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NAB boards firm deregulation positions □ Cable's S. 66 passes Senate □ Daytime-CHN merge □ Cable convention coverage from Houston

SUMMER SESSION □ NAB board hears good news from Dingell. Kenney proposes open marriage for radio and television within NAB. Schmidt elected joint board chairman. **PAGE 31.**

ON THE FLOOR □ Logistics slow traffic on NCTA exhibit floor, but interest in addressability and distortion equipment is high. **PAGE 34.**

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work on S. 66 was a good show. **PAGE 60.** Group W Satellite announces a regional pay sports network set for debut next year. **PAGE 62.** Turner's Ross and CBS's Lilley renew debate on eliminating FCC's must-carry rules. **PAGE 64.** Opinion Research Corp. unveils findings of study on how cable operators can improve selling of programming services. **PAGE 66.** Former FCC Commissioner Anne Jones says agency should take a second look at must-carry rules. **PAGE 67.**

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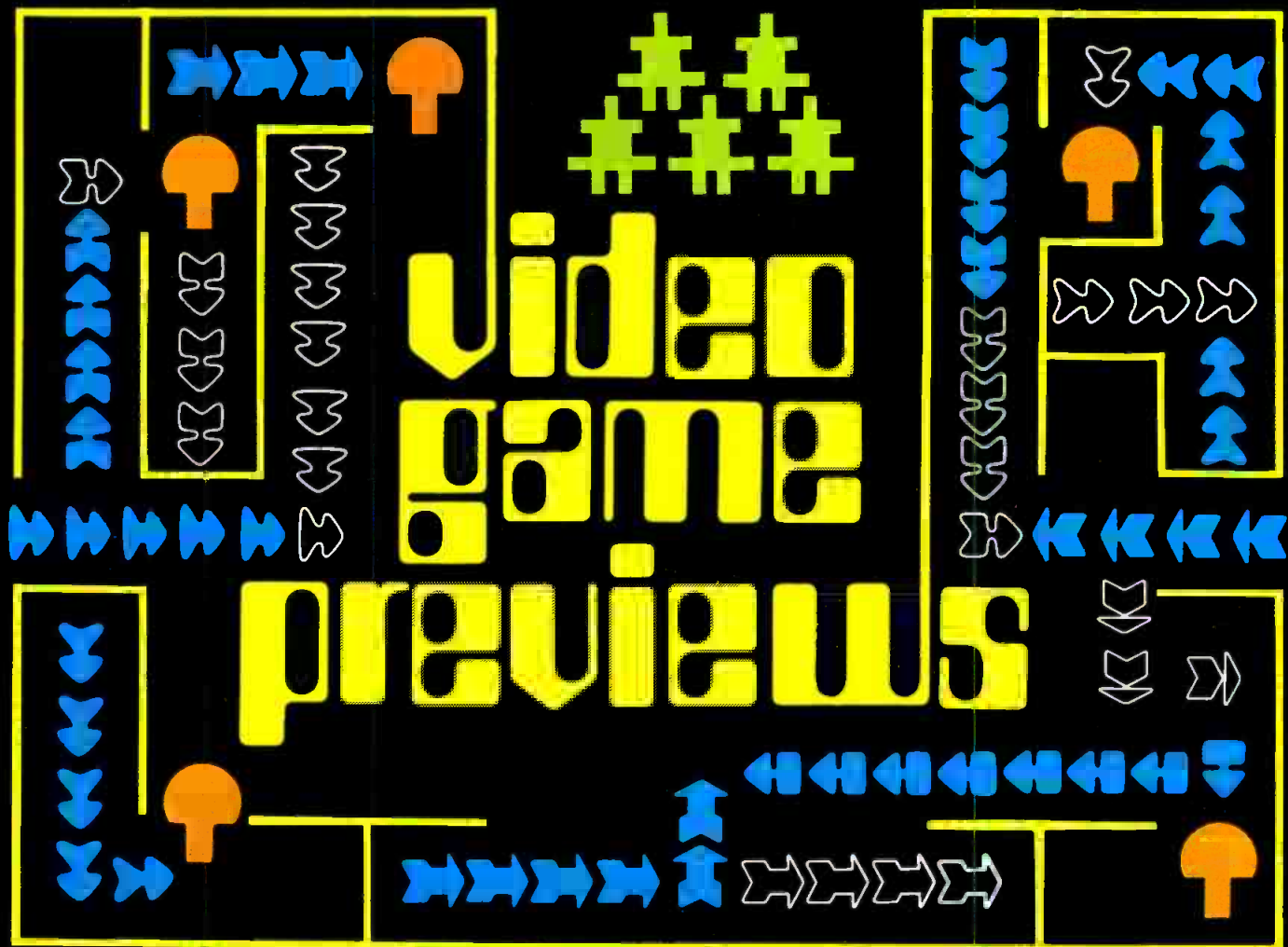
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Testing?

United Satellite Communications Inc., General Instrument and Prudential-backed venture that plans to launch five-channel satellite TV broadcasting service next fall, wants to merge with Satellite Television Corp., Comsat subsidiary that plans to offer similar service beginning in 1984. Officials of USCI initiated discussions, and latest word is that STC might bite. Merger would seem to make sense for STC: It would eliminate potential competition and would make cash-rich Prudential partner in extremely costly venture. Neither USCI nor STC would comment.

Light timing

It was impossible last Friday to get full measure of reaction by directors of National Association of Broadcasters to proposal that association change into federation with separate and strong divisions for radio and television (see page 1); board members scattered fast after Friday end of week-long meetings. But one veteran and knowledgeable director predicted proposal would get serious consideration.

Proposal was presented at closing session by Peter B. Kenney, who is retiring as NBC Washington vice president and leaving NAB board after 21 years of continuous service. Idea "just might fly," he director said.

Howdown shaping up

FCC doesn't act expeditiously on proposal to repeal network syndication and financial interest rules (BROADCASTING, page 21), don't blame its Mass Media Bureau. Official last week said bureau has been working on item "consistently" since reply comments were filed April 26 and now has five staffers assigned to job full time. Another bureau source said draft of item could be ready within 30 days.

Local goes national

Group of strongly news-oriented TV stations is being organized by WCCO-TV Minneapolis-St. Paul to form Local Program Network, which will develop weekly public affairs and news package for delivery via satellite to member stations and to others, to which it will be marketed on locally exclusive basis. Jim Hayden, former WCCO-TV executive producer, has

been named to head LPN, whose weekly packages—probably 90 minutes each—will be assembled from participating stations and outside sources. Components may be used as specials, features, inserts in local news—however subscriber wishes. LPN is now in test run, is expected to be announced shortly for July start.

Stations in LPN nucleus, in addition to WCCO-TV, are said to include KING-TV Seattle, KRON-TV San Francisco, KSL-TV Salt Lake City, WBTV(TV) Charlotte, N.C., WDCW-TV Washington and WCVB-TV Boston, with couple of others yet to be named.

Tiffany list

Freedom of Expression Foundation charged with working to achieve full First Amendment rights for electronic media is attracting impressive list of media executives to its cause. Foundation's research arm, Institute for Freedom of Communication's research board, is soliciting members. Among those who have agreed to serve on board are: Katharine Graham, chairman, Washington Post Co.; Dick Munro, president, Time Inc.; Bob Erburu, president, Times Mirror, and Tom Wyman, chairman, CBS. Senator Bob Packwood (R-Ore.), who created foundation, sent letter to Frank Stanton, CBS chairman emeritus, asking Stanton to join research board. According to Stanton's office former broadcaster has been out of town and therefore has not replied.

Minority gains

FCC, which at House Telecommunication Subcommittee oversight hearing took drubbing from Representative Mickey Leland (D-Tex.) on issue of commission's own equal employment opportunity performance, has been able to report its employment of minorities in professional positions is on rise. In letter, it said number of professionals had increased 15.6%, from 167 to 193, in past three years. And at time of hiring freezes and decreasing employment overall, number of minorities among total professional work force rose by 4.6%. Minorities tended to stay at commission, while whites left.

However, Leland's office was not satisfied with commission's definition of professionals—standard one that includes engineers, accountants, lawyers and economists. It asked for second report, focusing on minorities in top jobs—

bureau chief and deputy chief positions and employes with GS 13 ratings or above. Commission's response showed that minorities employed as professionals under the more restrictive definition rose from 177 to 184, or about 3%, while their numbers as percentage of total professional work force rose from 11.41% to 13.44%.

Windfall for city

Spokesman for National Cable Television Association could not say last Friday how much association would make from last week's convention in Houston, but said it would not match more than \$1 million earned last year in Las Vegas because of increased expenses.

Other big moneymaker was Houston. According to Leonard Rolston, president, Greater Houston Convention and Visitors Council, convention brought \$7.8 million into town. NCTA show is considered "blue chip" convention, he said. "The exhibitors are very classy operators."

Trouble seekers

Former National Cable Television Association president, David Foster, has applied for National Public Radio's presidential vacancy, saying that network needs more balanced image for fund raising and news reporting. Foster, currently partner and senior vice president at Washington-based Technical Communications Associates, is one of two dozen names put before NPR's search committee over past month. Job will pay up to \$80,100 annually.

Committee has set July 15 deadline to compile list of prospects to take command of network and its deep financial problems (see page 78). Search committee chairman, Maurice Mitchell, hinted executive head hunter may be employed if committee isn't satisfied with crop of candidates.

Upscale

Reports circulated late last week that Tony Thomopoulos, president of ABC Entertainment, is due for important new job. They began materializing after John Severino, president of ABC Television, praised him at news conference without saying yes or no to question of whether he would continue in current post (see "In Brief"). Word is that he'll "soon" get what one source called "expanded responsibilities within the company."

CCI chooses Creech

Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting and Cable, and guiding force behind the newly-formed Consortium for Cable Information, announced at a press conference at the NCTA convention that Kathryn Creech would sign on as the first CCI president in July. The consortium will be based in New York. Creech will leave her post as vice president, network affiliate relations, Hearst/ABC, to direct CCI's national media campaign to promote cable programming and services. Ritchie described Creech as the "perfect choice" for the CCI presidency giv-



Creech

en her background in and knowledge of the cable industry. Before joining Hearst/ABC, Creech was senior vice president, industry affairs with NCTA.

Ritchie suggested that the mission of CCI—informing consumers about cable television and all that it offers—is particularly significant at this time, given a recently released study by the NAB (much to the broadcast television industry's dismay) which concluded that viewers are watching more TV than ever but enjoying it less. Creech described the formation of CCI as yet one more sign of the cable industry's recognition "of the importance of the consumer as a critical factor."

Ritchie also said that \$500,000 has been raised from an initial 24 industry contributors to support the work of CCI. (Contributions are based on a formula of homes passed, with separate schedules for basic and pay subscribers.) They include ATC, C-SPAN, Cable Health Network, Centel Cable, Cinemax, Colony Communications, Cox Cable, Daniels and Associates, ESPN, Group W

Cable, HBO, *Multichannel News*, The Nashville Network, The Playboy Channel, Rogers-UA Cablesystems, Sammons Communications, TCI, Times Mirror Cable, USA Network, United Cable and Viacom Cable. Several of the heads of those companies were on hand at the press conference to stress the importance of the work that lies ahead for CCI, including Viacom's John Goddard, United Cable's Gene Schneider and ATC's Trygve Myhren. Details of the CCI campaign are to be worked out in the next several months and though a launch date has not yet been set, it's expected to be "early next year," said Ritchie.

One company was conspicuously missing from the list of initial contributors—Turner Broadcasting System. Speculation is that Ted Turner has avoided involvement with CCI due to the prominent role that Ritchie has played and the antagonism that exists between their two companies. At the press conference, Ritchie expressed the hope and belief that TBS would become involved in the effort.

Earful

Will cable operators pay \$10 more each month for seven stereo music channels, programmed much like radio stations but minus commercials and all but a minimum of talk? Studioline Corp. of America, of Arlington, Va., which unveiled such a service at last week's NCTA convention, believed so. Set for launch in November, Studioline will offer adult contemporary, rock, urban contemporary, country, big band/jazz, easy listening and classical formats in discrete stereo, which, according to company vice president and part owner, Jason Taylor, permits a much cleaner sound than the multiplexed stereo of FM radio and cable audio transmitted through traditional block decoders. Telefunken's Hi-Com noise reduction system has been sold to Studioline for use on a proprietary use in the U.S., said Taylor, and has made possible a signal-to-noise ratio of up to 20 db less than that possible on FM or most cable audio services. Studioline will split subscriber fees on a 50-50 basis with cable operators offering the system. Interest in the service appears to be running high. Tony Cox, executive vice president, HBO, confirmed last week that his company is considering such a service.

Habit forming

Cable homes with the ability to receive Landmark Communications Inc.'s Weather Channel are tuning in 62% more frequently than they did six months ago, according to an A.C. Nielsen NHI Special Report completed in April. Unveiling the new research at last week's National Cable Television Association convention, John O. Wynne, president of Landmark's broadcasting and video divisions, said the average frequency of

tune-in is up from 1.3 to 2.1 times per day while the average duration of each tune-in has climbed 40%, from 20 minutes to 28 minutes. Wynne also announced that Procter & Gamble has just signed its first contract to advertise on the network.

With a base of 9.2 million cable households, and a projected reach of 14.5 million by the end of the year, the Weather Channel should be operating in the black by the fourth quarter of 1984, said network president John Coleman.

Penetration increases

Cable penetration reached 37.9% of U.S. TV homes in May, up about 2% since February according to estimates released last week by A.C. Nielsen Co. That translates 31,766,550 U.S. cable homes in May as compared to 31,124,450, representing 37.2%, February. Growth from February to May was, as expected ("Closed Circuit," June 1) at the low end of customary growth range 2%-4% per quarter. Figures include homes in Alaska and Hawaii as well as those in the continental U.S.

The highest cable penetration, in percentages, was in the Santa Barbara-Santa Maria-San Luis Obispo, Calif., designated market area (DMA), where Nielsen estimated that 77.4% of the TV households were cabled. Next came Marquette, Mich., with 73.7%, San Angelo, Tex., 73.2%, and Parkersburg, W. Va., and Laredo, Tex., tied for fourth at 71.3% each.

The largest number of cable homes was found in the New York DMA, where the total was put at 2,064,970 (31.9%). The Los Angeles-Palm Springs DMA was ranked second with 1,177,050 (27.4%), followed by Philadelphia with 929,070 (38.3%), San Francisco-Oakland, 919,380 (45.7%) and Pittsburgh 676,700 (55.8%).

The lowest percentage penetration Nielsen's ranking of the top 50 was 55.7%, Waco-Temple, Tex. The lowest number of cable homes in the top 50 ranked by cable households was 194,680, in Champaign-Springfield-Decatur, Ill.

Bravo's encore

Bravo, the pay cable performing arts art film channel, will increase its weekend programming from 10 hours to 13 hours in September. Transmissions will begin at 5 p.m. as compared to the current switch-on time of 8 p.m. On Saturdays, the added schedule will be filled with Verdi and Puccini operas produced at various performing arts centers, including Convent Gardens in London and Verona and La Scala in Italy. Among the operas to be cablecast are Verdi's *Aida* and *Nabucco* and Puccini's *Girl of the Golden West*. On Sundays, Bravo will feature classic American and British films of the 1950's and 1960's in the expanded period.

Commencing June 26, Bravo will also e

THEY SAID IT COULDN'T BE DONE... NOW HERE'S THE PRODUCER WHO DID IT!

AGAINST THE ODDS...

"calls attention of young minds to people who've made impressions on civilization...in a day when video games and TV itself drain their minds."

—Variety
March 17, 1983

AGAINST THE ODDS...

"achieves a fusion (of entertainment and education) as well, or better, than any commercial network's endeavour..."

—The Hollywood Reporter
November 1, 1982

AGAINST THE ODDS...

"may be just the right mix of electronic wizardry and world history."

—Multichannel News
December 6, 1982

AGAINST THE ODDS...

"combines sophisticated video technology with a very human...and frequently humorous...approach, and the result is its own noteworthy achievement that both teaches the viewer and is a lot of fun to watch."

—Westchester Preview
April 1983 Edition

AGAINST THE ODDS...

"provides kids with role models enjoyable as any found on prime time TV, but definitely more positive."

—Village Voice
December 21, 1982

Hosted by Bill Bixby

Odds are you've never seen better reviews for a kid's show. Odds are you didn't know Klein & produced the series for Nickelodeon; or that it helped them win a coveted Peabody Award* We'd like to narrow the odds, introduce you to our solid production know-how and to our fresh slant on programming.

* or that Nickelodeon has already sold the show in 12 countries.

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clusively feature the first of a seven-part mini-series titled *The Life of Verdi*, produced by RAI, the Italian broadcasting network. The \$7-million mini-series will feature an English actor in the lead role; subordinate roles will be played by Italian actors and actresses whose voices will be dubbed in English for cablecast. Bravo, principally owned by Cablevision, now serves 120,000 subscribers.

Renewal review

Assume favorable franchise renewal legislation won't pass. Fight municipal ownership early and directly. Make renewal a factor in everything you do. Meet regularly with key political and community leaders. And "audit" your own performance so you can spot problems before they can cause renewal headaches. These are among the tips that were given to the cable industry last week by Communications Strategies Inc., a Cambridge, Mass.-based consulting firm in an 18-page "renewal update" released at the NCTA convention.

Authors Stuart N. Brotman and Larry S. Levine think progress toward renewal legislation, encompassed in S. 66, has created "a false sense of security" that has led cable operators to "become lax in their renewal efforts." They call it a "very dangerous strategy," both because the proposed law is far from being passed and because such legislation will still expose franchise holders to thorough review when initial terms expire.

"Planning now without regard to future legislation is the best strategy because it

covers all bases," says the report. "Waiting will only increase the chances that the operator will satisfy neither today's renewal environment nor provisions that may become law at some future date."

Municipal ownership is an issue that won't go away, the authors warn. Whether the community sees it as a way to retain some control or simply as leverage during the renewal process to get a more sophisticated system or lower rates, the report advises operators not to "sweeten" their offer but to deal with the question on its public policy merits. Avoid a referendum, which costs time and money, by a "reasoned, early response" to the municipal ownership issue, Brotman and Levine suggest.

