,504	22.0	6,417,358	4,571,515	40.4	1,800,528
Arizona	109,690	120,162	-8.8	18,351,718	16,614,189	10.5	5,023,758
Arkansas	276,157	209,609	31.5	42,238,925	23,469,365	79.9	9,797,088
California	2,335,927	1,952,052	19.6	372,295,691	276,234,640	34.8	111,746,432
Colorado	186,757	132,242	41.2	28,743,152	15,821,771	81.7	11,314,752
Connecticut	394,180	318,335	23.8	55,518,873	40,066,654	38.6	11,520,733
Delaware	123,309	109,009	13.2	18,007,988	14,818,712	21.5	4,497,119
Florida	1,141,672	876,132	30.0	182,774,974	116,569,644	56.8	65,757,962
Georgia	542,209	387,961	39.8	91,572,371	58,619,887	56.2	27,062,352
Hawaii	161,533	125,457	28.8	19,737,701	16,074,052	22.8	1,776,127
Idaho	101,816	72,321	40.8	14,105,868	9,144,070	54.3	4,164,871
Illinois	616,007	480,112	28.3	85,682,242	60,948,696	40.6	29,947,540
Indiana	419,485	317,923	31.9	63,880,638	41,409,448	54.3	21,852,461
Iowa	337,761	260,240	29.8	54,044,616	35,010,443	54.4	21,689,924
Kansas	336,276	290,223	15.9	49,333,322	35,292,586	39.8	15,072,779
Kentucky	300,214	234,212	28.2	39,417,144	34,987,408	12.7	7,613,432
Louisiana	491,424	294,539	66.8	67,439,811	35,711,604	88.8	23,672,021
Maine	105,014	106,443	-1.4	15,499,060	13,152,096	17.8	4,499,095
Maryland	125,041	110,043	13.6	17,041,016	14,992,835	13.7	4,551,190
Massachusetts	406,415	344,532	17.9	58,001,521	42,135,476	37.7	16,728,558
Michigan	622,583	466,124	33.6	92,844,698	57,616,811	61.1	35,844,192
Minnesota	227,684	195,859	16.2	31,488,551	23,111,148	36.2	8,406,526
Mississippi	231,737	241,471	-4.1	33,843,578	30,755,771	10.0	8,968,600
Missouri	299,082	191,052	56.5	39,527,187	20,749,726	90.5	14,537,137
Montana	101,131	101,392	-0.3	18,004,829	14,275,678	26.1	4,100,753
Nebraska	145,637	107,748	35.1	22,017,846	14,846,539	48.3	7,029,056
Nevada	55,911	44,706	25.0	9,183,377	6,063,590	51.5	3,464,394
New Hampshire	106,690	86,379	23.5	13,583,431	10,148,368	33.8	1,952,311
New Jersey	823,813	549,659	49.8	140,619,951	78,038,864	80.2	58,563,968
New Mexico	165,496	125,997	31.3	25,723,340	18,103,199	42.1	7,578,268
New York	1,654,432	1,187,297	39.3	289,456,068	168,831,732	71.4	114,951,353
North Carolina	464,777	339,051	37.1	65,648,461	44,400,125	47.9	21,248,899
North Dakota	68,991	60,713	13.6	10,595,437	7,323,178	44.7	2,273,179
Ohio	1,072,468	818,053	31.1	151,026,663	107,343,426	40.7	55,302,902
Oklahoma	401,489	326,011	23.2	63,729,017	41,316,211	54.2	25,195,770
Oregon	270,362	195,301	38.4	40,504,609	23,633,091	71.4	12,106,356
Pennsylvania	1,498,011	1,334,156	12.3	180,645,489	142,227,720	27.0	53,105,947
South Carolina	254,142	176,649	43.9	39,076,322	24,989,184	56.4	12,519,187
South Dakota	64,744	55,474	16.7	9,204,277	6,282,165	46.5	2,374,785
Tennessee	325,040	250,489	29.8	58,506,303	36,655,714	59.6	14,766,615
Texas	1,232,745	986,521	24.9	183,492,915	120,485,432	52.3	62,268,747
Utah	55,750	34,959	59.5	8,811,654	4,791,944	83.9	3,604,142
Vermont	58,326	57,852	0.8	6,542,472	6,814,671	-4.0	1,478,242
Virginia	426,426	320,801	32.9	65,990,336	41,238,577	60.0	26,121,244
Washington	504,958	401,787	25.7	86,223,501	58,922,930	47.6	30,389,574
West Virginia	245,289	191,136	28.3	28,653,855	46,285,023	-38.1	6,364,551
Wisconsin	251,097	197,053	27.4	51,303,734	24,929,287	105.8	10,363,508
Wyoming	79,350	88,488	-10.3	13,996,717	13,538,914	3.4	4,427,295
Other (Rhode Island, Guam, Virgin Islands, Puerto Rico)	70,701	69,366	1.9	10,447,817	11,208,035	-6.8	2,082,453
U.S. Total	20,713,833	16,287,435	27.2	3,154,782,315	2,155,220,148	46.4	1,030,282,981
Totals projected to 100%	23,565,225	16,913,224		3,589,058,379	2,238,027,153		1,172,108,056

television's 1981 financial fortunes

1980 pay TV revenues	% change	1981 operating expenses	1980 operating expenses	% change	1981 net income	1980 net income	% change	% of subs not included
11,461,954	64.0	38,294,288	26,034,843	47.1	9,224,517	9,454,282	-2.4	0.0
1,088,633	65.4	4,047,294	3,260,646	24.1	664,545	161,088	312.5	2.0
4,405,938	14.0	13,038,417	9,922,940	31.4	-4,642,148	1,267,106	-	7.3
3,847,536	154.6	25,513,452	14,284,326	78.6	3,176,459	1,774,781	78.9	0.0
73,719,339	51.6	243,211,462	171,297,087	41.9	34,655,472	35,258,662	-1.7	1.7
4,353,230	159.9	21,213,780	10,187,906	108.2	-4,553,141	-234,261	-	0.0
8,065,402	42.8	33,052,760	22,048,959	49.9	2,852,176	4,746,228	-39.9	0.0
3,056,212	47.1	10,691,518	9,049,820	21.1	3,231,703	2,695,528	19.9	0.0
33,683,800	95.2	130,917,417	85,064,095	53.9	-15,211,691	-2,109,710	-	0.0
11,856,276	128.2	72,594,213	37,112,105	95.6	-24,980,799	-5,318,950	-	0.0
1,197,120	48.4	11,962,530	11,175,413	7.0	592,873	-579,384	-	0.0
1,898,722	119.3	8,443,393	5,009,275	68.6	1,723,317	1,859,116	-7.3	0.0
14,949,262	100.3	58,455,319	38,118,367	53.4	-9,259,289	5,900,770	-	0.0
11,365,938	92.3	43,979,326	27,667,541	58.9	-5,434,748	-1,108,529	-	0.0
11,381,543	90.6	34,004,291	23,537,611	44.5	1,390,464	1,965,622	-29.3	0.0
7,789,208	93.5	29,017,233	21,333,053	36.0	4,551,853	2,114,302	115.3	0.0
3,155,497	141.3	28,847,211	24,827,081	16.2	-7,212,477	-1,456,295	-	0.0
10,913,600	116.9	45,086,920	23,499,482	91.9	1,421,554	1,831,266	-22.4	0.0
2,865,715	56.9	8,990,010	7,834,729	14.7	1,256,772	355,018	254.0	9.1
3,899,368	16.7	13,353,099	11,837,680	12.8	-457,964	-458,298	-	4.3
8,266,113	102.4	36,206,137	27,190,189	33.2	5,748,656	2,879,888	99.6	0.0
15,699,316	128.3	66,488,674	36,756,558	80.9	-1,119,786	5,944,024	-	0.0
5,213,224	61.2	19,192,307	13,142,231	46.0	5,221,071	4,134,120	26.3	0.0
7,037,309	27.4	19,739,635	17,529,283	12.6	7,466,751	6,460,329	15.6	19.6
4,301,131	237.9	29,714,777	14,279,592	108.1	-11,645,097	77,995	-	0.0
2,944,637	39.3	9,736,701	7,470,539	30.3	5,934,958	5,101,863	16.3	12.3
3,417,492	105.7	14,563,112	7,704,087	89.0	-671,934	1,984,379	-	0.0
2,071,612	67.2	5,851,636	3,745,409	56.2	1,406,631	1,395,218	0.8	0.9
1,035,764	88.5	8,558,795	5,718,055	49.7	1,194,771	1,981,137	-39.7	8.8
29,798,617	96.5	97,833,053	52,323,194	86.9	823,461	6,033,948	-86.4	0.0
4,230,942	79.1	16,705,058	11,289,522	47.9	2,700,299	3,131,947	-13.8	0.0
47,701,246	140.9	185,783,145	108,710,905	70.9	24,560,484	17,711,345	38.7	0.0
12,634,632	68.2	37,848,885	24,935,538	51.8	1,208,529	4,047,412	-70.1	0.0
990,436	129.5	6,960,027	4,708,280	47.8	-114,594	127,183	-	0.8
29,859,033	85.2	101,886,988	71,745,524	42.0	-22,578,292	-1,973,748	-	0.0
13,733,605	83.5	38,689,041	23,728,619	63.0	10,423,910	8,394,751	24.2	0.0
5,711,903	111.9	30,658,618	15,539,951	97.3	1,225,815	3,064,091	-60.0	4.2
32,856,334	61.6	114,929,203	87,643,241	31.1	7,296,609	12,285,152	-40.6	0.0
6,726,472	86.1	26,661,495	16,848,734	58.2	-4,901,595	-4,034,513	-	0.0
1,326,403	79.0	5,364,949	3,847,427	39.4	671,588	628,933	6.8	6.9
7,143,967	106.7	39,311,106	29,760,574	32.1	-10,007,657	-9,275,958	-	0.0
31,801,940	95.8	128,536,302	82,322,419	56.1	5,083,576	8,896,153	-42.9	0.0
1,707,612	111.1	8,508,190	4,217,046	101.8	-7,530,676	-3,191,515	-	0.0
966,331	52.9	4,885,456	4,233,011	15.4	599,459	1,765,295	-66.1	18.9
12,047,130	116.8	46,476,180	29,429,000	57.9	-608,635	-1,663,102	-	0.0
18,530,318	63.9	57,107,963	37,631,899	51.7	12,083,803	12,030,309	0.4	2.1
8,966,547	-29.0	16,794,069	28,031,018	-40.1	3,615,858	11,417,065	-68.3	35.3
5,865,095	76.7	34,171,633	15,926,448	114.6	455,397	1,495,444	-69.6	0.0
4,073,094	8.7	7,913,052	8,082,960	-2.1	1,933,538	2,064,321	-6.4	26.7
1,914,076	8.8	6,783,819	8,121,858	-16.5	1,761,207	865,396	103.5	0.0
553,526,651	86.1	2,098,573,947	1,385,716,070	51.4	35,227,553	161,897,204	-78.3	12.1
574,794,030		2,387,456,140	1,438,957,497		40,076,852	168,117,553		0.0

The way it works

The Society of Broadcast Engineers believes that broadcasters' increasing reliance on microwave links for live remote coverage of news, sports and special events is threatened by an FCC rulemaking re-evaluating the use and users of the microwave bands between 947 mhz and 40 ghz. What's more, the SBE feels the FCC is going ahead with its rulemaking without a proper understanding of how broadcasters use the microwave spectrum and, as a result, may severely (and perhaps inadvertently) handicap broadcasters' ability to bring their viewers live programming from outside the studio.

To enlighten the FCC, the SBE sponsored a tutorial at the Mayflower hotel in Washington last Wednesday. Eight members of the FCC showed up, although Donald Campbell, the author of the rulemaking, did not. Also on hand were more than 35 broadcast engineers and managers and microwave equipment suppliers, who helped tell the broadcasters' story.

The end-result of the FCC rulemaking, SBE fears, will be microwave bands filled with permanent fixed microwave links and with no room for the mobile links broadcasters need for their live remote productions.

"It does not appear after reviewing past and present FCC policy," said Dick Rudman, chief engineer at KFWB(AM), who organized the tutorial, "that the . . . portable and mobile users have reliable spectrum access to meet the needs imposed on us by our employers and the commission to serve the public interest." And without some guarantee of spectrum access, he said, the amount of live news, sports and public affairs that originates from remote locations will decrease.

When the FCC authorized direct broadcast satellite service last summer, it also dedicated 500 mhz of spectrum (12.2-12.7 ghz) to the service. To accommodate the current terrestrial microwave operators that might be bumped from the band by DBS operators, the FCC launched a rulemaking last January to re-examine all available microwave bands between 947 mhz and 40 ghz and find spectrum the displaced microwave operators could share. Among the bands targetted by the rulemaking are some that broadcasters have come to rely upon for their mobile microwave links.

According to Rudman's report, it would be ironic if the FCC were to deprive broadcasters of their mobile links by assigning the limited microwave channels to microwave

operators, who would use them for permanent links. Broadcasters, already squeezed for spectrum, he said, have been struggling to make the most efficient use of that spectrum. He cited the work of the Southern California Frequency Coordinating Committee, which has been successful in regulating the sharing of channels in Southern California, and broadcasters' increasing use of highly directional microwave equipment that sometimes permit several broadcasters to use the same frequency from the same location. The SBE, he also said, has formed the National Frequency Coordinating Committee to help broadcasters in other markets set up regional or local coordinating committees.

The really big show

Covering almost a third of an acre (14,000 square feet), the Sony Broadcast Products' exhibit at the National Association of Broadcasters convention April 10-13 in the Las Vegas Convention Center will be the largest in the history of the convention. And, according to Sony Broadcast President Neil Vander Dussen, it may also be one of the convention's costliest, representing an investment of "substantially more than \$1 million." Sony hopes that the size and layout of the exhibit, Vander Dussen said, create "the kind of environment that allows [convention delegates] to really work with the equipment and see how it works."

The expansive exhibit will house several new products, including a 200,000-frame still store that produces animated programming and doubles as a one-inch videotape recorder (the BVH-2500), enhanced versions of the BVU-800 and BVU-820 three-quarter-inch and new gear for Sony's unique half-inch component recording format (the BVW-20 field playback machine and the BVW-40 recorder/editor). Amid the state-of-the-art product will be demonstrations of some beyond-the-state-of-art technology. Sony has set aside a portion of its booth for a small video theater where delegates will be able to watch a tape reviewing all the Sony products and demonstrations of Sony's developmental digital tape recorder and its high-definition television system. According to Vander Dussen, the digital tape recorder is a one-inch component machine that adheres to the world digital production standard adopted last year by the CCIR. The HDTV system, comprising camera, recorder, monitor and 100-inch projection television system, is based on the Japanese NHK technology. It features 1,125 lines of vertical resolution, a three-to-five aspect ratio and a 30 mhz video bandwidth. Vander Dussen said he favors the establishment of an HDTV production standard that could be "down-converted" to any of the current or proposed "enhanced" television standards for broadcast. Programming created with the production standard, he said, could even be transferred to film for theatrical distribution.

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Sony's one and only

Company is distributing its new digital Compact Disc record system to radio stations

Sony Corp., has reached out to the radio broadcasting industry to promote its recently introduced audio digital disk player (officially dubbed Compact Disc Digital Audio System) to the U.S. market. The new system, which retails for \$900, is being promoted as "the future of recorded sound," in Sony's promotional literature.

The company has negotiated deals with radio stations in about 20 major markets that have either album-oriented rock or classical-music formats. Under the agreements, Sony has donated a disk player to each station and a limited supply of disks, which are marketed by CBS/Sony Inc. Currently CBS/Sony offers only 16 titles to the U.S. market, including pop-rock, classical and a few jazz titles. In return, the stations promote Sony on air each time a compact disk selection is broadcast, and have promised to do a two-hour special within the coming year on digital sound reproduction in which Sony will be prominently featured.

The participating stations will be provided with additional selections as they become available. Currently, there are only two plants in the world pressing disks—the CBS/Sony plant in Tokyo and a Polygram plant in Hanover, Germany. Polygram parent, Philips Corp., based in the Netherlands, and Sony joined forces to develop the digital-audio technology in 1979. The final product was displayed to the press in 1981. Philips is marketing its audio disk player under the Magnavox label, a subsidiary. The digital-laser format appears to have become a de facto standard: Some 30 other manufacturing companies, embracing the system, have been cross-licensed to produce the players. CBS/Sony has announced plans for the opening of a compact-disk manufacturing plant in the U.S. by the first quarter of 1984. The site has not yet been selected. Meanwhile, it hopes to have 40 titles available in the U.S. by June, and Polygram, another 100 titles by that time. Other record companies which will press compact disks include RCA, Warner, Telarc and Nautilus. By year's end, a Sony spokesman said, about 300 titles will be available in the U.S.

Among the stations participating in Sony's promotional effort (all FM) are: WNEW-FM and WQXR New York; KMET and KFAC Los Angeles; WFMT Chicago; WFLN Philadelphia; WBCN and WCRB Boston; WRIF and WQRS Detroit; WKLS Atlanta; WMMS and WCLV Cleveland; KZEW Dallas; KBPI and KVOD Denver; KLOL and KLEF Houston; WXTR Kansas City; WTMJ Miami; WQFM Milwaukee; WDVE and WQED Pittsburgh; KFSD San Diego; KISW and KING Seattle, and WWDC-FM and WGMS Washington.



Digital jock. A disk jockey at WNEW-FM New York cues up a CBS/Sony compact disk. The record, which measures four-and-three-quarters inches in diameter, contains as many selections as a standard LP record.

Sony is just starting what a spokesman called the "education" phase of its marketing effort for the audio digital player in the U.S. "The average consumer doesn't understand what the system is," he said, adding, "They don't realize that it will work with existing [analog] equipment [speakers and amplifiers]." The player itself is designed to act as turntable, and is initially being marketed through a limited number of audio-specialty stores.

The technology employs a reflective four-and-three-quarter inch disk which is read by a solid-state optical laser beam. Sony claims that the system provides significant improvement in such areas as dynamic range, where the digital player provides a range of over 90 db, compared with the average analog range of perhaps 70 to 80 db. The digital unit's signal-to-noise ratio is also up over 90 db, compared with the average analog-system ratio of roughly 75 to 78 db. Perhaps the most profound difference is seen in the channel separation performance where the Sony digital provides over 90 db, compared to an average analog separation of 35 to 40 db. Wow and flutter are unmeasurable in the player, claims Sony, while those distortions hover in the 0.03%-to-0.05% range for analog players.

Much of the improved clarity derived from the system is lost when broadcast because of FM noise, but listeners with better-than-average equipment may detect a difference, said Richard Neer, music director at WNEW-FM, one of two New York stations using the Sony player. "It's best appreciated on a home system," he said.

The Sony spokesman said that in June, the company will introduce digital speakers and amplifiers to complement the player.

Sony projects that by the end of 1983, 300,000 to 350,000 compact disk players will have been sold worldwide (essentially, the European, Japanese and U.S. markets).

And while initial estimates were that for each player, some 10 to 20 disks would be sold, the company now believes the average will be double those figures. Disks are priced between \$15 and \$20. □

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ABC's 'Thorn Birds' airs amid questions of timing

Mini-series subject matter deals with love affair of priest and airs during Catholic Holy Week; reaction from McDonald's, USCC

ABC assembled an impressive promotion package for its 10-hour mini-series, *The Thorn Birds*, airing March 27-30. But not everyone was impressed with part of its subject matter, a priest's love affair, and the timing of the program, the week before Easter.

About 500 press kits were distributed to the press and ABC affiliates as part of ABC's promotion for *Thorn Birds*. The kit contained a 30-minute videocassette with a synopsis of excerpted scenes from the series, black and white prints, color slides, biographies of characters and transcripts of videotaped interviews. The on-air campaign promoting *Thorn Birds* began in late February, airing in both national and spot TV. Print advertising, likewise, began in February appearing in *Time*, *People* and *TV Guide*. In comparison to ABC's promotion of its 18-hour mini-series, *The Winds of War*, Candace Farrell, vice president, advertising, publicity and promotion at ABC Motion Pictures, said, "*Thorn Birds* didn't have the lead time that *Winds of War* did, but it is getting an extremely powerful push."



ABC's well-equipped press package

ABC spent an estimated \$21 million producing *Thorn Birds*, which stars Richard Chamberlain and Rachel Ward (BROADCASTING, Feb. 21), and advertising was sold at a rate of \$150,000 per 30-second spot.

Not all advertisers, however, were eager to use the mini-series to market their wares.

McDonald's Corp., sensitive to the show's subject matter of a priest's adultery, released a statement to its franchisees: "We [McDonald's] focus on advertising on all family specials and this program does not meet this McDonald's standard." McDonald's later modified its position and advised franchisees not to advertise during the series "unless it was before the Catholic priest committed adultery."

Likewise, *Thorn Birds* does not meet the standards of the United States Catholic Conference, representing Roman Catholic bishops across the country. It has protested ABC's decision to broadcast its mini-series during Holy Week. Richard Hirsch, USCC secretary for communication, said: "Leaving aside the literary or other merits of either the book or the television series, it is poor timing for ABC to carry a series treating the adulterous conduct of a churchman precisely during the season of the year which is most sacred to Christians." Hirsch added that on Easter Sunday (April 3), ABC will broadcast a religious special on Pope John Paul II and the Vatican. "The controversy here," he said, "is why in the same week do something so offensive and then put something on so positively received?" □

Independents go one-on-one with affiliates

February sweeps show many strong performances from indies

While the network-owned stations or affiliates were fighting among themselves for top local newscast honors in the February sweeps, independents in many cases were in there making an even bigger fight of it with their off-network series and other syndicated programs.

Some of the results for independents were available—but some were not—for initial accounts of the sweep results in the six markets metered by Arbitron and Nielsen (BROADCASTING, March 7). Here are some that have since come to light.

■ In New York, WNEW-TV researchers said that in the 6-7 p.m. period their *Three's Company* and *WKRP in Cincinnati* combination topped all three newscasts in the Arbitron measurements, averaging an 11 rating and 19 share to WABC-TV's 10/18. WCBS-TV's 8/14 and WNBC-TV's 7/12. In the Nielsens for 6-7 p.m., they said, WNEW-TV did a 10/18, tying the WABC-TV and WNBC-TV newscasts for first place.

For the 6 p.m. block, with *M*A*S*H* and *All in the Family* occupying the second

hour, WNEW-TV's average came to 12/21 in Nielsen and 13/21 in Arbitron.

At 5 p.m., WNEW-TV's *\$6 Million Man* did a 7/15 in both services equal in Nielsen to the WABC-TV and WCBS-TV 5-6 p.m. news ratings but behind WNBC-TV's 8/17, while in Arbitron WNEW-TV placed second to WABC-TV's 8/16 but ahead of WCBS-TV and WNBC-TV by a rating point.

At 11 p.m., the WNEW-TV researchers blamed spillover from ABC's *Winds of War* extravaganza for deflating the usual rating of WNEW's *M*A*S*H* reruns and boosting those for WABC-TV's late news. By WNEW's count, the Nielsens scored 10/19 for *M*A*S*H*, 13/24 for the WABC-TV late news and 11/21 each for the WCBS-TV and WNBC-TV late news, while the Arbitrons had it 10/20 for *M*A*S*H* and WNBC-TV's late news, 12/23 for WABC-TV's late news and 9/18 for WCBS-TV's late news.

■ In Los Angeles, contrary to earlier reports, independents did not lose ground from a year earlier, but there were some audience shifts. In the Monday-Friday, 6-8 p.m., period, for instance, against the network stations' local and network news and access programming, KTTV(TV) showed gains with a

combination of *Three's Company*, *Alice*, more *Three's Company* and *WKRP in Cincinnati*. KCOP(TV) also showed some improved numbers in that block with a combination of *Hawaii Five-O*, *Joker's Wild* and *Tic Tac Dough*, while KTLA(TV) lost ground with *Charlie's Angels*, *Happy Days Again* and *Laverne & Shirley*. KHJ-TV mixed ups with downs in a 6-8 p.m. lineup of *Eight is Enough*, *Soap* and *Madame's Place*.

At 5-6 p.m., when the network stations present local news, ABC-owned KABC-TV took the Arbitron rating honors with a 10 rating/19 share for its *Eyewitness News*, while *Bewitched* on KCOP came in with an average 6.5/13, just behind the 7/14 produced by the newscasts on both NBC's KNBC and CBS's KNXT(TV), according to figures compiled by KTTV. In the 6-7 period, KTTV took first place with a 13/22 for *Three's Company* and 12/26 for *Alice* against a 9/15 for KABC-TV's newscast and 7/11 for KNBC-TV's and KNXT-TV's.

The 7:30 access period was led by an 11/18 for KABC-TV's *Eye on Los Angeles* and an 11/17 for KTTV's *WKRP*, with *Laverne & Shirley* on KTLA following at 10/15.

■ In San Francisco, KTVU(TV) researchers

Ratings Roundup

With the combination of a special, reprises of theatrical movie classics and its usual high-running series, CBS-TV won the prime time Nielsen ratings for the week ended March 20 by 4.4 points over ABC-TV and 5.3 points over NBC-TV. CBS averaged a 19.6 rating/31 share, while ABC had a 15.2/24 and NBC a 14.3/23.

CBS's coverage of *The People's Choice awards* from 9 to 11 p.m. NYT Thursday scored a 22.2/36, easily outdistancing the regular Thursday-night lineups against it on ABC and NBC and placing sixth for the week. "The Wizard of Oz" did a similar job on its ABC and NBC opposition at 8-10 p.m. Friday, averaging 21.7/34 and ranking ninth. A two-part repeat of "Gone With the Wind" had rougher going in its opener on Tuesday night, with a 19.6/31 that fell behind ABC's *Three's Company* (22.3/32) and *9 to 5* (20.2/30), but exceeded ABC's repeat of *Hart to Hart* (17.9/30), and also beat both of NBC's entries in the time period: *Remington Steele* (16.0/23) and *St. Elsewhere* (11.8/20). Part two of "GWTW" on Wednesday (19.5/30) also wasn't quite up to ABC's *Fall Guy* (19.8/29) and *Dynasty* (22.0/35) but took care of repeats of NBC's regular lineup.

The second highest rated movie was on ABC: a repeat of "Close Encounters of the Third Kind." Shown from 8 to 11 p.m. Monday, it topped everything, scoring 20.1/31, although *Mothers Against Drunk Driving*, NBC's made-for-TV movie, gave it a run in its last two hours, averaging 19.7/30 and ranking 15.

Probably the most controversial and publicized movie of the week, NBC's made-for-TV *Special Bulletin*, managed a 15.1/24, nowhere near CBS's regular Sunday night lineup for that time period but well ahead of "The Face of Rage" movie on ABC (13.5/22) (see story, this page).

CBS had two premieres, *Ace Crawford, Private Eye* at 8 p.m. Tuesday, and *Gun Shy*

following it at 8:30. Both were aced by the competition, coming in third. *Crawford* had a 15.0/22, behind ABC's *Happy Days* (16.3/24), and *Gun Shy* did a 14.3/21, short of *Laverne and Shirley* (16.2/24) on ABC. But the big winner in the hour was NBC's *The A Team*, the strongest performer among recent entries, which upped its numbers to 21.3/32 and took 10th place for the week.

Monitor, NBC's new news magazine, lost some ground in its second appearance, dropping from a 8.8/15 premiere the Saturday before to a 7.1/13.

The First 20

1.	<i>60 Minutes</i>	CBS 27.2/43
2.	<i>Magnum, P.I.</i>	CBS 25.8/41
3.	<i>Dallas</i>	CBS 25.0/42
4.	<i>Trapper John, M.D.</i>	CBS 23.4/40
5.	<i>Three's Company</i>	ABC 22.3/32
6.	<i>People's Choice awards</i>	CBS 22.2/36
7.	<i>Dynasty</i>	ABC 22.0/35
8.	<i>Newhart</i>	CBS 22.0/34
9.	"Wizard of Oz"	CBS 21.7/34
10.	<i>A Team</i>	NBC 21.3/32
11.	<i>Jeffersons</i>	CBS 20.5/31
12.	<i>9 to 5</i>	ABC 20.2/30
13.	<i>ABC Monday Night Movie—"Close Encounters of the Third Kind"</i>	ABC 20.1/31
14.	<i>Fall Guy</i>	ABC 19.8/29
15.	<i>NBC Monday Night Movie—"Mothers Against Drunk Driving"</i>	NBC 19.7/30
16.	<i>CBS Tuesday Night Movie—"Gone With the Wind" part one</i>	CBS 19.6/31
17.	<i>CBS Wednesday Night Movie—"Gone With the Wind" part two</i>	CBS 19.5/30
18.	<i>Archie Bunker's Place</i>	CBS 19.0/29
19.	<i>CBS Saturday Night Movie—"Still The Beaver"</i>	CBS 18.9/23
20.	<i>Real People</i>	NBC 18.1/28

The Final Five

62.	<i>Voyagers</i>	NBC 8.5/13
63.	<i>Teachers Only</i>	NBC 8.4/13
64.	<i>Gavilan</i>	NBC 8.0/14
65.	<i>Monitor</i>	NBC 7.1/13
66.	<i>Magic Planet</i>	ABC 7.0/11

reported their combination of *Three's Company* and *Laverne & Shirley* placed second in the 6-7 p.m. period in Nielsen, with an 11 rating, behind CBS affiliate KPIX's news (15 rating) but ahead of news on ABC-owned KGO-TV (10) and NBC affiliate KRON-TV (6). In Arbitron, KGO-TV was the leader with a 14 rating, with KPIX news second at 13, KTVU's off-network shows 10 and KRON news 5.

In the 7:30 access period, KTVU's *Barney Miller* and KPIX's *Evening Magazine* tied for first place with a 15 rating in the Niensens, while in Arbitron KPIX and *People's Court* on KGO tied for first at 14, followed by KTVU at 12. In the 11 o'clock news period, *M*A*S*H* on KTVU tied with KRON-TV news on a Nielsen rating of 6, while in Arbitron KRON-TV had a 5 and KTVU a 4. The news on both KGO-TV and KPIX was in the 11-12 range in both services.

■ In Detroit, independent WKBD-TV, on channel 50, scored what Vice President and General Manager George H. Williams called

the highest rating ever produced by an independent in prime time in the top 100 markets, a 31/43, with a repeat of *M*A*S*H's*

first network episode in the half-hour before CBS's special *M*A*S*H* finale opened at 8:30 on WJBK-TV, the local CBS affiliate. Leading into that episode, WKBD presented a rerun of a one hour *M*A*S*H* and drew a 22/32. (The numbers are Nielsen, the only meter service in the market.)

In the 5-7 p.m. period the network stations offer a combination of syndicated programs and news, local and network, with ABC-owned WXYZ's local newscast starting at 5 p.m. and those of the other affiliates WDIV (NBC) and WJBK (CBS) running 5:30-6:30 p.m. In the 6-7 p.m. hour, WKBD scored 7/15 with *CHiPs*, fourth in the time period, and WXON(TV), an independent on channel 20, was fifth with 6/13 for *Buck Rogers*; WXYZ's *Action News* took the hour with a 13/27. At 6-6:30 p.m., *Mork and Mindy* on WKBD did a 10/20 for second place, behind 16/29 for news on WXYZ. WXON's *B.J. and Lobo Show* did a 6/12 in that half-hour, a point ahead of WJBK news.

In access time, *Tic Tac Dough* on WDIV was first with 16/26, followed by *People's Court* on WXYZ at 15/25, *Three's Company* on WKBD at 14/23, *PM Magazine* on WJBK at 6/10 and the second half of *Kojak* on WXON at 3/5.

At 11 p.m., the half hour went to local newscasts of WXYZ, WDIV and WJBK, in that order, while WKBD pulled a 7/14 with *Sanford and Son*. (WXON offers subscription TV after 8 p.m.) □

'Special Bulletin' draws 1,255 phone protests

Complaints about show outnumber approvals by two-to-one, despite 31 disclaimers NBC used

Not unexpectedly, NBC-TV's *Special Bulletin*, a made-for-TV movie depicting the realistic news coverage of a fictional nuclear threat, stirred up a raft of complaints among viewers around the country—despite repeated in-program advisories assuring them that what they were seeing was fiction, not fact.

NBC said the three-hour presentation on Sunday night (March 20) sparked 2,181 tele-

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phone calls to its five O&O stations, with complaints outrunning approvals two to one. The score: 1,255 complaints, 613 approvals and 313 inquiries about the program.

Among the complaints were two bomb threats phoned in to WMAQ(TV) Chicago (which notified police).

Not included in the complaint count were some that NBC received in advance from Don Ohlmeyer Productions, which produced the show. Ohlmeyer associates said they "strongly" objected to NBC's decision to insert so many disclaimers telling viewers that they were watching a dramatization rather than reality.

"Originally NBC said they would require three disclaimers, and we thought that was fair," said Lynn Baltimore, associate producer of the program. But NBC "took it out of our hands," she said, and kept raising the number. She suggested that what viewers complained about was "the number of disclaimers," not the program itself.

The actual number of disclaimers was 31, according to an NBC spokesman, who defended their use as a proper exercise of responsibility and who also denied that complaints received by NBC stations had to do with too many advisories. Some, he said, objected that there weren't enough, while others covered a wide range of views, such as that the program was too scary, that it was irresponsible, that it might promote crime by inspiring real-life terrorism and that it was a shallow portrayal of a serious subject. On the whole, he said, there was little or nothing to indicate that viewers were in fact terrified

or believed that the depicted nuclear threat was real.

The advisories to assure viewers that they were watching fiction took three forms, according to NBC. There were seven written advisories, 11 in the form of slides leading into and out of commercials and 13 in which "dramatization" or words to that effect were superimposed on the screen at tense moments in the action.

In Charleston, S.C.—the setting, and in the end the bombed-out victim, of *Special Bulletin's* fictional nuclear threat—the NBC affiliate, WCIV(TV), supered "Fiction" in the upper left-hand portion of the screen throughout the presentation—and still received some 250 phone calls. But nobody, according to William Lucas, president of the station, seemed to believe that the city was really in danger, perhaps in part because "the movie was shot here, and our citizens knew what it was about." He said some callers in fact objected to the "Fiction" super, saying in effect, "Look, we know it's a movie; just let us see it."

The producers were trying for realism in the movie—and achieved it, according to most critics. The show was presented as a TV newscast and used features familiar to newscast viewers, including elaborate graphics and interviews at locations in and around Charleston. In another realistic touch, it was done entirely from videotape. The idea for it, according to Baltimore, originated about a year ago with Ed Zwick, the show's co-producer and director, and Marshall Herkowitz, co-producer and writ-

er. She said the project had been in work since last fall and that shooting and editing were done in seven weeks earlier this year.

For all the stir it caused, the program failed to explode in the ratings. It averaged a 15.1 rating and 24 share of audience, ranking 37th among 68 prime time programs aired in the week of March 20. □

Business funding group to aid public television

The formation of a new group of major corporations to assist noncommercial broadcasting was announced at a meeting of the Public Broadcasting Service's executive committee last week. Corporations in Support of Public Television (CSPT) was unveiled by PBS President Larry Grossman. Harvey McCormick, manager of public relations for J.C. Penney Co., will serve as chairman of the new group, with a steering committee that includes officials of AT&T, Atlantic Richfield, Chevron U.S.A., Chubb Group of Insurance Companies, Esmark, Exxon, Ford, General Electric, Gulf Oil, Mobil Oil, J.C. Penney and Xerox.

CSPT will act as a clearinghouse for information on corporate underwriting for public television projects. Grossman called it "an extraordinary initiative by our corporate citizenship."

At the same PBS meeting, the executive committee heard from Bill Furniss, president and general manager of noncommercial KOCE(TV) Huntington Beach, Calif., who, speaking for several of the larger public television stations, asked for relief from some on-air promotion guidelines. PBS's guidelines are being implemented on a two-year, experimental basis to expand opportunities for station revenues from sales of books, video or audio transcripts and music soundtracks directly related to programs or series (BROADCASTING, Dec. 6, 1982). Furniss disagreed with the executive committee's suggestion that PBS set the prices of material to be sold and 20% commission go to the station for each program-related item sold. Henry Becton, vice president and general manager of WGBH-TV Boston, said prices proposed by PBS were excessive. "To raise the price and reduce volume would not be in keeping with the public service mission."

Other items discussed at the meeting included:

- The appointment of Richard R. Green, former director of the Advanced Television Technology Laboratory for CBS, as PBS's director of engineering development. He will oversee the activities that will include developing engineering policy and monitoring new technologies and their applications.

- The Andrew W. Mellon Foundation awarded grants totaling \$2,150,000 to six major producing public TV stations and PBS to support research and development of new programming. Recipients were: KCET(TV) Los Angeles, \$150,000; WTTW(TV) Chicago, \$200,000; WQED(TV) Pittsburgh, \$200,000; South Carolina Educational TV Network, \$250,000; WGBH-TV Boston, \$350,000; WNET(TV) New York, \$350,000, and PBS, \$650,000. □

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TELECASTINGS



Finally

ABC will air a documentary on South Africa's emerging black trade union movement on Friday, April 1. Last fall, footage for the documentary was sabotaged (tests found that the film was intentionally fogged by exposure to light) as it was being transported out of South Africa. With the exception of one trade union meeting, the interviews and location scenes were shot again. The one-hour program, entitled *Adopt or Die*, includes some damaged footage of the trade union meeting. The program was filmed entirely in South Africa after more than a year's effort by ABC News to obtain permission from the South African Government. The correspondent is Marshall Frady and the producer is Christopher Isham.

Thinking big

Can a daily game show that travels each week to a different city and uses local color in its production make it into national syndication? Eli Tyler and his tiny production company, FMTV Productions, hope so. Tyler's program, *The Daily Double*, uses local people as participants, asks them questions about themselves and then asks those contestants to guess how other participants answered the same questions. The audience at home participates through *Daily Double* ballots picked up at local retailers. Currently airing as a weekly half-hour on two cable systems in the Chicago area, *The Daily Double* is set to air this fall, as a daily half-hour on Aurora, Ill. inde-

pendent WPWR-TV. Tyler, who is host as well as producer for the show, is offering it for cash, barter or a combination of the two. "People love to have a game show come to their own home town," he said.

New service, new name

Home View Network, the working title for ABC Video Enterprises' proposed service where customers would receive programming (on a subscription basis) during late night hours via the broadcast network using in-home videocassette recorders, has



been changed to Tele1st (pronounced tele-first). The service is expected to start early in 1984 in a test market yet to be announced.

Children's hours

The National Association of Broadcasters' Children's Television Committee is preparing a questionnaire for television stations nationwide. The committee wants to find out the amount and types of children's programming local broadcasters are airing. Once the information is collected, the committee plans to act as a clearinghouse and disseminate the data in an effort to inform broadcasters about programming availability.

Louvre look

The Louvre, France's most famous museum, will be open to television for the first time in a 13-hour documentary series about to be co-produced by the National Television Society of France (TF 1) and NHK, Japan's largest network. It will be distributed in the U.S. by Leo A. Gutman Inc., New York, which has acquired exclusive rights to the series in North and South America. A \$7 million production that is expected to take two years to complete, *Le Louvre Collection: Treasures of Western Civilization* will be shot in both French and English, will feature actors Orson Welles and Dirk Bogarde as narrators and will include dramatizations shot in England, Egypt, Holland and other countries. TF 1, which programs 4,000 hours annually for French television, has produced a five-and-a-half-hour mini-series, *An Orphan's Tale*, set to air this fall on HBO and has sold jazz programming to the Bravo cable network. The network is seeking co-production opportunities with U.S. companies and has opened an office in New York at 1220 Avenue of the Americas.



Winning keys. Charles Chatelain, president and general manager of KADN-TV Lafayette, La., won a Chrysler LeBaron, the door prize at Metromedia's Merv Griffin party during NATPE '83. Chatelain (second from right) is seen with Griffin, Chet Collier executive vice president, worldwide syndication Metromedia Producers and Robert Bennet senior vice president, broadcast operations and production, Metromedia Inc.

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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

New AM's

- Hesperia, Calif.—Mount Wilson FM Broadcasters Inc. seeks 540 khz. 1 kw-D. Address: 10880 Wilshire Blvd., Los Angeles. 90024. Principals: Saul Levine, president. (80%) and F.E. Wilson (20%), who own KKGQ(FM) Los Angeles; KSHO(TV) Honolulu; and KSHO-FM Kailua, Hawaii. Filed March 11.
- Newport, Minn.—Benito Juarez Sandoval seeks 1100 khz. 1 kw-D. Address: 32099-E Road, 122 Extension, Visalia, Calif. 93291. Principal: Benito Juarez Sandoval, who is applicant for new AM at Tucson. Filed Feb. 7.

New FM's

- Springerville, Ariz.—Round Valley Broadcast Associates Inc. seeks 101.7 mhz. 3 kw. HAAT: -93 ft. Address: Highway 60 East, Springerville, Ariz., 85938. Principal: Major stockholder is Marjorie M. Zellmer (52%), president, who is part owner of KRZY(AM) Springerville, and is applicant for new FM at Hayden, Colo. Filed March 7.
- Pine Bluff, Ark.—Oscar Jerome Green seeks 99.3 mhz. 3 kw. HAAT: 143 ft. Address: 2005 Laurel Street, Pine Bluff, Ark. 71601. Principal: O. Jerome Green is part owner of KYDE(AM) Pine Bluff, Ark., which has application before FCC to increase operating hours of KYDE to 24 hours and 500 kw. Filed March 11.
- Lake Isabella, Calif.—William D. Taylor seeks 102.3 mhz. 108 kw. HAAT: 1,272 ft. Address: 1425 E. Orange Grove, Pasadena, Calif. 91104. Principal: William D. Taylor, who has no other broadcast interests. Filed March 10.
- Colorado Springs, Colo.—Vista Grande Broadcasting Corp. seeks 88.9 mhz. 100 kw. HAAT: 248 ft. Address: 3615 Vickers Drive, Colorado Springs, 80918. Principal: Noncommercial educational organization headed by Charles Dean Miller, president, that has no other broadcast interests. Filed Feb. 22.
- Pulakani, Hawaii—James A. Carvalho, Ethnic Minorities Broadcasting seeks 98.3 mhz. 3 kw. HAAT: -622 ft. Address: 403 West Hawaii Street, Kahului, Hawaii 96732. Principal: majority owner is James A. Carvalho, president, who has no other broadcast interests. Filed March 8.
- *Gaylord, Mich.—Northern Christian Radio Inc. seeks 90.5 mhz. 100 kw. HAAT: 1000 ft. Address: P.O. Box 1212, Gaylord, Mich. 49735. Principal: Noncommercial corporation headed by Glen A. Catt, president, that has no other broadcast interests. Filed March 4.
- *Sioux Falls, S.D.—Minn. Public Radio Inc. seeks 88.1 mhz. 1.48 kw. HAAT: 115 ft. Address 45 East Eighth Street, St. Paul, 55101. Principal: Noncommercial corporation. Filed Feb. 22.

New TV's

- Green Valley, Ariz.—Alden Communications Corp.

seeks ch. 46; ERP: 3810 kw vis., 381 kw aur., HAAT: 2,012 ft.; ant. height above ground: 161 ft. Address: 120 N. Robertson Blvd., Los Angeles, 90048. Principal: Michael R. Forman (100%), president, who is applicant for four new TV's; has interest in permittee of channel 21 Las Vegas; permittee of channel 22 Seattle; channel 24 Portland, Ore., and channel 7 on island of St. Martin, Dutch Antilles. Filed March 11.

- Green Valley, Ariz.—Sungilt Corp. Inc. seeks ch. 46; ERP: 100 kw vis., 10 kw aur., HAAT: 2,300 ft.; ant. height above ground: 124.5 ft. Address: 2309 N. Hampton, Tucson, Ariz. 85719. Principal: Arlene DeRone Stevenson (100%), president, who is applicant for translator/low power stations at Wichita, Kan., and Mobile, Ala. Filed March 11.

- Rancho Palos Verdes, Calif.—Sam Sangmyun Choi seeks ch. 44; ERP: 5000 kw vis., 500 aur., HAAT 1229.4 ft.; ant. height above ground: 87 ft. Address: 340 S. Lafayette Park 127, Los Angeles, 90057. Principal: Sam Sangmyun Choi (100%), who has no other broadcast interests. Filed March 14.

- Pueblo, Colo.—Pueblo Communications seeks ch. 26; ERP: 1414.2 kw vis., 141.42 kw aur., HAAT: 655 ft.; ant. height above ground: 271 ft. Address: 4550 Valencia Circle, Colorado Springs, 80917. Principals: Robert Tracy Cheatham III (95%) and Pamela Louise Shipp (5%). Cheatham is applicant for four new TV's in Rome, Ga.; Pueblo, Colo.; Scranton-Wilkes-Barre, Pa., and Wichita Falls, Tex. (see below). Filed March 10.

- *South Daytona, Fla.—Daytona Beach Community College seeks ch. 15; ERP: 70.06 kw vis., 7.06 kw aur., HAAT: 499 ft.; ant. height above ground: 609 ft. Address: 1200 Volusia Avenue, Daytona Beach, Fla. 32015. Principal: Noncommercial educational institution headed by Dr. Charles H. Polk, president, that has no other broadcast interests. Filed Feb. 25.

- Urbana, Ill.—Powell Broadcasting Co. seeks ch. 27; ERP: 1300.2 kw vis., 130.02 kw aur., HAAT: 298.88 ft.; ant. height above ground: 310.4 ft. Address: 100 Dania Circle, Leigh Acres, Fla., 33936. Principal: Harry C. Powell (100%), who also is applicant for 22 low power TV stations and seven full service TV's. Filed March 14.

- Bloomington, Ind.—Bloomington 63 Ltd. seeks ch. 63; ERP: 2508.4 kw vis., 250.84 kw aur., HAAT: 1,108 ft.; ant. height above ground: 1,029 ft. Address: 2817 White Oak Drive, Nashville, 37215. Principals: Ronald E. Hayes (85%) and Robert W. Harrison (15%). Hayes is part owner of channel 33 Wichita, Kan.; Harrison is president and part owner of channel 62 Salem, Mass. Filed March 11, 1983.

- Bloomington, Ind.—Channel 63 Inc. seeks ch. 63; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,052.5 ft.; ant. height above ground: 1,048.5 ft. Address: 3500 Parkdale Avenue, Baltimore, 21211. Principal: Julian S. Smith, president, who has interest in WPPT-TV Pittsburgh, Pa., WBFF(TV) Baltimore; is permittee of WTTE(TV) Columbus, Ohio, and is applicant for new VHF TV on channel 38 at St. Petersburg, Fla. Filed March 11.

- Bloomington, Ind.—Hoosier Tele-Media Partnership seeks ch. 63; ERP 5000 kw vis., 500 kw aur., HAAT: 464 ft.; ant. height above ground: 303 ft. Address: 712 Ravencrest, Bloomington, Ind., 47401. Principals: Five limited partners, including James T. Howard (23.75%), Rolland C. Johnson (23.75%) and Bill C. Brown (23.75%) and two general partners who are part owners of WBWB(FM) Bloomington, Ind. Filed March 11.

- Kokomo, Ind.—American Cellular Systems Inc. seeks ch. 29; ERP: 1149.6 kw aur., HAAT: 293.88 ft.; ant. height above ground: 317.9 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Principal: Henry C. McCall, president (100%), who is applicant for new TV's at Springfield, Ill.; Erie, Pa., and Amsterdam, N.Y. Filed March 15.

- Cedar Rapids, Iowa—Metro Program Network Inc. seeks ch. 28; ERP: 1499.7 kw vis., 149.97 kw aur., HAAT: 436.85 ft.; ant. height above ground: 376.1 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa 52402. Principal: Major stockholder is Gerald Fitzgerald (58%), president, who has no other broadcast interests. Filed March 14.

- Topeka, Kan.—Channel 43 Inc. seeks ch. 43; ERP: 1197 kw vis., 120 kw aur., HAAT: 851 ft.; ant. height above

ground: 852 ft. Address: 3744 Southeast Fremont, Topeka, Kan. 66609. Principals: Blanche C. Parks (51%), president and her husband, Sherman A. Parks Jr. (49%), who have no other broadcast interests. Filed March 11.

- Vineyard Haven, Mass.—Video Network Inc. seeks ch. 58; ERP: 1470 plus kw vis., 147 plus kw aur., HAAT: 439 ft.; ant. height above ground: 345 ft. Address: 737 West Main Street, Hyannis, Mass. 02601. Principal: Major stock holder is Donald P. Moore (91.82%), president, who is Barnstable, Mass.-based banker and who also owns WQRC(FM) Barnstable, and is permittee of WCEG(AM) Middleborough, Mass. Filed March 11.

- St. Joseph, Mo.—St. Joseph Family TV Ltd. seeks ch. 16; ERP 1334 kw vis., 133.41 kw aur., HAAT: 610 ft.; ant. height above ground: 464 ft. Address: 2935 Forrest High lands, Marietta, Ga. 30062. Principal: Robert Tracy Cheatham III (95%) and Cornelius Henderson (5%) Cheatham is applicant for new TV's in Rome, Ga.; Pueblo Colo.; Scranton-Wilkes-Barre, Pa., and Wichita Falls, Tex. Filed March 10.

- Scranton, Pa.—Scranton Family TV Ltd. seeks ch. 64 ERP: 1433.5 kw vis., 143.35 kw aur., HAAT: 1628 ft.; ant. height above ground: 771 ft. Address: 15 Barnesdale Way Rome, Ga. 30161. Robert Tracy Cheatham III (95%) and Tracy Lionel Haynes (5%). Cheatham is applicant for new TV's in Wichita Falls, Tex.; Rome, Ga.; St. Joseph, Mo., and Pueblo, Colo. Filed March 10.

- Odessa, Tex.—George E. Gunter seeks ch. 30; ERP 1000 kw vis., 100 kw aur., HAAT: 119 ft.; ant. height above ground: 153 ft. Address: 650 North Bolton Street, Jackson, Tex. 75766. Principal: George E. Gunter (100%), who is applicant for seven new TV's, new FM and low power TV Filed March 14.

- Virginia Beach, Va.—Atlantic Telecasting Limited Partnership seeks ch. 43; ERP 5000 kw vis., 500 kw aur., HAAT 1,521.7 ft.; ant. height above ground: 1,525.6 ft. Address 115 J. Windsor Castle Drive, Newport News, Va. Principals Marilyn Goldman (limited partner, 75%) and Carletta Marie Lloyd and Larry Lee Harris (general partners, 25%); Lloyd will have 65% of general share of 25%; Harris will have 35%. None have other broadcast interests. Filed Feb. 23.

- Virginia Beach, Va.—Brian J. Friedman seeks ch. 43 ERP: 3008 kw vis., 300 kw aur., HAAT 846.5 ft.; ant. height above ground: 842 ft. Address: 1815 Glendon Ave., Los Angeles, 90025. Principal: Brian J. Friedman (100%), who also is applicant for four new TV's and 10 new low power TV's. Filed Feb. 23.

- Wenatchee, Wash.—Fred Alan Ross seeks ch. 27; ERP 1000 kw vis., 100 kw aur., HAAT: 1,312.6 ft.; ant. height above ground: 102 ft. Address: 520 11th Street, N.E., #1 East Wenatchee, Wash., 98801. Principal: Fred A. Ross (100%), is director of marketing and programming at KPQ AM-FM Wenatchee, Wash., and has no other broadcast interests. Filed March 11.

- Charleston, W. Va.—Stanley G. Emert Jr. seeks ch. 29 ERP 1000 kw., 100 kw aur., HAAT: 359.75 ant. height above ground: 348 ft. Address: P.O. Box 274 Knoxville Tenn. 37901. Principal: Stanley G. Emert Jr. Knoxville-based attorney, who has application for six other full service TV's. Filed March 15.