Building through buying

As the head of Simmons Communications Inc., Steve Simmons, the former Tribune Cable executive and Carter White House official, is gradually putting together an MSO through the acquisition of small cable systems. The most recent acquisitions are eight systems serving 18,300 subscribers in rural areas of Delaware and Maryland from CATV General Corp. According to a spokesman, Simmons purchased St. Johnsbury (Vt.) Community Television Corp. (5,200 subscribers) last month and will close deals for five companies in upstate New York serving 11,400 subscribers within the next 30 days. The acquisitions are being financed by Allstate Venture Capital and U.S. Venture Partners.

Cable uncovered

Razzle Dazzle, a weekly half-hour game show featuring seminude contestants, has been cleared on 80 U.S. cable systems for a 26-episode fall start, according to American Television Syndication, which is syndicating the program. The series, which failed to attract a single buyer when offered to broadcasters during the NATPE International conference in Las Vegas in March, is produced by In Production Inc., an ATS affiliate. According to In Production and ATS president Larry O'Daly, systems buying the series include franchises operated by ATC, Sammons, Storer, TCI, Times Mirror, United Cable and Warner. The satellite-delivered program is offered on a cash basis.

□

The Pleasure Channel, another "adult" movie distributor based in Los Angeles, announced it will start distributing its wares via satellite on Sept. 15. At a press conference at the NCTA convention last week, Norman B. Smith, company president, said that negotiations over several transponder options should be completed this week. The company also announced it had entered into a co-production deal with C.K.S. Media of South Africa to produce 10 films over the next two years. According to Smith, American actors and actresses will head the casts.

Leaps and bounds

The Disney Channel announced it has added 88 cable systems during its second month of operation, bringing its total affiliate count to 627 systems, or "slightly over"

200,000 subscribers. A spokesman for the company said it also signed Cox Cable Communications at the NCTA convention last week. Cox, the fourth-ranked MSO, passes 2,370,767 homes and has 1,374,388 pay subscribers (BROADCASTING, June 13).

Union talks

The National Board of the American Federation of Television and Radio Artists has authorized AFTRA executives to discuss with their counterparts at the Screen Actors Guild a proposal for a shared jurisdiction in basic cable programming. Cable TV commercials, as opposed to programming, already are jointly negotiated under phase I of the proposed AFTRA-SAG agreement. AFTRA and SAG now also jointly negotiate and ratify contracts in the areas of prime time television, commercials and nonbroadcast productions (industrial shows). AFTRA national president, Bill Hillman, said that under shared jurisdiction "there would be no possibility of jurisdictional disagreements, no attempt by either union to act solely in its own interests and no possibility of employers attempting to play one organization off against the other, or of trying to undercut established wages and working conditions."

Sports served up

The annual National Basketball Association awards luncheon last Wednesday (June 15) in New York was, for the first time, taped and aired nationally as a one-hour special over the USA Cable Network the same night at 9 p.m. NYT. The special was co-produced by Pro-Serv and NBA Video, the largest division of NBA Entertainment.

An April, USA Cable renewed its contract with NBA Video for the production of 3C halftime features for next season. The network also plans to cablecast the NBA college draft next Tuesday (June 21) from noon to 3 p.m. NYT.

Housekeeping helper

A new half-hour weekly cable television series, *Good Housekeeping: A Better Way*, will make its debut on July 5 over Daytime, the Hearst/ABC women's service and information network. The series is based on *Good Housekeeping* magazine and will feature as host John Mack Carter, the publication's editor-in-chief. The series is produced by King Features Entertainment and is being sponsored by the Procter & Gamble Co., Cincinnati. Each segment will focus on a different woman from around the country who has overcome obstacles to lead a productive life.

Music collaboration

Plans are in the works for a cable/radio simulcast of a Diana Ross concert from New York's Central Park on July 21. Showtime will air the event live along with SelecTV, Oak's ON TV, Wometco, Preview and the Super Channel. Starfleet Blair, the radio and television production subsidiary of John Blair & Co., will tape the event and distribute it to an ad hoc network of stations. Neither Showtime nor Starfleet Blair has yet made an official announcement.

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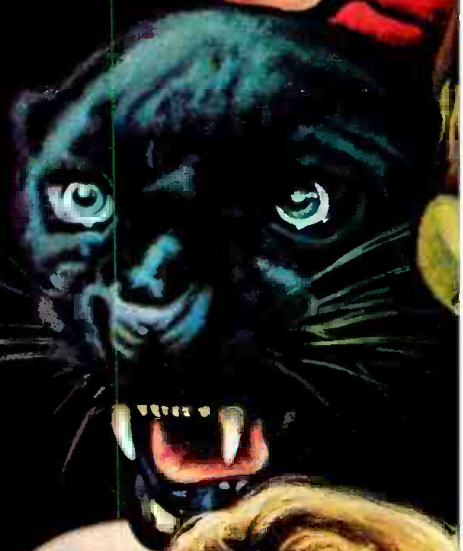
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From comedy to drama, Broadway to Bestsellers, **VOLUME III FOR THE 80'S** has something for everybody!



TV ONLY

Ore-Ida Foods □ Campaign will begin in late June for four weeks in about 20 markets. Commercials will run in early fringe and prime time. Target: women, 25-54. Agency: Doyle Dane Bernbach, New York.

Georgia Pacific □ Two flights for MD bathroom tissue and Mr. Big napkins are scheduled to start in early August for nine to 12 weeks in more than 20 markets. Commercials will run in prime and daytime. Target: women, 25-54. Agency: Altschiller Reitzfeld Solin/NCK, New York.

Gordon's Jewelry □ Campaign will begin in late June and during July for two to three weeks in 10 markets. Commercials will run in all dayparts. Target: women, 25-54. Agency: Ketchum Communications, Houston.

Oshkosh B'Gosh □ Back-to-school promotion for leisure clothes will begin on Aug. 2 for two weeks in approximately 30 markets. Day and fringe periods will be used. Target: adults, 25 and older. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

Time-Life Books □ Campaign for series

of home care books begins June 27 in 95 markets. Flight's duration (between two and 13 weeks) varies by market, with most major ADI's scheduled for full 13-week run. All dayparts except prime time will be used. Target: men, 25 and older. Agency: A. Eicoff & Co., Chicago.

Seruchi Sportswear □ Campaign for jackets and jeans is set to debut Aug. 15, and run through December in New York, Chicago, Philadelphia and Miami in various dayparts. Target: adults, 18-34. Agency: Corinthian Communications, New York.

RADIO ONLY

Florsheim Shoes □ Campaign will start in late June in nine markets for two weeks. Commercials will run in all dayparts. Target: adults, 35 and over, women, 18-34. Agency: Kelly, Scott & Madison, Chicago.

John Morrell □ Various meat products will be advertised in seven-week flight to start on July 11 in four markets. Commercials will be carried on daytime and early evening. Target: women, 25-54. Agency: Clinton E. Frank, Chicago.

Dourthe Wine □ Campaign will start in early July for nine weeks in three New England markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Campbell-Mithun, Chicago.

RADIO AND TV

Lee Jeans □ Campaign on television will appear in 40 spot markets in early July until September and in radio in 35 markets from July 25 to Aug. 31. TV commercials will run in fringe periods, and on radio in all dayparts. Target: adults, 35-54. Agency: Bozell & Jacobs, New York.

Family Fitness Centers □ Campaign promoting weight loss classes will run for two weeks, first week of July and August, in Seattle, Yakima and Spokane, all Washington, and Boise, Idaho. Television spots will run for two weeks in Seattle. Radio spots will run Monday-Friday, 6 a.m.-7 p.m.; TV spots will run in all dayparts. Target: adults, 25-49. Agency: Evergreen Media, Edmonds, Wash.

A&P □ Ongoing flight for grocery store chain, which debuted in mid-April, is currently playing in New York;

Philadelphia; Baltimore; Washington; Richmond-Norfolk, Va.; Atlanta; New Orleans; Baton Rouge; Jackson, Miss., and Biloxi, Miss.; with Tampa-St. Petersburg, Fla.; Charlotte, N.C., and Raleigh-Durham, N.C., waiting in wings. Present script replaces former use of institutional advertising. New campaign features various products each week, with different ones highlighted in each market. General allocation of airtimes gives 25% to dayparts, 25% to early fringe, 15% to early news, 15% to late news and 20% to late fringe. Some markets have spots airing in prime access, with this slot's time taken from 5% of early fringe and 5% of late fringe. Target: women, 18-49. Agency: Ed Libov Associates, New York.

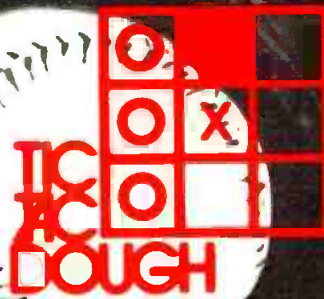


Gambling pair. Bob Alden (l), director, special projects at WOR(AM) joined station's morning show host John A. Gambling (seated, second from left), of *Rambling with Gambling*, and his son, John R. Gambling (next to his father), host of WOR's *P.M. New York* afternoon drive-time show, inside model home of Hovnanian Enterprises' Empire State building sales office. Trio was there to discuss the Red Bank, N.J., firm's advertising campaign on the station with Eli Schonberger (far right), of Pace Advertising. Via Pace, Hovnanian plans continuous campaign on both Gambblings' shows to reach audience interested in Florida properties.



"I wanna poster." Female viewer response to last spring's "I Wanna Pop!" TV campaign by Shasta, especially about "Mac" (above), has spurred soft drink manufacturer to stage a sweepstakes/promotion this summer. Billed as "Shasta Summer Fling," campaign combines free poster of "Mac" with opportunity to win grand prize of Mustang convertible. Posters include instructions for entering contest. Game features 12 questions about "Mac" and TV spot featuring him. Answers can be found on specially marked Shasta bottle caps and can pull tabs. Promotion began this month and will run through Sept. 30. Prize drawing will be held Nov. 15. Sweepstakes is running separate from TV commercial. Agency handling TV spot is Needham, Harper & Steers, Chicago.

UP YOUR BATTING AVERAGE!



NEW YORK
WCBS, 9:00 A.M.
3/15*

8% Increase in time period share over May '82; 2nd in time slot to "Donahue"

ATLANTA
WSB, 10:00 A.M.
5/34**

#1 in time period, total women, women 18-49, women 25-54.

6th FIRST RUN SEASON

PROVIDENCE
WPRI, 7:00 P.M.
16/29**

#1 in time period and all women demos over "PM Magazine" and "Muppets"

DETROIT
WDIV, 7:30 P.M.
14/29*

#1 in time period and total women over "PM Magazine" and "People's Court"

CLEVELAND
WKYC, 7:00 P.M.
13/29*

#1 in time period and total women over "Lie Detector," "Entertainment Tonight" and "MASH"

PHILADELPHIA
WPVI, 7:00 P.M.
16/32**

#1 in time period and all women demos over "PM Magazine," "Entertainment Tonight" and "MASH"

SEATTLE
KING, 7:30 P.M.
10/22*

#1 in time period over "Family Feud," "Muppets" and "Barney Miller"

CHATTANOOGA
WDEF, 7:00 P.M.
17/31**

#1 in time period over "Three's Company" and ABC News.

MIAMI
WTVJ, 7:00 P.M.
14/26*

#1 in time period and total women over network news and "Barney Miller"

NORFOLK
WTKR, 7:30 P.M.
15/32*

#1 in time period and all women demos over "Entertainment Tonight" and "Jeffersons"

HUNTSVILLE
WAFF, 5:00 P.M.
10/25**

#1 in total women, 18-49 women, 25-54 women over "People's Court" and "Jeffersons"

GREEN BAY
WFRV, 3:00 P.M.
8/35**

#1 in time period and all women demos.

SOUTH BEND
WSJV, 3:30 P.M.
8/28**

#1 in time period over "Muppets" and "Little House"

RI-CITIES
YB, 7:30 P.M.
20/41**

#1 in time period over "Happy Days" and "Jeffersons"

TALLAHASSEE
WCTV, 7:30 P.M.
20/40**

#1 in time period and all women demos over "One Day at a Time" and "Alice"

ROANOKE
WSET, 7:30 P.M.
13/31*

Beats "MASH" and

COLBERT TELEVISION SALES

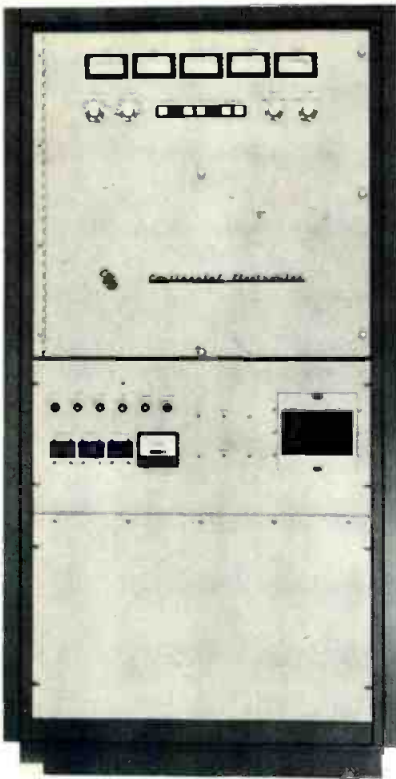
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*Source: A. C. Nielson Co. Viewers in Profile, May, 1983

**Source: Arbitron Television Audience Estimates, May, 1983



Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.



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

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161. Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227.

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Continental *Co.*
Electronics

Helping hand. Seltel Inc. has retained services of Coles & Co. to assist its television station clients in obtaining additional advertising funds from co-op advertisers and from local and regional clients. Coles & Co. will supply stations with information on retailers' use of media; research designed to assist them in evaluating changes in the media, and vendor support programs to influence sales and market share with media as catalyst. Coles & Co. is headed by George Coles, who has been director of marketing for Television Marketing Associates, retail division of Cox Broadcasting. He has participated in more than 300 vendor presentations in past 30 months.

Cases settled. National Advertising Division of Council of Better Business Bureau reports that nine challenges to national advertising were resolved during May. Four cases involved television. Reviewed and found acceptable were television commercials for Kusan Inc./Schaper Manufacturing Co. (Stomper SSC Supercycle Boomerang Stunt Set); Pfizer Inc.-Leeming/Pacquin Division (Ben-Gay ointment), and U-Haul International Inc. Discontinued was TV commercial for Emery Worldwide.



Third time's a charm. McGavren-Guild Radio, in conjunction with Yankelovich, Skelly & White, national research firm, held third in series of product category seminars for rep firm's sales staff and client stations in Detroit. Latest seminar centered on consumer behavior in automotive industry. Pictured above at event are (l-r): Keith Crain, publisher/editorial director of *Automotive News*; Martha Harrington, assistant director, business development/promotion, McGavren Guild Radio; Maureen Toomey, account executive, McGavren Guild Radio/Detroit, and Sandy Hoffman, senior vice president and director of Monitor/Signal division of Yankelovich, Skelly & White.

Same time, second year. Zenith Data Systems, manufacturer of small business computers, will continue exclusive sponsorship of New York-based Norwood Productions' *Minding Your Business*, 90-second weekly syndicated radio series, now entering its second year. Program examines areas of management, financing and marketing. Host for series is *Inc.* magazine editor, Milton Stewart. Series is aired in 130 markets.

ESPN lures sponsors. ESPN reported that advertising orders were placed during month of May by over 30 advertisers, including 12 first-time sponsors. Making their debut on ESPN are: Digital Equipment Corp., Epsom America, *Esquire* magazine, H.M. Stevens, Jet-X, Liberty Mutual Insurance Co., MacGregor Golf Clubs, Paul Masson Wines, Ram Golf Clubs, Sorbo Inc., Thompson Medical and Yamaha Motorcycles.

Buckle up. American Honda Motor Co. has bought 120 30-second spots on Mutual Radio Network as part of summer advertising campaign aimed at getting listeners to use seat belts. Campaign, which began Memorial Day, runs through Labor Day and is aimed at 18-49 age group. Slogan introduced by Honda last year, "Seat Belts: A Simple Fact of Life," is being used again for this campaign. Messages are running during Mutual's news and information programming.

New in town. First Media Services is new media buying service dedicated to both commercial and political accounts. In latter case, First Media stands to the right, with Fund for a Conservative Majority as one of its clients. Principals at First Media are: Tom Edmonds, president; Sheila Roy, executive vice president, and Lisa Patterson, vice president. Edmonds also owns Edmonds Associates Inc., advertising and public relations firm based in Alexandria, Va. First Media is located at 121 South Alfred Street, Alexandria, Va. 22314, (703) 683-4737.

P&G gambles on the Weather. Procter & Gamble, broadcast's biggest advertiser, has signed advertising agreement with Landmark Communications's Weather Channel.



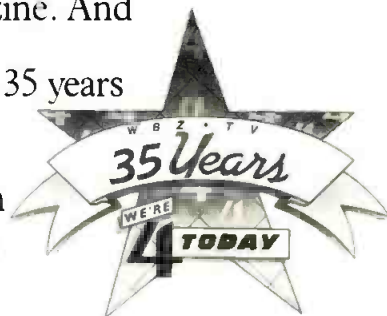
FIRST FOR THE GOOD NEWS.

For 35 years the WBZ-TV newsteam has been making news in New England. And now, we've just made some more big news. We've won first place in the latest news ratings at both 6* and 11 p.m.**

And our good news doesn't stop here. We've continued to stay on top with other programs. WBZ-TV holds the #1 position in early fringe and in prime access with Evening Magazine. And we're #1 with NBC's prime time, too.***

But we think the best news is yet to come. 35 years ago it was easy to be #1. Today it's a lot harder. That's why for our 35th birthday we're renewing our commitment to be the one station to watch in New England.

WBZ-TV Boston. Represented nationally by Group W Television Sales.



*NSI, Boston Market, May 1983. Total households. **Arbitron, Boston Market, May 1983. Total households. ***NSI and Arbitron, Boston Market, May 1983. NBC weekday prime #1 in 93% of reported categories.

A broadcast advertising commentary from Dick Sharpe, executive vice president, McGavren Guild Radio, New York

The benefits of nonwired networking

McGavren Guild, a division of Interep, has national spot radio's only sales development team, headed by Erica Farber, vice president of the radio marketing division. The business development staff does not get involved with day-to-day avail selling. We have found that developmental sales and day-to-day avail calls are very different, requiring different skills.

Most advertisers today believe that radio is a viable advertising alternative to the rapidly accelerating costs of other media. When members of our five-person sales development team call on advertisers, we find strong, serious interest in our medium. But when we call on some advertising agencies, we find resistance.

Objections seldom, if ever, center solely on media values. The critics who cry, "Why isn't someone selling the value of our medium?" are missing the crucial point. Many agencies resist radio because they do not feel radio is good for their agencies.

Presidents of agencies have the same day-to-day operating problems as presidents of radio stations or presidents of rep companies. They have to make a profit. A vast majority of agencies derive most of their income from commissions on media expenditures. A good media department can justify (or crucify) any medium with research. Thus, instructions to media executives must be: "Buy the best media values you can get at the most efficient profit margin for our agency." That thinking is what separates the successful senior agency executives from the rest.

The fastest growing cost in advertising agencies today is the cost of handling and processing paperwork. Handling contracts, affidavits, billing, writing checks, all take time, and time is money in a people business. It's what they call the "back office." The back office is seen as an expense without an offsetting income.

Since little national advertising is placed without going through an agency, the agency is our direct consumer or customer. To sell more, we must understand and meet our customer's needs. No rep can sell more spot radio to advertisers and their agencies without making spot radio easier and more profitable for the agency to buy. This can be accomplished only by reducing the agency's paperwork burden of processing individual radio contracts, bills, affidavits, checks, etc.

The rep's answer to the agency's paperwork problem is the nonwired or rep network which can be bought with one contract, one bill and one complete post-analysis. The rep network is merely a rep's way of doing an agency's paperwork or a



Dick Sharpe is executive vice president, Eastern division, of McGavren Guild Radio, New York. He began his career as an account executive for Adam Young Inc. Radio. He then moved to Christal Co., serving in the same capacity. He joined McGavren Guild in 1970 as an account executive. In 1976, he was appointed regional manager, followed shortly by a promotion to vice president. He assumed his present post in 1980.

different way of distributing spot radio. A single radio order is more profitable for the agency. For example: If an agency wants to buy time in 50 cities on pure spot, the media department must call in 14 reps for presentations on about 400 stations. After several hundred individual negotiations, the agency will place about 200 orders and have to process 200 contracts, receive 200 bills, post-analyze 200 affidavits, and issue 200 checks. Compare that with the same 50-market buy placed on nonwired networks.

The same buyer can call four or five rep networks which represent the stations, which carry 75%-80% of all national spot radio in the United States, give the buying specs to the rep network salesperson and then, after negotiating with four or five salespeople, select the network or networks that most nearly meet the clients' media and marketing goals. When the decision is made, the buyer issues one contract or no more than five, and the reps do the rest of the paperwork. The cost of an average 50-market radio buy with 12 spots a week on three stations per market is about \$200,000. The agency's 15% commission on that is \$30,000. If you were an agency executive, how would you urge your media department to buy: market by market, or let the rep do the work and still collect your 15%?

By grouping radio stations into rep networks, we make radio as profitable to buy as other media and as easy to buy as wired networks.

Nonwired rep networks are good for the stations because, unlike wired networks each market can be studied and weighed in individually, based on the format and audience delivery of each station. To believe that buyers buy nonwired "by the ton" is naive. We reps must still sell the value of individual stations on each rep network. Buyers see nonwired network as spot radio that's easier to buy.

To believe that nonwired network lower the price of radio advertising is equally naive. The year 1982 was a good rep network year for McGavren Guild. Yet, our average rate per spot increased from \$63 to \$83, up 32%. Usually rep network rates are no lower than well-negotiated spot rates, and usually higher than the average commercial on a station.

We believe all radio reps should look at the entire advertising spectrum, not just radio, and try to do what is most likely to get radio a bigger piece of all advertising. Then when looking at radio, reps must do what is best for agencies and their clients to get a larger share of national radio into spot radio rather than the obvious, cheap, lower quality of delivery alternatives of wired network barter and syndication. At present, the nonwired network is the best vehicle the radio rep has to accomplish this objective. If broadcasters analyze their inventory and price out local, wired network and barter they will see how a rep's conversion of cheap radio into rep network radio will benefit the station.

Enlightened broadcasters support this approach because they know that 85% of every dollar placed through a nonwired rep network goes directly to the radio station while approximately 15% of every wired network dollar is in the form of "network compensation" to the affiliates.

When the selection of radio stations in the rep network clearly satisfies the advertisers target objective, cost is not a top priority. The stations fit the need in delivering the right audience and therefore are efficient. When the networks comprise stations that do not fit the needs of the advertisers, they are inappropriate and inefficient. Including these inappropriate stations in the lineup causes the C-P-M to climb and presents the need for cost cutting on the appropriate stations in order to compete with the targeted network. This is not the way to package radio for anyone's benefit. The results of the campaign will be best when only appropriate stations are used; and this is the best way to insure continued and increased use of radio advertising.

LORIMAR®

71

MARKETS SOLD

ROWAN & MARTIN'S LAUGH-IN

"WE'RE GOING TO SOCK IT TO THEM THIS SEPTEMBER, DICK!"

"I'LL DRINK TO THAT!"

"ONE RINGY-DINGY!"



distributed by
LORIMAR®

George Schlatter-Ed Friendly Production
Association with ROMART, Inc.

COMING THIS SEPTEMBER

In the past ten years,
computers have gotten smarter,
cameras have gotten simpler,
ovens have gotten quicker,
beer has gotten lighter,
bodies have gotten leaner,
athletes have gotten richer,
hi-fi has gotten higher,
radio has gotten stronger,
studios have gotten smaller,
towers have gotten taller,
movies have gotten longer,
cars have gotten shorter,
film has gotten faster,
outerspace has gotten closer
and blue jeans have gotten classier.

Now it's our turn.

In the past 10 years, the Premium Line from ITC has seen refinements, but no major changes. Frankly, it hasn't needed any. The Premium Line has been a dependable workhorse that's found its way into more studios than its next two competitors combined.

But we couldn't leave well enough alone. So this year, the Premium Line gives way to the Delta Series, a new generation of cartridge machines that offers you more than ten years worth of improvements.

It's mechanically better. The cart guides are improved. There's a crystal-referenced servo capstan motor with a vapor-honed non-magnetic shaft. Modular construction makes alignment and service convenient. High-speed recue is standard. And the Delta III gives you three

independently removable decks.

It's electronically better. There are new, high performance components, including NE5500 Series amplifiers. There's an exclusive ITC/3M playback head for smooth frequency response and improved signal-to-noise. We've added a toroidal power transformer with fully regulated and protected power supplies. And a digital cue tone detector controlled by a powerful microprocessor.

And it's physically better because it's smaller. The whole unit is only one-third rack width (5 $\frac{1}{2}$ "'). The enclosure is made of $\frac{1}{4}$ -inch milled or cast aluminum, for stability. And the panel inserts are made of Lexan®.

Of course, we left in all the good things that made the

Premium Line so popular. The $\frac{1}{2}$ -inch tool plate aluminum deck. Durable, high quality switches. And a solenoid-actuated, chain-and-sprocket pressure roller assembly. All backed by our famous two-year warranty on parts and factory labor, plus a 30-day guarantee of satisfaction. If, for any reason, you're not completely satisfied, you can return the unit within 30 days of purchase and we'll refund your money in full.

The good things are still there. But what you'll notice are the improvements. We think they were worth the wait.

For more information, or to place an order, call us collect from Alaska, Hawaii or Illinois, at 1-309-828-1381. From the rest of the U.S., call the following.

Toll-free number:

1-800-447-0414.

1983

1973



INTERNATIONAL TAPETRONICS CORPORATION

3M hears you...

3M

This week

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

June 13-July 25—*Global Village Video Study Center*, in conjunction with *New School of Social Research*, summer semester of video workshops. Global Village headquarters, New York. Information: (212) 966-7526.

June 17-20—*NBC-TV's* Consumer Press Tour. Century Plaza hotel, Los Angeles.

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

June 17-July 22—"Television Criticism Workshop" sponsored by *American Film Institute* in cooperation with *American University*, *Directors Guild of America*, *Sony Video Center* and *Louis B. Mayer Library*, AFI campus, Los Angeles. Information: American Film Institute, PO Box 27999, 2021 North Western Avenue,

■ Indicates new or revised listing

Los Angeles, 90027.

June 19-23—International Conference on Communications, sponsored by *Institute of Electronics Engineers and Communications Society Conference Board*. Theme: "Integrating Communication for World Progress." Sheraton-Boston hotel, Boston.

June 20—*Southern California Cable Association* meeting. Speaker: Mel Harris, president, Paramount Video. Proud Bird restaurant, Los Angeles.

June 20—*Women in Cable, Rocky Mountain chapter*, luncheon. Speaker: Barbara Feldon, former star of television series, *Get Smart*, and currently host of program on Hears/ABC cable channel, Daytime. Marriott hotel, Denver.

June 21—*Women in Cable* second annual "Cable Day," during Television Critics Association's summer consumer press tour. Beverly Hilton hotel, Los Angeles.

June 21—*Women in Cable, New York chapter*, meeting. Doral Inn, New York.

June 21-23—*Institute for Graphic Communication* engineering "workstations." Andover Inn, Andover, Mass. Information: (617) 267-9425.

June 22—*Women in Cable, New York chapter*, five-part course, "Basics of Cable Television," in conjunction with School of Visual Arts, New York. Information: (212) 679-7350.

June 22—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Jay Iselin, president, WNET(TV) New York Copacabana, New York.

June 23—*American Women in Radio & Television Washington chapter*, annual "Pass-the-Gavel" dinner National Lawyer's Club, Washington.

June 23-26—*Public Broadcasting Service and National Association of Public Television Stations'* annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—*Virginia Association of Broadcasters* annual summer convention. Cavalier, Virginia Beach.

June 23-26—*Broadcasters Promotion Association, Broadcast Designers' Association* annual seminar. Speakers include Steve Sohmer, senior vice president NBC-TV, Jack Trout, president of Trout & Ries Advertising, and Peggy Charren, president, Action for Children's Television. Fairmont hotel, New Orleans.

June 23-26—*Investigative Reporters and Editors* national conference. Downtown Sheraton, St. Louis.

June 24—Conference on refranchising cable systems upgrading systems and renegotiating cable franchise agreements, co-sponsored by *BPS Associates*, telecommunications consulting firm, and *Communications Media Center of New York Law School*, New York Law School campus, New York. Information: (212) 966-2053.

June 24-26—"Economics and the News" conference sponsored by *Foundation for American Communications* and *Gannett Foundation*, Arrowwood, Rye Brook, N.Y. Information: 1627 K Street, N.W., Washington, 20006: (202) 659-0668.

June 25—*National Academy of Television Arts and Sciences, Washington chapter*, meeting celebrating chapter's silver anniversary. Wax Museum, Washington.

Major Meetings

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

June 23-26—*Public Broadcasting Service and National Association of Public Television Stations'* annual meetings. Hyatt Regency, Arlington, Va.

June 23-26—*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*, organized by Perard Associates with MIDE and National Video Clearinghouse. Fontainebleau Hilton, Miami Beach. Information: Perard, 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. 11-12—*National Cable Television Association's* National Cable Programming Conference. Beverly Hilton, Los Angeles.

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

Jan. 28-31, 1984—*Radio Advertising Bureau's* managing sales conference. Amfac hotel, Dallas-Fort Worth Airport.

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

Feb. 9-14, 1984—*NATPE International* 21st annual conference. San Francisco Hilton and Moscone Center, San Francisco.

March 7-10, 1984—*American Association of Advertising Agencies* annual meeting. Canyon, Palm Springs, Calif. Future meeting: May 15-18, 1985, Greenbrier, White Sulphur Springs, W. Va.

April 8-12, 1984—*National Public Radio* annual conference. Hyatt Regency, Arlington, Va.

April 27-May 3, 1984—*MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

April 29-May 2, 1984—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 14-17, 1985; Dallas, April 13-16, 1986, and Dallas, April 12-15, 1987.

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

June 2-6, 1984—*American Advertising Federation* national convention. Fairmont hotel, Denver.

June 3-6, 1984—*National Cable Television Association* annual convention, Las Vegas. Future conventions: June 2-5, 1985, Las Vegas; March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

Also in June

June 26-27—Fundraising event, including 10-kilometer run, Charlie Daniels Band concert and golf and tennis tournament, for benefit of Vincent T. Lombard Cancer Research Center of Georgetown University Hospital in Washington, sponsored by *Group W Satellite Communications*. Warner Theater, Washington and Indian Springs Country Club, Silver Spring, Md.

June 26-29—*Florida Association of Broadcasters* annual convention. Boca Raton hotel and club, Boca Raton, Fla.

June 27—"Midwest Regional Hispanics in Telecommunications Symposium," sponsored by *National Association of Broadcasters' department of minority and special services*. Ferguson Theater, Columbia College of Chicago, Chicago.

June 27-29—*Videotex '83* Conference and Exhibition sponsored by *London Online Inc.* New York Hilton New York.

June 28-30—*Jerrold division of General Instrument Corp.* technical seminar. Hillside Holiday Inn, Hillside Ill.

June 29—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting. Copacabana, New York.

June 29—"Two Degrees Spacing: Issues and Implications," seminar sponsored by *Public Service Satellite Consortium*. Marriott hotel, Washington. Information: (202) 331-1960.

June 30—*Advertising Club of Greater Boston* luncheon. Speaker: ABC News *Nightline* anchor Ted Kop

Errata

Walter Wisniewski, UPI Moscow bureau manager, has not resigned, as reported in "Fates and Fortunes," May 30, but was **reassigned to UPI Warsaw bureau**, also as manager.

□

Birch Radio's new TrendAmerica report, which highlights 12-plus shares, Monday to Sunday 6 a.m. to midnight for all markets the service measures monthly, **is available only to ad agencies** and not to client stations, as reported in May 30 issue of BROADCASTING.

□

National Public Radio is planning shorter version of *NPR Playhouse* for fiscal 1984 not *NPR Plus* as reported in the June 13 BROADCASTING.

pel. Long Wharf Marriott hotel.

July

July 6—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jonathan Hayes, president, Group W Satellite Communications. Copacabana, New York.

July 6-8—*Association of Catholic Television and Radio Syndicators* annual meeting. Vallombrosa Center, Menlo Park, Calif.

July 7-10—*National Federation of Community Broadcasters* annual convention. University of California-Santa Cruz, Santa Cruz, Calif. Information: (202) 797-8911.

July 8-12—27th annual *Television Programming Conference*. Speakers include Paul Harvey, news commentator; Robert Wussler, executive vice president, Turner Broadcasting Systems, and Jay Finkelman, station manager, KTVU(TV) San Francisco. Red Carpet hotel, Milwaukee. Information: Warren Jones Jr., Secretary, TVPC, Air University Television, building 1402, Maxwell Air Force Base, Ala., 36112.

July 10-12—"Advances in High Definition Television," sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey Bay, Calif. Information: (617) 267-9425.

July 10-22—*Missouri Broadcasters Association's* 12th annual "minority broadcast workshop." School of Journalism, University of Missouri-Columbia, Columbia, Mo.

July 11-29—*Media Institute for Minorities* in cooperation with *National Association of Broadcasters'* second annual mid-summer "Institute in Broadcast Management" for ethnic minorities in broadcasting. University of Southern California, Los Angeles. Information: (213) 743-5573.

July 12—"Telemarketing workshop" for broadcasting, advertising and newspaper customers of *New York Telephone*. 1095 Avenue of the Americas, New York. Information: Bernard Cohen, (212) 395-8072.

July 13—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Robert Fountain, executive vice president, United States Satellite Broadcasting Co. Copacabana, New York.

July 13-15—*Arbitron Television Advisory Council* meeting. Quail Lodge, Carmel, Calif.

July 13-17—*Colorado Broadcasters Association* summer convention. Wildwood Inn, Snowmass Village, Colo.

July 15-16—Joint meeting of *North Carolina Cable Television Association* and *South Carolina Cable Television Association*. Hyatt hotel, Hilton Head, S.C.

July 15-16—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

July 16-18—*Louisiana Association of Broadcasters*

radio-television management session. Sheraton-Acadiana hotel. Lafayette, La.

July 17-20—*New York State Broadcasters Association* executive conference. Grossingers Convention Center, Grossingers, N.Y.

July 17-20—Fourth annual Penn State Conference for Minority Journalists, sponsored by *Penn State's School of Journalism of College of Liberal Arts*. Penn State Sheraton Inn, State College, Pa.

July 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

July 19—*Southern California Cable Association* meeting Proud Bird restaurant, Los Angeles.

July 19-20—"How to video-teleconference successfully," sponsored by *Public Service Satellite Consortium*, San Francisco. Information: (202) 331-1154.

■ **July 20**—*National Association of Broadcasters'* "SCA Day USA," video teleconference in 21 U.S. cities to discuss how broadcasters can utilize their subcarrier channels, since FCC has eliminated restrictions limiting SCA's to services of broadcast nature. Information: NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3500.

July 21-23—*Montana Cable Television Association* annual meeting. Outlaw Inn, Kalispell, Mont.

July 22-23—*Women in Cable, Rocky Mountain chapter*, personal computer seminar. University of Denver campus, Denver.

July 24-26—*California Broadcasters Association* annual membership meeting. Speakers include Senator Barry Goldwater (R-Ariz.) and Representative Al Swift (D-Wash.) on "Broadcast Deregulation—Is the Price Spectrum Fees?" Hyatt Del Monte, Monterey, Calif.