- Sheridan, Wyo.—The Chrysostom Corp. seeks ch. 7 ERP: 316 kw vis., 45 kw aur., HAAT: 1,230 ft.; ant. height above ground: 188 ft. Address: 304 North Center Street Casper, Wyo. 82601. Principals: Equally owned by Danie M. Burke, president, Henry Ort, Franklin Brown and M. Joseph Burke, who also own KCWY-TV Casper KOWY(TV) Lander and KWWY(TV) Rock Springs, Wyo. They are also construction permittees of KLWY(TV) Cheyenne, Wyo. Filed March 10.

Ownership changes

Applications

- WHMA-TV Anniston, Ala. (ch. 40; 724 kw vis., 93.1 kw aur.; HAAT: 880 ft.; ant. height above ground: 243 ft.)—Seeks assignment of license from Anniston Broadcasting

Co. to Jacksonville State University Communications Foundation Inc. for \$2.9 million. Seller is owned by six stockholders, headed by Malcolm B. Street, president. It also owns WHMA-AM-FM Anniston. Buyer is nonprofit corporation operated by board of directors: Theron E. Montgomery Jr., Charles C. Rower, Jack Hopper and James A. Reaves, who have no other broadcast interests. Foundation is organized to receive and administer funds for scientific, educational and charitable purposes for Jacksonville State University, which owns noncommercial WLJS-FM Jacksonville, Ala. Filed March 15.

■ KMCW(AM)-KABK-FM Augusta, Ark. (1190 khz, 500 w-D; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Service Communications Inc. from stockholders (100% before; none after) to Roy K. Cole and others (none before; 100% after). Consideration: \$200,000. Principals: Seller is owned by Gloria N. Ritter (25%), James E. Singleton (25%) and seven others. None have other broadcast interests. Buyers are Roy K. Cole, president (40%), T.M. Wells (20%), Glen Norman (10%), Bert Mullens (10%) and Searcy Valley Development Co. Inc. (20%). Cole is salesman at KMCW-KABK; Wells is announcer at KWCK(AM)-KSER(FM) Searcy, Ark. Filed March 10.

■ KBHK-TV San Francisco (ch. 44; 2000 kw vis., 230 kw aur., HAAT: 1,610 ft.; height above ground: 977 ft.)—Seeks assignment of license from Field Communications Corp. to United Television Inc. for \$23 million (BROADCASTING, Nov. 15, 1982). Seller, based in Chicago, is owned by Marshall Field V (50%), chairman, and his half-brother, Frederick W. Field (50%), who are also selling WLVI-TV Cambridge, Mass. (see below). They also own WKBS-TV Burlington, N.J. and WKBD-TV Detroit. Field is divesting its broadcast properties. Its sale of WFLD-TV Chicago to Metromedia has been approved by FCC (BROADCASTING, March 7). They also own three cable systems and daily *Chicago Sun-Times*. Buyer is publicly held corporation 46% owned by Chris-Craft Industries. United also owns KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex.; and KTVX(TV) Salt Lake City. Chris-Craft owns KCOPTV Los Angeles and KPTV(TV) Portland, Ore. Filed March 11.

■ KWGI(AM) Stockton, Calif. (1230 khz, 1 kw-D)—Seeks assignment of license from Best Radio Inc. to Central Valley Communications for \$718,000. Seller is headed by Jack L. Siegel, president, who has interest in KNTF(FM) Ontario and KCKC(AM) San Bernardino, both California. It has sold, subject to FCC approval, KWGF(FM) Tracy, Calif. (see below). Buyer is wholly owned subsidiary of Home News Publishing Co., headed by William M. Boyd, chairman, which has interest in WKPT(AM)-WTFM(FM)-WKPT-TV Kingsport, Tenn.; WEVU(TV) Naples, Fla.; WINE(AM), WRKI(FM) both Brookfield, Conn.; WSWG(AM) Torrington, Conn.; New Brunswick, N.J., *Home News*; three cable systems and is applicant for new TV's at Kannapolis, N.C., and Christiansted, Virgin Islands. Filed March 8.

■ KWGF(FM) Tracy, Calif. (100.9 mhz, 3 kw, HAAT: 350 ft.)—Seeks assignment of license from Best Broadcasting Inc. to Central Valley Communications Inc. for \$500,000. Seller is headed by J.L. Siegel, president, who has also sold KWG(AM) Stockton, Calif. (see above). Buyer is wholly owned subsidiary of Home News Publishing Co., which is also buying KWG. Filed March 8.

■ KRQY(FM) Pueblo, Colo. (98.9 mhz, 100 kw, HAAT: 600 ft.)—Seeks assignment of license from KRQY Inc. to Whale Communications of Colorado Inc. for \$650,000. Seller is owned by Thomas V. Armshaw, who is part owner of WPEI(AM)-WRQK(FM) Greensboro, N.C., and WKOS(FM) Murfreesboro, Tenn. Buyer is owned by Gary Goodell, chairman (25%), Steven E. Humphries, president (25%) and Bill Campbell (50%), who are also applicants for facilities of WJZZ(AM) Mt. Holly, N.J. Humphries is New York City-based program consultant. Goodell and Campbell are Philadelphia businessmen. Filed March 10.

■ WMIB(AM) Marco Island and WRGI(FM) Naples, both Florida (1510 khz, 1 kw-D, DA-D; FM: 93.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Collier Broadcasting Co. to Arkelian Broadcasting Co. for \$900,000, including \$195,000 for noncompete agreement. Seller is principally owned by William K. Ulerich, chairman and CEO, who also owns WCPA(AM)-WQYX(FM) Clearfield, Pa.; WDAD(AM)-WQMU(FM) Indiana, Pa.; and WAHT(AM) Annville-Cleona, Pa. Ulerich personally owns WMAJ(AM)-WXLN(AM) State College, Pa. He is also publisher of Clearfield, Pa., daily, *The Progress*. Buyer is owned 100% by Times Publishing Co., owned by family of Edward Mead. Times Publishing also owns *Ene* [Pa.] *Morning News*, *Ene* [Pa.] *Daily Times* and *Warren* [Pa.] *Times Observer* and is part owner of cable system in Erie, Pa. Times's new wholly owned subsidiary Arkelian Broadcasting, is headed by Arthur Arkelian, president, who himself owns 70% of WWCN(AM) Corry, Pa. Filed March 9.

■ WDAI(AM) Ormond Beach, Fla. (1380 khz, 5 kw-D, 250 w-N)—Seeks assignment of license from Hunter/Knight

Daytona Inc. to Hale Communications for \$393,600. Seller is Richard Y. Clark, court-appointed receiver, who has no other broadcast interests. Buyer is equally owned by Elmer T. Hale, his wife, Emily E. Hale and their son, Thomas E. Hale. Thomas Hale is meteorologist at WCPX-TV Orlando, Fla.; Elmer Hale is engineering consultant for manufacturer of furnace linings; Emily Hale is homemaker. None have other broadcast interests. Filed March 11.

■ KSPT(AM) Sandpoint, Idaho (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bauer Broadcasting Co. to Blue Sky Broadcasting Inc. for \$250,000. Seller is equally owned by Norman E. Bauer, general manager at KSPT. Buyer is Sandpoint, Idaho-based corporation, headed by Kim Benefield, president, and his wife, Helen Benefield, who also own KPNID(FM) Sandpoint, are part owners of low-power TV station in Woodward, Okla., and are applicants for 10 other low-power TV stations. Filed March 14.

■ KIGO(AM) St. Anthony, Idaho (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Westcom Inc. to Lynn D. Spencer for \$220,000 (BROADCASTING, March 7). Seller is owned by Dale Smith, who also owns KSRA-AM-FM Salmon, Idaho. Buyer is Lynn Spencer, who is employed by Utah Power & Light Co., and has no other broadcast interests. Filed March 7.

■ WAKE(AM)-WLJE(FM) Valparaiso, Ind. (1500 khz; 1 kw-D; DA-D; FM: 105.5 mhz; 1.6 kw; HAAT: 400 ft.)—Seeks assignment of license from Leigh N. Ellis and others to Porter County Radio Associates for \$1,310,000. Seller is owned by Leonard and Bernice Ellis, who are majority stockholders, and their children, Leigh, Neenah and Marissa. None have other broadcast interests. Buyer is owned by Kenneth W. Gnehus, who has interest in WAIK(AM)-WGBQ(FM) Galesburg, Ill., and WFTPI(AM) Fort Pierce, Fla. Filed March 14.

■ KLNT(AM)-KNJY(FM) Clinton, Iowa (1390 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Patten Communications Corp. to Brisco Broadcasting Inc. for \$600,000 (BROADCASTING, March 21). Seller also owns 100% of WNJY(FM) Riviera Beach, Fla.; WKHM(AM)-WJXQ(FM) Jackson, Mich.; and KARR(AM) Vancouver, Wash. Buyer is Tennessee-based corporation owned by Brian Byrnes, president, and Scott Park. Byrnes is former president and general manager of WSMV(TV) Nashville and has no other broadcast interests. Filed March 8.

■ KWLA(AM) Many, La. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from KWLA Investments to WLVI-TV Inc. for \$170,000. Sellers are James G. Bethard and Henry W. Bethard III. James G. Bethard owns KRRP(AM) Coushatta, La. Buyers are Edwin Baldrige, president (75%) and Tedd W. Dumas (25%), who are involved as officers and/or shareholders in 34 cable systems. They own KWLV(FM) Many, La. and are applicants for new AM which will be withdrawn upon result of sale of KWLA. Filed March 4.

■ WLVI-TV Cambridge, Mass. (ch. 56; 1660 kw vis., 166 kw aur., HAAT: 1,186 ft., height above ground: 1,201 ft.)—Seeks assignment of license from Field Communications Corp. to Gannett Massachusetts Broadcasting for \$47 million. Seller is also selling KBHK-TV San Francisco (see above). Buyer is owned by Gannett Co. Inc., publicly-held newspaper chain and group owner of seven television stations, seven FM's and six AM's. Filed March 11.

■ WHFU(FM) Pinconning, Mich. (100.9 mhz)—Seeks assignment of license from Wigwam Bay Broadcasting Inc. to Wegerly Broadcasting Corp. for \$62,000. Seller is partially owned by Kenneth E. Ralph, president, and has no other broadcast interests. Buyer is Flin, Mich.-based corporation, headed by Robert A. Naismith (25%), president, and Bernadette Wegerly (75%), vice president. Wegerly is applicant for three new AM's and three FM's. Filed March 9.

■ KABG(FM) Cambridge, Minn. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Isanti Broadcasting Co. to Intercontinental Communications Corp. for \$330,000. Seller is owned by Stewart Dahl, president, who has no other broadcast interests. Buyer is principally owned by Richard L. Henclay, president, who is senior vice president of Shoreview, Minn.-based electronics company and owns WHTL-FM Whitehall, Wis. Filed March 2.

■ WTYJ(FM) Fayette, Miss. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Seeks transfer of control of Southern Broadcasting Co. Inc. from J. Boyd Ingram and Carroll F. Jackson (100% before; none after) to Cenla Broadcasting Co. Inc. (none before; 100% after). Consideration: \$27,000. Principals: Sellers are J. Boyd Ingram, president, and Carroll F. Jackson (50% each), who are applicants for new UHF-TV Natchez, Miss., and WWUN(AM)-WBLE(FM) Batesville, Miss. Buyers are Taylor Thompson and Charles J. Soprano (50% each), who own KSYL(AM)-KQID(FM) Alexandria, La. Filed Feb. 28.

■ WBFN(AM)-WYKK(FM) Quitman, Miss. (1500 khz; 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 33 ft.)—Seeks assign-

ment of license from A.C. Elliott Jr. to Quitman Broadcasting Co. for \$215,000. Seller has no other broadcast interests. Buyer is owned by Herman Kelly, president (45%), J. Larry Shirley (40%) and Terry L. Bonner (15%). Kelly is general manager of WRBE(AM) Lucedale, Miss.; Shirley is former news director at WHSY(AM) Hattiesburg, Miss., and Bonner is sales manager at WBFN-WYKK. None have other broadcast interests. Filed March 14.

■ KCRC(AM)-KNID(FM) Enid, Okla. (1390 khz, 1 kw-U, DA-1; FM: 96.9 mhz, 100 kw, HAAT: 405 ft.)—Seeks assignment of license from Enid Radiophone Co. to Chisholm Trail Broadcasting Co. for \$1,380,000 (BROADCASTING, March 14). Seller is owned by Milton Garber and John Taylor and families. Garber and Taylor own *Enid* [Okla.] *Daily News* and have no other broadcast interests. Buyer is principally owned by Michael DeLier, president, who is Oklahoma City oilman and former station manager of KWTV(TV) Oklahoma City. Filed March 14.

■ WRAW(AM) Reading, Pa. (1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Camelot Communications Inc. from Stephen A. Levin and Martin Sweren (51.2% before; none after) to Jeffrey J. Levin (48.8% before; 100% after). Consideration: \$12,500. Principals: Stephen A. Levin (48.8%) and Martin Sweren (2.4%). Levin assigned stock to brother, Jeffrey, as part of realignment of family business interests. Latter is station manager at WRAW and has no other broadcast interests. Filed March 9.

■ WRGS(AM) Rogersville, Tenn. (1370 khz, 1 kw-D)—Seeks transfer of control of WRGS Inc. from C. Philip Beal (60% before; none after) to Kathleen K. Beal (40% before; 100% after). Principals: Seller is president and manager of WRGS, and is transferring his shares to his wife, Kathleen, as gift. He is also applicant for 21 low power TV stations. Kathleen Beal is secretary-treasurer of WRGS and has no other broadcast interests. Filed March 11.

■ KAYC(AM)-KAYD(FM) Beaumont, Tex. (1450 khz, 1 kw-D, 250 w-N; FM: 97.5 mhz, 50 kw, HAAT: 320 ft.)—Seeks assignment of license from Texas Coast Broadcasters Inc. to Long-Pride Broadcasting Co. for \$1,750,000 plus noncompete agreement of \$250,000 (BROADCASTING, March 14). Seller is David H. Morris, president, who also owns KNUZ(AM)-KWUE(FM) Houston. Buyer is owned by Charley Pride (51%); Jim Long (36%); Jerry Lastelick (10%), and H. Roger Dodson (4%). Pride is country and western singer; Long is president and owner of FirstCom Broadcast Services. Dallas-based radio programer and syn-

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indicator. Lastelick is Dallas-based attorney, and Dodson is president and general manager of KQAM(AM)-KEYN-FM Wichita, Kan., which are owned by Pride, Long and Lastelick. Filed March 9.

■ KZEU(FM) Victoria, Tex. (107.9 mhz, 50 kw, HAAT: 500 ft.)—Seeks transfer of control of McDougal Broadcasting Inc. from Dudley B. McDougal (80% before; none after) to Longcricer Communications (25% before; 100% after). Consideration: \$100,000. Principals: Seller is president and has no other broadcast interests. Buyer is Austin, Tex.-based general partnership, principally owned by Steven W. Longcricer, which owns KELG(AM) Elgin, Tex. Filed March 10.

■ WOKY(AM) Milwaukee and WMIL-FM Waukesha, both Wisconsin (920 khz, 5 kw-D, 1 kw-N; FM: 106.1 mhz, 50 kw, HAAT: 925 ft.)—Seeks assignment of license from Surrey Broadcasting Inc. to Sundance Broadcasting of Wisconsin Inc. for \$4,750,000 (BROADCASTING, March 21). Seller is Denver-based radio station group owner which also owns KAIR(AM)-KJYK(FM) Tucson, Ariz., and KATT-AM-FM Oklahoma City. Surrey is divesting WOKY and WMIL while keeping KYKY St. Louis, all of which are in process of acquisition from Charter for \$10 million. Buyer is headed by David E. Reese, chairman, and Michael D. Jorgenson, president, and owner of KIDO(AM)-KDIG(FM) Boise, Idaho. Filed March 10.

■ KMMZ(AM) Greybull, Wyo. (1140 khz, 10 kw-D)—Seeks transfer of control of KMMZ Radio Limited Partnership from Denis E. Reno (20% before; none after) to Jesse Ames Crosby (none before; 20% after). Consideration: Assumption of approximately \$24,000 in outstanding bank notes. Principals: Seller is owned by Robert Baird (80% nonvoting stock) and Dennis E. Reno (20%). Latter is, subject to FCC approval, buying out his partner, and will then transfer 100% to Crosby by July 1985. Reno is also permittee of KZMQ(FM) Greybull, Wyo. Buyer is program and news director at KMMZ and has no other broadcast interests. Filed March 14.

■ WEZI(FM) Memphis (105.9 mhz, 100 kw; HAAT: 760 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to FirstCom Corp. for \$3,200,000 (BROADCASTING, Feb. 28). Seller is subsidiary of Harte-Hanks Communications Inc., publicly traded, San Antonio, Tex.-based publisher of 29 newspapers and group owner of five AM's, six FM's and four TV's. Robert G. Marbut is president and CEO. Harte-Hanks acquired WEZI when it bought Southern Broadcasting group of seven radio stations in 1978 for \$33 million (BROADCASTING, June 26, 1978). Buyer is owned by Kerby Confer and Jerome H. Atchley. They own KSSN(FM) Little Rock, Ark., acquiring full control this year for \$2,425,000 (BROADCASTING, Jan. 17). Confer also is principal in WDIX(AM)-WIGL(FM) Orangeburg, S.C.; WJDX(AM)-WMSI(FM) Jackson, Miss., and WSSL(FM) Grey Court, S.C. Filed March 10.

Actions

■ KYTD(FM) Santa Barbara, Calif. (99.9 mhz, 34 kw, HAAT: 550 ft.)—Granted assignment of license from Antares Broadcasting Co. to KTYD Inc. for \$1,225,000. Seller: Southern Minnesota Broadcasting Co. (80%) and Gregory D. Gentling Jr. (20%). SMBC is owned by G. David Gentling, father of Gregory Gentling, who owns four AM's and four FM's, including co-located KBLS(AM). Buyer: Robert C. Liggett Jr. and N.L. Benton (50% each). Liggett is principal owner of WFMK(FM) East Lansing, Mich.; WZZR(FM) Grand Rapids, Mich.; WZLD(FM) Cayce-Co-

lumbia, S.C.; WHNN(FM) Bay City-Saginaw, Mich.; WLFF(AM) Columbia, S.C. He also was granted FCC approval to sell WL0L(FM) Minneapolis-St. Paul and buy WABX(FM) Detroit. Benton is one-third owner of Midcontinent Broadcasting Co., licensee of KELO-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota, he also has interests in WTSO(AM)-WZEE(FM) Madison, Wis., plus various cable systems. (BALH-821221HV). Action March 10.

■ KLMC(FM) [CPI] Leadville, Colo. (93.5 mhz, 3 kw, HAAT: 42 ft.)—Granted 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 WAEC(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 KLRR(AM) Leadville, Colo., and minority stockholder of KERV(AM)-FM Kerville, 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 KLRR(AM) Leadville, Colo. (BAPH-821217HR). Action March 9.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Granted assignment of license from Florida Broadcasting Corp. to Florida Outdoor Inc. for \$300,000. Seller: Robert D. Stoehr (100%), who has no other broadcast interests. Buyer: Eldon R. Lindsey (100%), who is chairman of Bradenton, Fla., outdoor advertising firm and has no other broadcast interests. (BAL-830118FI). Action March 9.

■ WIZY-AM-FM Gordon, Ga. (1560 khz, 5 kw-D; FM: 107.1 mhz, 850 w; HAAT: 565 ft.)—Dismissed assignment of license from Sun Coast Radio Inc. to Broadcast Services Inc. for \$550,000. (BAPLH-821102HV). Action March 8.

■ WASK-AM-FM Lafayette, Ind. (1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Lafayette Broadcasting Inc. to Duchossois Enterprises Inc. for \$2,425,000. Seller is owned by Henry Rosenthal (87%), George Williamson (7%) and Jerry Clough (6%), who have no other broadcast interests. Earlier deal to sell stations to Allied Broadcasting Systems Inc. for \$2.65 million fell through (BROADCASTING, Nov. 12, 1981). Buyer is owned by Richard L. Duchossois, who owns KDAL(AM) Duluth, Minn., which he bought in 1981 for \$1.9 million (BROADCASTING, July 27, 1981). (BAL-830113hW.X). Action March 9.

■ WMRC(AM) Milford, Mass. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Milford Radio Corp. to Loren F. Ghiglione for \$290,000. Seller: Estate of Lawrence Shane, which has no other broadcast interests. Earlier deal to sell station to Brent Lambert and Eric Johnson for \$315,000 fell through (BROADCASTING, April 12, 1982). Buyer: Ghiglione owns and operates daily, *The News*, Southbridge, Mass., and has no other broadcast interests. (BAL-830120FM). Action March 9.

■ WELZ(AM) Belzoni, Miss. (1460 khz, 1 kw-D)—Dismissed transfer of control of Humphreys County Broadcasting Inc. from Herb L. Guthrie (99% before; none after) to Hearst of Dixie Broadcasting of Mississippi Inc. (none before; 100% after). Consideration: \$165,000. (BTC-821220FQ). Action March 9.

■ WJTV(TV) Jackson, Miss. (CBS, ch. 12, 316 kw vis, 63.1 kw aur., HAAT: 1,630 ft.)—Granted assignment of license from Capitol Broadcasting Co. to News-Press & Gazette Co. for \$19 million. Seller is Jackson, Miss.-based group owner of one AM, one FM and three TV's that also sold, subject to FCC approval. KKTV(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. (BALCT-830114KL). Action March 7.

■ WNAU(AM)-WOKM(FM) New Albany, Miss. (1470 khz, 500 w-U, FM 103.5 mhz, 36 kw, HAAT: 79 ft.)—Granted assignment of license from the Tallahatchie Broadcasting Corp. to Dixie Broadcasting for \$735,000. Seller: William O. Rutledge (28%), president, and four others, none have other broadcast interests. Buyer: William E. Dunnavant, Athens Broadcasting Inc., and Albert Bush Jr. (one-third each). Athens Broadcasting owns WJMW(AM)-WZYP(FM) Athens, Ga., and is principally owned by H.F. Dunnavant, president, and William E. Dunnavant. (BAL-821230GQ). Action March 10.

■ WQRB(AM)-WBAG(FM) Burlington, N.C. (1150 khz, 1 kw-D; FM: 93.9 mhz, 50 kw, HAAT: 230 ft.)—Dismissed assignment of license from Burlington-Graham Broadcasting Co. to Village Companies of Chapel Hill Inc. for \$1.75 million. (BAL-830107HL). Action March 9.

■ WIMG(AM) Trenton, N.J. (1300 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from Progressive Communications Inc. to Crusade Broadcasting Corp. for \$425,000. Seller: Jeanne Greenberg and husband, Herbert Greenberg, who have no other broadcast interests. Buyer: L.E. Willis, who owns WPCE(AM) Portsmouth, WOV(FM) Norfolk and WGOE(AM) Richmond, all Virginia, and WKUE(FM) Green Cove Springs, Fla. (BAPL-821004GW). Action March 9.

■ WKAP(AM) Allentown, Pa. (1320 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from WKAP Inc. to LWB Allentown Corp. for \$650,000. Seller: Subsidiary of Jacksonville, Fla.-based Gulf United Broadcasting, group owner of four AM's, six FM's and three TV's. Last year it sold WVOJ(AM) Jacksonville, Fla., for \$600,000, and bought KOOL-TV Phoenix for \$78 million (BROADCASTING, June 21, 1982). Buyer: Subsidiary of Lawrence-Williams Broadcasting Corp., which is owned by C.J. Lawrence & Co. Inc., owned by James E. Moltz, chairman and president (11.6%) and over 40 others. C.J. Lawrence Inc. owns 25% of WHLI(AM)-WKJY(FM) Hempstead, N.Y. Moltz also is chairman of LWB Atlantic Corp., licensee of WLAG(AM)-WWCG(FM) La Grange, Ga., and which owns one-third of WJYI(AM) Marietta, Ga. (BAL-830121FS). Action March 9.

■ WHYW(AM) Braddock, Pa. (1550 khz, 1 kw-D)—Granted assignment of license from Benms Communications Inc. to Christian Religious Enterprises Inc. for \$500,000. Seller is principally owned by Robert A. Benms and family, whose other broadcast interests include WMYK(FM) Elizabeth City, N.C.; WZAM(AM) Norfolk, Va.; WFLI(AM) Lookout Mountain, and WJRR(FM) Red Bank, both Tennessee. They bought WHYW along with co-located FM last year for \$3 million (BROADCASTING, June 14, 1982). Buyer: Group of seven churches headed by J. Alfred Van Winsett, chairman, Ebenezer Baptist Church, Pittsburgh. None have other broadcast interests. (BAL-830118FK). Action March 9.

■ WHSM-AM-FM Hayward, Wis. (910 khz, 5 kw-D; FM: 101.7 mhz, 3 kw, HAAT: 466 ft.)—Granted assignment of license from Inland Communications Corp. to Windsor Communications Inc. for \$300,000. Seller: William Landgraf Jr. (50.1%) and his wife Arbadella (39.9%) and Indru S. Thawani (10%), who have no other broadcast interests. Buyer is principally owned by Paul E. Lowrey (70%), who is news director at WKTY(AM)-WSP(L)FM Lacrosse, Wis. (BALH-821229GO). Action March 10.

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

Facilities changes

AM applications

Tendered

KMFO (1540 khz) Aptos-Capitola, Calif.—Seeks CP to change city of license to Soquel-Capitola, Calif.; change hours of operation to unlimited by adding night serving with 10 kw, and install DA-2. Ann. March 18.

■ WAVI (1210 khz) Dayton, Ohio—Seeks CP to increase power to 1 kw. Ann. March 16.

■ WNBG (1480 khz) Waynesboro, Tenn.—Seeks CP to change frequency to 890 khz; change hours of operation to

laytime only; increase power to 500 w. and make changes in ant. sys. Ann. March 15.