July 24-26—*Institute for Graphic Communication* conference on optical and videodisk systems. Holiday Inn, Monterey Bay, Calif.

July 25-Aug. 12—*New York University, School of Continuing Education*, summer workshop, "Cable Television and New Video Technologies." NYU campus, New York. Information: NYU School of Continuing Education, 2 University Place, Room 21, New York, 10003;

(212) 598-2371

July 27-28—*Wisconsin Broadcasters Association* annual summer meeting. Paper Valley hotel, Appleton, Wis

July 29-31—"Economic Issues Conference for West Coast Journalists," sponsored by *Foundation for American Communications* and co-sponsored by *California AP Broadcasters and AP News Executives Council*. Asilomar Conference Center, Asilomar, Calif. Information: (213) 851-7372.

July 31—Deadline for entries in 1983 World Hunger Media Awards, sponsored by singer *Kenny Rogers* and wife, *Marianne Rogers*, to "encourage, honor and reward those members of the media who have made significant contributions in bringing public attention to the critical issues of world hunger." Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

■ **July 31-Aug. 6**—*National Association of Broadcasters'* 10th sales management seminar. The Wharton School, University of Pennsylvania, Philadelphia.

August

Aug. 1—Deadline for applications for Pulliam Fellowship Award for Editorial Writers, sponsored by *Sigma Delta Chi Foundation*. Information: Pulliam Fellowship, Sigma Delta Chi Foundation, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611

Aug. 2-3—"Communications Strategy in the Year 1 A.D. (After Divestiture)," sponsored by *Yankee Group*. Plaza hotel, New York

■ **Aug. 3**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Herb Granath, president, ABC Video Enterprises. Copacabana, New York.

Aug. 3-5—*Arkansas Broadcasters Association* convention. Camelot hotel, Little Rock, Ark.

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

Aug. 7-12—World Conference on Community Radio, sponsored by *Association des Radiodiffuseurs Com-*



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Covering the Emmys? The Grammys? The Oscars? Or merely having a little tête-à-tête with the President of the United States in front of 40 million people? You'll find the world's most preferred broadcast mic is now even more suited for the occasion. Because the legendary Sony ECM 50 lavaliere mic now comes in an elegant, black satin finish.

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munautaires du Quebec (ARQQ). University of Montreal, Quebec. Information: AROQ. Case Postale 250, Succureale DeLormier, Montreal, H2H 2N6, Canada.

Aug. 9-10—"Communications Strategy in the Year 1 A.D. (After Divestiture)," seminar, sponsored by *Yankee Group*. St. Francis hotel, San Francisco.

Aug. 10-14—"CCOS '83" convention sponsored by *Community Antenna Television Association (CATA)*. The Arlington resort hotel and spa, Hot Springs, Ark. Information: CATA, 4209 N.W. 23rd, Suite 106, Oklahoma City, 73107.

■ **Aug. 14-16**—*Electronic Industries Association* "Professional Land Mobile Communications Showcase." Las Vegas Convention Center, Las Vegas.

Aug. 15—Deadline for programing entries for annual Women at Work broadcast awards. Sponsored by *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Steenland, (202) 872-1782.

Aug. 15-17—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency, Denver. Information: Cheryl Grund, 5594 South Prince Street, Littleton, Colo.; (303) 798-1274.

Aug. 15-18—*Arbitron Radio* Advisory Council meeting. Shangri-La, Afton, Okla.

Aug. 16-18—Third annual *WOSU Broadcast Engineering Conference*. Fawcett Center for Tomorrow, Ohio State University, Columbus. Information and offer of papers: John Battison, director of engineering, WOSU-AM-FM-TV, 2400 Olentangy River Road, Columbus, Ohio, 43210.

Aug. 18-21—*West Virginia Broadcasters Association* 37th annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 22-24—Fifth annual "Satellite Communications Users Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/ Sterling Institute* performance management program for

Stay Tuned

A professional's guide to the intermedia week (June 20-26)

Network television □ PBS: (check local times) *Norman Lear—The Creative Process* part 1, Sunday, 7:30-8 p.m. [to conclude 7/3]; *Kennedy Center Tonight* (encore presentation), Sunday, 10-11 p.m. [to air on consecutive Sundays]; CBS: *King Penguins: Beyond the Falklands* (wildlife special), Wednesday, 8-9 p.m.; *On the Road with Charles Kuralt**, Sunday, 8-8:30 p.m. [to air on consecutive Tuesdays 8-8:30 p.m.]; *Our Times with Bill Moyers**, Sunday, 8:30-9 p.m. [to air on consecutive Tuesdays 8-8:30 p.m.]; *The American Inquisition* (documentary on McCarthyism), Thursday, 9-10 p.m.; *Loving** (movie premiere of new daytime drama), Sunday, 9-11 p.m.; NBC: *Live Coverage of the Pope's Departure from Poland*, Thursday, 4:30 p.m.

Radio □ (check local times) CBS Radio: *Space Shuttle Challenger Re-entry*, Friday, 6:53 a.m.; *Newsmark: Earthquake: Not If But When*, Friday, 9:15-9:40 p.m.; NBC News: *Rock and Roll Rebound* (five-part series on resurgence in record sales), Monday-Friday.

Cable □ Arts: *II International Ballet Competition*, Monday, 9-11:30 p.m.; *The Cleveland Orchestra* (documentary), Thursday, 9-10 p.m.; Showtime: "Come Back to the Five and Dime, Jimmy Dean, Jimmy Dean" (1980), Wednesday, 8-10 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Unknown Chaplin*, rare film clips/biography, Tuesday, noon-2 p.m.; *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

experienced account executives. Georgetown Inn, Washington.

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

Aug. 29-31—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel and resort, Hyannis, Mass.

September

Sept. 7-9—Second annual *Great Lakes Cable Conference and Exposition*. Sponsor: Illinois-Indiana Cable TV Association. Indianapolis Convention and Exposition Center, Indianapolis. Information: Shirley Watson, 618-249-6263.

Sept. 8-10—*Southern Cable Television Association* Eastern show. Georgia World Congress Center, Atlanta.

Sept. 10—Deadline for entries in sixth Tokyo Video Festival, sponsored by *JVC Co. of Japan*. Information: JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

Sept. 11-13—*Illinois Broadcasters Association* annual convention. Abbey on Lake Geneva, Fontana, Wis.

Sept. 11-13—*New Jersey Broadcasters Association* 37th annual convention. Golden Nugget casino/hotel, Atlantic City, N.J.

Sept. 11-13—*Washington State Association of Broadcasters* fall meeting. Rosario Resort, Orcas Island, Wash.

Sept. 11-13—Western regional convention of *National Religious Broadcasters*. Los Angeles Marriott, Los Angeles.

Sept. 11-14—First International Cable and Satellite Television Exhibition and Conference (CAST '83), sponsored by England's *Society of Cable Television Engineers*, *Cable Television Association of Great Britain*, *Electronic Engineering Association* and *The Economist magazine*. National Exhibition Center, Birmingham, England. Information: 100 Gloucester Place, London, W1H3DA; telephone: 01-487-4397.

Sept. 14-16—*CBS Radio Network* affiliates board meeting. Waldorf Astoria, New York.


■ **Sept. 15**—Deadline for entries in 15th national Abe Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Cosat*, *International Telecommunications Satellite Organization*, *American Institute of Aeronautics and Astronautics*, *IEEE Communications Society*, *IEEE Aerospace and Electronic Systems Society*. Phoenix Hyatt, Phoenix, Ariz. Information: Cosat, 950 L'Enfant Plaza, S.W., Washington, 20024.

Broadcasting

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The complete guide to radio, television, cable and satellite facts and figures—\$75 (if payment with order \$65) **Billable orders** must be accompanied by business card, company letterhead or purchase order. Off press April 1983.

Name _____ Payment enclosed
 Company _____ Bill me
 Address _____ Home? Yes No
 City _____ State _____ Zip _____
 Type of Business _____ Title/Position _____
 Signature _____ Are you in cable TV operations Yes
 (required) No

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The one to read when there's time to read only one.

Buy performance!

“Wheel of Fortune” is the only new access strip with a performance record:

- ★ **NBC's Number One daytime show in 1983!**
- ★ **Higher rating and share than 9 of the 10 other network daytime game shows this year, including “Family Feud”!**
- ★ **22% share increase from January to May while competing against “Price Is Right” and “Love Boat”!**
- ★ **NBC's Number One game show for 8 consecutive years!**

That's the record of a hit. And no network daytime hit has ever failed as a first-run access show.

Buy this winner and get 39 weeks of all-new stripping (all other games give less) and only 13 weeks of repeats. It's a straight cash sale with no local time withheld.

MERV GRIFFIN PRODUCTIONS'

“Wheel of Fortune”

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Sept. 19-23—Second annual *London Multi-Media Market*. Gloucester hotel. South Kensington, England. Information: London Multi-Media Market, 17 Great Pulteney Street, London, W1R 3RG; telephone: 01-734-4765.

■ **Sept. 21**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Waldorf Astoria. New York.

■ **Sept. 21**—*Women in Cable*. Washington chapter, charity event for Capital Children's Museum in Washington. Tom Wheeler, president, National Cable Television Association, to be roasted. Shoreham hotel. Washington.

Sept. 21-23—Midwestern regional convention of *National Religious Broadcasters*. Hotel to be announced. St. Louis.

Sept. 22-23—*Institute of Electrical and Electronics Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.

Sept. 22-24—*Radio-Television News Directors Association* 38th annual international convention. Keynote speech: ABC-TV's David Brinkley. NBC News's John Chancellor to receive 1983 Paul White Award. Other speakers include Paul Harvey, ABC commentator; Bill Moyers and Charles Osgood, CBS News, and Av Westin, ABC-TV. Caesars Palace, Las Vegas.

Sept. 22-24—*American Advertising Federation* district five conference. Sheraton. Columbus, Ohio.

Sept. 23-25—*North Dakota Broadcasters Association* annual meeting. Ramada Inn, Minot, S.D.

Sept. 24-27—*International Institute of Communications* annual conference. Discussions include international policies and development; space and technology; broadcasting, and communications issues and research. Americana Aruba, Aruba. West Indies. Information: IIC, Tavistock House East, Tavistock Square, London, WC1H 9LG.

Sept. 25—35th annual *Emmy Awards*, sponsored by *Academy of Television Arts and Sciences*, telecast on NBC-TV, from Pasadena Civic Auditorium, Pasadena, Calif.

■ **Sept. 25-28**—*Broadcast Financial Management*

Association 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

Sept. 28-30—Southeastern regional convention of *National Religious Broadcasters*. Stone Mountain Inn, Atlanta.

Sept. 29-Oct. 2—*American Advertising Federation* Western region conference. Vacation Village, San Diego.

Sept. 30-Oct. 1—*Massachusetts Broadcasters Association* annual convention. Sheraton Regal, Hyannis, Mass.

Sept. 30-Oct. 1—*American Advertising Federation* district nine conference. Holidome, Topeka, Kan.

October

Oct. 2-5—*Association of National Advertisers* annual meeting. Homestead, Hot Springs, Va.

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

Oct. 6-8—*Women in Cable* national conference. "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

Oct. 8-11—*Texas Association of Broadcasters* fall convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Hotel to be announced, Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference. "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.



Phone etiquette

EDITOR: I have always been a fervent supporter of the press, and the verdict in the *60 Minutes* case is probably in society's best interest. However, I take strong exception to Dan Rather's assertion that failure to return his phone calls is in itself evidence of guilt. On the contrary, refusing to speak with reporters and producers of *60 Minutes* may be the only means an innocent person has to protect himself from the lies, intimidation and stacked-deck editing techniques *60 Minutes* uses in order to get a story. Reporters should be unrestrained, crafty and aggressive in their pursuit of truth (or half-truth, in the case of *60 Minutes*), but no one is obligated to return their phone calls.—Peter Coorrad, Redlands, Calif.

Study status

EDITOR: Your editorial, "Top Secret," June 6 needs clarification as to the potential adverse impact of the commission's action in docket 80-90, the so-called FM drop-in proceeding, and the administrative procedures followed by the agency in arriving at its decision.

The editorial states that interference considerations were not resolved to industry's satisfaction and that the commission's "secret studies" should have been released. As for the so-called "secret studies," they do not exist. The commission's engineering staff, in analyzing the proposals contained in 80-90, simply expanded on the very studies it referenced in the notice. These were no more than allotment studies to determine where additional facilities might be located at the least "cost" to existing stations and service. In other words, the staff merely evaluated in greater detail the impact of the proposals contained in the notice. This course of action is normal in any rulemaking proceeding conducted by the commission.

The staff analysis or allotment studies in 80-90 were released on the same day the commission voted to amend its rules. Their validity can now be checked by the industry and if the commission's engineering staff erred, the commission can reconsider its decision.—Richard Shibben, associate general counsel, FCC, Washington.

Editor's note: The editorial made no reference to "secret studies," it merely noted, accurately, that the National Association of Broadcasters requested access to the staff analysis of engineering data and was turned down.

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TOP OF THE WEEK

NAB board wrestles with inter- and intra-industry problems

Association hears federation plan from NBC's Kenney, encouraging words from Dingell; TV, radio dereg resolutions differ; Schmidt wins chairmanship

The joint board of directors of the National Association of Broadcasters went to Washington last week to see with their own eyes what all the fuss has been about during the past month or so. By the time they left town Friday afternoon they had seen and heard it all.

In the process, they made news on their own. Not the least involved the election of new officers to head the radio and TV boards and the joint board itself, a process that keeps the NAB halls alive with conversation, speculation and politicking. Results in the two contested races were surprisingly close, with Gert H.W. Schmidt, senior vice president for broadcasting and entertainment of Harte-Hanks Communications, winning the joint board chairmanship by a 22-19 vote over Kitty Broman of Springfield Television. Ted T. Snider of KARN(AM)-KKYK(FM) Little Rock, Ark., won the radio board vice chairmanship, defeating Walter E. May of WPKE(AM)-WDHR(FM) Pikeville, Ky., by a 17-14 vote after the third candidate, Charles Jones of WSRZ(FM) Sarasota, Fla., pulled out at the last moment.

The other winners, in uncontested races: Jerry Holley, vice president-broadcasting for Stauffer Communications Inc., was elected chairman of the TV board; William F. Turner of KCAU-TV Sioux City, Iowa, was named TV vice chairman, and Martin F. Beck of Beck-Ross Communications was reelected radio board chairman.

Turning from internal to outside political considerations, both the radio and television boards passed resolutions regarding the ongoing deregulation effort being made by the NAB and others on Capitol Hill. Hopes that the two boards could be brought together in the common cause finally faded at week's end. The issue dividing them: quantification of program standards, which the NAB has said it would consider for television but not for radio. The radio board was adamant in holding to that course; the television board—while making clear its dislike for the idea—thought the association should remain more flexible until actual proposals emerge.

In the final meeting Friday morning, an idea was advanced that might have mooted that dispute. The proposal would have the NAB restructured along federation lines, with separate radio and TV arms functioning

under an umbrella headquarters organization. The proposal was made by Peter B. Kenney, retiring Washington vice president for NBC who has been an NAB board member for 22 years.

Kenney's presentation came in the form of a farewell address. In mulling over the "pros and cons" of establishing a new structure for the NAB, Kenney said, "I have come to the conviction that NAB's effectiveness is hampered—both for radio and television—by an outdated organizational structure." He suggested that NAB "must have separate operating divisions, each responsible for doing a full-service job for its members and its branch of the industry." More specifically, Kenney recommended two distinct lobbying

efforts.

"Certainly a strong umbrella organization is appropriate, but radio and television should have their own operating divisions, to tailor-make positions and services to the needs of each. There should always be an NAB parent. The conventions should be joint efforts. The board meetings should continue together. But radio and television can deal with their respective government problems more effectively as separate divisions with separate and distinct lobbying efforts.

"The idea that the two groups should be combined to deal with Congress is not true—in fact, I can point to cases where the reverse was true. Radio should not have been delayed in obtaining deregulation legislation because of television, and television should not be subjected to restrictions resulting from an imbalance on a 46-member joint board.

"Other separations may follow, but in many instances, staff services could be pooled. For example, the law department could serve both divisions, providing service to two clients, as is done in many industry organizations, including those in the broadcast and publications fields. In time, other NAB units might be added to the two basic ones I've just mentioned. But the end result would eliminate the 'amorphous blob' references. It would sharpen the positions of each leg of the NAB structure, and provide a better public image and a more streamlined, clearer level of performance," Kenney said.

Explaining that for years he was a strong advocate of a single, integrated-system organization ("I remember spending countless hours arguing with the late Sol Taishoff [editor-in-chief of BROADCASTING] against his view favoring a federation with separate radio and television divisions"), Kenney said that "developments in the real world in recent years have created a gnawing doubt in my own mind about the soundness of my long-held judgment on this subject.

"Basic changes in our industry itself demand this. Television grew out of radio, and for awhile common management of the two media was typical. Industry interests and concerns were common to radio and television, and NAB board members shared these common interests. Today, the radio and TV boards are completely different in makeup, interest and outlook.

"New media for program distribution and information processing affect radio and television quite differently. The television world



Leadership. This is the NAB's new executive committee, pictured outside the headquarters building on Friday. L to r: (seated) Jerry Holley, TV board chairman; Gert Schmidt, joint board chairman; Marty Beck, radio board chairman; (standing) Ted Snider, radio vice chairman; Tom Bolger, continuing as former board chairman; Eddie Fritts, NAB president; Bill Turner, TV vice chairman, and Eugene Cowen of ABC, network representative.



Packwood praise. "I am proud of you," said Senator Bob Packwood (R-Ore.) to members of the NAB's TV and radio boards. Packwood was referring to the NAB's legislative push in the House. In April the senator told the broadcasters at their annual convention that they "couldn't lobby their way out of a paper bag in the House." Last week he praised their aggressive thrust and said: "You can lobby your way out of a paper bag in the House."

has its own complexities and many of its problems are far outside the interests and concerns of radio broadcasters. And the reverse is equally true.

"There are some common elements—sales and audience goals are essentially the same, and all broadcasters are concerned about undue government interference—even though that area is beginning to affect radio differently from television. Yet the means of developing these two media and of dealing with these issues are sharply different and in some ways, conflicting."

The NBC executive said he was aware that change would not come easily. He suggested that the board create a task force to explore the concept and report back at the January meeting. "I urge you to face the upcoming years by asking yourselves whether the NAB, in its present form, is best organized and equipped to deal with futures. If you have doubts, I hope you will analyze this question impersonally and thoughtfully, and take action. And do it yourselves, through *this* board. Don't leave it for someone else to handle. If you do that, you would have lost your opportunity to make an important contribution," Kenney said.

Response to the proposal was mixed. Television board members on the whole felt there was merit to the proposal and thought it should be further explored. Some radio board members agreed. Other radio members, however, expressed satisfaction with the current structure. Whatever they felt, the boards took no immediate action on the Kenney proposal.

Even though radio and TV board members strove to maintain a united front in the NAB's drive for deregulation, the lines of distinction between their legislative approaches could not be erased. This is how their final resolutions came out:

Television's version: "The television

board strongly believes that passage of broadcast deregulation legislation has never been more appropriate and justified. The board vigorously supports S. 55, H.R. 2382 and H.R. 2386. While the board believes that the concept of quantification of the public interest standard is contrary to First Amendment principles, the board expressed its desire to work with Congress to achieve broadcast deregulation legislation acceptable to the industry."

The TV board's resolution, said one member, took into consideration the concerns of major station group owners, who two weeks ago joined in forming a caucus (BROADCASTING, June 13). According to one TV board member much of last week's discussion was devoted to considering the concerns of group operators. (Even the radio board went on record in stating interest in responding to the caucus). The caucus, which was established to give the group owners an identifiable voice in Washington, feel their point of view is underrepresented despite the NAB's presence there. They have stated strong reservations about quantification and some even feel that television would be better off not getting mixed up in the deregulatory scheme at all. Others, however, do want to press forward—but cautiously.

The TV board wants to leave all its options open in pursuing regulatory relief, said one member. "The resolution shows our willingness to work with Congress," said another.

Radio's version: "The radio board urgently believes that passage of broadcast deregulation legislation has never been more appropriate and justified. The board vigorously supports H.R. 2382 and H.R. 2386. The radio board believes that the concept of quantification of the public interest standard is contrary to First Amendment principles

and is, therefore, unacceptable for radio. It expresses its desire to work with Congress to achieve broadcast deregulation legislation in the best interests of the American public and the broadcasting industry," the resolution said.

The essential difference, of course, is that one resolution admits to the possibility of quantification while the other does not.

Both resolutions were devised to guide the NAB staff in its efforts to achieve broadcast deregulation legislation and send a clear message to the Congress—and particularly to members of the House Telecommunications Subcommittee—that NAB remains interested in achieving regulatory relief, but within limits.

There was some concern that the resolutions might be characterized as sending crossed signals. Additionally, radio's resolution may be interpreted by Congress as showing an "unwillingness" to compromise. NAB members had been repeatedly told by legislators to remain "flexible" in their negotiations with Congress. There was some fear among TV members that the radio resolution could botch deregulation for the entire industry.

But board leadership thought otherwise. Newly elected Joint Board Chairman Schmidt and Radio Board Chairman Beck stated the need for separate resolutions. Television, explained Schmidt, doesn't want any quantification, but in the interest of obtaining fair deregulation legislation, is willing to discussion quantification and keep an open mind. Radio broadcasters, on the other hand, Beck said, feel that quantification for them is a step backward after already obtaining deregulatory relief through the FCC and in the courts.

According to NAB President Eddie Fritts the resolutions reflect the same stand NAB has taken since it began last month discussing deregulation legislation. He views the resolutions as reaffirming the direction the staff has already taken. "Our members are pleased the NAB has been active," Fritts said. "There has been genuine concern about the direction deregulation has taken but the board is confident that NAB will seek the best deal we can get. The players on the Hill know our position and encouraged us to continue to participate," Fritts said.

Despite their differences, board members wanted to continue to pursue one deregulatory package; there were few requests for separate legislation. "At this time," explained one TV board member, "we feel it is in the best interest of the association to pursue the legislation jointly."

Any disquiet among board members about the NAB's chances to gain deregulation may have been calmed by the encouraging news they heard from a string of congressional and FCC spokesmen. But perhaps the most encouraging news concerned a force who did not appear in person. Last Thursday afternoon Fritts met with House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who restated his commitment to moving broadcast deregulation forward. It is Dingell's committee from which the final version of a bill will emerge, and without his backing it would be

virtually impossible to get a bill passed in the House. Dingell, explained Fritts, encouraged the association to continue to participate in the process. Fritts quoted Dingell as saying of the NAB that it "had dealt fairly, dealt on top of the table and had kept its word."

Key House Telecommunications Subcommittee members committed to working with NAB on their legislative initiatives addressed the broadcasters throughout the week. Congressmen Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Thomas Luken (D-Ohio) spoke to a joint session of the television and radio boards. They reviewed what had happened with the initial thrust for deregulation in the House Energy and Commerce Committee in which the three congressmen played a lead role, and urged the group to continue enlisting the support of committee members for deregulation legislation.

Tauke, Tauzin and Luken have all introduced their own deregulation legislation. The Tauke-Tauzin bill, H.R. 2382, deregulates radio and TV, and Luken's bill, H.R. 2386, is identical to the Senate deregulation bill, S. 55, minus the cost-of-regulation fee. The legislators have initiated their own drive to keep collecting more co-sponsors for their bills; at present Tauke-Tauzin has 125 co-sponsors. Their goal is to receive a majority of the House, or 218 co-sponsors. In addition they will work through the subcommittee to achieve a deregulatory package.

None of the legislators denied the broadcasters faced risk in their pursuit for deregulation. Most recently television broadcasters have stated their concerns about the dangers of quantification. And TV broadcasters fear that in exchange for broadcast deregulation they will be bound to some form of EEO requirements. The legislators agreed that the bill, which comes out of the subcommittee, may be unacceptable to the industry. However, they remain confident that a more acceptable package can be reached in the full Energy and Commerce Committee.

Tauke told BROADCASTING that the "real key is to get the legislation before the full committee. As long as the process keeps moving we have an opportunity to change some things." There are some who doubt that a bill will emerge from the subcommittee. Tauke, however, is convinced that a bill will come out. "We have a commitment and I am convinced that commitment will be upheld," he said—even though, he admitted, it would probably not be a bill "I could wholeheartedly endorse."

There was further evidence that the subcommittee was eager to move on deregulation legislation. The subcommittee met last week to set its own legislative priorities. After a brief discussion, it was decided that achieving some form of telephone legislation was at the top of the list, with broadcast deregulation next and cable legislation last.

Congressman Al Swift (D-Wash.) talked with the NAB's TV board about quantification of a public interest standard. Swift's bill, H.R. 2370, includes a provision to quantify a public interest standard for radio and television and will likely serve as the framework for any legislation passed by the committee. Swift, whose presentation was

considered "candid" by board members, also urged the group to keep an open mind during the process. He noted that there are risks involved in making the trade for deregulation.

Swift also emphasized that Dingell's support is key to achieving any regulatory relief. He urged the group not to "walk away from the table."

On the topic of quantification, Swift noted that the bill coming from the subcommittee may likely be weighed down with amendments broadcasters would find difficult to accept. He reminded them that there are no "certainties" but urged them to still stick with the process. Swift apparently is prodding the subcommittee to start working on those issues in the bill that go beyond quantification. The subcommittee is waiting for data from the FCC and NAB to use in arriving at a quantification standard.

Despite recent reports of dissatisfaction with NAB's staff ("Closed Circuit," June 13), the boards passed a resolution stating their strong backing of staff. "The joint board of the National Association of Broadcasters, realizing that these are difficult, volatile and changing times, appreciates the direction in recent months taken by the NAB staff and wholeheartedly lends its support to the staff in the pursuit of improving the industry for all broadcasters," the resolution said.

Despite their separate bent toward achieving deregulation, the boards arrived at some conclusions jointly. Both radio and television boards went on record supporting liberalization of the FCC's rules limiting ownership to seven AM, seven FM and seven television stations. There were some members, however, who had a different view although the final vote on the issue was unanimous. Small market radio and television owners during the separate TV and radio board meetings spoke against relaxation of the rules.

The issue of minority representation on the boards was a hot topic. A resolution drafted by the bylaws committee which recommends that the association and NAB staff work toward encouraging women and mi-

norities to run for the board was endorsed, but not wholeheartedly. Instead, the boards are asking the task force to look at the issue further.

Other business for the radio board included a discussion of past squabbles with the National Radio Broadcasters Association. Board members, explained Beck, want "peace, not war."

The board's election process also was in the spotlight. Some new radio board members had expressed concern about voting for new board officers during the June meeting when they first come on the boards. Instead, they felt that perhaps the process should wait until the January meeting when new board members had more time to become familiar with the candidates. They arrived at another solution: inviting all candidates for board offices to the new board members orientation meeting in June.

The controversy surrounding NAB's TV trends study appeared to be temporarily laid to rest. The TV board discussed the handling of the study which has caused such an uproar. According to several members, after discussing the matter with staff, they felt assured that a similar situation would not arise again in the future. The board plans to review the study when its final version is complete and proceed from there.

In other action the boards voted:

- To increase the per diem of board members to \$100 from the present \$75 a day.
- To reimburse executive committee members for hotel, transportation and taxi expenses for attendance at the executive committee meetings. The reimbursement, said NAB executive vice president and general manager, John Summers, would result in a \$25,000 increase in the budget.
- To accept several bylaws changes including a redefinition of broadcasting and networks.

A number of board members expressed satisfaction with their week's work. Both radio and TV members felt that there was a "fair and open exchange of ideas." A TV board member called it "one of the best meetings I've seen in a long time." □



Hill allies. The NAB staff was not alone in recounting the steps that led up to its deregulatory push in the House. Instead board members heard from the key congressional players in the legislative maneuvering that has occurred in past months. Standing (l-r): NAB President Eddie Fritts, Representatives Tom Tauke (R-Iowa), Billy Tauzin (D-La.) and Thomas Luken (D-Ohio).



Downbeat NCTA convention uplifted by S. 66 vote

While those in equipment and program booths say traffic is down and crowds less enthusiastic than in past, passage of deregulation bill gave them something to cheer about

The action, for the most part, was elsewhere last week, but the shouting took place in Houston. What shouting there was, that is.

Going on in Houston was the 32d annual convention of the National Cable Television Association, which attracted about 1,600 delegates, exhibitors and journalists to the city—and then scattered them across its sprawling landscape.

Going on in Washington was the key Senate debate on S. 66, which provided the good news to shout about. The so-called cable deregulation bill passed last Tuesday by a vote of 87 to 9 (see story, page 36).

Aside from self-congratulations in the wake of the Senate vote and the pyrotechnics—actual and verbal—of the opening session (see story, page 47), the convention was about as quiet as a convention can get. The only other real news was the announcement of The Sports Network, a service that will only affect cable systems in a few regions of the country (see story, page 36), and of the merger of Hearst/ABC's Daytime and Viacom's Cable Health Network, which provided further evidence of the troubled state of the cable programming business (see story, page 37).

At least part of the convention's subdued tone was a reflection of the cable operators' increasing interest in the less glamorous aspects of their business. Instead of talking about lucrative new sources or revenues, cable operators were searching for ways of squeezing more revenues out of the old sources through marketing and management. Even S. 66 was talked about in terms of how it would help cable operators turn a profit in major markets where, all concede, cable is a tenuous business.

The malaise permeated the 200,000-square-foot software and hardware exhibition. By Monday afternoon, it had gone flat. Something—perhaps the difficult logistics of the convention, the declining interest among cable operators in hardware or the distraction of the cable bill in Washington—had taken the sizzle out of the show.

Nonetheless, a number of the some 375 exhibitors introduced important new products and services. On the hardware side of the high-tech bazaar, new addressable converters and wideband (up to 550 mhz) low-distortion distribution equipment was attracting most of the attention. On the software side, it was several minor programming services.

The convention logistics seem to have played the biggest role in keeping the crowds and enthusiasm down. That the Astrohall, the convention site, was far from most of the hotels and restaurants, said Ron Harris, promotion manager, CBN Cable Network, tended to divide cable operators into two groups—the morning crowd and the afternoon crowd. Once the morning people left for lunch, he explained, they didn't come back. The afternoon contingent, he said, simply waited until it ate lunch before coming to the show, he said. And neither group was content to linger on the exhibit floor, he added. CBN still saw a lot of cable operators (it signed 40 affiliate agreements during the show), Harris said, but "the energy was not as high as it was at last year's NCTA" in Las Vegas.

The lack of energy on the hardware side was attributed by some to the fact that construction peaked in 1982 and that cable operators are no longer buying as they once were. Ray Pawley, director of marketing, Harris Satellite Communications Division, said that 112,000 miles of plant were built in 1982 and that the number would shrink to 90,000 miles in 1983 and 60,000 miles by 1986.

The Senate's debate and passage of the cable deregulation bill (S. 66) on Tuesday delighted the cable operators on the scene, but may have put a damper on the exhibition by shifting thoughts from Houston to Washington. There was nothing on the floor—hardware or software—that could compete with S. 66 for the attention of the cable operators.

Back for a second time at a major cable trade show and also promising cable operators an economic way of adding channels to their systems was Comband, General Electric's system for squeezing two television signals into one conventional TV channel. According to a GE press release, the Comband system has been "refined" since its debut at the Western Cable Show last November, but GE representatives in the booth admit they have since adopted an entirely new approach. Instead of frequency division multiplexing (FDM), the new system uses time division multiplexing (TDM) to compress two signals into one channel. According to Ronald M. Polomsky, manager-bandwidth compression, cable products, the TDM approach doesn't degrade picture quality as much as the the FDM technique did. The technology switch will have little effect on the cost of installing the system, he said. Comband will still provide an economic alternative to increasing the channel capacity of existing systems, he said. GE hopes to transform its system into a product by late 1985 or early 1986.

The hardware manufacturers took another step forward in distribution technology at the show. Manufacturers introduced sophisticated "redundant," "superhybrid" and "feed-forward" trunk amplifiers with greater gain and less distortion, attributes that permit longer trunk lines and the transmission of 70 to 82 channels on a single cable. The new amplifiers are more expensive to buy and operate, but may be a cost-effective alternative to mini-hubs or microwave links in sys-

em design.

Jerrold had a complete line of 82-channel equipment at the show based on its new 50 mhz redundant X1500 trunk amplifier. United Cable TV Corp. announced that it has purchased the 82-channel system for an installation later this year. Meanwhile, Jerrold bought into feed-forward technology. It announced that it had reached an agreement in principal to purchase Century II Electronics, a Brea, Calif.-based manufacturer of feed-forward amplifiers. The terms of the deal, which is expected to be closed later this month, were not disclosed.

Texscan displayed a series of amplifiers—conventional, superhybrid and feed-forward—that could be used in systems with channel bandwidths ranging from 270 mhz to 500 mhz (70 channels). Magnavox introduced its "Power Doubling" amplifiers for use in 440 mhz (58 channels) systems.

The addressable converter market heated up with the debut of a number of new products. Jerrold introduced Starcom V, an 82-channel addressable baseband descrambler to go with its 550 mhz distribution equipment, and a new addressable controller, the AH-4, to operate the Starcom V boxes. To keep up with the new distribution technology, Zenith introduced a 500 mhz version of its popular baseband Z-Tac descramblers. Icom showed for the first time its new 5505 Plus baseband descrambler and complementary addressable controller, the ACS 000.

Magnavox bucked the trend toward baseband descrambling with the introduction of a new RF scrambling system, Magna 6400. According to Magnavox, its "encryptic encoding" technique is a vast improvement

over other sync suppression systems. It cannot be easily copied or defeated by "jumpers" and it has a dynamic and random decoding method, Magnavox said.

For those cable operators who prefer to keep their boxes beyond the reach of subscribers, C-Cor demonstrated its off-premise addressable Seat system. The decrambler itself is strung outside the home, with the subscriber having access only to a keypad and power pack.

It was a relatively quiet marketplace for programming at this year's NCTA convention. It was an exhibition that brought forth only a few new services and some announcements of change at existing networks.

HBO and Showtime, cable's largest pay TV services, concentrated on affiliate and public relations, making no major announcements but staging some of the convention's most elaborate entertainment. For HBO and Cinemax, it was an evening of dancing at Houston's famous Galleria shopping plaza, along with a reception for singer Dolly Parton and a screening of the new movie "Superman III." For Showtime, it was a party, said to have attracted 3,000 conventioners, at the Texas nightclub, Gilley's.

New services at the convention included Country Music Television (CMTV), a 24-hour-a-day advertiser-supported video music network that launched quietly in March and currently reaches 1.5 million cable homes.

Another 24-hour-a-day video music channel that surfaced for the first time at the convention, this one not slated to go on the air until October, was Solarvision, a Dallas-based network programed with a broadly-based contemporary format that mixes hit music with crossover R&B, dance music, reggae, light jazz and adult contemporary

songs.

Programming changes announced at the convention included the planned debut of stereo sports broadcasts at Entertainment and Sports Programming Network and an entirely new lineup for Hearst/ABC's Daytime network. Twelve new half-hour series, targeting working women, will center on four basic themes: parenting, contemporary women, better living and current ideas, according to Hearst/ABC programming vice president Mary Alice Dwyer-Dobbin. There will also be six new magazine programs targeted to homemakers: *The Frugal Gourmet*, *Hi-Tech Cookology*, *Beauty for Always*, *It's Your Money*, *Ellie's Eye View* and *Reflections*. Daytime is moving ahead with plans for those shows, according to a spokesman, despite the planned merger of the network with the Cable Health Network (see story, page 37).

Black Entertainment Television and the Playboy Channel each announced plans for new video music programs. BET's *Video Soul*, to begin airing Mondays, Wednesdays and Fridays from 9 to 11 p.m. NYT.