Accepted

<GGN (770 khz) Valdez, Ark.—Seeks modification of CP BP-20731) to make changes in ant. sys., increase height of tower; make change in nighttime power, and change TL. Ann. March 14.

■ WCPQ (1330 khz) Havelock, N.C.—Seeks CP to increase ant. height. Ann. March 7.

■ WPTF (680 khz) Raleigh, N.C.—Seeks CP to change pecified monitored radials. Ann. March 7.

■ KTOW (1340 khz) Sand Springs, Okla.—Seeks CP to change TL and to operate employing use of existing AM ant. syst. of KGTO. 1050 khz. Ann. March 7.

■ WEYZ (1450 khz) Erie, Pa.—Seeks CP to make changes in ant. sys. and change TL. Ann. March 16.

■ KNBO (1530 khz) New Boston, Tex.—Seeks CP to increase power to 2.5 kw/1 kw. Ann. March 7.

FM applications

Tendered

<SSN (95.7 mhz) Little Rock, Ark.—Seeks CP to change FL; change ERP to 92.231 ft.; HAAT to 1,663.9 ft.; install aux. ant., and make changes in ant. sys. Ann. March 18.

■ WWGC (90.7 mhz) Carrollton, Ga.—Seeks CP to change TL; change ERP to 0.5 kw, change HAAT to 494 ft. and make changes in ant. sys. Ann. March 10.

■ KCHO (91.1 mhz) Chico, Calif.—Seeks CP to change TL; increase ERP to 5.35 kw, change HAAT to 1219 ft.; change class and make changes in ant. sys. Ann. March 7.

■ *WPBH (90.5 mhz) Middlefield, Conn.—Seeks to specify TL; change ERP to 19 kw; change HAAT to 763 ft.; change transmitter, change TPO and make changes in ant. sys. Ann. March 9.

■ KQXL-FM (106.3 mhz) New Roads, La.—Seeks CP to change TL; and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 11.

■ KMSU-FM (90.5 mhz) Mankato, Minn.—Seeks CP to change ERP to 5 kw; change to class B operation and change TPO. Ann. March 11.

■ KNOK-FM (107.5 mhz) Fort Worth—Seeks mod. of CP BP-820330AL) to change TL; increase HAAT to 1095 ft. and change TPO. Ann. March 10.

■ *WKNO-FM (91.1 mhz) Memphis—Seeks CP to make changes in ant. sys.; change type ant.; increase ERP: 100 kw; increase HAAT 642 ft. and request waiver of section 73.509. Ann. March 9.

■ KUOW (94.9 mhz) Seattle—Seeks CP to make change in ant. sys.; increase ERP to 100 kw and increase TPO. Ann. March 7.

Accepted

■ KWNE (94.5 mhz) Ukiah, Calif.—Seeks CP to make changes in ant. sys.; change TL; reduce ERP to 1.8 kw; increase HAAT to 1905 ft. and change TPO. Ann. March 9.

■ WYOR (105.1 mhz) Coral Gables, Fla.—Seeks CP to make changes in ant. sys.; change TL; decrease ERP to 100 kw; increase HAAT to 700 ft. and change TPO request waiver of section 73.207. Ann. March 9.

■ *WQCS (88.3 mhz) Fort Pierce, Fla.—Seeks CP to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 1.3 kw; increase HAAT to 483 ft. and decrease TPO. Major environmental action under section 1.1305. Action March 9.

■ WINZ-FM (94.9 mhz) Miami—Seeks CP to make changes in ant. sys.; change trans. type; change type ant.; change TL; increase HAAT to 616 ft. Request waiver of rule sections: 73.207, 73.3518, 73.3520 and 73.1675. Ann. March 7.

■ WGRV (107.1 mhz) Danville, Ind.—Seeks CP to change TL; decrease ERP: 2.64 kw; increase HAAT: 323.3 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Ann. March 7.

■ *WIDL (89.7 mhz) Somerset, Ky.—Seeks MP (BPED-820507AX) to make changes in ant. sys.; change TL; increase ERP to 90 kw; reduce HAAT to 603 ft., increase TPO. Ann. March 9.

■ KQRS (92.5 mhz) Golden Valley, Minn.—Seeks waiver of section 73.1201(B)(2) of the rules to identify as: "Golden Valley-Minneapolis-St. Paul." Ann. March 7.

■ WSKG-FM (89.3 mhz) Binghamton, N.Y.—Seeks CP to make changes in ant. sys.; change TL; decrease ERP to 10.23; increase HAAT to 942 ft., and decrease TPO to 9.36 kw. Ann. March 7.

■ KDAW (92.1 mhz) Woodward, Okla.—Seeks modification of CP (BPH-811027AO) to make changes in ant. sys.; change type trans.; change type ant.; change TL; reduce ERP to 1.58 kw; increase HAAT to 424 ft. and change TPO. Ann. March 7.

■ WMSS (91.1 mhz) Middletown, Pa.—Seeks CP to make changes in ant. syst. Reduce HAAT to -88 ft. Ann. March 10.

■ WJKZ (100.1 mhz) Franklin, Tenn.—Seeks CP to make changes in ant. sys.; reduce ERP to 0.2 kw; increase HAAT to 1176 ft. and change TPO. Ann. March 7.

■ KCPX-FM (98.7) Salt Lake City—Seeks CP to install auxiliary ant. sys. with ERP 8.5 kw; HAAT: 2895 ft. (for auxiliary purposes only.) Ann. March 9.

■ *KUER-FM (90.1 mhz) Salt Lake City—Seeks CP to make changes in ant. sys.; change type ant.; increase ERP to 40 kw; increase HAAT to 3004 ft., and increase TPO: 20 kw. Ann. March 7.

TV applications

Tendered

■ WAIQ (ch. 26) Montgomery, Ala.—Seeks CP to change ERP to 1259 kw vis., 125.9 kw aur., change TL, and make changes to the ant. sys. Ann. March 7.

■ *KPBS-TV (ch. 15) San Diego—Seeks CP to change ERP to 3,000 kw vis., 300 kw aur. and HAAT to 1,885 ft.; change ant. sys. and change trans. Ann. March 9.

■ WSRE (ch. 23) Pensacola, Fla.—Seeks CP to change ERP to 3,045 kw vis., 610 kw aur. and HAAT to 481.37 ft. Ann. March 10.

■ KHAI-TV (ch. 20) Honolulu—Seeks CP to change frequency to ch. 5; ERP to 100kw vis., 10 kw aur. and change TL. Ann. March 7.

■ KPRR-TV (ch. 14) Honolulu—Seeks MP (BPCT-810803KE) to change frequency to ch. 5; change ERP to 100 kw vis., 10 kw aur. and make changes in ant. sys. Ann. March 7.

■ WBGU-TV (ch. 57) Lima, Ohio—Seeks CP to change frequency to ch. 27; ERP to 1575 kw vis., 157.58 kw aur., and HAAT to 1051 ft. Ann. March 10.

■ *WLED-TV (ch. 49) Littleton, N.H.—Seeks CP to replace visual transmitter and change ERP to 94 kw vis., 9.4 aur., and HAAT to 1,285 ft. Ann. March 9

■ WCFE-TV (ch. 57) Plattsburgh, N.Y.—Seeks CP to change ERP to 762 kw vis., 76.2 aur., and make changes in ant. sys. Ann. March 9.

Accepted

■ KCRB-TV (ch. 22) Cotati, Calif.—Seeks MP (BPET-810619KF) to change ERP to 51.65 kw vis., 5.165 kw aur.; change TL, and make changes in ant. sys. Ann. March 7.

■ *WPBT (ch. 2) Miami—Seeks authority to identify station location as dual city for Miami-Ft. Lauderdale, Fla. Ann. March 9.

■ *KLRN (ch. 9) San Antonio, Tex.—Seeks MP (BPET-810122KG) to make changes in ant. sys. Ann. March 7.

■ *WSWP-TV (ch. 9) Grandview, W.Va.—Seeks MP (BPET-820428KF) to rebuild the collapsed ant. sys. and increase HAAT to 1,000 ft. Ann. March 7.

FM actions

■ WEZS (103.7 mhz) Richmond, Va.—Granted CP to decrease ERP to 19.9 kw; increase HAAT 840 ft. and change TPO. Action Feb. 28.

■ KHTX (101.7 mhz) Carmel Bay, Calif.—Granted modification of CP (BPH-820728AA) to change SL. Request waiver of section 73.1125 of the rules. March 2.

■ KSRF (103.1 mhz) Santa Monica, Calif.—Granted CP to increase ERP to 2.0 kw. Action Feb. 28.

■ *WDJW (89.7 mhz) Somers, Conn.—Granted CP to change frequency from 89.7 mhz to 105.3 mhz. Action Feb. 28.

■ WJRO (92.1 mhz) Williston, Fla.—Granted modification of CP (BPH-820607AT) to decrease ERP to 1.2 kw; increase HAAT to 450 ft. and change TPO. Action Feb. 28.

■ KULA (92.3 mhz) Waipahu, Hawaii—Granted CP to change ERP to 100 kw and 99.8 kw; decrease HAAT to 1950 ft. and change TPO. Action Feb. 28.

■ WZZQ (107.5 mhz) Terre Haute, Ind.—Granted CP to change TL; change ERP to 25 kw. HAAT to 670 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Feb. 28.

■ KRRB (92.1 mhz) Dickinson, N.D.—Granted modification of CP (BPH790328AG) to change TL; change ERP to

.867 kw; increase HAAT to 573 ft. and change TPO. Action Feb. 28.

■ *WHCL-FM (88.7 mhz) Clinton, N.Y.—Granted CP to change TL; increase ERP to .205 kw; HAAT to 97 ft. and make changes in ant. sys. Action Feb. 28.

■ WUUU (102.5 mhz) Rome, N.Y.—Granted modification of CP (BPH-791114AG, as mod.) to change TL; increase ERP to 26.9 kw; decrease HAAT to 647 ft. and change TPO. Action Feb. 28.

■ *WCMO (98.5 mhz) Marietta, Ohio—Granted CP to change frequency to 98.5 mhz; change TL; change ERP to .035 kw., HAAT to 104 ft. and make changes in ant. sys. Action Feb. 28.

■ WOSE (94.5 mhz) Port Clinton, Ohio—Granted CP to change TL; increase HAAT: to 630 ft. and make changes in ant. sys. Major environmental action under section 1.1305. Action Feb. 22.

■ WQLS (100.7 mhz) Cleveland, Tenn.—Granted CP to install auxiliary ant. at main TL to be operated on ERP: 50 kw. HAAT at 720 ft. and change TPO (for auxiliary purposes only.) Action Feb. 28.

■ KPEZ (102.3 mhz) Austin, Tex.—Granted CP to change ERP to 3 kw. HAAT to 300 ft. and change TPO. Action Feb. 28.

■ KGRI-FM (100.1 mhz) Henderson, Tex.—Granted CP to change TL; decrease ERP to 1.33 kw; increase HAAT to 422.2 ft. and change TPO. Major environmental action under section 1.1305. Action Feb. 28.

■ KEYI (103.5 mhz) San Marcos, Tex.—Granted CP to change TL; change ERP to 100 kw. HAAT to 1,462 ft.; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Feb. 28.

■ KYUF (95.3 mhz) Uvalde, Tex.—Granted application to change frequency to 104.9 mhz; increase HAAT to 263 ft. and change TPO. Action Feb. 28.

TV actions

■ KBSA-TV (ch. 46) Guasti, Calif.—Granted CP to change ERP to 2170 kw vis., 217 kw aur., HAAT to 3040 ft. Action Feb. 28.

■ WTWC-TV (ch. 40) Tallahassee, Fla.—Granted MP (BPCT-800908KE, as mod.) to change TL. Action Feb. 28.

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■ WBAK-TV (ch. 38) Terre Haute, Ind.—Granted CP to ERP to 2153 kw vis., 215.3 kw aur. Action Feb. 28.

AM actions

■ KYAK (650 khz) Anchorage, Alaska—Granted CP to increase nighttime power from 25 kw to 50 kw; change from DA-2 to nondirectional and make changes in ant. sys. Action Feb. 28.

■ KSKO (870 khz) McGrath, Ark.—Granted DP to increase night power to 5 kw with conditions. Action Feb. 25.

■ KCTA (1030 khz) Corpus Christi, Tex.—Application returned for CP to change hours of operation to unlimited by adding nighttime service with 1 kw, install DA-N and make changes in ant. sys. Action Feb. 28.

■ KAAR (1480 khz) Vancouver, Wash.—Granted CP to increase day and night power to 2.5 kw; install DA-2; change night TL. Major environmental action under section 1.1305. Action Feb. 28.

In contest

FCC actions

FCC now authorized to suspend licenses of commercial radio operators who advise, equip or otherwise assist illegal communications operations. This amendment to Part 13 of rules becomes effective March 25, 1983. Action March 15.

FCC ALJ Frederic J. Coufal has granted application of Rocky Haven Investments Inc. for new FM on 96.3 mhz at Bentonville, Ark., giving significant preference for diversification of broadcast ownership, and denied competing application of Elvis Lee Moody. Action March 16.

FCC has amended its rules to redefine term "meeting" so that it does not include deliberations concerning whether to schedule future meeting with less than seven days' notice, and to modify contents of announcements concerning meetings on short notice. Action March 16.

FCC affirmed November 1982 denial by Chief of Common Carrier Bureau of request by Graphic Scanning Corporation for documents under Freedom of Information Act. Original

request arose in context of FCC's consideration and investigation of four applications for authority to construct one-way paging stations operating at 35 and 43 mhz in Domestic Public Land Mobile Radio Service. FCC denied Graphic Scanning's request for review of Bureau's decision except as it applied to limited segregable factual portions of certain documents, which FCC decided to make available. Action March 16.

FCC has granted requests of RCA Global Communications Inc. and Department of Defense for approval of revised plan submitted by RCA for refund of certain monies held in escrow by Comsat as part of flow-through proceeding. Action March 16.

FCC denied MCI Cellular Telephone Company review of its Common Carrier Bureau's action authorizing Advanced Mobile Phone Services Inc. to construct a cellular communications system serving the Pittsburgh, Pa., Standard Metropolitan Statistical Area. Action March 17.

FCC ALJ Edward J. Kuhlmann has granted application of White Mountain FM Inc. for new FM on 106.3 mhz at Littleton, N.H. He denied competing application of Profile Broadcasting Co. Inc. Kuhlmann awarded substantial preference for diversification of broadcast ownership, noting that owners of White Mountain have no other broadcast interests while Profile, is licensee of Littleton's only other commercial broadcast facility, WLTN(AM). Action March 17.

FCC waived its rules to give IBM Research and Development Inc. an extension of time in which to implement its newly developed 800 mhz, two-way nationwide digital communications system in Business Radio Service. System would enable field personnel using portable units with computer keyboards to communicate with other IBM personnel, as well as to directly access company's "main frame" computers. Action March 17.

FCC ALJ Joseph Chachkin has granted Seven Ranges Radio Co. construction permits for new AM on 1570 khz and new FM on 101.7 mhz at St. Mary's, W.Va. By initial decision (FCC 83D-19). Action March 18.

Legal activities

National Association of Regulatory Utility Commissioners has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's Third Report and Order (FCC 82-

579, adopted Dec. 22, 1982; released Feb. 28, 1983) in MTS and WATS Market Structure proceeding, in which FCC adopted access charge rules for compensating local carriers for origination and termination of interstate and international calls. Action March 17.

U.S. Court of Appeals for District of Columbia Circuit to review FCC's Memorandum Opinion and Order (FCC 83-41, adopted Jan. 27; released Feb. 2) granting Communications Satellite Corp. (Comsat), authority to provide basic satellite transmission capacity directly to public at all U.S. international earth stations and denying petitions by International Record Carriers to reject, suspend or investigate Comsat's tariff for this service. Action March 17.

Call letters

Applications

Call	Sought by
	New AM
WRSS	Otilio Serrano Serrano, San Sebastian, P.R.
	New FM's
*KSCG	Minnesota Public Radio Inc., Saint Peter, Minn.
*WFGB	Sound of Life Inc., Kingston, N.Y.
*WCPN	Cleveland Public Radio, Cleveland
KRKA	Coleman Broadcasting Co., Alva, Okla.
KLEN	Blue Sky Broadcasting Inc., Cheyenne, Wyo.
	New TV
KBOM	Sam A. Lunsway, Colby, Kan.
	Existing AM
WVHI	WKKR Evansville, Ind.
WOCT	WBNO Bryan, Ohio
WCEA	WNBW Newburyport, Mass
WKDJ	WMPS Memphis
KLAF	KPRQ Murray, Utah
	Existing FM
*KDBR	KHUM Denver
WRMM	WLTA Atlanta
WDTD	WOCK Manchester, N.H.
KXAX	KKKA St. James, Minn.
KFRZ	KBUH-FM Brigham City, Utah
	Existing TV
WBCI-TV	WRIP-TV Chattanooga, Tenn.

Grants

Call	Assigned to
	New FM's
*KDKN	Carbondale Community Access Radio Inc., Carbondale, Colo.
KEFM	Webster-Baker Broadcasting Co., Omaha, Neb.
WYXZ	Good-Radio Broadcasting Inc., Allendale, S.C.
KFFR	Freeway Broadcasting Co. Inc., Hooks, Tex.
*KVNE	Educational Radio Foundation of East Texas Inc., Tyler, Tex.
	New TV
WDKY-TV	Robert L. Bertram, Danville, Ky.
	Existing AM's
WZXM	WATC Gaylord, Mich.
KMAP	KDAN South St. Paul, Minn.
WSNI	WRCP Philadelphia
	Existing FM's
KFPW-FM	KXXI Fort Smith, Ark.
WWLT	WWID Gainesville, Ga.
WHTT	WEEL-FM Boston
WSNI-FM	WSNI Philadelphia
WEOZ	WYSS Saegertown, Pa.
KIOF	KCOT Lamesa, Tex.
WSEY	WVLR Sauk City, Wis.
	Existing TV's
KJUD	KINY-TV Juneau, Alaska
WSBN-TV	WSVN-TV Norton, Va.

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

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Program director—operations manager. Full time AM 25-40th market. To do air shift. MOR sound. Must be experienced with people, promotion, music—especially organization and planning. Salary, plus bonus on profitability. EOE. Resume to Box R-41.

Station Manager—we are looking for someone who would like to escape to the fresh air and quiet atmosphere of northern Wisconsin who has the experience and background to manage a regional FM station. Manager must have sales experience, be aggressive and willing to work. Good compensation package and benefits. Write Box R-119.

Rocky Mountain radio group is looking for a national sales manager. Send resume and references to Dan Robbins, P.O. Box 2006, Casper, WY 82602. EEO.

Sunbelt 100 kw FM has opening for sales manager in 250,000 plus population metro rated market. Position requires sales manager to maintain active account list, as well as lead, direct, train and motivate sales staff. Must be seasoned radio sales professional with extensive radio sales and preferably sales management experience. Lucrative compensation plan. EOE. Send resume, income history and requirements to Box R-153.

Radio station manager. We are seeking a responsible, energetic, innovative, self starter who can take charge and produce. Must have 3-5 years' radio/sales management experience in local and national sales and in local new business development. Proven ability to manage and generate revenue in a competitive environment a necessity. Prefer someone with a marketing and/or business degree or equivalent in experience. This position offers opportunities, responsibilities and good income in a fast growing Kentucky town. Please send resume and salary requirements to Box R-167.

Experienced GM or rising SM for small market AM/FM near Southeast coast. Group affiliated. EOE. Send resume and salary requirements to Box R-171.

HELP WANTED SALES

Need advertising consultant with two years' radio sales experience. Number one rated contemporary country FM. Kalamazoo, Michigan. Good list, great opportunity in dynamic university city. Top 50 ADI. Send resume and salary expectations. 50,000 watt WNNW, 6123 S. Westnedge Ave., Portage, MI 49002.

KDOK Radio Station, Tyler, Texas, is in search of self-motivated, experienced people interested in an exciting career in radio sales. KDOK is part of a fast growing group which offers unlimited growth opportunity. The market in Tyler, Texas, is wide open, being the most affluent area in east Texas. Send resume to: Barry Turner, KDOK, P.O. Box 6340, Tyler, TX 75711. Phone 214-593-2519. EOE, M/F.

Salesperson/announcer for station in beautiful mountains of Virginia. Single market, good potential. \$175, plus generous commission. Opportunity to grow. EOE. Write Box R-144.

Salesperson to take active account list and build. Person must like street work in small town. Single market in Southeast, grossed \$250,000 Last year. Modest salary, good commission. EEO. Resume to Box R-145.

Radio salespersons for expanding station. College degree in marketing or business or experience in radio or direct sales. Commissions versus draw to start. Car required. Send resume to WMMW Radio, 21 Colony Street, Meriden, CT 06450.

Excellent opportunity for aggressive professional account executive in Sunbelt rated market. Take over active account list. Minimum 2 years' radio sales experience. EOE. Send resume and billing history to Box R-154.

Regional rep—now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, 2714 Union Ext., Memphis, TN 38112. Will also be interviewing at the NAB.

Rocky Mountain station is looking for a successful oriented sales person. Send resume and references to Frank Barrett, GSM, P.O. Box 2006, Casper, WY 82602. EEO.

Unique opportunity. One of top salespersons retiring after 25 years with company. Excellent account list available with substantial existing billing plus several prestigious inactive accounts. Above average benefits. Only seasoned pros need apply — no novices, please! Resume, billing history to Frank Kelley, GM, Box WHYL, Carlisle, PA 17013. EOE.

Sales manager for Palm Springs powerful FM. Winning format needs strong organizer to assume considerable responsibilities. Successful sales management record with emphasis on training, motivating and promotion. Write Box R-173. EOE.

Sales Manager in religious station with an exciting record of growth in a great market. Entry level possible. Send resume, references, and two year track record to Bruce Erickson, VP, KURL Radio, 100 N. 24th St. W., Billings, MT 59102. EOE.

HELP WANTED ANNOUNCERS

Need experienced, stable personality for top rated 50,000 watt contemporary country station in Kalamazoo, Michigan. Dynamic university city. Top 50 ADI. Program oriented management. \$250-\$350 weekly. Excellent benefits. Send tape/resume to Gary Mallerne, WNNW, 6123 S. Westnedge Ave., Portage, MI 49002.

WCPC/Clearfield, Pa., seeking evening drive A/C personality. T/R to Bob Day, 110 Healy Ave., Clearfield, PA 16830. EEO, M/F.

Operations manager. Experienced in all phases of small market operations, willing to relocate to north central Louisiana. Salary to \$15,000, depending on experience. Resume, tape to KTOC, 622 Hudson Ave., Jonesboro, LA 71251.

Announcer wanted. Rapid advancement opportunity for experienced, talented air person at leading east Texas regional combination. Excellent pay, benefits, and professional atmosphere. Great family lifestyle in one of nation's most progressive areas. Send tape and resume to: Alan Mathér, PO Box 1648, Jacksonville, TX 75766. EOE.

AM drive/chief announcer. Dominant CBS adult contemporary seeks experienced, mature individual looking for a long-term commitment with stable company in a beautiful college town. Outstanding facilities. Tape, resume, references to Colin Rosse, WINA, Box 1230, Charlottesville, VA 22903. EOE.

Wanted: announcer, some experience & references. Dependable with interest. Tape & info: Box 585, Desoto, MO 63020. 5 KW. near St. Louis.

Major Florida FM country seeks morning pro. Decent pipes, creative head a must. Tape, resume to WKQS/WLQY, 9881 Sheridan St., Hollywood, FL 33024.

HELP WANTED TECHNICAL

Broadcast group seeking engineer for WHAM and WHFM radio stations, in upstate New York. Applicant should be familiar with AF, multi-track AF, high power RF circuits. Should also have first class/general license, broadcast experience and references. Respond to: Rust Communications Group, Inc., P.O. Box 1378, Leesburg, VA 22075. An equal opportunity employer.

Engineer for Boston market needed. This is a major broadcast group with AM & FM facilities in the Boston market. You must have engineering experience. A equal opportunity employer. Send resume to BC R-118.

Chief Engineer needed. Hardworking and innovative individual for medium market 100 KW facility Southwest. Excellent pay, benefits and working conditions. Must be experienced in audio processing, R and FCC matters. Send resumes to Box R-152. M/EOE.

Transmitter engineer. Small Connecticut group has immediate opening to handle AM non-directional and AM/FM combo—AM has eight tower directional array. Salary commensurate with experience. Send resume to David Quinn, VP WNLG, Box 1031, New London, CT 06320.

HELP WANTED NEWS

The University of Southern Mississippi is currently seeking applicants for a football radio play-by-play announcer, beginning with the 1983 season. Compensation is based on a per-game talent fee, plus applicable home to home travel. A Bachelor's degree is preferred. Experience in football play-by-play for major colleges with NCAA Division I-A status or equivalent is required. The University of Southern Mississippi is a state-supported institution of higher learning, located in Hattiesburg, Mississippi. The football program is Division I-A, NCAA. Persons interested in applying for this position are requested to send a letter of their interest or resume and audio tape of actual game performance postmarked on or before May 16, 1983, to William E. Kirkpatrick, Chairperson for Search Committee, University of Southern Mississippi, Southern Station, Box 5016, Hattiesburg, MS 39406. No phone calls, please. All responses confidential.

Only full time AM station in top 20 market. Seek dedicated fulltime news director. Must know local news inside and out. We want to be the best. Send resume and salary requirements only to Box R-151.

Reporter/producer, Anchorage. For production of daily statewide news and public affairs program specials, events coverage, w/emphasis on hard news reporting and other duties as assigned. Works under the supervision of the executive producer. Qualifications: minimum 2 years broadcast news and public affairs production. Skills in writing, editing, interviewing, and radio production. Knowledge of Alaska and Alaska issues. Ability to work in close quarters under daily deadline pressure. Salary \$22,000. Send resume, tape, writing samples and references to: David Postman, Executive Producer, APRN, 2607 Fairbank Street, Anchorage, AK 99503. Position is open until filled.

Solid reporter/anchor with leadership potential to join award-winning 4-person department in competitive market (75,000 metro) in Midwest. Looking for experienced reporter with good writing skills who could eventually move into news director's position. College degree, minimum one year radio news experience. Resume, letter only to Box R-158.

News director needed immediately for small market AM/FM in Delaware. Must gather, write, and do local news. Call 302-422-7575.

News director. San Francisco Bay area. Must be able to take charge of established news department. Must be creative. EOE. Resume to Box R-159.

Immediate opening reporter/editor. Minimum 3 years' air/reporting experience for all news radio station. Prefer applicants with journalism degree residing in mid-Atlantic area. No calls. Tape and resume to Eri-Mease, WILM, Box 1990, Wilmington, DE 19899.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Country program director needed for Midwestern 50 KW FM country station. Strong promotional background, good jock training abilities needed. Air shift required. Resumes only to Box R-174.

SITUATIONS WANTED MANAGEMENT

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.

Experienced broadcaster—highly motivated individual with station management experience seeking position in operations management. Demonstrated talent and ability in staff management, production, promotion and sales. Thorough knowledge of broadcast regulations. Six years' practical experience and M.A. in Communications. Write Box R-112.

Selling general manager with full hands-on experience in all phases of radio. Very stable. Currently employed. Management by objective. People-oriented. Strong revenue-producing ideas. Expert in finance—projection, billing, collection. Extensive trainer. Outstanding success. High-powered references. Write Box R-122.

General Manager: 20 years' experience. Last 9 years as GM. Seeking solid opportunity in progressive large or medium market. Past 4 years in major market. Knowledgeable in all phases of station operation. Top leadership and organizational skills, with close attention to the bottom line. People—sensitive, community involved. Christian family man. Write Box R-136.

General manager available for interview at NAB Convention. Interested in small market in West, Midwest or Southern states. Currently employed, references available. 619-362-4916.

General Manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management, both AM/FM, all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Write Box R-148.

Attention owners. Bottomline GM. Exceptional credentials, ready to settle & sell. Let's talk now! 607-432-8555.

Fifteen-year professional with mid-level management experience seeking GM opportunity in small/medium market. Available May 1. 314-586-7377.

GSM—experienced, leader, teacher, motivator. Looking for long term commitment. If you want a professional that will get the job done, let's talk. Presently employed. Write Box R-150.

General manager—seeking career opportunity, with stable organization or group. Over 20 years' experience in all phases of radio, 9 years management. Strong in administration, sales, budget, EEO, FCC. Currently employed as GM, but seeking new challenge with future. Write Box R-157.

I have done it all and done it well. Currently looking for GM or GMS position with solid group organization. I have experience in both positions, with excellent references. Strong background in MOR and news/talk. Currently living in Calif. Looking for a move to a larger market, say in top 25. Write Box R-175.

Turnaround—I'll reverse the losses of your failing radio station; pay me only my expenses and a percentage of operating profit. This virtually risk-free offer is backed by the abilities of a professional, with documented success managing stations in all sized markets, up to and including New York. Box R-176.

15 years' experience. Top billing salesman with extensive programming background, top 50 markets. Excellent references, good credit. Want small market station in trouble to ultimately own. Write Box R-183.

SITUATIONS WANTED SALES

One year's experience sales/consultancy with cop experience. Creative production. References available, clients & employers. Six years' experience news reporting, including severe weather coverage (typhoons, hurricanes, floods, tornadoes). Prefer medium market, with trees and water. Salary, commission dependent on responsibilities, position goals. Require job description. Am flexible, will fit into professional organization. Write Box R-111.

Your attention, please! Iowa, southern Minnesota, western Illinois. Announcer/sales combo. 26, family man, ready to help your station. Mark Rumsey, 9946 Orangewood Drive, Denver, CO 80221. 303-452-6040.

SITUATIONS WANTED ANNOUNCERS

Personality, likes to have fun on the radio. Three years drive same station. Keith, 414-769-6966.

Separate the amateurs fast. I'll audition on the phone. Trained and experienced announcer/disc jockey with other broadcasting skills. Find out more. Phone Eugene Johnson, afternoons and evenings, 212-485-9849, or write Box R-26.

Male announcer, experienced in NY metropolitan area, looking for weekends on Long Island station. Chris Dowhie, 212-580-2800.

Creative personality/former production director from Detroit area seeking position with AC/top 40 station in SE Michigan. Bob Marshall, 313-453-3765.

Enthusiastic, stable, single 31. Priorities opportunity over remuneration. Professional sound. Any shift. Pete Fellenz, 414-626-2432.

Major mkt experienced announcer/DJ/production. Can work any music format—airshift. Locate anywhere, any size mkt. References, aircheck, resume. FL., Days, 316-225-6717; nites 227-3151.

Currently working personality, strong voice, 15 years' experience, (ten years major market) seeks top-40 or A/C format in medium market. Prefer West. 415-457-4298.

Pay my dues? You bet! I love small markets, old equipment, "heavy duty" weekends, "sheep and cows" O.K.! Trained broadcaster. Glenn, 516-541-6914.

Available now! To be your new evening-overnight announcer. Ohio, adjoining state, Southwest, Alaska. Doug, 419-387-7761.

Rock, country, pop—experienced announcer looking for position with future. For tape and resume, call Glenn, 214-980-1966.

Dependable, hard-working female air personality looking for good opportunity. Resume and tape available upon request. Morning drive or AOR preferred. Call Mary, 312-775-2819 or 312-763-7452.

Announcer seeking live country format on East Coast. Desire medium market, but all considered. Family man. B.A., 7 years experience. Mark Anderson, Spring Gardens Apts, No. 524, Roaring Spring, PA 16673. 814-224-4745.

Announcer/sportscaster. 6½ years' experience. Know rock format. Southern Rockies. West Coast respond anytime. 303-651-3079.

SITUATIONS WANTED TECHNICAL

Experienced engineer/announcer seeks employment with good company. Prefer West and country format. John Gregory, PO Box 4015, Route 85, Livingston, MI 59047. 406-222-6890 after 7 p.m.

Chief engineer, 17 years' experience with AM, FM TV, cable, seeks engineering position with noncommercial operation in Southeast. Very strong on RF, audio, total plant construction, maintenance. Resume on request. Don Mussell, PO, Box 423, Santa Cruz, CA 95061.

Experienced engineer with ten years radio, AM and FM. Some TV. Studio, transmitter, STL, remotes, management. Can double as air talent. Want permanent position in extreme Northwest or North. Alaska preferred. Immediate relocation. Ron, 307-237-0002.

SITUATIONS WANTED NEWS

Sportscaster—9 yrs' exp. Includes NCAA network baseball PBP. Let's talk. Dan, 316-231-6205.

Sportscaster/reporter with major market experience looking for sports position with year-round PBP and chance to be creative. Currently small market sports/operations director. Please call 714-968-3867.

Sports—college PBP, bowl game, interviews, anchor. News, DJ, production experience. Larry 219-749-2923, mornings, evenings.

Former sportscaster out three years wants back in. News, PBP, reporting, superb writing/editing. Also print/TV news, retail background. Can relocate immediately. Call Mike Saelens, 703-451-9022, weekdays before noon.

Exp. announcer, authoritative delivery, good writing skills. seeks medium/small mkt. news position. For tape/resume. phone Rick, 212-279-3535, Tue-Fri noon-9 PM.

Established sports writer, substantial experience in PBP, would like a break in radio. Know sports, articulate, enthusiastic, strong voice. Call Kerry Smith, 513-831-0086.

PBP—20-year veteran award-winning pro-seeks affiliation with college or pro organization. Baseball, football, basketball. Box R-164.

Play by play & sports director. Sportscaster with 16 years' experience. Can offer excellent skills and hard work. Background in professional baseball, along with college, high school football and basketball. Professional all the way. This ad is being placed by WNAM for Roger Fisher, our sports director, who is leaving our employ April 5th. Due to changes at our station, he is available at that time. For reference and details, contact Perry Murphy, General Manager, 414-722-6471; or Roger Fisher, 414-729-9717. This is an outstanding broadcaster that will enhance your station's image.

Just getting started. News reporter position wanted; will do sports. Have experience with medium market FM station. Will relocate. Write: Mike Carl, 3021 E. 10th, Apt. C, Tulsa, OK 74104; or call 918-599-8167.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Need bigger ratings? Major country programmer with number one success stories available for your team now. Never dropped a rating point in twelve years. Write Box R-149.

Sales-oriented news/talk program/news director. Sunbelt AM. Call Ron Grattan, 813-627-3547.

Dominant college FM station manager looking for move to commercial radio in management. Talented, with great knowledge of FCC rules. Will relocate to any market. Write Box R-163.

CHR/hot tracks programmer. Bobby Christian, 8 years as PD/OM at WXXK (WHTX), WMET, KXXK (KPKE), KUPD. 16 years in radio. 10 years' experience in audience/market research. Excellent track record. Top references. 412-795-8296.

TELEVISION

HELP WANTED MANAGEMENT

WRCB-TV seeks experienced program manager. Knowledgeable in total station operations, programming, production, FCC and legal, and promotion activities. Send resume to William Evans, General Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405, or contact at 615-267-5412, or contact at Las Vegas Hilton at NATPE. A Sarks Tarzian station. An equal employment opportunity employer.

New independent television station in Little Rock, Arkansas, needs a business manager, experienced in all phases of accounting, budgeting and forecasting. Prior broadcasting experience helpful, but not necessary. Salary open. Send resume to: KLRT/Channel 16, Quapaw Tower, Suite 108, Little Rock, AR 72202.

WRCB-TV seeks take-charge traffic manager. Thorough knowledge of computers/traffic systems, plus ability to manage people. Send resume to Jeff Weaver, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. A Sarks Tarzian station. An equal employment opportunity employer.

Television business manager wanted. Lower Midwest, 80's size market, looking for 2-3 years' experience in business office; excellent opportunity for assistant to move up. Business Administration or Accounting degree desirable. Send resume to Box R-138.

HELP WANTED MANAGEMENT CONTINUED

WUTR-TV, Utica, NY, seeking General Manager with strong management experience and proven ability to maintain cost control. Sales experience desired but not mandatory if candidate has experience at managing people and an understanding of how to set rates and control sales inventory. Reply Personnel Director, Box 550 Ithaca, NY 14850.

Immediate opening as a systems operator on an IBM System 34-Columbine software. This is a supervisory position with total responsibility for department's operations. Broadcasting background is essential. Send resumes to: Business Manager, WINK AM-FM-TV, P.O. Box 1060, Fort Myers, FL 33902.

General manager. General Manager for group-owned network affiliate in Southeastern market. Applicant must have management experience with proven ability to maintain cost-control in competitive market. Station is strong number one in market with excellent staff. Good opportunity for experienced manager with leadership ability. Please reply to Box R-181.

HELP WANTED SALES

Regional sales manager—aggressive ABC affiliate is seeking regional sales pro. Must have TV or radio experience working with agencies and a can-do outlook. Areas of responsibility include Baltimore-Washington, Norfolk and Philadelphia. Good base, plus commissions and expenses. Send resume to Frank Pilgrim, WMDT-TV, P.O. Box 321, Salisbury, MD 21801. EOE/M-F

A.E. opening in sunny Florida with NBC affiliate. New ownership, excellent benefits, established list. Looking for aggressive, knowledgeable person who wants a better situation in a good economic environment. Send resume to: LSM, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. A Media General station—EOE/MF

TV account executive. Christian UHF Minimum 3 years' experience with local & national sales. New position within station. Salary plus commission. Send resume to WCFC-TV, 20 N. Wacker Drive, Chicago, IL 60606. EOE.

Local sales manager. Major broadcast group with an independent in top ten market is looking for an energetic and result-oriented local sales manager to direct an eight-person sales force. The person we're looking for must have TV sales experience, with a track record of setting and accomplishing goals. Knowledge of selling independents in competitive markets is a plus. College preferred, and a clear demonstration of leadership skills is a must. Forward resume and salary requirements to Box R-162. We are an equal opportunity employer.

Wanted: local sales manager position with some sales required. Looking for someone well-grounded in direct client sales experience; minimum two years preferred. Will join solid, progressive overall sales program in small Rockies/Sunbelt affiliate. Top dog in sales in your market? Here's your opportunity for good training, experience, advancement. Contact Paul Stenstrom, KIVA TV-12, Box 1620, Farmington, NM 87499. 505-326-1141. An equal opportunity employer.

Account executive. Immediate opportunity for an aggressive, self starter to join one of Kansas City's top sales staffs. Prefer candidate to have at least two years' experience in broadcast time sales. Prefer college graduate or equivalent work experience. Send resume or file application at KMBC-TV9, 1049 Central St., Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

HELP WANTED TECHNICAL

Southwest Florida UHF will give good pay, benefits, warm weather, sunshine, family living on the Gulf in the nation's fastest growing market. You give us solid electronics background, 5 years broadcast maintenance experience and a desire to work. Send resume to: WEVU-TV, c/o Jack Spiess, Operations Manager, P.O. Box N, Bonita Springs, FL 33923. An equal opportunity employer.

Broadcast technician II. Salary: \$1509—\$1932 monthly. Expanding television station that nationally has the 15th largest market is currently recruiting qualified maintenance engineers. Required: 2 years of full-time experience/training in television technician work to include repair, maintenance of state-of-the-art broadcast television equipment, and an FCC first phone or telephone license. Official University of Washington applications must be received by 5 PM or postmarked by midnight, Friday, April 15, 1983. University of Washington Staff Employment Office, 1320 N.E. Campus Parkway, Seattle, WA 98195. 206-543-6969. An equal opportunity and affirmative action employer.

TV engineer with a strong maintenance background in all facets of broadcast and television production equipment. Applicants must be familiar with operation of television color cameras, video tape machines (both quad and one-inch). Remote production experience helpful. Applicants must have at least two years of broadcast experience and hold a valid general class FCC license. A degree in communication equipment technology or equivalent in military experience desirable. Send resume and salary requirement to Director of Engineering, WNED-TV, Box 1263, Office B, Buffalo, NY 14240. An equal opportunity employer.

Video maintenance engineer. Must be expert in repair and maintenance of 3/4" VCR's. Studio camera and Quad VTR experience desirable. Resume and salary requirements to: Chief Engineer, WVIR-TV, Box 751 Charlottesville, VA 22902.

Television chief engineer. Need people leader & hands-on chief. Well equipped station with good people needs organization & structure. Lower Midwest area, great outdoor living. Full responsibility for all technical facilities and buildings. Send resume to Box R-139.

Chief engineer—KFTV, Channel 21, has opening for a working chief engineer. UHF transmitter, studio maintenance, Sony u-matic, and ENG experience required. General class license. \$30K plus for right person. Call August Ruiz, KFTV, Fresno, CA 209-268-4204. Will interview at NAB.

TV-engineer III. Experienced maintenance TV engineer. Contact: Colin Dougherty, 2314 Mariposa St., Fresno, CA 93721. Deadline: April 1, 1983. 5:00 p.m.

Chief Engineer (radio and TV) will be responsible for the design, operation and maintenance of television and other audiovisual technical systems in the Biomedical Communications Division at the Arizona Health Sciences Center. Position requires a Bachelor's degree in radio and television, or electronic engineering or the equivalent; a first class FCC license; and three years of the same kind of work experience. Desired qualifications are five years of technical/engineering experience in television production and maintenance facilities, preferably in a medical environment, and three years of supervisory skills. Application closing date is April 4, 1983. Forward resume to University of Arizona, Staff Employment Office, 1717 East Speedway Blvd, Tucson, AZ 85721. An equal employment opportunity/affirmative action employer.

TV engineers, Saudi Arabia. 20 openings (2 year or 4 year degree required) Travel free, excellent salaries, all expenses paid. Opportunity to save 90% of earnings. For confidential consideration and information call Gene Gross, 312-982-9330, or send resume to: IPI, 4433 West Touhy, Lincolnwood, IL 60646, immediately.

Chief engineer for major market TV station and large production facility. Looking for strong, aggressive chief, qualified in maintenance and operation to manage fast-growing, state-of-the-art facility. Group owner. Send resume to Box R-172. An equal opportunity employer.

Maintenance engineer—videotape post production company in beautiful Pacific Northwest has immediate opening. Good pay and benefits. Contact Michael Lyon, 206-623-5934.

Master control engineer—FT engineering position for Long Island TV station to work in master control and maintenance. Must have FCC commercial operator license and previous experience. Resumes to Myra Pollack, WLIW/Channel 21, 1425 Old Country Road, Plainview, NY 11803.

Engineer—family and religious oriented independent UHF station in desirable North Central (top 20 ADI) city is looking for positive, management-oriented engineer to assume supervisory and hands-on maintenance responsibilities. Duties will include supervision of on-air and videotape operators, and primary responsibility for preventative maintenance and repair of 2", 1" and 3/4" VTR's, switchers, TBC's and terminal equipment. Systems experience is essential. Company offers excellent salary and an informal, close-knit working environment. Send resume and salary requirements to Box R-182.

Engineer for master control. Minimum one year experience in TV broadcasting. FCC general and first class license required. Write Chief Engineer, 42 Coliseum Drive, Charlotte, NC 28205. Closing date: April 14. EOE.

HELP WANTED NEWS

News dir./anchor Small market Sunbelt/Rockies news dept. Aggressive, harder news style wanted. Good station, good area. Tape, resume to: Michael Clark, KIVA, Farmington, NM 87499 505-326-1141. EOE.

General assignment reporter wanted immediately for station in the top 40 market. Person should have degree and minimum of two years' television experience. Salary negotiable. Send resume, demo tape and salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F

News director. Looking for someone who wants to lead a young, aggressive department. Network affiliate. Contact General Manager, WGXA-TV, Box 340, Macon, GA 31297.

Reporter: experienced news reporter for strong news Sunbelt CBS affiliate. Editing skills required. Reporter/anchor: interviewing for general assignments reporter who can also take command on weekends. Must have producer/anchor experience. Tapes, resumes to News, P.O. Box 7754, Monroe, LA 71203.

Television reporter. Radio reporting experience required. Salary dependent upon experience. Fulltime opening. Contact Gordon Manuel, News Director, WABI, 35 Hildreth Street, Bangor, ME 04401. EOE.

WIS-TV is still looking for a Carolina Traveler. We have looked at a lot of tapes, but haven't found that person who can make a feature into something special. If you love features, can write with flair and have at least two years' full time experience as a television reporter, we want to hear from you. Write: Gary Anderson, News Director, WIS-TV, P.O. Box 367 Columbia, SC 29202.

Midwest sports network is looking for experienced NCAA Division I basketball PBP talent. Tentative '83-'84 schedule: 20 games. Will consider full time or free lance talent. Send letter, resume and references, and salary requirements for full time and/or free lance. (per game), only to Box R-165. EOE.

ENG editor needed at Pacific Northwest affiliate station. Proven skills in news editing required. Experienced editors send resume and tape to Jo Shilling P.O. Box 9494, Seattle, WA 98119. EOE.

Anchor person for 6 PM and 10 PM newscast. Excellent opportunity for experienced radio person to make the move to television. Attractive salary and pension plan. Send resume, tape to KNOP-TV, Box 749, North Platte, NE 69103. EOE.

Meteorologist—Sunbelt affiliate needs weather-caster with credibility. On-air experience required. Fully equipped weather center. Rush resume and tape to P.O. Box 7757, Orlando, FL 32854.

Midwest affiliated station seeking career-minded, people-oriented news director. Experience in all facets of news operation and ability to work with station management. Excellent benefits with growing company Degree in journalism or communications preferred Send resume and salary requirements to Box R-131 EOE.

News director for medium-sized, midwest NBC-TV affiliate. Send resume only to Box R-166. EOE.

Chief photographer & ENG editor. Progressive small market news dept. in scenic New Mexico. Contact: Richard Draper, KIVA, Farmington, NM 87401 505-326-1141, afternoons. EOE.

HELP WANTED NEWS CONTINUED

News director. No. 1 news department in medium-sized Sunbelt market on the Coast. Wanted: experienced news director with enthusiasm, motivation and leadership. Send resume to Bill Cameron, Chief-Operating Officer, WECT-TV, P.O. Box 4029, Wilmington, NC 28406. EOE.

Investigative reporter. An aggressive, fair-minded journalist with 3-5 years of solid print and/or broadcast news experience. A tough dedicated pro who wades into a project with gusto. Clock-watchers need not apply. No phone calls. Send resume, with tape if available, along with salary requirements, to: Scott Parks, Managing Editor, WIS-TV, 1111 Bull Street, Columbia, SC 29202.

Experienced TV newscaster wanted. College background with proven skills in camera, editing, live remotes, complete knowledge of inter-workings and mechanics of major TV news operation and ability to deal effectively with employees required. Valid driver's license with good driving record necessary. Qualified applicants for TV news field production coordinator send resume and tape to Jo Shilling, P.O. Box 9494, Seattle, WA 98119. EOE.

Broadcast Consultants offers you the opportunity to be considered for some of the finest positions in the country. News, sports and weather candidates are invited to submit tape & resume to: Bruce Williams, Broadcast Consultants, Box 60, W. Hartford, CT 06107. No fee!

Upper Midwest small market TV station is looking for a sports anchor who hates to stay behind the desk. We want someone who eats and sleeps local sports and outdoor activities. Ambitious and energetic persons send resume only to Box R-180. EOE.

Meteorologist wanted for early and mid-day news programs. We offer a full range of weather equipment from radar to computer graphics. This Midwestern station is looking for a communicator. We are an EEO employer. Send resumes and tapes to KETV, 27th & Douglas St., Omaha, NE 68131.

Field reporter for growing New England medium-market news operation. Equal opportunity employer. Minority applications encouraged. Letter, resume, writing samples only to Box R-185.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Staff announcer/weathercaster—looking for a strong staff announcer with weather responsibilities. Previous applicants need not re-apply. Send resume and tape to: Production Manager, WSAZ Television 3, P.O. Box 2115, Huntington, WV 25721. EEO employer.

Videographer/editor: WBZ-TV in Boston is looking for a creative genius! The candidate must currently be shooting and editing quality news/information/public-affairs stories and/or specials. If you are qualified, please send a resume and cassette to Matthew Mixon, Production Manager, WBZ-TV, 1170 Soldiers Field Road, Boston, MA 02134. An equal opportunity employer. No phone calls, please.

Broadcast producer. Requires bachelor's degree or equivalent experience and demonstrated video production skills. Duties: production of television news and features, production of radio news, newsroom liaison and production work related to special video, audio and multi-media projects. Send resume to: Employment Office, P.O. Box 6163, University, AL 35486. An equal opportunity affirmative action employer.

Production manager—medium market station in Sunbelt seeks production manager. Responsibilities include coordinating and managing of all station production. Hands-on creative experience and ability required. Send resume to Personnel Mgr., WALB-TV, PO Box 3130, Albany, GA 31708.

Evening/PM co-host. We're looking for someone, with live field experience, who can produce award-winning feature stories. We're looking for someone with a sense of humor, the courage to be first, and yet is warm and caring. We're looking for someone who wants to be a winner. Send us your resume only if you've got what it takes, we'll call you. Write Box R-160. EOE.

TV production specialist. WMVS/WMTV, Milwaukee's 2 public TV stations, are looking for a person with a strong background in general producing & directing, & considerable experience in EFP shooting & editing. Must have Bachelor's degree & 2 yrs' work experience in producing and/or directing TV programs. Appointment is on a 1-year term basis. Salary: \$21,881-\$26,440, with excellent benefits package. Call 414-278-6576 for job description & application form, which must be returned no later than April 12, 1983. Milwaukee Area Technical College is an EOE.

Program manager/executive producer. Senior management position reporting to president. Responsible for all programming produced by WTVS. Develop program concepts; oversee journalistic and content integrity, and production values, and shepherd independent producer projects. Will actively participate in fund raising for programming efforts. Successful candidate will have a minimum five years' solid production experience, substantial journalism experience, and strong budgeting and fiscal management skills. Knowledge of public broadcasting highly desirable. Send letter and resume to: Personnel Manager, WTVS/Channel 56, 7441 Second Blvd., Detroit, MI 48202. An equal opportunity/affirmative action employer.

Production manager who is qualified to head up a fast growing production department. Individual must have three to five years' experience as a supervisor or producer/director of commercial and news production. Person must be people-oriented with a high degree of organizational skills. Supervise staff of sixteen including producer/directors. Heavy load of commercial and news production requires close supervision and quality control. Knowledge of high quality client relations is essential, as well as strong ability to adapt to a variety of day-to-day activities. Person must have priority to overall production operations and be able to work successfully and closely with news. Send resume to Box R-170. Application deadline is April 11. EOE-M/F.

Television producer. Full-time regular position. Applicants must have Bachelor's degree and/or proven experience in the following areas: producing television programs; television directing; shooting and editing portable video/film materials outside studios; coordinating and managing television program budgets. Send application by April 15, 1983, to: Television Producer Search, MPBN Alumni Hall, University of Maine, Orono, ME 04469. An equal opportunity/affirmative action employer.

Editor/Production Engineer. Requirements: FCC general class license preferred with 3-5 years' experience in television production. Responsibilities: duties to include RCA camera set-up, Ampex 1" and 2" operation, computer editing with Ampex ACE system. Apply to: Director of Finance, WYES-TV12, 916 Navarre Avenue, Box 24026, New Orleans, LA 70184. No calls, please! WYES-TV is an equal opportunity employer.

Senior producer—we are seeking an experienced television producer to plan, organize, and direct production of a medical television series as well as other health programs including inservice education and health promotion. BS or BA in communications and Master's preferred with industrial, educational, or commercial television background. Proven managerial expertise in budgeting, marketing, staffing, and related areas required. Desirable location in eastern Pennsylvania. Send resume and salary requirements to Box R-186. EOE.