Hot Rocks, Playboy Channel's new entry, will feature 60 minutes of video clips in a program produced by Bassco Productions. It is set for debut in July. The Disney Channel announced three new series scheduled to debut this fall: *Coming On!*, an hour-long show that will focus on up-and-coming entertainers from college campuses around the country; *Five Mile Creek*, a one-hour adventure series to be produced on location on the Australian frontier and which will center on life there in the 1860's, and the *Edison Twins*, a half-hour series which follows the adventures of a brother and sister whose avid interest in science helps them solve mysteries.



Cable's best. The NCTA honored "outstanding contributions to the cable industry through hard work, creativity and foresight" with the presentation of its National Awards during a dinner dance program at the Houston convention last Wednesday evening. From left: The association's top honor, the Larry Boggs award, went to John Malone, TeleCommunications Inc. (I), shown with NCTA President Tom Wheeler. Kathryn Creech, vice president of affiliate relations for ABC/Hearst Video Services, who was just picked to be president of the new Consortium for Cable Information (see page 8), was given the Idell Kaiz award from NCTA chairman John Saeman. The Jerry Greene award for "outstanding young leader" was presented to James Heyworth, depu-

ty vice president-video. Time Inc. RCA American Communications' Andrew Inglis got the Robert H. Beisswenger Memorial award.

Other awards handed out went to: Victor F. Tarbuton, Century III Electronics (engineering development); James Chiddix, American Television & Communications (engineering operations); Bryan Blow, Ajo TV Service Co. (outstanding committee chairman); Orlando E. Brillante, ATC (Walter Kaiz award for state association leadership).

NCTA President's awards for "extraordinary services rendered to the association" went to: Martin Lafferty, Group W Cable; Trygve Myhren, ATC; Robert Wussler, Turner Broadcasting System, and June Travis, ATC.

S. 66 wins big in the Senate

Cable bill passes virtually untouched; House may be another matter with Wirth at the reins

National Cable Television Association President Thomas Wheeler had said "muscle politics" would determine whether the cable deregulation bill (S.66)—the measure designed to create a national policy for regulation of the industry under which cable believes it can prosper—would pass the Senate. In the final analysis, it was brains as well as brawn that did the trick, as backers of the bill on Tuesday savored an impressive victory over the forces of the mighty AT&T.

The final vote was 87-9. But the issue was more closely fought than that. Indeed, as the Senate debate got under way on Monday afternoon, there were some NCTA officials who privately were expressing concern about the outcome. But the final victory was assured on Tuesday morning, when AT&T supporters failed, 55-44, to secure passage of an amendment offered by Senator James Abdnor (R-S.D.) that would have subjected to state regulation cable services competitive with those offered by local telephone companies under tariff. And backers of the bill, as it emerged from the Commerce Committee, were determined to protect cable systems from the hobbles of such local regulation.

The issue became a cause for senators from states with rural areas. Abdnor contended the bill would permit cable systems to skim the cream off the data transmission business, thus forcing telephone companies to rely on increased telephone rates to maintain profits. Senator Robert Packwood (R-Ore.), chairman of the Senate Commerce Committee and floor manager of the bill, ridiculed the argument. He said that of cable television's \$4.6 billion revenues this year less than 0.003%—under \$3 million—is for data transmission. He said he hoped that would put an end to the argument that the Abdnor amendment would make a difference in local rates. He also said the allegation was another effort by AT&T to shift elsewhere the responsibility for increases in local telephone rates. "If I were AT&T," he said, "I'd do the same thing." As written, the amendment would have applied to the services—burglar alarms and electronic mail, among them—that telephone companies provide.

NCTA President Thomas Wheeler, who with representatives of several MSO's left the association's convention in Houston to fly to Washington to monitor the vote in the Senate, said, "We are extremely pleased, and we are very grateful to Senators Goldwater and Packwood. Barry Goldwater [R-Ariz.], chairman of the Senate Communications Subcommittee, introduced the bill and helped Packwood defend it on the floor. Under their leadership," Wheeler said, "cable was able to defeat the two gutting amendments—the AT&T amendment offered by Abdnor and one proposed by Senator Lloyd Bentsen [D-Tex.] to grandfather all existing franchise agreements."

Essentially, the bill creates a national framework for regulation of cable by local authorities—and sharply limits the kind of regulation those authorities may impose. The bill, a successor to one that passed the Senate but died in the House in the last Congress, is in large part the product of a compromise between NCTA, worried about what it says is the variety and cost of local regulation, and the National League of Cities, whose members want to retain some control over franchising and to increase revenues from the systems operating within their borders. The bill writes into law the present 5% maximum that the FCC allows franchising authorities to impose on a system's annual revenues. It affords systems substantial assurance their franchises will be renewed if they abide by the terms of their contract. And it permits cable fees to rise automatically in line with increases in the cost of living.

The NLC's support does not mean local political forces are in agreement on the bill.



Readying for next round

Several major cities actively opposed it, and a day after the Senate vote, the U.S. Conference on Mayors, meeting in Denver, unanimously adopted a resolution criticizing the bill.

NCTA lobbyists worked hard for passage of the bill, and AT&T marshalled its forces in behalf of Abdnor's amendment. But the principal backers of the bill—Packwood and Goldwater—appeared to have assured victory with the acceptance of amendments that not only eliminated some obstacles to passage but, reportedly, secured new supporters.

For instance, Senator Frank Lautenberg (D-N.J.), one of only two dissenters when the Commerce Committee reported the bill favorably, became a backer when the committee agreed to a number of changes he had urged to deal with what he saw as the needs of heavily cabled states like New Jersey. One amendment would impose rate regulation on systems in areas where more than 80% of the households are cable subscribers, unless there is proof of good off-air reception. Another amendment he requested would permit franchising authorities to require cable systems to set aside channels for use by the public, educators or the government (BROADCASTING, June 13). And to avoid a referral of the bill to the Senate Judiciary Committee, which was concerned about possible anticompetitive aspects of the bill, Packwood and Goldwater agreed to delete a provision prohibiting franchise authorities from considering competing applications

when a cable system's franchise was up for renewal.

The Commerce Committee also included an amendment to meet the complaint of AT&T and other telephone companies that cable systems were being given an unfair advantage in being allowed to offer, free of regulation, the services that telephone companies can offer only under state regulation. The amendment provides for the deregulation of all data transmission services, including those of telephone companies, when the services are effectively competitive—a condition the states would determine.

But the amendment did not mollify AT&T. Pic Wagner, a spokesman for the company, said it was a "milk sop." By tim all services are deregulated, he said, "thos allowed in will have all the gravy. What left? Besides, there are no standards for determining what's competitive."

AT&T has another front on which to fight. The bill goes to the House, and Wagner said AT&T will express its "concerns" there, as he noted, "Mr. Wheeler will." But going in at least, Wheeler is expected to have a more receptive audience than will AT&T. The House Telecommunications Subcommittee has begun holding hearings preparatory to writing a companion measure to S.66, an Subcommittee Chairman Timothy Wirth (D-Colo.) made it clear in his speech to the National Cable Television Association convention last week that the telephone company's arguments that cable systems' data transmission services should be regulated do not belong in the debate regarding cable deregulation (see page 52). Both Packwood and Wirth are preparing legislation to deal with the problem of rising local telephone rates.

But Wirth also indicated proponents of cable deregulation would have a more difficult fight in the House than in the Senate. In the Senate, Packwood was in firm control. Only those amendments he was prepared to accept were approved. One was another offered by Abdnor. It consisted of a statement of policy that "all providers of telecommunications service share in the obligation of providing universal service." That noncontroversial expression of sentiment was approved unanimously, 97-0.

Other amendments approved were designed to accommodate the needs of particular states. One, introduced by Senator Pet Wilson (R-Calif.), exempts California from provisions of the bill that are similar to those in the state's cable legislation. Another, offered by Senator Arlen Specter (R-Pa.), includes under the bill any franchise agreement for which requests for proposals were issued on or before Sept. 30, 1982. The purpose is to solve a problem for Philadelphia which is struggling to bring cable to the city. Other amendments were dealt with less generously. Bentsen's proposal to grandfather all provisions of existing franchise agreements was rejected, 79-19, after Goldwater said adoption would have the effect of "gutting" the bill. And Senator Alan J. Dixon (D-Ill.) met with overwhelming defeat on two amendments he introduced—one to de

lete the automatic rate increase provided for in the bill and one to shift from the community to the cable operator the burden of proof in a franchise-renewal proceeding. The first was defeated, 72-26, and the second was tabled by a vote of 82-16. He was barred from introducing a third amendment—one making clear the authority of local governments to impose equal employment opportunity and minority interest requirements on cable systems—when Goldwater objected that it had not been included in the agreement as to what amendments would be considered on Tuesday.

So now it's on to the House of Representatives, where the opposing forces will, as Wheeler puts it, "regroup" for another battle. What is at stake for the cable industry? Wheeler prefers to answer in terms of the public, but the implications for the industry are clear. Enactment of the bill, he said, "will encourage operators to expand their services. The cap on hidden taxes, allowing rates to follow marketplace conditions, the expectation of renewal if a good job is done—those work for the expansion of the cable industry to provide service to the consumer." □

Daytime + CHN: joining together to stay afloat

**Two services, both ailing
in terms of ad support, will
merge into one 24-hour channel**

Hearst/ABC's Daytime and Viacom International's Cable Health Network, both basic cable services that have been troubled by a lack of advertiser support in their first year in operation, are likely to merge, if the boards of directors of their parent companies approve a proposal announced last Tuesday (June 14). At the same time, plans are underway for programming changes at Arts, ABC/Hearst's other basic cable network, which next fall will be targeted to a slightly broader audience.

Under the proposed merger, Daytime, which broadcasts programming targeted to women from 1 to 9 p.m., five days a week, would be combined in a single service with the 24-hour-a-day fare of the Cable Health Network, offered seven days a week. The new network would be owned by a joint venture, Hearst/ABC-Viacom Entertainment (HAVES) which would be half owned by ABC/Hearst Video Services and half owned by Viacom International Inc. It would operate 24 hours a day, seven days a week on an advertiser-supported basis and be transmitted via Satcom III-R.

Details about what the new network would look like and who would be running it were scarce last week. ABC Video Enterprises President Herb Granath, who is a member of a three-person transition team named to oversee the merger, said Wednesday that "no decision had been made," except that the team, which meets for the first time this week, intends to move quickly. Other members of the transition team are Raymond E. Joslin, president, Hearst Cable Communications and co-chairman with Granath of Hearst/ABC Video Services, and Jules Haimovitz, vice president, Viacom International Inc.

Prompting the merger was a continued flow of red ink from both networks, according to Granath. Daytime's penetration of cable homes, at nearly 10 million, was not large enough to attract sufficient advertiser support to permit the network to buy the programming it wanted, he said. Combined with CHN's base of 11.5 homes, the proposed new network is expected to reach

more than 16 million homes by the end of 1983. The two services had considerable overlap in their subscriber bases.

Reaction to the proposed merger appears to be generally positive. Barry Kaplan, an analyst at A.G. Becker Inc., called it "a very good move" that will permit reductions in programming and personnel costs while creating a basic cable network on the way to attaining "that critical mass" of subscribers needed to attract advertisers. Critical mass has been described as 20 million subscribers, although A.C. Nielsen begins to measure cable services once they have attracted 12.5 million cable homes.

CHN has one of the highest rates of subscriber satisfaction of all basic cable networks, according to Kaplan. That, plus the fact that its programming should blend well with that of Daytime, bodes well for the proposed new network, he said.

Changes under way at Arts, which broadcasts cultural programming from 9 p.m. to midnight daily, are not meant to turn the network into a mass appeal service by any means, according to Curtis Davis, programming vice president. "We want to expand beyond the hard-core aficionados" of cultural programming to attract the "casual, more eclectic, drop-in audience that is willing to try us on for size," he said.

To do that, Arts will not offer the "splashy entertainment specials you'd find elsewhere on the dial," said Curtis, but it "may return to a modest amount of on-camera hosting, such as it had in its early days, to offer viewers information about what they are watching and personal profiles of performers." There may also be a greater use of well-known stars who tend to attract first-time viewers. According to Curtis, a recent segment of its *First Edition* literary series that starred actor and poet Leonard Nimoy drew an unusually large response from viewers.

Granath confirmed that ABC/Hearst is talking to owners of the now-defunct Entertainment Channel about acquiring some of its programming. Prices for cultural programming have declined considerably since the demise of that service and CBS Cable, according to both Granath and Davis, allowing Arts to get more mileage out of its annual programming budget of approximately \$3 million. □

Showtime/Movie Channel marking time

Disappointed partners in the proposed joint venture that would combine the second and third largest pay cable services—Showtime and The Movie Channel—into an operation presumably better able than either to compete with the industry leader, Home Box Office, last week put their plans on hold, as they pondered the Justice Department's announcement that it would sue to block the merger as anticompetitive (BROADCASTING, June 13). The only clear word from the partners was that they intend to meet "shortly" with Justice officials on the matter.

The plan was to merge Showtime, owned by Viacom International Inc., and The Movie Channel, owned by Warner Communications Inc./American Express, into a company that would be backed by three major Hollywood production companies—MCAs Universal City Studios Inc., Gulf + Western's Paramount Pictures Corp., and Warner Bros. Inc., owned by Warner Communications Inc. It was that combination of vertical and horizontal mergers that officials of Justice's antitrust division said would, if consummated, facilitate anticompetitive activity.

The parties disagreed. They issued a joint statement asserting that "since the inception of this venture, our desire has been to increase competition, not restrict it. We continue to believe the proposed transaction is procompetitive." They said they will meet with Justice "shortly." "Pending such discussions," the parties' statement said, "we do not intend to implement the transactions."

At least one of the parties seemed prepared to go on as before the merger plans were formulated, if necessary. Ralph M. Baruch, chairman and chief executive of Viacom, issued a statement terming Justice's announcement concerning the proposed merger as "regrettable" but adding: "Showtime—the nation's second largest pay television satellite network—is solidly profitable and successful in its own right. It has a promising future and a leadership position in the expanding and increasingly profitable pay television universe." The Movie Channel, which had been operating at a loss, has been showing a slight profit since the third quarter of 1982.

The proposal that has failed to win Justice's approval was described when it was announced in January as the recipe for strengthening Showtime and The Movie Channel in their competition with Time Inc.'s HBO and its co-owned service, Cinemax. HBO serves some 12.5 million subscribers, 60% of the nation's pay cable market, on 5,000 cable systems. Showtime serves more than four million subscribers on 2,400 systems and The Movie Channel, 2.4 million subscribers on 2,600 systems.

There was little hard information last week concerning the parties' next move. However, their statements indicated they do not intend to fight Justice in court. That leaves the options of abandoning the merger deal entirely or restructuring it. Ac-

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ording to one report, the parties are considering removing one of the movie companies from the package, or one of the pay services, possibly The Movie Channel.

It was not clear from the antitrust division analysis that either action would eliminate the government's concern. The companies had contended that their proposed operation would be part of a large and diverse market of television program services and, as a result, would not be as much of an anticompetitive threat as it might be otherwise. The parties may also have been counting on the fact that the antitrust division, under Baxter, had not moved against vertical mergers. But, a department attorney said Baxter "is concerned about vertical mergers that facilitate horizontal collusion, and here we have three of the major production companies in one joint venture facilitating collusion."

Indeed, the department saw the danger of entry into the market being reduced at two levels of the movie distribution chain as a result of possible collusion among the parties. Wayne D. (Dale) Collins, acting deputy assistant attorney general in charge of antitrust, said the proposal presented the danger of reducing competition in the licensing of motion pictures to the pay services, as well as in the sale of programming by those services—two of only three in the business—to cable systems. "We were concerned about the competitive effects at both levels," he said. Thus, he said, "the vertical arrangement between the parties in the joint venture played a substantial role" in the department's decision to try to block the merger.

That action inevitably raises the question of whether Justice will also move against the proposed merger—Tristar—in which HBO is involved with CBS Inc. and Coca-Cola's Columbia Pictures Inc. The aim is to establish a \$400-million movie studio to produce films for theatrical distribution as well as for pay and broadcast television. The antitrust division has been looking into the proposal. Department lawyers say no inferences regarding the outcome of that inquiry should be drawn from the decision regarding Showtime and The Movie Channel. "These are two separate investigations," Collins said. "Each one is being analyzed on its own merits. The structures are different." In fact, one private attorney not involved in either matter said the HBO-CBS-Columbia Pictures proposal could be defended as being pro-competitive, in that it would "put a new player in the field."

HBO has been seeing the antitrust laws work for it. Two and a half years before Justice said it would sue to block the Showtime-Movie Channel combination, it won a U.S. district order blocking the start of Premiere, the joint venture of four movie companies and Getty Oil that was to provide, by satellite, a premium movie channel to the nation's cable systems (BROADCASTING, Jan. 5, 1981). The court agreed Justice could probably prove at trial the parties in the Premiere venture were guilty of anti-competitive conduct. And when Justice, urged on by movie companies, investigated HBO for possible violations of the antitrust laws, it found no reason to sue. □

Crile suspended by CBS over taping

Producer of Westmoreland documentary disciplined for recording interviews without participants' knowledge

George Crile, producer of the Vietnam war documentary that is the focus of General William Westmoreland's \$120-million libel suit against CBS, was placed on "indefinite suspension from editorial responsibilities" last week for taping telephone interviews with former Defense Secretary Robert S. McNamara and others without their authorization.

CBS News representatives said such tapings, although not illegal in New York, where they occurred, were contrary to CBS News policy unless approved in advance by the CBS News president or his designee. In this case, they said, approval was neither sought nor given. CBS News had previously acknowledged several other violations of its guidelines in the production of the documentary, *The Uncounted Enemy: A Vietnam Deception*.

In its statement disclosing producer Crile's suspension, CBS News also said it had "apologized to a number of individuals" whose interviews Crile had taped without their knowledge or consent. The statement said Crile "informed CBS News management for the first time" after locating two missing tapes last weekend.

Crile has been working on a documentary about the conflict in Nicaragua. Though suspended from this or any other editorial assignment, he remains on the payroll.

CBS News President Van Gordon Sauter said he remained confident. "In no way," he said "does this development diminish our faith in the broadcast, the defense of our position in the lawsuit or the firm belief that we will prevail in the courts."

Victor Kovner, one of Crile's attorneys, said that "we are very disappointed at CBS News management's overreaction to what is really a commonplace practice.

Crile's suspension capped a week in which lawyers on both sides exchanged charges of concealing important evidence.

Dan M. Burt, Westmoreland's attorney, said in a letter to U.S. District Judge Pierre N. Leval that CBS had made and destroyed several audio tapes, among them a surreptitiously taped off-the-record interview with McNamara. David Boies, one of the outside attorneys for CBS, flatly denied improper concealment, destruction of tapes and taping of any in-person interview, and called Burt's accusation a "smokescreen" to hide "the fact that [Westmoreland's attorney] are concealing documents from us." In letters to Judge Leval, Boies formally responded to Burt's charges and called upon the court to compel Burt to turn over documents regarding estimates of enemy troop strength in Vietnam in 1967-68.

Though its statement did not identify the individuals to whom CBS News apologized for the unauthorized tapings, clear clues were provided by Crile in an affidavit sub-

mitted to Judge Leval last Wednesday through Crile's co-counsel, Kovner. Crile said in the affidavit that "it is not my usual practice to tape telephone conversations" but that in preparing the Vietnam documentary he had taped telephone conversations with McNamara, former Supreme Court Justice Arthur Goldberg, former Under Secretary of State George Ball, General Matthew Ridgeway, former military intelligence officers Russell Cooley and Bernard Gatozzi and General Winant Sidle.

Crile said that, in his telephone conversation with McNamara, he reviewed "the findings of our investigation to date," and that McNamara agreed to an in-person interview on an off-the-record basis.

"I did not secretly record my in-person interview with Mr. McNamara, nor have I ever secretly recorded any in-person interview in connection with any work at CBS News," Crile asserted.

Later, he said, he recorded phone conversations with Goldberg, Ball and Ridgeway on the same cassette following the end of the McNamara telephone conversation, and kept the tape in his desk along with other tapes. Meanwhile, he said, he was also working on another assignment and using tapes from his desk—including an interview with a single witness that used 38 cassettes, which he kept "at home in a trunk with other materials which do not relate directly to any current projects at CBS."

It was in that trunk, Crile said, that he discovered a weekend ago "a tape containing part of the conversation with McNamara, and the conversations with Ball, Ridgeway and Goldberg." And at his office, "in a space behind one drawer," he found the General Sidle interview tape. Until then, he said, he had thought the tapes had been lost or reused because he hadn't found them in earlier searches. He said he instituted the latest search at the urging of his attorneys, who told him that Burt, Westmoreland's attorney, had said "a witness was prepared to testify that the [McNamara] tape was kept in the lower left drawer of my office desk."

"Mr. Burt did not say how the witness came to know the contents of my desk," Crile added.

He said he was turning over the newly found tapes to Westmoreland's lawyers "on the condition that they continue to honor the confidentiality commitment already extended by counsel with respect to similar material."

In his letter, Burt told Leval that CBS lawyers had denied the existence of a McNamara tape until June 10, when Burt sought a deposition from Crile's secretary about tape recordings made while the documentary was in preparation. Kovner denied this, telling Leval that one of his associates advised one of Burt's associates "months ago" that some tapes, including the McNamara tape, had apparently been lost or reused before Westmoreland filed suit.

The case is in pre-trial proceedings in Leval's court in New York. Trial has been set to start next March 1. □

A Salute ⁶⁷ to the First ⁵⁰ Harris AM Stereo Stations

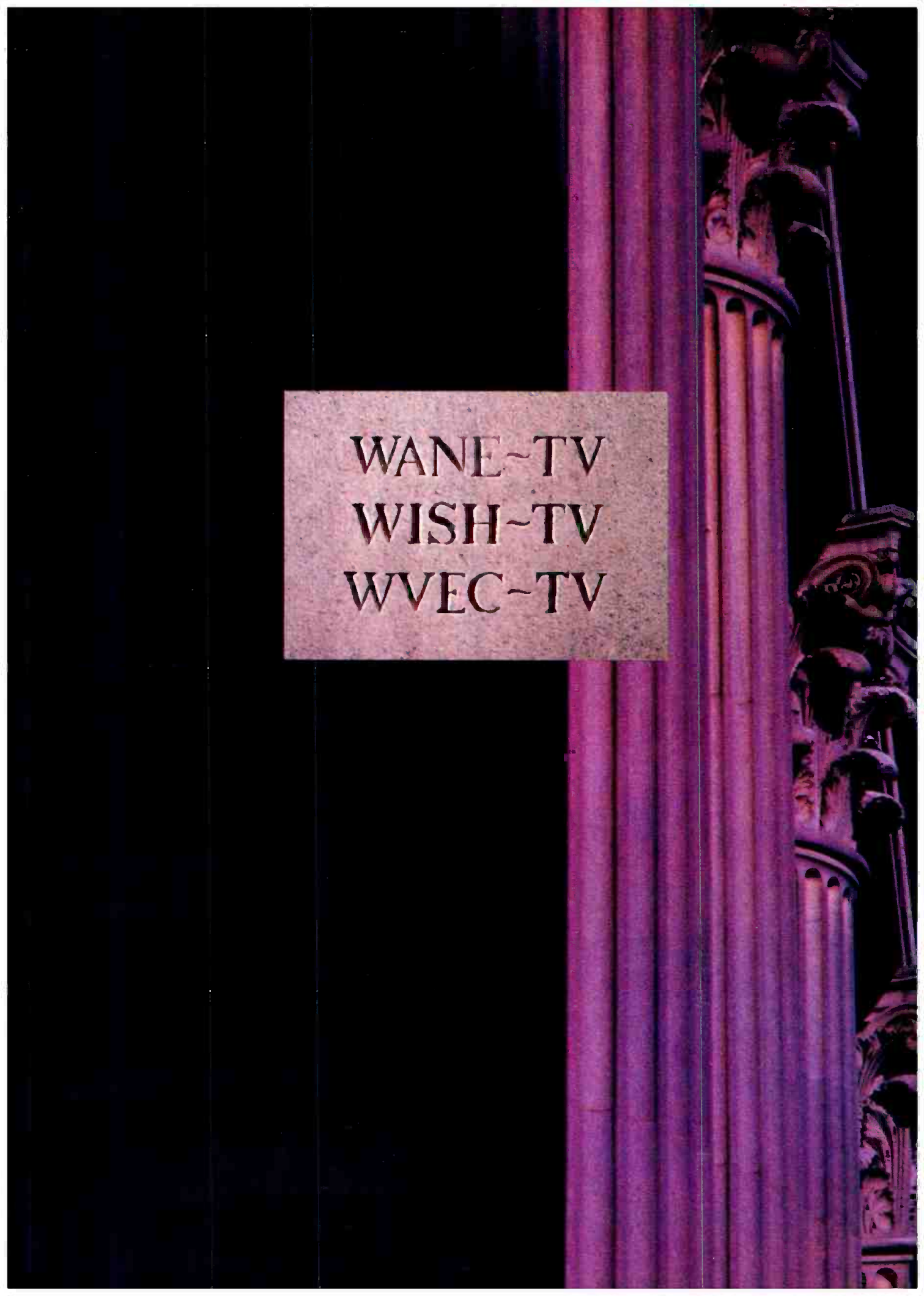
We at Harris are proud to salute the more than 65 quality conscious stations around the country and worldwide which have already received their Harris AM stereo transmission equipment. Quality AM stereo is an on-the-air reality today for broadcasters from coast to coast. With

more Harris AM stereo stations coming on the air every day, the linear system is quickly becoming the industry standard. Our hats are off to the first 67 and we welcome you to join this distinguished family of AM stereo broadcasters.

| | | | |
|-------------|-----------------------------|-------------|---------------------------|
| WQXI | Atlanta, Georgia | WCUZ | Grand Rapids, Michigan |
| WESC | Greenville, South Carolina | WISE | Asheville, North Carolina |
| WNOE | New Orleans, Louisiana | WXOR | Florence, Alabama |
| KROW | Reno, Nevada | KTAM | Bryan, Texas |
| CKLW | Windsor, Ontario (Detroit) | KJR | Seattle, Washington |
| WGAR | Cleveland, Ohio | WHIN | Gallatin, Tennessee |
| KFI | Los Angeles, California | KXLF | Butte, Montana |
| WGEM | Quincy, Illinois | KOGA | Ogallala, Nebraska |
| WSM | Nashville, Tennessee | KPRE | Paris, Texas |
| WSB | Atlanta, Georgia | WBRN | Big Rapids, Michigan |
| WCOL | Columbus, Ohio | WHAS | Louisville, Kentucky |
| WLS | Chicago, Illinois | KJJR | Whitefish, Montana |
| WGN | Chicago, Illinois | WPAD | Paducah, Kentucky |
| WSOC | Charlotte, North Carolina | KRBC | Abilene, Texas |
| WING | Dayton, Ohio | KNOW | Austin, Texas |
| KFRE | Fresno, California | 6IX | Australia |
| WBCO | Bucyrus, Ohio | 3AK | Australia |
| WOOF | Dothan, Alabama | WCKB | Dunn, North Carolina |
| KLRA | Little Rock, Arkansas | KLOU | Lake Charles, Louisiana |
| WHIZ | Zanesville, Ohio | KAIR | Tucson, Arizona |
| KIML | Gillette, Wyoming | KSO | Des Moines, Iowa |
| KOMO | Seattle, Washington | KOGO | San Diego, California |
| WGAY | Washington, DC | 5AD | Australia |
| WSIC | Statesville, North Carolina | 4BK | Australia |
| WGKA | Atlanta, Georgia | 2KO | Australia |
| WJMW | Athens, Alabama | 2UE | Australia |
| KHOW | Denver, Colorado | 2SM | Australia |
| WPLB | Greenville, Michigan | 4BH | Australia |
| KYMN | Northfield, Minnesota | 3XY | Australia |
| KOCY | Oklahoma City, Oklahoma | (2) | Australia |
| KYST | Houston, Texas | BCNZ | New Zealand |
| WRPQ | Baraboo, Wisconsin | | Radio New Zealand |
| KDAY | Los Angeles, California | | Radio Mundo Brazil |

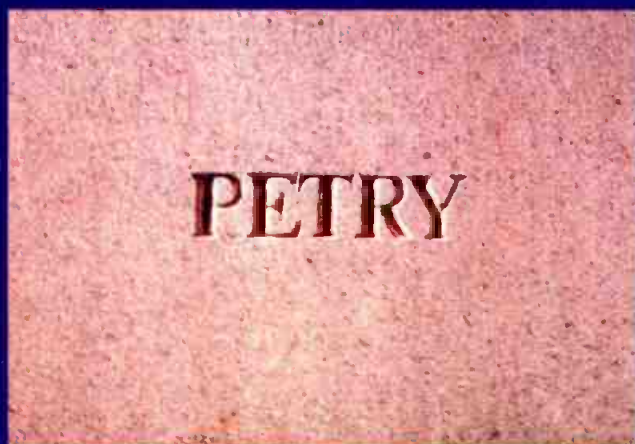


HARRIS



WANE-TV
WISH-TV
WVEC-TV

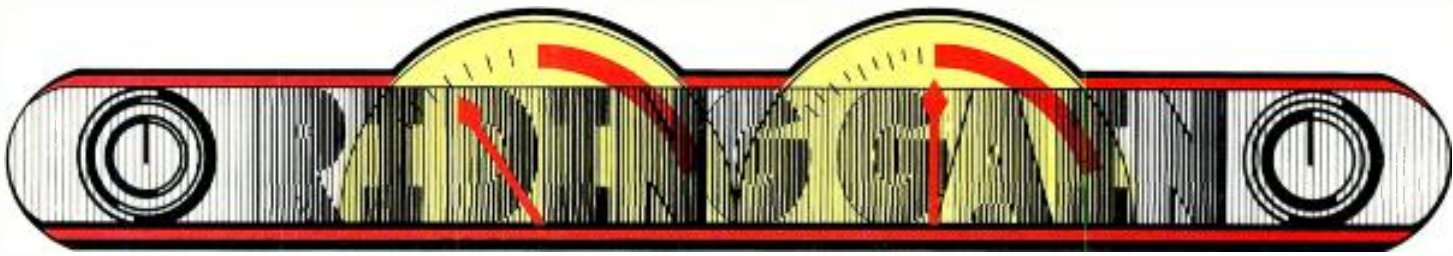
A Classic Connection



**Petry Television is now
the National Representative for
WANE-TV 15, CBS, Ft. Wayne
WISH-TV 8, CBS, Indianapolis
WVEC-TV 13, ABC, Norfolk
All Corinthian Broadcasting
Corp. Stations...as solid a
trio of stations as the classic
structure symbolizes.**

PETRY

The Original Station Representative



Ads, promos, etc.

Radio station promotion managers and directors attending the Broadcasters Promotion Association convention this week may find a recent survey by Torbet Radio, New York, of particular interest. The survey, based on a detailed questionnaire sent to more than 500 radio station managers, zeroes in on their advertising and promotion practices.

Based on returns, Torbet said, only 48% employ a specific person for advertising promotion. Approximately 71% of these employees are women with an average age of 32. The survey shows that 34% earn from \$15,000 to \$20,000 annually; 20%, \$10,000 to \$15,000, and 14% \$30,000 or more.

An ironic note: the stations without an advertising director tended to spend more on advertising in 1982 than those with such a director on staff (\$38,882 versus \$22,280). Television stations, it was said, garnered 52% of the advertising budget, followed by outdoor advertising, 22%; newspapers, 15%; transit ads, 5% and 3% each into magazines and direct mail.

Torbet reported that 87% of the stations traded with other advertising media. In 57% of the cases, the general manager negotiated the agreement and in 12%, the sales

manager. The survey revealed that 88% of the stations attempted to obtain media coverage and 63% replied that their local newspapers do cover radio news.

The survey was the third completed this year by Torbet Radio. Others scheduled for the remainder of the year will deal with syndication, representatives and national sales, and news.

RNA gathering

The Radio Network Association is coordinating a meeting between major network executives and marketing officials of Gillette scheduled to take place within a month. The association is slowly embarking on a campaign promoting the network radio's viability as an advertising medium for both advertisers and ad agencies. The upcoming meeting will mark the second time in as many months that network radio executives will gather for a presentation. The first time was at J. Walter Thompson U.S.A., when agency officials were given an update on the medium by representatives of the different networks as part of JWT's "alternative to network television" seminars (BROADCASTING, June 6). The campaign is expected to be supplemented by print advertising.

Low inflation

Radio is "fairly priced," according to a recent McGavren Guild Radio study which surveyed about 50 media buyers across the United States. "As a matter of fact, 75% [of those buyers] believed radio was priced about right while another 10% believed it was underpriced," said Ellen Hulleberg, executive vice president, marketing, for McGavren Guild Radio, in a message sent to the firm's client stations. "In an analysis done on cost trends for all media by major agencies, radio always shows the smallest increases—even with some of the highest gains in audience. . . . Broadcasters' pricing policies do not show much confidence in radio," she said.

Music notes

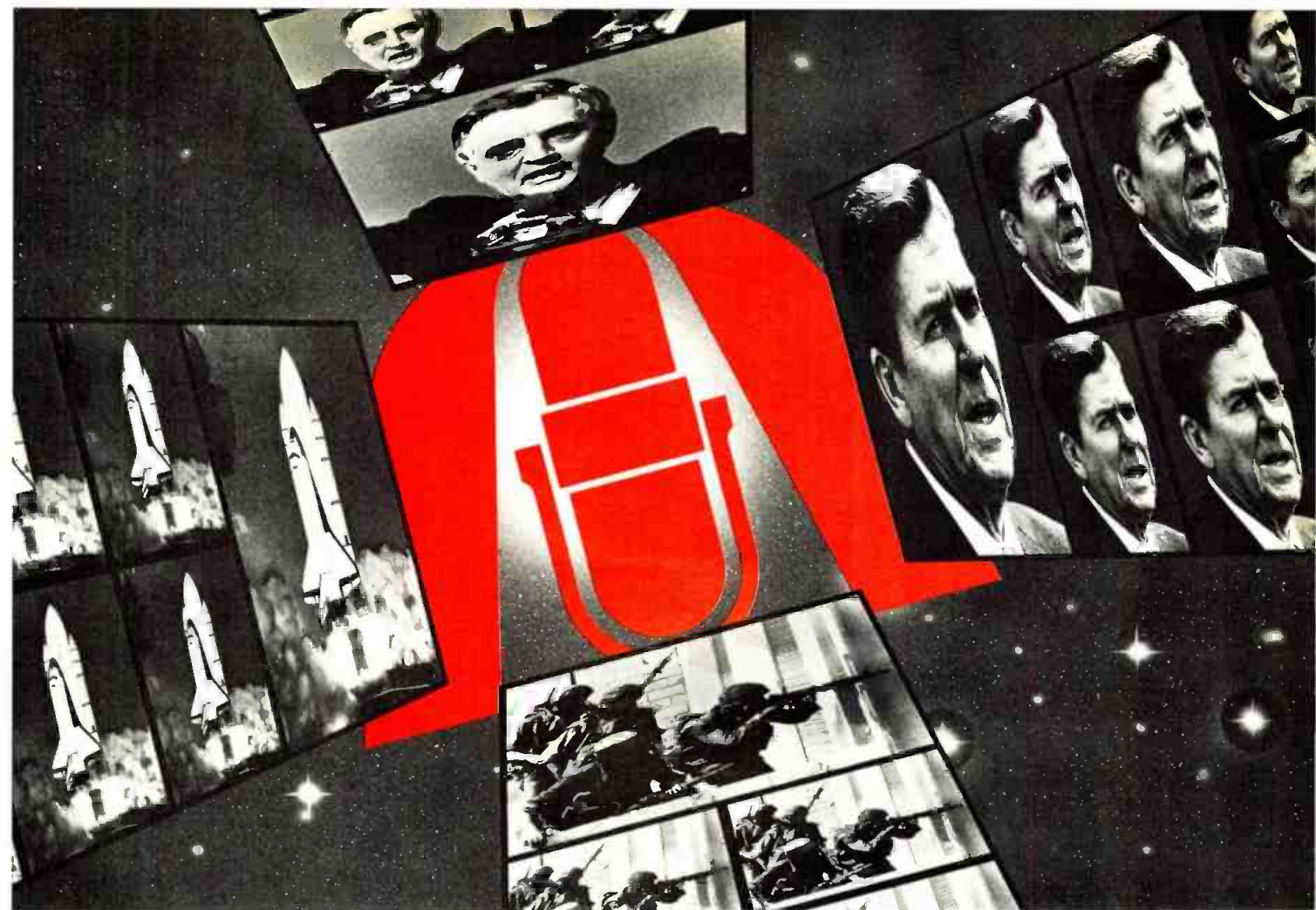
Westwood One is making available to radio stations the audio portion of the upcoming Home Box Office broadcast, *Billy Joel: A Television First*, set for July 24 at 8 p.m. The event marks the sixth time the Culver City, Calif.-based radio producer and syndicator has joined forces with HBO for a national radio/TV simulcast. Westwood One President Norm Pattiz says the company also has plans to simulcast a Kenny Rogers performance with HBO in August and a Styx (rock band) concert with Warner Amex's Music Television in October.