Program director: strong administrator, budgeter and recruiter with solid production background needed to take over CBS affiliate program/operations with strong commitment to rating leadership. Forward resume, statement of program philosophy, and salary history in first reply. No phone calls. Ronald W. Philips, General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Very successful GM, AM-FM-UHF. Ground-up UHF success; turn-around UHF success, same with AM-FM. People, profit-oriented, sound recruiter, strong programmer, budget-oriented. 15 years network negotiating. Impeccable credentials & references. Prefer South/Southeast, but will go anywhere with good sound company. Married, sober, solid. Will accept TV only or any combination. No hurry. Reply Box R-77.

General Manager. Dynamic, innovative, resourceful, industrious; experience sales, programming, all technologies. Confident of television's future in technological revolution. Successful history. Box R-2.

Sales manager in radio seeks management growth position for PA. TV station. Write Box R-130.

General Manager/General Sales Manager. 23 years' management experience including GSM at WUAB, Cleveland, and WFLD, Chicago. Organized and aggressive. Can turn your station around. Write: Bruno Sardi, 381 Canterbury Road, Bay Village, OH 44140.

General manager/sales manager. 20-year veteran of advertising, marketing, public relations, and higher education; 5 years in top agency and station management. Bottom-line oriented, with proven expertise in personnel management and motivation; station budgeting, programming, sales, and operations. Contact Phil Brassie, 410 Beadle Drive No. 3, Carbondale, IL 62901. 618-549-2259; 618-536-7555.

SITUATIONS WANTED SALES

Sales-inflight video account executive developed new medium and successfully sold time on this network. Ambitious and interested now in working for a syndication, TV, or cable network. PO. Box 138, Roslyn, NY 11576.

SITUATIONS WANTED TECHNICAL

Now available. Experienced radio engineer looking to break into television. Technical school graduate, FCC first class license. Willing to relocate. Steve Sincoff, 212 Ellesmere E., Deerfield Beach, FL 33441. 305-426-2847.

Experienced 3/4" editor, cameraman and ECG operator seeking a position with a small station that will give me the opportunity to produce and direct while performing my regular duties. I am hard working and very creative with experiences in music and live TV production. Will relocate. Call Dennis, 212-648-9598, 8 A.M. 'til noon.

SITUATIONS WANTED NEWS

Sportscaster whose credibility and leadership can produce the winning edge. I specialize in "involvement" packages. Tape shows versatility. Box R-68.

Assignment editor, assistant news director. Over 10 years working as videographer. VCR editor, field producing. College degree in radio-TV. Willing to work with young, aggressive staff. Write Box R-116.

Synoptic meteorologist seeking television employment. Has seven years' experience in nationwide weather forecasting and radio broadcasting. Available July 1, 1983. Inquiries write Box R-125.

Anchorman. Currently Principal anchor in near 100 market. Consultant advises a big leap upward. 815-455-5797.

Experienced news photographer, 4 yrs' experience photojournalism. Seeking freelance work in NY-Washington area. 202-484-5649.

Writer/associate producer, with network experience, seeks challenge of East Coast medium market producing. Call Rick, 404-634-4399.

Detroit, Chicago, St. Louis, Milwaukee. Do you need a weekend weathercaster who will be solid and dependable? Here I am. Call Dennis, 309-452-8961. I'll see you this weekend.

Ambitious, young black journalist with writing and field producing experience in top 5 market anxious to start on-air career in small or medium market. Give me the chance and I'll go to the limit for your station. Write Box R-156.

Have experience, will travel. Three years' experience in television news/sports as anchor, reporter, producer, photographer. Seeking news or sports reporting position. Available immediately. Rick, 317-474-1509.

Tired of mush-mouthed meteorologists who can't relate to an audience? Try a weathercaster with over 10 years' experience. AMS, NWA seals. Family man looking for place to settle. Minimum thirty thousand. Interested? Call Tim, 716-865-9435.

SITUATIONS WANTED NEWS CONTINUED

Feature, human interest and consumer affairs reporter. Would like to keep reporter beat, but want to be trained for weekend weather. Contact the serendipity reporter. Write Box R-169.

Ambitious meteorologist is seeking a challenging position with a medium market station. I have a degree in meteorology accompanied with college experience in TV broadcasting. Call Tom Glad, 312-424-0718.

Meteorologist. Credible, knowledgeable, personable. Extensive forecasting experience. Videocassette sent on request. Available soon. Write Box R-184.

Weatherman (20 years radio) wants to make a move to full time TV, Southeast only. 404-231-1250.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Showcase producer, will air local, circuit, national talent, guaranteed ratings. Michael Montalbano Productions, 2630 Wedgefield Road, Sumter, SC 29150.

Production director. Three years commercial television news. Background digital effects, editing, commercials, promos. Keith 619-272-0656.

Producer/director, with 4 years' experience in all aspects of production including management, seeks new challenges in a small or medium market. Have degrees in journalism and political science. Resumes and tapes available on request. Call Dan, 501-253-9347.

Freelance CMX editor will travel. Major credits. Drama, comedy, documentaries, industrials, commercials, music, videodiscs. 213-851-1898.

Production school graduate with audio and college background seeking entry level position in broadcasting. Will relocate. Contact Richard Clark, 516-261-2875.

Experienced producer—morning, magazine, community affairs. Extremely creative, organized, enthusiastic with solid production background. 5 years' experience. Degree. Currently AP PM, formerly producer/host talk shows. Write Box R-187.

CABLE

HELP WANTED MANAGEMENT

Cable Communications administrator. City of Raleigh, pop. 150,000, seeks administrative liaison to coordinate and oversee franchised cable communications system. Reports to City Manager. Requires B.S. in commun., eng., bus., pub. adm., or related field; considerable administrative experience, preferably in cable communications. Salary: \$24,106-\$33,919. Send resume to Personnel Director, City of Raleigh, PO, Box 590, Raleigh, NC 27602. Deadline: May 31, 1983. EOE, M/F

ALLIED FIELDS

HELP WANTED SALES

Account executive—video production. Do you have a skill for developing new business? We're an established 1" video production facility, with a unique offer for experienced account executive/producer. Applicants should have at least 2 years' experience in studio and location production and a strong background in account service. Reply with resume to P.O. Box 329, Phoenix, MD 21131.

Regional rep—now interviewing qualified professional broadcasters and individuals in related fields. Must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company, 2714 Union Ext., Memphis, TN 38112. Will also be interviewing at the NAB.

HELP WANTED TECHNICAL

Chief engineer/technician for one-person engineering operation. Heavy on maintenance and repair. Responsible for supervision and operation of student FM radio station and CCTV studio. Must be able to work with students and faculty. FCC first or general phone required. Possible opportunity for part-time teaching if desired and degreed. Finest university facilities in this Sunbelt state. Deadline for applications is April 15. Job starts July 1. Send letter of application, resume, three current letters of recommendation, college transcripts (if applicable) to: Ralph Carmode, Division of Communication, Mississippi University for Women, Columbus, MS 39701. EEO/AA.

HELP WANTED INSTRUCTION

University of Bridgeport, journalism/communication. Assistant professor, one year appointment. MA or PH.D., with professional experience in public relations or electronic journalism; ability to teach in both fields would be an asset, but is not required. Reply before March 31, 1983, to: George Garrigues, Chair, Journalism/Communication Department, University of Bridgeport, Bridgeport, CT 06601. An equal opportunity employer.

Graduate assistantships. Communication department with strong professional emphasis has assistantships to support graduate study in mass communication leading to the M.A. degree. Persons with backgrounds suitable for teaching assignments in journalism, radio-TV production or basic speech are invited to apply. Must be accepted for admission to graduate school. Send inquiries to Chairman, Department of Communication, Box 13048, SFA Station, Nacogdoches, TX 75962.

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.

Western Electric tubes, mixers, consoles, amps, telephones, microphones, tweeters, drivers, horns, speakers, parts. 213-576-2642. David, POB 832, M.P., CA 91754.

Wanted: TV station interested in computer software for TV traffic and accounting. For more information, call or write: Don King, KLBK-TV, P.O. Box 1559, Lubbock, TX 79408; 806-745-2345.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quad VTR's—Clearance on Ampex, RCA, all models new and old. Unbelievably low prices! Bill Kitchen, Quality Media Corporation, 404-324-1271.

UHF transmitters—GE TT59 (55 kw), Emcee 1 kw translator, RCA TTU-1B. Several other available. Bill Kitchen, Quality Media Corporation, 404-324-1271.

Remote cruiser for lease or sale—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.

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.

2.5 KW Sparta 602 FM. 1975, on-air. Going to higher power. M. Cooper, 215-379-6585.

Character generators—Vidifont, 3M, and Telemation models available, under \$4,000. Bill Kitchen, Quality Media Corporation, 404-324-1271.

1 KW AM transmitters: RCA BTA-1R, Gates BC-1G Both 1965, exc. cond. M. Cooper, 215-379-6585.

Sony BVH-500, AC, 2 batteries, HT-500, Calzone shipping case. TK 76A-10 X 1 Cannon lens, rear zoom pistol grip, power supply, B case. Call Walter Edel 212-689-1040.

5 KW AM transmitters: Harris BC-5H (low hours) RCA BTA-5H and Collins 21E. M. Cooper, 215-379-6585.

AM transmitters. 1 kw, 5kw, 10kw and 50 kw. Continental, Collins, RCA, Gates/Harris, GE. All units in stock, shipped with crystal on your freq. 28 units to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

1" Sony VTR—BVH-500 w/HT-500A, charger & power supply. Complete package: \$29K. 916-929-7127.

FM transmitters. 1 kw, 3kw, 5kw 10kw and 20kw. Collins, RCA, Gates/Harris, Continental and CCA. All units in stock, shipped with crystal on your freq. 17 to choose from. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Ampex Corporation, on March 1, announced substantial price reductions on models ATR 700 & ATR 800. Before you buy any recorders, call us for a new price quotation. We are an authorized Ampex dealer, we stock Ampex recorders & parts. Northwestern, Inc., 800-547-2252.

For sale: Grass Valley 900 Series modules: 900PS, 903P, 907, 921, 930A, 931, 932, 933, 934, 935, 936A, 937, 900 trays. 1-Ampex AG440B 1/4", 2 track audio recorder. 1-Ampex ATR 700 1/4", 2 or 4 track audio recorder with VariSpeed, New. Call 312-641-6030, days.

Microwave towers—(2) 300', (1) 280', (3) 160', All 36" face. Bill Elks, WECT-TV, 919-791-8070.

Color cameras—clearance on RCA TK 630, Phillips LDH 20 and LDH 1, Norelco, PC-70, Ikegami HL33 & 35. Prices have never been this low! Bill Kitchen, Quality Media, 404-324-1271.

Film camera—Fernseh KCP 40 film camera and multiplexer, unbelievable low price. Bill Kitchen, Quality Media, 404-324-1271.

VHF transmitters—several available, GE and RCA, hi and lo-band. Bill Kitchen, Quality Media, 404-324-1271.

Time base correctors—Microtime 2020 with image plus, Quantel DFS 1500, low price. Bill Kitchen Quality Media, 404-324-1271.

Hitachi FP20-S camera with Fujinon 10.5-105mm F16 lens, electronic zoom, carrying case, studio adapter, CCU, viewfinder, and more. \$3,000. WNPE-WNPI TV, Box 114, Watertown, NY 13601. 315-782-3142.

FM transmitters: Bauer 605 7.5kW, immaculate. \$9000. McMartin BF3.5M 3.5kW, \$14,500, firm. Phone 308-345-1981, Jerry.

Broadcast camera—Ikegami HL-51 with backpack and accessories. Good for field and studio. Call 212-732-0428.

Complete rack mounted 7 meter Scientific-Atlanta satellite receiving system. Comprised of one—8010A dish, two—6602 receivers, one—8840 antenna position controller, one—8240 deicing subsystem, one—8769 LNA power supply, and one—7630 LNA protection switch. Price—\$42,000. Please call Operations Manager at Golden West Broadcasters for further information. 214-988-3005.

(2) IVC 500A cameras with varotal 15-150mm F2 lens, CCU, contour enhancer and cable. \$3,000 pair WNPE-WNPI TV, Box 114, Watertown, NY 13601 315-782-3142.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

CONSULTANTS

Why hire a production assistant that can't troubleshoot when you could hire a VTI graduate? Video Technical Institute, Joe Clark—214-263-2613.

Need Feedback? Critiques by mail for TV reporters, anchors, producers. Feedback Unlimited, 1313 Williams No. 901, Denver, CO 80218.

MISCELLANEOUS

Options—professional service will secure your options for antenna sites as FCC requires. Call 202-338-0976 or 202-965-7067.

Lower Manhattan studio available. 35' x 35' stage; wraparound cyc; 14' lighting grid; computerized lighting board; 3 cameras; 1" & 3/4" recording capability; double re-entry switcher; control switcher w/frame storage. Call D. Thompson, 212-323-7818.

Country library. Over 2000 cream of the crop, bonified hits, no duplications, \$1695. Bill Taylor, 213-791-4836.

RADIO

Help Wanted News

SUPER NEWS ANCHOR

We are the best ... and you should be, too.

This is your chance to work in one of the nation's great news operations, with a shot at morning drive not too many months from now. You must be lively, literate, conversational and aware of what radio news is in today's media mix. Political junkies, solemn Sams and pompous nellies are just precisely what we do not want. We need a warm, friendly, intelligent person who likes and respects everyday people and knows how to talk to them about the issues that matter to them. We pay about \$31,200 to start. We are very good to work for. Send tape, resume, writing samples, and home phone number to:

Suite 312
Newport Building
1260 21st St., NW
Washington, DC 20036

EXPERIENCED

Radio news directors and newpeople for station committed to radio news. Send tape and resume to: Dick Chapin, Stuart Broadcasting Company, PO Box 80209, Lincoln, NE 68501. EOE.

Help Wanted Management

SALES MANAGER/MARKETING DIRECTOR

An AM/FM combination in profitable Midwest market seeks an experienced sales manager who is a strong motivator and trainer utilizing "state of the art" broadcast sales techniques combined with creative marketing skills. You owe it to yourself to investigate this opportunity to join our team. An EEO employer. Please send resume to Hudson Investment Corporation, 1150 17th Street, NW, Washington, DC 20036.

Help Wanted Announcers

JOIN TAMPA BAY'S MOST AGGRESSIVE BROADCAST STAFF!

Blair's WFLA AM and FM are accepting applications for:

- Air Personalities
- Production Manager
- Maintenance Engineer

Send tape and resume to:

WFLA
Blair Broadcasting Corp. of Florida
801 East Jackson Street
Tampa, FL 33602

Equal opportunity employer, M/F.

CLASSICAL MUSIC ANNOUNCER/PRODUCER

Minnesota Public Radio has opportunity for experienced, knowledgeable person: Music background, including excellent pronunciation of musical terms, foreign language titles and names. Warm, informed, assured presentation style. Immediate opening. Send letter, resume and tape: M. Heltzer, MPR, 45 E. 8th St., St. Paul, MN 55101.

Help Wanted Sales

KDKA RADIO

KDKA radio needs an experienced account executive. Candidate must be an aggressive, strong closer with proven sales experience in creative selling in top 50 markets. Send resume to KDKA-AM, Westinghouse Broadcasting & Cable Inc., Human Resources Manager, One Gateway Center, Pittsburgh, PA 15222. No phone calls, please, EOE.

Help Wanted Programing, Production, Others

SOLID RADIO GROUP

needs morning man with enthusiasm and personality, also other announcers and an experienced chief engineer. Send tape and resume to: Dick Chapin, Stuart Broadcasting Company, PO Box 80209, Lincoln, NE 68501. EOE.

Situations Wanted Programing, Production, Others

EXPERIENCED MEDIUM-MAJOR

Market AC/country PD. available. Contact Ron Dennington, 2609 Charlack St. Louis, MO 63114. Call 314-427-4485, from 2 p.m.-5 p.m. (CST).

TELEVISION Help Wanted News

TIRED OF PM?

How about a combination of morning TV talk and news?

We're a big market ABC affiliate—North-east.

Send resume and salary requirements only to Box R-140. An equal opportunity employer.

NEWS DIRECTOR

Station looking for journalist that can continue the news dominance of WFIE-TV. The person must have at least 5 years' experience in television news; prefer college graduate with track record of working well with others at a successful station; on camera skills to person's advantage. Top salary, benefits package, and a great opportunity in a group of top broadcast facilities. Letters please to General Manager, WFIE-TV, P.O. Box 1414, Evansville, IN 47701. Equal opportunity employer.

ANCHOR DENVER

Anchor position available for a first rate journalist with a proven record of success. Please send complete resume only to Box R-177. An equal opportunity employer, M/F.

Help Wanted Programing, Production, Others



WANTED: creative, talented co-host to join current female co-host. Previous PM experience preferred. If you can project a dynamic personality, produce good stories, work well with other team members, send resume only to Box R-147.

**Help Wanted Programing,
Production, Others
Continued**

VIDEOGRAPHER

Boston station seeks outstanding videographer for highly produced features. Extensive experience shooting news-feature or magazine stories required. Proven command of lighting, and demonstrated ability to deliver quality hand-held video is a must. We're looking for a real pro who is not afraid to make suggestions and will do whatever it takes to bring in exciting pictures. Resume to Box R-96.

CO-HOST

Major market TV station seeks experienced on-air talent for co-host position. Send resume only to:

Box R-146

Equal opportunity employer, M/F

**PROMOTION
SPECIALIST**

wanted in top 20 market. Strong writing and production skills a must. Similar or comparable experience at a medium to major market. Please send resume and salary requirements to Box R-161. EOE, M/F

**FIELD
PRODUCER**

Boston station seeks creative producer for new entertainment project. We're looking for an aggressive professional, an organized problem solver, an inspired leader, and a team player. Impeccable standards of quality are essential. Qualifications: 2-3 years producing news-feature or magazine stories, and demonstrated understanding of all 3/4" field operations, including lighting. No beginners, please. Resume to Box R-95.

**THIS PUBLICATION
IS AVAILABLE
IN MICROFORM**

**University Microfilms
International**

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Help Wanted Technical

**Director of
Technical Operations**

Time, Inc., the people who created Home Box Office, the nation's largest pay-TV network, is developing a highly advanced world teletext/videotext service. This national satellite- and cable-distributed service is designed for the consumer and includes news, sports, weather, education, entertainment and information of all kinds. We want you to join our advanced technology development team in the Video Group to pioneer this exciting new technology of the 80's.

A strong, technically fluent leader is needed, to be responsible to direct and manage all teletext technical operations. Must have 10 years experience with on-line revenue producing technical operations in areas such as broadcasting or banking. Must be proficient in the technologies of computer operations, data, satellite, video and CATV communications. This is an excellent opportunity for an energetic, self-sufficient person to obtain an advanced position in this emerging communication technology.

Time Inc. offers one of the most comprehensive employee benefits packages you'll find. See how you can be part of our team.

Send your resume and salary history, in confidence to:

Joan Dannenberg, Personnel Department, Room 22-53,
Time Inc., Time & Life Building, Rockefeller Center,
New York, NY 10020

An equal opportunity employer

TIME INC.

**AUSTIN, TEXAS
DIRECTOR OF ENGINEERING**

Build new state of the art UHF indy from ground up. Must have minimum 3 years in assistant of chief position. A hands-on, aggressive leader who has significant experience in high quality broadcast engineering and administration. A quality control conscious engineer experienced in testing and proof performance measurements for TTU-55C-SP 55 kw UHF TV transmitter, FCC rules, digital, microwave, up and down link operations with a broad knowledge of television studio production technology, installation and maintenance. Send resume with salary history, in confidence, to:

General Manager
KBVO-TV
P.O. Drawer 2728
Austin, TX 78768-2728
An equal opportunity employer.

TV ENGINEERS, SAUDI ARABIA

Enjoy travel, U.S. tax free earnings, as well as all expenses paid. 2 or 4 year degree required. Great opportunity to save 90% of your income. Call 312-982-9330, or send resume to IPI, 4433 West Touhy, Lincolnwood, IL, 60646, immediately.

SUNBELT SPORTS

Established remote facilities company seeking maintenance and operating engineers to staff state of the art mobile unit based in Southwest. Send resume to: Tel-Fax Texas, 1601 Lamar Blvd. East, Suite 205, Arlington, TX 76011. Attention: Personnel.

Setting A New Pace For The Industry We Pioneered!

...RCA Broadcast Systems

Current 3/4-inch video recording system performance falls below the performance of 3 tube, portable cameras. In developing the Hawkeye broadcast quality camera/recording system, RCA engineers closed the performance gap between cameras and recorders. By developing a new method to record chrominance and luminance on standard 1/2-inch VHS cassettes, they were able to improve overall picture quality while reducing weight and the number of moving parts.

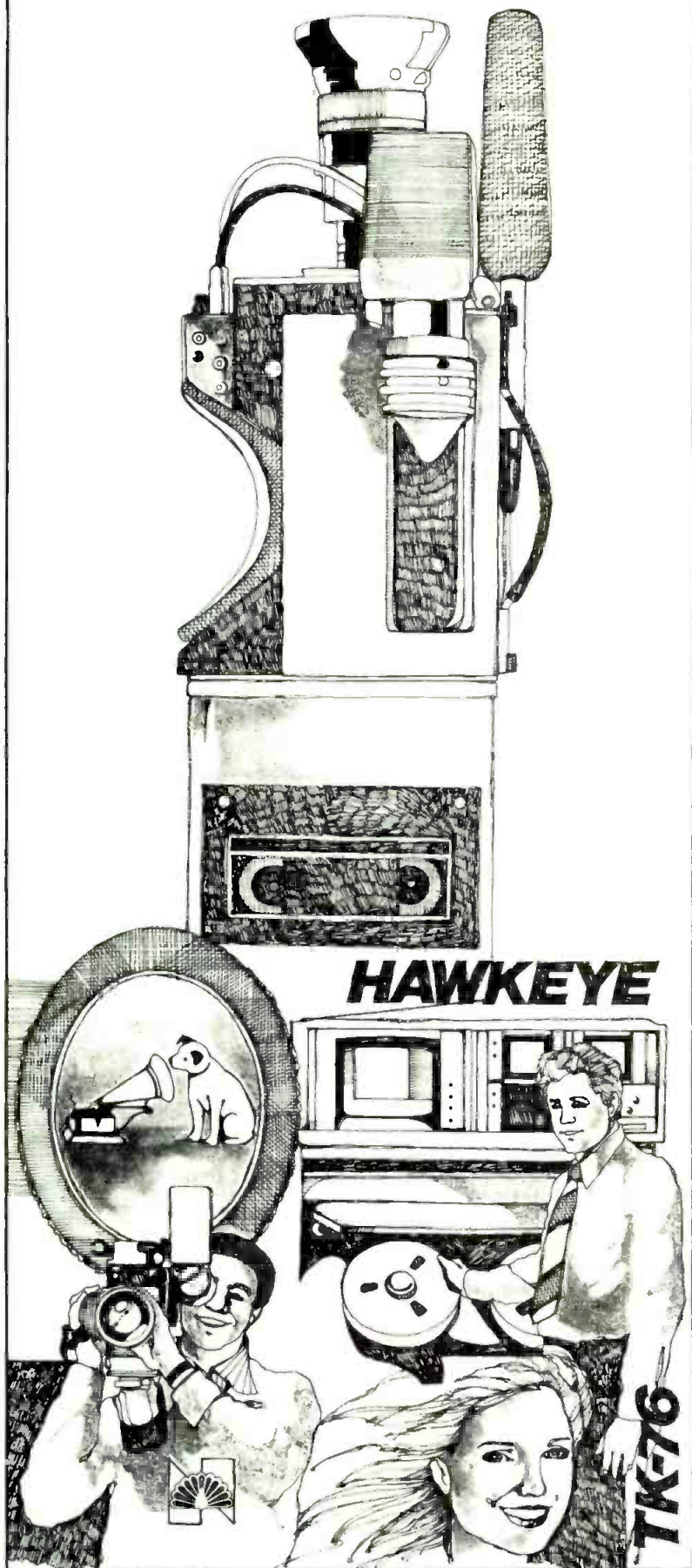
Virtually any picture you encounter on your home screen has been touched by RCA engineering. As America's largest supplier of commercial video equipment, we are involved in every step: studio cameras, portable cameras, video recorders, editing equipment, telecine equipment, transmitters and broadcast antennas. As you read this, we are moving ahead with advanced development programs in digital video equipment and the creation of a completely solid state color television camera.

Our commitment is to continue to set the pace for the industry we pioneered. If you are an engineer who is interested in furthering the development of advanced broadcast technology, we invite you to share this adventure with us. For career details, please write to: **RCA Broadcast Systems Division**, Joy K. McCabe, Dept. PR-3, Front & Cooper Sts., Building 3-2, Camden, New Jersey 08102.

Equal Opportunity Employer

**Setting The Pace In
Broadcast Engineering!**

RCA



Help Wanted Technical Continued

Director of Engineering

Showtime, a dynamic leader in the pay television industry, has a highly visible opportunity for a Director of Engineering. Your primary responsibility will be to provide engineering support services to affiliates nationwide. The seasoned professional we seek will expand our technical expertise by monitoring and researching technical innovations within the cable and related industries. Additionally, you'll be responsible for supervising a staff in the New York and regional offices.

This position requires a minimum of 6-9 years' related experience in the cable industry, including a minimum of 4 years in the capacity of chief engineer or higher. In addition, qualified candidate will have 3 years' broadcast or television experience as a manager or supervisor. A degree in engineering is required.

This is a New York-based position which includes approximately 40% travel. Showtime offers an excellent salary and benefits package, as well as the challenge of working in the exciting pay television industry. Interested candidates are invited to send resumes to: D. Leville, Showtime Entertainment, Dept. B, 1633 Broadway, New York, NY 10019. (ONLY FULLY QUALIFIED CANDIDATES WILL BE CONSIDERED FOR THIS POSITION—NO PHONE CALLS, PLEASE).

Equal Opportunity Employer. M/F.

Help Wanted Management

FINANCIAL MANAGER

Degree required. CPA & solid TV experience with good references preferred. Pleasant northern California market in top 25. No phone calls, please. Resumes to Allan Howard, Vice-President and General Manager, KXTV, P.O. Box 10, Sacramento, CA 95801 EOE. M/F.

PROGRAM MANAGER

Start-up full power UHF indie in New England desires adventuresome, experienced program manager. Station will be local and live 4-6 hours per day. Prefer organized and yet creative person with nerves of iron. Send resume to Bridgeway Communications, Attn: H. O'Neill, 59 Cavalry Rd., Westport, CT 06880.

Help Wanted Management Continued

RESEARCH PROJECT MANAGER

Experience in the design and supervision of television research projects from definition of problem to analysis and recommendations.

RESEARCH ANALYST

Experience in the analysis of television ratings.

We're expanding our Atlanta-based research group that serves SuperStation WTBS, Cable News Network and CNN Headline News. Areas of research include programming, cable sales and marketing, audience measurement and qualitative survey research. You'll need a background in television research, excellent quantitative and writing skills, analytical aptitude and self-motivation.

Please send letter and resume to:
(No phone calls, please)

TERRY SEGAL
Director of Research
Turner Broadcasting System
1050 Techwood Drive, N.W.
Atlanta, GA 30318

EOE



M/F

NEWS PRODUCER (11:00 PM)

Number 1, Sunbelt city station, top 15 market, group owned. Must be solid manager of program elements and staff. Writing and pacing emphasized. Minimum 3 years' TV producing experience required. Send resume only to Box R-188.

Equal opportunity employer.

Situations Wanted News

TV SPORTSCASTER

Spring has sprung—and so must I. Solid professional who is tired of being "gagged with a spoon" by broken promises. I want to relocate so my talent, enthusiasm, and versatility are better utilized on a daily basis. If you justly reward credibility and leadership, perhaps it's time for us to talk. 203-673-2231.

TV ANCHORMAN

Wants to move to large market. 35 years old. Anchoring, interviewing, and reporting background. 10 years' experience. Excellent references and record. Authority, warmth, credibility and a tape to prove it! Write Box R-179.

For Fast Action Use BROADCASTING'S Classified Advertising

ALLIED FIELDS Help Wanted Sales

Sales

Senior Sales Positions

We're expanding and we need some top sales people across the country.

If you have a minimum of five years' experience in sales of professional video broadcast equipment and systems we'd like to talk with you.

Bosch-Fernseh offers an excellent base salary, commission, car and fringe benefits.

We will be at NAB in April. If you plan to attend, please send your resume, including salary requirements promptly to the address shown below and we'll arrange to visit with you there, or contact Mr. A.R. Pignoni at our booth. Send resumes to: Ken Oswald, PO Box 31816, Salt Lake City, UT 84131. Or call (801) 972-8000.

An equal opportunity employer
m/f/h/v.

BOSCH

SALES TELEVISION AND RECORDING INDUSTRIES

We are ADAMS-SMITH, a unit of the Stypher Corporation. We make the SYSTEM 2600 line of Time Code, synchronizing and studio automation products (MILLIMETER & MIX, Feb., 1983). We're tops in our field technologically. We want to be tops in sales as well—soon!

We are looking for a full-time metropolitan area-based salesperson to cover the lucrative New York market for us. You must be able to demonstrate our micro-processor-based modules to broadcast, video tape editing and sound-sweetening houses. You must have a solid sales performance record. You must know the television post-production, production and broadcast markets, and the audio recording market. Most of all, you must be a self-starter who can work efficiently and productively away from the home office.

The ideal candidate should have some formal training in electrical engineering, several years' hands-on experience in installing and maintaining television studio equipment, and a proven record in studio equipment sales.

We offer a fine package of base salary, commissions, expenses and benefits (including paid Blue Cross/Blue Shield and company car). Send resume to Andy Simon or Harry Adams at 34 Tower Street, Hudson, MA 01749.

Help Wanted Technical

SERVICE ENGINEERS

The SONY Broadcast Company currently has two highly visible opportunities available in its Atlanta and New York offices.

The successful candidates will possess 5 years experience with emphasis on installing, maintaining and servicing broadcast/digital electronics equipment. Knowledge of microprocessor technology highly desirable. BSEE or equivalent relevant experience is preferred.

SONY offers a competitive starting salary and comprehensive benefits which include company paid pension, dental and profit sharing.

For prompt consideration, please call or forward your resume, including salary history to:

NEW YORK:
Mr. Carlo Severo
47-47 Van Dam Street
Long Island City, N.Y. 11101
Tel: (212) 361-9170

ATLANTA:
Mr. Joe Atkins
2300 Peachford Rd., Suite 3000
Atlanta, Georgia 30338
Tel: (404) 451-7671

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Help Wanted Management

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Columbine has over 17 years of experience providing Broadcast Information Systems, including: Traffic, Sales, Accounting, Music Rotation, Media Inventory, and Film Management. Our reputation for product excellence and support results in a continuously expanding client base that now exceeds 570 television and radio stations worldwide. Our growth offers excellent professional opportunities for individuals with a solid knowledge of the broadcast industry.

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Our marketing representatives are responsible for hardware and software recommendations, technical consultation, sales proposals, and up to 50% travel for on-site presentations. These demanding technical positions require individuals with a unique blend of well-developed oral and written presentation techniques and systems analysis skills. Technical or broadcast related sales is preferred. Compensation is based on salary and commission.

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You will join a team of skilled professionals who are responsible for developing and presenting educational programs as well as on-site client training and consultation. These highly visible positions require excellent analytic skills and the ability to communicate technical concepts clearly. Previous experience teaching adults is desirable. On-site client consultation and training throughout North America averages 50%.

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Columbine offers an excellent salary/benefits package and stimulating work environment. We are in the foothills of the Rockies, only 20 minutes from downtown Denver. To apply or request more information, write to the address below or visit us at the 1983 National Association of Broadcasters Convention, Booth 1302 or our suite at the Riviera Hotel. Ask for Cathy Brotzman.

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Help Wanted Management Continued

Marketing

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We offer a competitive pay and compensation package and an attractive Rocky Mountain location. Please send your resume to Ken Oswald, Box 31816, Salt Lake City, Utah 84131. If you plan to be at NAB in Las Vegas in April send your resume and we'll contact you prior to the show to arrange a meeting, or contact Mr. Bill Fink at our booth.

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Public Notice

REQUEST FOR PROPOSALS CITY OF GRAND MARAIS

The City of Grand Marais, located in Cook County in northeastern Minnesota, seeks proposals for a cable communications franchise. Closing date for submission of proposals is May 11, 1983 at 12:00 o'clock noon. Each proposal must be accompanied by a non-refundable certified check in the amount of \$25. Proposals from franchise applicants will be evaluated at a public hearing at 7:00 o'clock p.m. on May 11, 1983. Copies of the Request for Proposals are available at City Hall during normal business hours, or write to Thomas N. Swenson, City Clerk-Treasurer, Grand Marais, MN 55604.

PUBLIC NOTICE

The Interconnection Committee of Public Broadcasting Service will meet at 10:00 a.m. on Thursday, April 7, 1983 at the PBS offices, 475 L'Enfant Plaza, Washington, DC. Agenda includes FY 1984 interconnection budget, future satellite utilization, and review of policy on extension of services to unserved areas.

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W	Small	FM	625K	\$115K	Elliot Evers	(213) 366-2554
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NE	Medium	FT	500K	\$230K	Jim Mackin	(207) 623-1874
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Payable in advance. Check or money order. Full & correct payment **MUST** accompany all orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—any copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

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ber). c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.

Fates & Fortunes

Media



Feuer

Norman Feuer, president and general manager, KBZT(FM) San Diego, joins Viacom Radio, New York, as president. Post has been vacant since June resignation of Al Greenfield (BROADCASTING, July 12, 1982).

John Garwood, general sales manager, WSB-TV Atlanta, joins KTUL-TV Tulsa, Okla., as president and general manager.

James Masucci, operations manager, KTRK-TV Houston, assumes additional duties as VP, broadcast division, for parent, Capital Cities Communications.

Douglas Brown, regional VP, Minneapolis-St. Paul and Milwaukee operations, Malrite Communications Group, Cleveland, named to newly created position of VP, Western region.

Howdy Bell, general manager, WAKY(AM) Louisville, Ky., joins WIFE(AM) Indianapolis as VP and general manager.

Michael Costello, general sales manager, Taft Broadcasting's WDAF(AM) Kansas City, Mo., named VP and general manager of co-owned YYZ(FM) there, succeeding **Robert Garrett**, resigned.

Allan Howard, VP and general manager, Corinthian Broadcasting's KOTV(TV) Tulsa, Okla., joins Corinthian's KXTV(TV) Sacramento, Calif., in same capacity.

Larry Wilson, general manager, KARN(AM) Little Rock, Ark., assumes additional duties as general manager of Arkansas Radio Network, which provides news and programming to 82 affiliates statewide.

Robert Donovan, VP and general manager, MEG(TV) Sioux City, Iowa, retires. **Bruce Lewis**, station manager, succeeds Donovan.

Dick Hollands, VP, broadcasting division, Cometco Enterprises, Miami, resigns.

Appointments, Cablentertainment, New York-based MSO: **Barbara Manuel**, manager, Dulaski, Va., cable system, to area manager;

Marty Crawford, manager, Milton, W. Va., cable system, to Southeastern regional manager, and **Louis Abraham**, management trainee, New York, to manager, Rochester, N.Y., cable system, succeeding **Robert Edwards**, retired.

John Kueneke, general sales manager, KCRA-TV Sacramento, Calif., assumes additional duties as station manager, administration.

Jack Connors, news director, Quincy Broad-

casting's WGEM-TV Quincy, Ill., joins Quincy's KTTC-TV Rochester, Minn., as station manager.

Steve Casey, partner in radio consulting firm of Sebastian, Casey & Associates, joins WLS-AM-FM Chicago as operations director.

Joyce Werner, regional executive director, new markets, Goup W Cable, New York, named manager, project control and visibility. **Spencer Carter**, from Blue Ridge Electric Membership Corp., Lenoir, N.C., joins Goup W Cable, New York, as manager, employe communications.

Natalie Hunter, director, strategic planning, NBC, New York, named VP, strategic planning, corporate planning and business development. **Mark Leino**, administrator, analysis control, business affairs, NBC, West Coast, Los Angeles, named manager, accounting, finance.

J. Cherie Ogburn, assistant business manager, WTVZ(TV) Norfolk, Va., named head of business department.

Marketing



Rosenshine

Thomas Clark, who has been executive VP.

Chet Lane, senior VP and creative director, Benton & Bowles, Los Angeles, joins D'Arcy-MacManus & Masius, New York, as executive VP, creative director. **Beverly Berner**, VP, account supervisor, Gardner Advertising, St. Louis, joins D-M&M there in same capacity.

Jonathan Olken, VP, creative services, ABC Owned Television Stations, New York, joins Della Femina, Travisano & Partners there as senior VP, management director, media and entertainment.

Myrna Gelman, director of broadcast production, Venet Advertising, New York, named VP.

Barbara Collins, media research supervisor, Marschalk Co., New York, named associate media research director.

Barbara Bloom, art director, Cato Johnson Promotion & Marketing, New York, division of Young & Rubicam, joins Impact, design and promotion division of Foote, Cone &

Belding, New York, as art director.

Catherine S. Jean, corporate director of publications, Needham, Harper & Steers, New York, named corporate director of communications services. **Ina Marcus**, research account executive, NH&S, New York, named research account supervisor.

Doreen Iannotti, creative coordinator, Creamer Inc., Providence, R.I., named manager, audio-visual services.

John Washington, VP, New York manager, lancers team, Katz Independent Television, New York, named VP, national sales manager, swords team. **Susan Lichtenstein**, sales assistant, sabers team, New York, named research analyst.

Barbara Micale, account executive, Burson-Marsteller, New York, joins HWH Enterprises, advertising agency there, as account supervisor and creative director.

Marie Hagerty, associate marketing manager, market development division, Blair Television, New York, named marketing manager.

Martin Miller, VP, Midwest region, Metro Television Sales, Chicago, joins Settel there

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as independent sales manager.

Appointments, ABC Radio Networks: **Dan Perry**, Midwest sales manager, Chicago, to VP, Western sales manager, Los Angeles; **Ken Tarzon**, account executive, Chicago, succeeds Perry, and **Virginia Kraus**, from TeleRep, New York, to account executive, youth sales team, there.

Julio Marengi, account executive, Katz American Television, New York, joins Group W Television Sales there in same capacity.

Peter Wolfe, associate VP, Vitt Media International, New York, named VP.

Alan Trugman, from Radio Advertising Bureau, New York, joins Eastman Radio there as research analyst.

Julie Miles, account executive, ABC Radio Network, New York, joins CBN Cable Network there in same capacity.

Paul Saltin, general sales manager, KOKH-TV Oklahoma City, joins WISH-TV Indianapolis in same capacity.

Samantha Baltzer, national sales manager, WBLI(FM) Patchogue, N.Y., named general sales manager.

Grier Kimbrel, local sales manager, WVCG(AM)-WYOR(FM) Coral Gables, Fla., named general sales manager.

Lynda Carrier-Metz, account executive, KFHM(AM)-KBRA(FM) Wichita, Kan., named sales manager.

Terry Van, account executive, WDBO(AM) Orlando, Fla., named local sales manager.

Jon Nickens, account executive, WKY(AM) Oklahoma City, named local sales manager.

Bradford Worthen, general sales manager, WNNE-TV Hartford, Vt., joins WVNY(TV) Burlington, Vt., as regional account manager.

Mark Owens, account executive, WLRN(FM) Louisville, Ky., joins WRKA(FM) St. Matthews, Ky., in same capacity.

Programing

John Fowler, general counsel, U.S. Department of Transportation, Washington, joins Warner Amex Cable Communications, New York, as executive VP and member of executive committee. **Arthur Simon**, manager of data communications services, Manhattan Cable TV, New York, joins Warner Amex Cable Communications as director of marketing, commercial services.

Kerry McCluggage, VP, Universal Television, Los Angeles, named senior VP, dramatic development.

Steve Roberts, president, 20th Century-Fox Telecommunications, and **Harris Kattelman**, chairman, 20th Century-Fox Television, named to board of directors, 20th Century-Fox Film Corp.

Jan MacCurdy, VP and general manager, Warner Brothers Cartoons, Los Angeles, joins Hanna-Barbera Productions there as VP, current programs.

Executive appointments, Oak Media Corp.: **Gerry Jordan**, national director of program administration and planning, Los Angeles, to VP, ON TV programming; **Kenneth Papagan**, director of creative services and production, Los Angeles, to VP, ON TV production and creative services, and **Charles Plunk**, market director, ON TV, Dallas, to VP, ON TV marketing.

Joseph Lucas, director of operations, Paramount Television International Distribution, Los Angeles, named VP, international television sales.

Sid Kaufman, VP, defunct CBS Cable, named director, technical planning and labor affairs, CBS Sports, New York.

Ric Clay, director of operations, Super TV, McLean, Va., subscription television service, named VP.

Nadine Holt, manager of product services, CBS/Fox Video International, New York, named director of production services.

Appointments, Home Box Office: **Pamela Brady**, manager, subscriber services, New York, to director, subscriber information services; **Joe King**, regional director, south central region, Dallas, to regional director, Los Angeles metro, Southwest and mountain state regions, based in Los Angeles, and **Barbara Myers**, director, staff sales support, New York, and **Neal Litvack**, marketing manager, Cinemax, New York, to Cinemax marketing directors there.

Phyllis Leibert, director, research, NBC radio stations, New York, named manager, daytime research, NBC.

Bill Persky, independent writer-producer, Los Angeles, has signed exclusive contract with Alan Landsburg Productions there to develop situation comedy pilots.

Bud Wiser, independent writer-producer, Los Angeles, has signed exclusive agreement with Universal Television there.

Larry Goodman, account executive, -WHIT(AM)-WWQM(FM) Madison, Wis., joins broadcast division of Tuesday Productions, San Diego, as marketing manager.

Evelyn Voehringer, manager, office administration, USA Cable Network, Glen Rock, N.J., named director, personnel and administration.

Frank Holler, program director, WCMF(FM) Rochester, N.Y., joins WCOZ(FM) Boston in same capacity.

Joel Rabb, from WHK(AM) Cleveland, joins WHN(AM) New York as program director.

Charlie Van Hall, operations manager, KBDF(AM)-KZEL-FM Eugene, Ore., joins KASH(AM)-KSND(FM) there as assistant program director.

Philip Hartman, chief director, WKZO-TV Kalamazoo, Mich., named producer. **Della Pietro**, director, named production coordinator.

Gary Havens, program director, WIRE(AM) Indianapolis, named program research director, WIRE(AM)-WXTZ(FM) there.

Randy Miller, photographer-editor, WISH-TV Indianapolis, named program project producer.

Sheilagh Amundsen, director, WSAW-TV Wausau, Wis., joins WRAU-TV Peoria, Ill., in same capacity.

Lisa Tonacci, director of audience research, WPLJ(FM) New York, named music director.

Elizabeth Grant, producer and co-host, *PM Magazine*, WANE-TV Fort Wayne, Ind., joins WVEC-TV Norfolk, Va., as producer and co-host, *Tidewater Evening*.

Joyce Morgan, professional model, joins WAGA-TV Atlanta as co-host, *PM Magazine*.

News and Public Affairs

Appointments, CBS News, Washington, ir realignment of responsibilities following departure of assistant news director, Bill Headline (BROADCASTING, March 7): **Bill Galbraith**, assignment editor and executive editor, to director of news operations; **Peter Kendall**, senior producer, to number one assistant to bureau chief Jack Smith, and **Jar McDaniel**, assistant assignment editor, to news assignment manager.

Herb Dudnick, executive producer, *NBC News Overnight*, NBC News, New York, named executive producer, political and special programs, NBC News.

Bill Applegate, VP, news, WNEV-TV Boston, joins WLS-TV Chicago as news director.



Holt

Steve Holt, Washington correspondent, Group W Radio News, named Washington bureau chief.

Gary Smith, executive producer, midday newscast, KTTV(TV) Los Angeles, named news director.

Sandra Myers, assignment editor, Cable News Network, Washington, named national assignment editor, Atlanta.

Jack Stokes, night supervisor, Associate Press, New York, named deputy broadcast editor.

Appointments, Reuters, New York: **Briar Bain**, news editor, Washington, to newly created post of news editor, North America, New York; **Andrew Nibley**, editor-in-charge, Washington, succeeds Bain; **Fred Gray**, news editor, New York, to assistant news editor, general.

Terry O'Reilly, executive producer, cable news, satellite news and special projects KDKA-TV Pittsburgh, joins co-owned Group W Newsfeed, Philadelphia, as news director. **Susan McInerney**, news director, WNEP-TV Scranton, Pa., joins KDKA-TV, succeeding O'Reilly.

Anthony Burden, news director, KMSP-TV Minneapolis-St. Paul, joins KRIV-TV Houston in same capacity. **Penny Parish**, assignment editor, KMSP-TV, succeeds Burden.

Andrea Greene, anchor-reporter, KMIR-TV Palm Springs, Calif., named news director and 6 p.m. anchor.

Tom Swineheart, executive producer, WKBW-TV Buffalo, N.Y., joins WBIR-TV Knoxville, Tenn., as news director.

Tom Anderson, from WAAY-TV Huntsville, Ala., joins Palmer Cablevision, Naples, Fla., as news director.

Tom Sachs, assignment editor, WGEM-TV Quincy, Ill., named news director, succeeding Jack Connors (see "Media" above).

Appointments, WVUE-TV New Orleans: **Sonny Carter**, from WWL-TV New Orleans, to news producer; **Steve Schulkens**, from WSOI-TV New Orleans, to assignment editor, succeeding Joe Duke (see below), and **Margaret Dubuisson**, from WGSO, to reporter.

Appointments, WDSU-TV New Orleans: **Harry Adsworth**, assignment editor, to managing editor; **Joe Duke**, assignment editor, WUE-TV New Orleans, to same capacity, and **Richard Angelico**, investigative reporter, WUE, to same capacity.

Tom Culek, freelance photographer, joins WWSN-TV Cleveland as night assignment editor.

Sonny Daniels, reporter, WKBW-TV Buffalo, N.Y., named noon anchor.

Robert Munoz, from KPIX-TV San Francisco, joins KNTV-TV San Jose, Calif., as reporter.

George Sells, from KOA-TV Denver, joins

WJBK-TV Detroit as 6 and 11 p.m. anchor.

Liz Gonzales, anchor-reporter, KOAT-TV Albuquerque, N.M., joins KTTV-TV Los Angeles as weekend co-anchor. **Nancy Nelson**, from WTCN-TV Minneapolis, joins KTTV as co-anchor, midday news.

Jane Wildman, news director, WILD(AM) Boston, joins WEEI(AM) there as news writer.

Kasey Kaufman, news director and anchor, WVNY-TV Burlington, Vt., joins KPTV-TV Portland, Ore., as co-anchor, 10 p.m. news.

Phil Watson, from KDKA-TV Pittsburgh, joins KNXT-TV Los Angeles as money reporter. **Pam Moore**, from KXAS-TV Fort Worth, joins KNXT as reporter.

Rich Robbins, from WOI-TV Ames, Iowa, joins news department, KTIV-TV Sioux City, Iowa, as chief photographer.

Technology

Warren Zeger, VP and general counsel, Satellite Television Corp., Washington, named VP, planning and business development. **John S. Hannon**, assistant general counsel, commercial matters, succeeds Zeger.

Franklyn Caine, director, special financial projects, RCA Corp., New York, named staff VP and assistant treasurer, financial planning and services.

Barbara Watson, from management consulting firm of Booz Allen & Hamilton, New

York, joins NBC there as general manager, teletext, with responsibility for NBC's teletext service, scheduled to begin some time this year.

S. Douglas Sorenson, from Professional Video Systems, Boston, joins Datatron Inc., Tustin, Calif., manufacturer of videotape editing systems, as Northeast regional sales manager.

Jeffrey Shugan, on-line systems project manager, American Television & Communications, Denver, named project manager, operations, responsible for coordination of introduction of new cable technology to ATC cable systems.

Steven Cotton, executive director, quality management, GTE Telenet Communications, Vienna, Va., named VP, quality management.

Charles Goodrich, director of technical services, McMartin Industries, Omaha, named director of broadcast engineering.

Sampson Bowers, account executive, WJZ-TV Baltimore, joins Abell Communications' Welcome U.S.A., which specializes in in-hotel-room video services, as general manager.

Michael Varrassi, senior consultant, Contel Data, Atlanta, which provides software to communications industry, named director, product support.

Alice Gravely, from Satellite Business Systems, McLean, Va., joins Comsearch, Reston, Va., as manager of marketing communications.

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Darrell Schweppe, chief engineer, duplicating, University of Nebraska Television, Lincoln, Neb., named chief engineer of Nebraska Videodisc Design/Production Group there.

Steven Aldinger, administrative manager, Phoenix plant, Phelps Dodge Communications, Marlboro, N.J., named sales manager, land mobile communications, for Phelps Dodge.

Alex Keddle, chief engineer, WIRE(AM)-WXTZ(FM) Indianapolis, assumes additional responsibilities as administrative director, Indianapolis operations, for parent, Mid America Media.

Robert Dattner, VP, director of engineering, Cablevision, Chicago, joins Media General Cable, Fairfax, Va., as director of technical operations.

Marc Plitt, president, Comprehensive Video, New York, has formed own firm, Quality Video, Saugerties, N.Y.

Marshall Hudson, senior staff engineer, sales and marketing group, Valtec, West Boylton, Mass., optical fiber and cable product manufacturer, named strategic business director, long distance communications. **Pieter de-Bruijn**, from Amfox, Signal Hill, Calif., optical fiber manufacturer, joins Valtec as strategic business directors, data communications.

Rob Dalton, general broadcast editor, Associated Press, New York, joins Integrated Technology Inc., Madison, Wis., as sales manager, broadcast newsroom computer systems.

John Coon, chief engineer, WROC-TV Rochester, N.Y., assumes additional duties as director of engineering for parent, Ziff Davis Corp., responsible for engineering operations of its four TV's.

Promotion and PR

Alan Levy, manager, information services, Group W Satellite Communications, Stamford, Conn., joins Home Box Office, New York, as manager, corporate public relations.

Doug Hovelson, account executive, Brum & Anderson Public Relations, Minneapolis, joins Bozell & Jacobs Public Relations there in same capacity.

Sharon Rosenbush, advertising and promotion manager, WRC(AM) Washington, joins WABC(AM) New York as director of advertising and creative services.

Allied Fields

Beverly J. Chain, assistant general secretary, general board of global ministries, United Methodist Church, New York, joins United Church of Christ there as director of office of communication, succeeding Everett C. Parker (BROADCASTING, March 14).

Jerome Lansner, senior VP and general manager of National Association of Broadcasters recently disbanded Code Authority, New York, joins Television Information Office there as manager of special projects.



Charyk



Goldstein

Harper, commenting on the recommendations, said "Dr. Charyk, who has been president of Comsat since its founding...combines a solid understanding of Comsat's businesses with a sound sense of direction and purpose." And of Goldstein, a veteran of over 16 years with the company, he says: "His...experience has included direct responsibilities in every one of our businesses, and will add much to Comsat's future success."

Room at the top. Comsat Board Chairman John D. Harper has announced his retirement following the board's annual meeting on May 20, and his recommendation to the board that Joseph V. Charyk, currently president and chief executive officer, succeed him as chairman, and that Irving Goldstein, executive vice president, succeed Charyk as president. Harper will remain on the board, and according to a Comsat spokesman, will probably continue as chairman of the finance committee.

Susan Churchill, director of development, Institute of International Education, New York, joins Museum of Broadcasting there as director of development.

Danny Thomas received Pacific Pioneer Broadcasters' Golden Ike award at ceremonies in Los Angeles.

Joseph Reilly, executive director, New York State Broadcasters Association, Albany, N.Y., named executive VP.

Charles Harper, VP, assistant to president, Shamrock Broadcasting, Los Angeles, resigns to form own Pasadena, Calif.-based media consultancy with Shamrock as first client.

Don Hagen, VP and general manager, Station Research Systems, Dallas, has left to form Southeast Media Research, communications research firm, based in St. Simons Island, Ga.

Elected officers, New York chapter, Women in Cable: **Terri Eisman**, Viacom, president; **Barbara Lowe**, Eastman CableRep, vice president; **Honey Rodman-Goodman**, Manhattan Cable TV, secretary, and **Betsy Krouner**, Group W Cable, treasurer.

Deaths



Edell

Bob Edell, VP, advertising and public relations, Storer Communications, Miami, died March 17 of complications following ruptured spleen at North Miami General hospital. Edell joined Storer in 1955 as director of advertising and public relations for then Storer-owned WGBS-TV Miami, and was with company for over 25 years during two separate tours. He left Storer in 1965 to become assistant president of Crowell-Collier Broadcasting, Los Angeles, and then regional manager, affiliate relations, ABC-TV, New York, rejoining Storer in 1967 as director of development

and research at its WHN(AM) New York. He survived by his wife, Dorothy, and son.

Joseph Zias Sr., 72, retired attorney with FCC, died of cancer March 13 at his home in Washington. Zias joined FCC's Broadcast Bureau in 1963, and was editor of *FCC La Journal* during his tenure, and member of commission's review board at time of his retirement in 1981. He is survived by son and daughter.

Rocco Laginestra, 56, senior VP, planning marketing and international, RCA Corp. New York, died of brain tumor March 21 at his home in Franklin Lakes, N.J. He was special assistant to RCA chairman and chief executive officer, Thornton Bradshaw. He joined NBC in 1963 as director, financial planning and budgets, and served in various posts before moving to parent, RCA, in 1974, as staff VP. He is survived by two sons and three daughters.

Jerry McElroy, 48, executive VP and general manager, Fritts Broadcasting Group, Indianola, Miss., and his wife, **Mary Jane McElroy** 47, died of smoke inhalation March 20, during electrical fire at their home in Indianola. McElroy's are survived by three daughters.

Donald Bilger, 63, partner in Washington communications law firm of Bilger & Blair and president and chairman of United Communications Industries (manufacturer of above ground and underground highway radio communications equipment), died of cancer March 15 at Fairfax (Va.) hospital. He survived by his wife, Irene, son and daughter.

Leo Morgan, 74, television producer in 1950's whose credits included *Sid Caesar Comedy Hour*, *Colgate Comedy Hour*, and *Caecilia of America*, died March 20 at Baptist hospital, Miami. He is survived by two daughters.

Edmund (Tiny) Ruffner, 83, radio producer and announcer, died Feb. 23 at his home Mount Clemens, Mich.

B. Mitchell Reed, 56, retired air personality KLOS(FM) Los Angeles, died of heart attack March 16 at his home in Los Angeles. Survivors include his wife, Carol, and four children.

Kent Burkhart, Lee Abrams: Programming's dynamic duo

Program consultants enter and leave the radio business each year, but Kent Burkhart and Lee Abrams have stayed the course. It has been nearly 10 prosperous years since they joined forces.

Burkhart, who, at age 48, is being elevated from president to chairman of Atlanta-based Burkhart/Abrams/Michaels/Douglas & Associates, recalls that when he was searching for an associate in 1973, he was impressed with an article written by Lee Abrams, a young man from Chicago who had compiled years of demographic research on rock music. Burkhart set up a meeting with Abrams at a hotel in Minneapolis on Labor Day of that year, and when they met, Burkhart knew immediately that this was the person he had been looking for. "We hammered out a deal in 30 minutes," says Burkhart.

The team of Kent Burkhart and Lee Abrams, under the corporate name of Burkhart/Abrams & Associates, rose to prominence on the ratings achieved by many of their client stations. Burkhart has always handled a variety of formats, ranging from pop 40 to country, while Abrams remains the main force behind the firm's album-oriented rock programming, known as the "AOR SuperStars" format. In spring 1980, the name of the company was expanded to include partners Lee Michaels and Dwight Douglas.

What makes the firm of Burkhart/Abrams/Michaels/Douglas & Associates unusual, says Burkhart, is that each of the partners remains autonomous, free to consult any station as long as its format doesn't conflict with that of another partner's station in the same market.

Both Burkhart and Abrams started their careers early. Burkhart was 10 when he began reporting school news for 15 minutes every Saturday morning on KIOX(AM) Bay City, Tex. Abrams was managing rock groups in Chicago when he was 12.

Although his father wanted him to go into anchoring, Burkhart continued to work at several Texas radio stations throughout high school and college. In 1959, at the age of 25, Burkhart set out to build a "mini-empire of stations," as he puts it, and bought KTXL(AM) San Angelo, Tex., but, after becoming disenchanted with the market, and the amount of work it took to be an owner and operator here, sold it a year later to go into the consulting business. A year later he became program director of WQXI(AM) Atlanta, then owned by *Esquire* magazine, and soon after became its general manager. The station was bought by Fox, Wells & Rogers, a venture capital firm that also owned WSAI(AM) Cincinnati at the time. The company went public in 1966 under the name of Pacific & Southern Broadcasting, appointing Burkhart



Charles Kent Burkhart, chairman (as of this week), Burkhart/Abrams/Michaels/Douglas & Associates, Atlanta; founding partner; Satellite Music Network, Dallas; b. July 22, 1934, Old Gulf, Tex.; BA, Texas Christian University, Fort Worth, 1955.; announcer, KLIF(AM) Dallas and KXOL(AM) Fort Worth, 1952-1955; announcer, WNOE(AM) New Orleans, 1955-56; announcer, KOWH(AM) Omaha, 1956-1957; program director, WQAM(AM) Miami, 1957-59; owner and operator, KTXL(AM) San Angelo, Tex., 1959-60; program consultant, 1960-61; program director, WQXI(AM) Atlanta, 1961; general manager, WQXI, 1961-66; president, radio division, Pacific & Southern Broadcasting, Atlanta, 1966-72; program consultant, 1972-73; president, Burkhart/Abrams & Associates, 1973-83; m. Patricia Tomlinson, Feb. 4, 1956; children—Charles Brad, 25; Traci Douglas, 23; Kellye, 18.

Glenn Lee Abrams, director, Burkhart/Abrams/Michaels/Douglas & Associates; b. April 29, 1952, Harvey, Ill.; Homewood-Flossmoor, high school, Chicago, 1970; music director, WMYQ-FM Miami, 1970-72; program director, WRIF(FM) Detroit, 1972-73; program consultant, 1973; present position since September 1973; m. Sandra Willamon, Dec. 20, 1975; children—Ian, 3.

president of its radio division. Pacific & Southern went on to purchase radio properties in Los Angeles, Denver, Portland, Ore., and Hackensack, N. J. In 1972, the company's board of directors voted Burkhart out. The next day, he was asked by Ted Turner to become consultant to Turner's WGOW(AM) Chattanooga. His next client was group owner Sis Kaplan. One year and 20 clients later, the partnership with Abrams was formed.

Lee Abrams's route to the partnership was considerably less involved. After working as a part-time programming assistant during school at WQAM(AM) Miami from 1968 to 1970, Abrams moved to WMYQ-FM Miami and a stint as music director. After a series of calls to then ABC Radio President Hal Neal,

Abrams landed a job as program director for ABC's owned and operated WRIF(FM) Detroit, which was programming album rock. At the same time, Abrams began consulting WQDR(FM) Raleigh, N.C., helping them change from beautiful music to an AOR format. In early 1973, encouraged by his experience with WQDR, Abrams struck out on his own, and became a consultant. He now points to WQDR as the first big success story among the "AOR SuperStar" client stations.

Currently, Abrams is concentrating on the album rock format by fine-tuning his client stations. Many AOR formatted stations across the country witnessed a year of sagging ratings, brought on, according to Abrams, by the stations themselves. Due to what Abrams calls a lack of quality music in the late 1970's, AOR stations began to "play it safe" by airing fewer new musical selections and thus became too oldies oriented, he says. But in the past year there has been an "intense period" of new music and AOR stations have begun adding more current selections to their playlist rotation.

Last fall, Abrams introduced an offspring of the "SuperStars" format, "Timeless Rock," on KFOG(FM) San Francisco. The format blends progressive rock music of the late 1960's with that of new musical groups. It is designed specifically for the 25-34-year-old listener, says Abrams.

What's the hardest format to program today? According to Burkhart, it is adult contemporary, because there can be as many as 15 variations of the format in any one market. Easiest to consult? Country. There are only three basic types of country music on radio, says Burkhart, and the listener to that format is more easily defined.

Burkhart, who also is a founding partner in the Dallas-based Satellite Music Network—currently distributing three radio formats—is remembered in some programming circles for causing a stir in the radio industry when he helped change WKTU(FM) New York from a "soft" rock to a disco format in the summer of 1978. WKTU soared to the top of the ratings, making it among the most talked about stations and disco the most talked about format in the industry in the late 1970's.

If there is one rule that Burkhart/Abrams/Michaels/Douglas & Associates applies in programming its client stations, it is to combine emotion with science—backing up an idea or concept with research.

In his spare time, Abrams composes music in his small recording studio at home, while Burkhart will go anywhere for a good professional football game or boxing match.

The successful consultant can sometimes be measured by how well he handles the rigors of travel. Burkhart and Abrams, who each travel between 150,000 and 200,000 miles yearly, still enjoy it. "I love every second of it," says Burkhart, as he makes plans to leave town for another meeting.

Gaylord Broadcasting Co. reached agreement in principal to sell WVUE(TV) New Orleans to Dallas-based Belo Broadcasting Corp. Price was undisclosed, but industry sources estimated it in \$45 million-\$50 million. Seller, Oklahoma City-based group owner of two AM's, one FM and seven TV's, is subsidiary of Oklahoma Publishing Co., publisher of *The Daily Oklahoman*, *Oklahoma City Times* and *The Sunday Oklahoman*, all Oklahoma City, plus *Colorado Springs Sun*. Value of WVUE has almost quadrupled in six years: Gaylord bought it from Columbia Pictures Industries in 1977 for \$12.5 million. Buyer is subsidiary of publicly traded A.H. Belo Corp., group owner of one AM, one FM, three TV's and publisher of *Dallas Morning News*. WVUE is ABC affiliate on channel 8 with 316 kw visual, 31.6 kw aural and antenna 990 feet above average terrain. Howard Stark represented buyer in transaction.

ABC's national rating for third week of USFL play was 6.6/17, down from second week's 7.4/21, which in turn was down by half of first week's rating of 14.2/31. ESPN scored 5.4 rating for its USFL contest last Monday (March 21), up two full points from previous Monday contest that scored 3.4. ESPN's Saturday (March 19) contest scored 3.6, compared with previous Saturday's (March 12) 3.0.

ABC will test *Nightline* in expanded one-hour format this week on two nights (March 28-29), at 11:30 p.m.-12:30 a.m., while *Last Word* will be cut back to 30 minutes (from full hour) following *Nightline*. Test comes during week that *Thorn Birds* will air, Sunday through Wednesday (March 27-30), and three weeks after initial speculation that ABC, unsatisfied with performance of *Last Word*, was perhaps planning to drop it. ABC is expected to present, within week or two, closed circuit feed to affiliates outlining network's future late-night plans.



Last four Ziff-Davis television stations were acquired by Television Station Partners last Thursday with closing of \$56.2-million deal in New York (BROADCASTING, Nov. 29, 1982, et. seq.). TSP is limited partnership headed by I. Martin Pompadur, chief executive, and Ralph E. Becker, chief operating officer—posts they had held with Ziff Davis Broadcasting. TSP acquired stations with \$38-million loan from Manufacturers Hanover Trust, New York, and \$26 million raised in sale of limited partnerships. (Excess over purchase price represents amounts being paid in commissions, plus operating funds.) Stations are WRDW-TV Augusta, Ga.; WEYI-TV Saginaw, Mich.; WROC-TV Rochester, N.Y., and WTOV-TV Steubenville, Ohio. Their sale leaves Ziff Davis without broadcast station interests: it previously sold WJCS-TV Jacksonville, Fla., to Media General for \$18 million and WRCB-TV Chattanooga to Sarks Tarzian for \$16 million. Pictured above at Thursday's closing were (l-r): Philip Sine, senior vice president, Ziff Davis Publishing, and TSP managing general partner, Pompadur; standing, Becker and Elliott Stein Jr., general partners.

Executives of all three major network news departments were provoked last week by Soviet Union's disclosure that it intended to

screen all film and tape news coverage before it leaves that country but some saw signs for hope as week wore on. Decision was closed to NBC News's Moscow correspondent, Stan Bernard Friday, March 18. But NBC officials in New York said Bernard been allowed to ship news materials over following weekend without screening. CBS News officials said their man in Moscow, McNeill, shipped out news tapes last Tuesday (March 22) that Russians neither screened nor asked to screen and ABC News said it getting news material out "normally," without screening. CBS News Foreign Editor Peter Larkin said McNeill told him at midweek Russian authorities had indicated screening issue was "a procedural matter that would be clarified," and that Russians had told McNeill in effect, to "please go on doing your work." All three network chiefs had protested promptly when they learned of screening and had asked U.S. State Department to intervene.

NBC-TV will go to full satellite distribution for its entire New York network schedule (excluding sports programming) as well as its Atlanta news service (A-News) in Eastern, Central and Mountain time zones beginning next Monday (April 4). NBC will use AT&T Comstar D-3, transponder IV, for all transmissions but will employ RCA's Satcom IV, transponder 24, along with Comstar for its Atlanta noon weekday lineup. Network will also maintain its use of AT&T terrestrial lines for transmitting feed to 70 stations which don't have dishes.

Nielsen has begun expansion of its metered national television index known as NTI, from 1,250 homes to 1,700 homes by late March. Company expanded NTI by 150 sample homes beginning March 14 (for current total of 1,400). Reasons cited for expansion of sample are to get better fix on cable viewing due to growth of that industry and to insure continued accuracy of over-air viewing in light of added outlets licensed by FCC. Tentative longer range plans call for further expansion of sample to 2,000 homes, but time frame for implementation of that goal has not yet been drawn.

ABC-TV's *Good Morning America* finished its 59th consecutive week as highest rated of three network early morning news programs by averaging 6.2 rating/29 share, for week of March 14-18, compared with 4.1/19 for NBC-TV's *Today* and 3.3/15 for CBS Morning News. According to ratings by A.C. Nielsen, *GMA* averaged a 10% lead over second-ranked *Today* during just-ended first quarter, 1983, and 65% lead over *CBS Morning News*. Comparison of rating first quarter, 1983, with those of first quarter, 1982, however, shows inroads made during year by *CBS Morning News*. This year, *GMA* averaged 5.6/27 for first quarter, down slightly from 5.8/28 in quarter 1982. *Today* shows bigger loss during same period, 1983, 5.1/25 year ago to 4.3/21, while *CBS Morning News* averaged 2.6/14 up from 2.6/14. ABC's daytime schedule, although still highly rated, also shows declines from last year. For first quarter 1983, ABC averaged 7.5/25 in daytime, down from 8.4/28 in first quarter year ago. CBS is about even, averaging 6.9/25 this year and 7/25 year ago and NBC is also even, averaging 4.4/16 during both quarters.

Los Angeles Superior Court Judge Bruce R. Geernaert has denied request of southern California physician that outtakes from segments of CBS's *60 Minutes* be made public, but he invited "any other legitimately interested party" to submit motion for disclosure. In March 16 action, Judge Geernaert said such request would probably be granted, and at least one organization (Accuracy in Media) indicated it will file motion for disclosure by end of this week. Lynwood, Calif., physician is suing CBS for defamation, charging that December 1979 report on insurance fraud contained staged and rehearsed interviews. Physician's lawyer, Bruce A. Friedman, obtained outtakes under Judge Geernaert's order last fall, but just most recent ruling was that their release to public would not necessarily help Friedman's client in his case against network. However, Geernaert told CBS attorneys their First Amendment defense was not sufficient to prevent outtakes from being released to other legitimately interested parties.

Representatives from cable programming assembled at New York Hilton Friday (March 25) morning to discuss with California Cable Television Association's director of legislative affairs, Dennis Mancable industry's stand on adult programming. Mangers reported-eight meeting after bills were introduced in California legislature regulate cable programming. Representatives from Warner Amex Home Video Entertainment Co. (WASEC), Galavision, HBO, Playboy Home Video were said to have attended. Attendees were asked to discuss meeting, but one reported event as "more to educate ABC than it was to formulate any kind of policy." Others labeled it "informal" meeting with agreement to meet again.

National Cable Television Association is seeking reversal of FCC order granting blanket exemption to FCC telephone company/cable ownership rules when area telco-owned cable system is in area designated "rural," as defined by commission. According to commission, area is "rural" if it contains population of less than 2,500. NCTA, in lawsuit filed with U.S. Court of Appeals in Washington, said adoption of blanket waiver ignores commission's obligation to observe public interest standard. It said commission's order precludes consideration of factor that has always been central to determination of public interest in such matters—whether independent cable television operation would be feasible in particular area. NCTA also said use of population figure as standard for determining whether area is "rural" is "arbitrary and capricious," since commission did not propose notice of rulemaking, nor did any of those commenting address definition. Figure is used by Census Bureau in defining "rural," NCTA said evidence in rulemaking record shows that independent cable operation is feasible in communities of less than 2,500.

Advertising Bureau, on recommendation from New York City agency, Trout & Ries, has hired veteran broadcaster Henry Janney to be new spokesman for its "Red Hot" ad campaign which promotes radio usage among advertisers. Ten new spots will be aired on any stations beginning April 17. Campaign is in its third year.

Though FCC, in wake of legislation permitting it to do so, granted General Inc. permission to move WOP-TV New York to Secaucus, N.J., and gave RKO full five-year renewal (BROADCASTING, Dec. 13, 1982)—battle for that station isn't over. Following FCC's release of special authorizing order, Multi-State Communications Inc., which has been competing for license for 11 years, last week appealed to U.S. Court of Appeals in Washington.

Quincy Cable TV Inc. (Quincy, Wash.) has asked Court of Appeals in Washington to review FCC action denying it waiver from must-carry FCC order, which also fined Quincy \$5,000 for violating same order. It prevented company from carrying "more desirable" program. Quincy said. FCC's action violated First and Fifth Amendments of U.S. Constitution as "unduly and materially abusive of the rights of cable TV and therefore is unlawful," it said in petition for review.

Last week said International Revenue Service is now investigating James Bakker and his PTL Television Network. FCC had referred end of its three-year investigation (into allegations of fraudulent fundraising by PTL) to Department of Justice for possible legal action last year (BROADCASTING, Dec. 13, 1982), after approving PTL's sole station, WJAN-TV Canton, Ohio. Justice declined to prosecute PTL, but is forwarding investigatory record to IRS, a spokesman said.

Administrative Law Judge Edward Kuhlmann has dismissed the renewal application of Faith Center Inc. for KVOF-TV San Francisco, charging that licensee had failed to answer questions and provide documents needed to prepare for comparative hearings. Under Kuhlmann's order, three competitors remaining are West United Broadcasting Co., Together Media Ministries and Communications Inc. Faith Center's renewal applications for KVOF-TV San Bernardino, Calif., and KHOF(AM) Los Angeles have



Sneak preview. ABC and the Australian Embassy co-hosted a premiere screening of ABC-TV's 10-hour mini-series, *The Thorn Birds*, at the Australian Embassy in Washington last week (March 23). About 300 government, White House and media officials attended the screening of the series which centers on an Australian sheep-farming family. Standing in the receiving line at the reception were (l-r): Betty Rule, Elton Rule, vice chairman of ABC; Lady Eve Cotton, and Australian Ambassador Robert Cotton.

already been dismissed on similar grounds. Faith Center's request for a distress sale of its only other station, WHCT-TV Hartford, Conn., is under consideration.

Secretary of Commerce Malcolm Baldrige has called for coordination of government policy-making machinery to deal with international telecommunications matters. And since large component of telecommunications is trade, he said, Commerce should be placed in charge. Baldrige was testifying before House Telecommunications Subcommittee on report prepared by Commerce's National Telecommunications and Information Administration on U.S. telecommunications goals and policies. Report was highly critical of existing policy-making apparatus, referring to "the dispersal of responsibility and the lack of policy authority at the highest level" (BROADCASTING, Feb. 28). Baldrige said U.S. trading partners "have organized themselves for the 'information age' but that our approach has been to diffuse responsibility for developing and implementing our international telecommunication and information policy among a number of different agencies." NTIA official discounted suggestion that Baldrige was making "power grab." He noted that executive order creating NTIA designated secretary of Commerce as President's principal adviser on telecommunications matters. However, State Department has been establishing machinery of its own for taking lead in international telecommunications policy-making area. Most visible sign of that effort is creation of new coordinator's office, to be filled by Diana Lady Dougan.

ABC has entered high technology publishing business with agreement to acquire Greensboro, N.C.-based Small System Services Inc., publisher of personal computer magazine and books, for undisclosed amount of ABC stock. Small System Services is headed by Robert C. Lock, who founded *Compute!* magazine in 1979, monthly publication for personal computer users, which quadrupled circulation last year to 200,000. Magazine also sold 1,200 pages of advertising. Deal also includes *Compute!* books and soon-to-be-launched *Compute! Gazette*, monthly companion for owners of Commodore VIC 20 and model 64 computers. Small System Services will become unit of ABC publishing, headed by Robert G. Burton, president.

Editorials

Below standard

From the moment it began, with Steve Allen reading a long list of social problems he thought television ought to cure, through the Iris awards presentation which sank to its lowest estate since being upgraded to almost-good-enough-for-prime-time, to the end of a lackluster agenda that rarely sparked and never caught fire, the 20th annual NATPE International conference was a disappointment, as this week's lead story attests. What made this NATPE so dull?

To anyone who had attended former NATPE conferences, this one suffered by comparison. Its predecessors set an ever escalating standard for Fifth Estate conventions. Year after year—and certainly since the early 1970's, when prime time access changed the balances of power—NATPE's have been special. There was always flair. There was always substance. People went to NATPE expecting to discover something, to learn something, and to have a good time—and usually accomplished all three.

Those in charge of next year's meeting in San Francisco—the first of a long run in that city—have an opportunity as golden as the famous Gate to restore the luster to an annual event that deserves the shine it had acquired.

Right track

The principal advertising associations are pursuing their attempts to introduce reason into proceedings at the Federal Trade Commission. Despite obstructions that they are encountering, even from the deregulatory-minded chairman of this year's FTC, they have justice on their side.

The Association of National Advertisers, the American Association of Advertising Agencies and the American Advertising Federation appeared before the Senate Commerce Committee with their latest presentation (BROADCASTING, March 21). They are seeking an end to the law that gives the FTC authority to regulate "unfair" advertising.

That authority crept into the law in 1975 when the Magnuson-Moss Act was passed. Three years later, it was invoked by the FTC to undertake a rulemaking that, if successful, would have eliminated children's television advertising and, therefore, children's television programming. The then chairman of the FTC, Michael Pertschuk, was particularly qualified to get the most out of the Magnuson-Moss Act. As chief counsel to the Senate Commerce Committee, he had all but written it.

The FTC's children's rulemaking was eventually abandoned under pressure from a Congress that realized that Pertschuk had gone too far. But the unfairness law remains to be used by any future FTC that looks for new adventures. All it takes is a finding by a coincidence of prejudices among a majority of the five FTC members (as few as two out of a quorum of three) that a given piece of advertising is "unfair." No wonder Pertschuk, still an FTC member, argues for retention of the law.

For reasons that are less clear, FTC Chairman James Miller opposes repeal of the unfairness provision and prefers a substitute that would codify what unfairness means. As the advertising associations note, the futility of that exertion is obvious. As long as any unfairness language remains in the act, it is available to headstrong regulators. "Above all," said the ANA, AAAA and AAF in a joint statement, "and this is our overriding interest, nondeceptive advertising is not to be censored because of bureau-

cratic ideologies as to what is 'fair' or 'unfair'."

As to deceptive acts or practices, the three associations have other reasonable suggestions for improvement in the law. They would find acts or practices unlawful if they "(1) consist of material representations known to be false or made in reckless disregard of their truth or falsity, or (2) consist of misrepresentations that directly cause or may foreseeably result in substantial economic injury to consumers acting reasonably in the circumstances."

It is hard to fault that language as a desirable standard for action by the FTC. It gives consumers all the protection they may reasonably expect. Marketers who were slipshod or intentionally deceptive could be brought to justice. Yet the market would not be dislocated by FTC forays that are now encouraged by the looseness of deception law.

If Miller wishes to be remembered for deregulatory action in the public interest, he will see the light that has been ignited by the ANA, AAAA and AAF and will carry it to the Congress.

On and on

The Federal Trade Commission's invocation of a fairness standard to judge advertising (see above) is a recent extension of government control. Over at the FCC, "fairness" is an embedded, full-time job. The FCC's fairness law was on display again last week.

The FCC formally asked CBS to respond to a complaint by five members of the World Council of Churches that the group had been the target of a personal attack. A *60 Minutes* segment had reported that the council occasionally got mixed up in the support of international communism.

On the surface, it all looks harmless enough: complaint and response, and so much for that case. But what if the churches keep the legal pressure on, as they are almost certain to do, having hired Earle Moore, the indefatigable counsel to the Office of Communication of the United Church of Christ, to represent them?

Higher and higher the legal bills will mount. Less and less will corporate CBS welcome initiatives in its news department. More and more will broadcasting companies of smaller resources think twice about taking anybody on, no matter how professional their journalistic enterprise. The fairness doctrine helps no one but lawyers.



Drawn for BROADCASTING by Jack Schmidt

"And here's a look at today's satellite photo."

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Running a straight course keeps Townsend a step or two ahead of the competition.

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FIRST to employ emergency klystron multiplex circuitry for UHF.

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FIRST to introduce external cavity klystrons.

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