In another development, the company has set Labor Day weekend for the debut of a 12-hour *US Festival* radio special, featuring the performances and interviews from more than 400 hours of material taped during the Memorial Day weekend rock concert near San Bernardino, Calif. Performers include Van Halen, The Pretenders, Stevie Nicks, Stray Cats, Missing Persons and Men At Work. Westwood One has exclusive radio broadcast rights to the event (BROADCASTING, May 9).

AM stereo suggestion

The FCC's decision more than a year ago to leave to the marketplace the selection of an AM stereo system has failed, according to the National Black Media Coalition. And, in a petition for rulemaking last week, NBMC suggested that the commission use a lottery to pick an appropriate system from those now in competition. Although NBMC said the lottery mechanism Congress authorized the deal with low-power television and other services, subject to mutually exclusive license applications, was not explicitly intended for selecting technical systems, it said that nothing precludes the FCC from using such lottery procedures wherever they would bring greater service to the public expeditiously. "All the commission needs

Final touch. Putting the final touches on CBS's *Top 30 USA*, a three-hour weekly adult contemporary "count-up" program set to debut over RadioRadio on July 8, are (l-r): John Parikhal, vice president of Joint Communications, the Toronto-based research firm that conducted focus group studies for *Top 30*; executive producer Robert VanDerheyden, and Robert Kipperman, vice president and general manager, RadioRadio. The show will be hosted by one time Los Angeles radio personality, M.G. Kelly.



Which radio network offers more news simultaneously than any other?

Mutual is the only radio network that offers unprecedented news flexibility through multicasting. With our exclusive satellite multicasting capabilities, Mutual can offer the news in whatever form fits your station's needs.

First, our feeds include three regularly scheduled newscasts per hour, available in both long and short form. Second, scheduled news events can be broadcast live or taped and edited for later airing. Third, on fast breaking news, Mutual now gives you the options of: continuous coverage from start to finish, regularly scheduled updates while it's happening or regularly scheduled news programming.

Mutual does all this simultaneously

without interrupting regularly scheduled programs such as sports and entertainment on other satellite channels.

Mutual's satellite multicasting capabilities allow us to cover stories wherever they happen - instantly. Another way Mutual fulfills its commitment to bring its affiliates in-depth, balanced and comprehensive news coverage. For unprecedented news flexibility through satellite multicasting, the answer is Mutual.

**The answer
is Mutual**



MUTUAL BROADCASTING SYSTEM

to do is place five marbles into a hat and have Mr. [Bill] Tricarico [FCC secretary], draw one out. We respectfully urge the commission to authorize him to do so promptly."

Spanish stereo

KLAT(AM) Houston has become the first Spanish language formatted station in the country to broadcast in AM stereo, according to station general manager, Ricardo Castillo. The station, which programs Mexican ranchero music (country and western), switched to the Kahn AM stereo system on June 15. KLAT(AM) broadcasts at 5 kw daytime, 1 kw at night and is owned by the Spanish Broadcasting Corp.

Arts expansion

Mutual Broadcasting is looking to expand its fine arts programming. Last October the network launched a 13-week series of broadcasts of The National Symphony Orchestra from Washington. Mutual President Martin Rubenstein told BROADCASTING that he is conducting talks with a number of performing groups in order to develop an "ongoing" series of fine arts programs. Advertiser support for the National Symphony includes M&M/Mars.

Co-op consultation

The Radio Advertising Bureau is forming a new retail and co-op committee to review the association's strategy for developing additional retail radio dollars. The chairman of the committee will be H. Wayne Hudson, president of Plough Broadcasting.

Syndicate syndication

The Syndicate, an Oakland, Calif.-based radio program producer and distributor, has begun marketing a new 24-hour album-oriented country format geared primarily for new FM stations in small and medium markets. Developed by Sound Idea Productions of Berkeley, Calif., the format is targeting the young adult market. The price is \$500 per month for a basic music service which includes some local adaptation by one announcer and \$200 extra per month for each of up to four additional announcers. The Syndicate is located at 1404 Franklin St., Suite 521, Oakland, Calif. 94612.

No complaint

The FCC has declined to review a staff action denying a personal attack complaint by Eulogio Cardona y Beltran against WFBA(AM) San Sebastian, Puerto Rico. In his complaint, Beltran alleged that the president and principal stockholder of the station had accused him of stealing money from a San Sebastian softball team. In its reply, WFBA said its discussion of the "financial accountability" of various sport franchises did not constitute a controversial issue of public importance, and had not specifically referred to Beltran. In affirming the Mass Media Bureau, the FCC noted that for the personal



Classic celebration. Classical formatted WCRB(FM) Boston celebrated its 35th anniversary on the air with a gala performance by the Boston Pops at the town's Symphony Hall June 11. Pictured above (l-r): Lynn Nathanson, director of public relations, WCRB(FM); John Williams, conductor of the Boston Pops; Ted Jones, station president, and Dave MacNeill, station manager.

attack rule to be applicable, the attack must be made during a discussion of a controversial issue of public importance. Beltran had not demonstrated that the discussion was controversial and of public importance, the commission decided.

Free ads

Through the Kwikiee Radio Broadcast System of Multi-Ad Services based in Peoria, Ill., radio stations soon will be able to receive free retail commercials, both the sound (on disk) and prepared scripts, from manufac-

turers such as Kawasaki, Volkswagen, Pontiac and Wrangler. The distribution service is based on the company's 25-year-old Kwikiee Illustration System used for newspaper advertising. According to a spokesperson, this system will enable the sales department of a station to establish or close a deal with an advertiser "with no concern about the mailing and delivery of the ad product." The company will accept 4,000 radio station clients on a first come, first served, contract basis beginning this summer; distribution will start in October. Contact: Jeff Eberlein or Steve Ganz, P.O. Box 786, Peoria, Ill., 61652, (800) 322-3941.



Headliners. Among the creative talent and advertising executives on hand for last week's ANA/RAB radio workshop day were (l-r): Dick Orkin, president, Dick Orkin Creative Services Inc.; Robert Kelly, Kelly, Zahndt & Kelly; the comedy team of Jerry Stiller and Anne Meara, and Shirley Browne, director of advertising and public relations for United Van Lines. Stiller and Meara are the spokespersons for the current United campaign (see story, page 71).

MOTOROLA AM STEREO NOW!



On the air! It's being broadcast now, from stations all across the country. More next week. More after that.

Receivers being designed now! GM-Delco is aboard now! At least 50 other manufacturers are testing now!

Act now! If you're stereo ready, you can be on your way to broadcast Motorola AM Stereo now!

For price and specifications, call Dick Harasek at (312) 576-2879 or Chris Payne at (202) 862-1549.



MOTOROLA AM STEREO. THE WINNING SYSTEM.



WHEN THE COMMUNICATIONS INDUSTRY NEEDS FINANCING, THEY COMMUNICATE WITH SOCIETY BANK.

Companies in the communications industry find us easy to talk to. Because at Ohio based Society Bank, we've been providing communication-related companies with financial guidance and support for more than 40 years.

When your station needs financing, we hear you.

When radio and television station owners need funds for acquisitions, construction, or equipment purchases, they turn to Society Bank. For more than four decades, Society has provided capital and loans for stations from coast-to-coast.

We keep cable systems in the picture.

The cable industry and other non-traditional delivery

systems are growing faster than ever. And

Society is helping these companies keep pace with that growth.

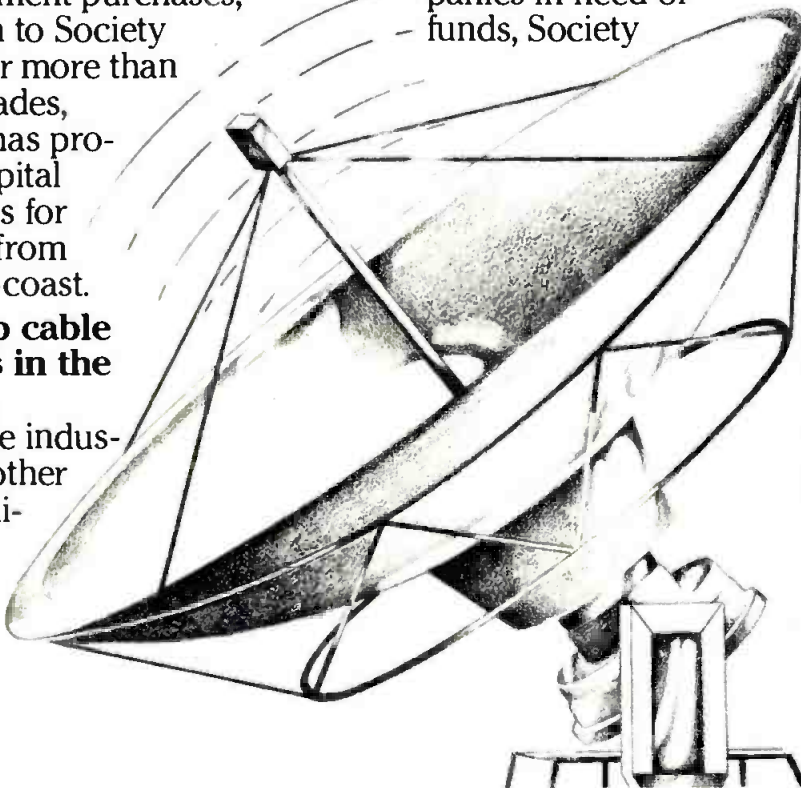
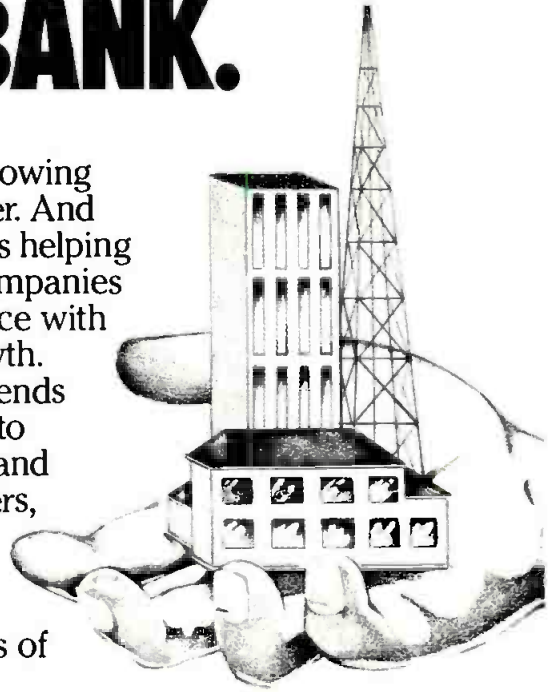
From headends and wiring to computers and transponders, Society is helping to build the companies of the future.

We're investing in your industry's future.

For communications companies in need of funds, Society

can make equity contributions or investments. And financing can be arranged to meet your company's cash flow and capital needs.

At Society Bank, we're doing everything we can to provide your industry with the financial products and services it needs. So if you're looking for a bank that can customize a financial plan for your business, talk to us. No matter how you communicate, we speak your language. For more information, or an appointment, call Kevan Fight in Cleveland at (216) 622-8613.

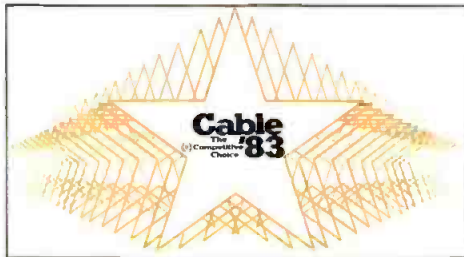


Society
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Rifkin (top) and Leland



The convention starts with a bang, literally



Saeman (top) and Wheeler

Fireworks, music and video open NCTA's annual gathering; Wheeler fills in details of S. 66 progress, along with others spells out need for industry to deal with competition

It was an opening session for the senses. The NCTA annual convention began last Monday (June 13) to the music of a live band and singers on raised platforms. Slides and videotape displayed up and down the sides of the hexagon-shaped center room of Houston's Astrodome, and fireworks—indoors—from which members of the audience could actually feel the heat.

And firing them up was just the point: Conventioneers were urged to mount an aggressive marketing campaign to teach the public the difference between cable television and the "video Johnny-come-latelies," as NCTA President Thomas Wheeler termed services such as STV, MDS, DBS and SMATV. "But whatever the letters," Wheeler said, "they all spell the same word, competition." And that was the key word of the 1983 convention theme: "Cable—the Competitive Choice."

But the key issue of the 1983 convention was S. 66, the Senate bill providing regulatory relief to the cable industry, which was being debated back on Capitol Hill as Wheeler spoke, took up a large part of his opening address, and forced him to return to Washington when the convention had barely begun (see "Top of the Week").

The bill, said Wheeler, "clears up the bum raps" that cable has been getting from government, one of two groups creating new challenges for cable (the other being cable's competitors). The bill codifies the role of local governments in cable regulation but

"does so in such a way as to prevent an overzealous regulator from going overboard." It recognizes, he said, that regulation of cable rates is not appropriate in every instance; that cable operators and subscribers are being "unreasonably burdened with the job of collecting and paying local taxes," which travel under hidden names such as franchise fees, and that cable, just as any other business, has the "right to continue in business if we do a good job. No other industry has to operate under the threat of being put out of business every 10 or 15 years at the whim of local authorities. In other words, S. 66 takes a forward step by going back to basics—back to the basics of a free market."

Wheeler also had some tough words for AT&T, which opposed part of the bill. "Ma Bell is at it again. She's out to reach out and touch someone, and as usual that someone is us, and what she is reaching for is our throat." The association president vowed not to sit by while AT&T pursues its long-term goals of deregulation of the "dominant carrier" and thwarting cable by claiming its growth forces up local phone rates. But, Wheeler said, AT&T has earned its regulation through "its historical abuse of monopoly power. A new competitive upstart neither warrants the heavy regulation designed for the giant nor can long survive if the giant is set free to repeat its past abuses."

He reminded the audience S. 66 was due to be voted on in the Senate the following day and urged everyone to call or telegram his senator. "The cable industry has never before been in a political fight of this magnitude. We are up against the world's largest corporation and local government political machines. We can prevail but we cannot prevail alone."

But Wheeler, in his address, reminded the convention that all of cable's problems will not be over with the passage of S. 66. He said even though cable has finally reached the marketplace and Congress is on the verge of providing "richly deserved" regulatory relief, "not for one minute can we expect the consumer to beat a path to our door."

Thus, the next "cliff" for cable to climb: educating the consumer about cable. To underscore the need for this educational process, Wheeler cited some of the conclusions of a study commissioned by NCTA and prepared by Opinion Research Corp.: that "a large segment of homes passed is not being motivated by our current marketing strategies; cable is missing this target by being cast in the image of conventional television, and that large, desirable segments of the market do not perceive cable as worth the price." He said one simple truth emerges from the study: that segments of the market want what is on cable but they don't know it's on cable. The ORC study was the subject of a general session on Tuesday (see story, page 66).

As part of a national advertising and public relations campaign to "drive home the message that cable is, indeed, the competitive choice," the NCTA is forming the Consortium for Cable Information, which, Wheeler told the audience, "is not a substitute for your individual corporate or system marketing efforts."

A specific theme has not been decided upon. Wheeler said, nor has it been decided exactly where to market the message. "But one thing is certain. What the consortium will be marketing is cable today—not cable tomorrow or cable yesterday. Cable today. More channels and more choices." Wheeler also said the "vulnerability of the networks

underscores the richness and rightness of the Consortium for Cable Information."

Daniel Ritchie, chairman and chief executive officer of Group W Broadcasting & Cable, has been named chairman of CCI, and he, too, spoke to the opening session, via a videotaped message. (Ritchie was in Washington delivering a speech to the American Advertising Federation convention, [see story, page 70].) He too, emphasized the need for the organization. "If you make them [cable customers and potential customers] feel like you're one of them, you won't have to worry about competition. If they like you and feel good, then you're in good shape."

Incoming NCTA Chairman Monroe Rifkin of Rifkin & Associates was the first to speak during the opening session, during which he elaborated on the "competitive choice" convention theme.

"Too many consumers are confusing them with us; confusing the competition with the real thing. . . We have to let the buying public know why we're different, why we're better, why we're the competitive choice."

Rifkin said cable has had a long climb to get to the marketplace, only to find it is not alone. The next challenge, he said, is to prevent services such as STV and MDS from fragmenting the cable market.

John Saeman, vice chairman and chief executive officer of Daniels & Associates, delivered his last official speech as outgoing NCTA chairman during the opener. He took a look back to the beginning of his chairmanship at last year's NCTA convention.

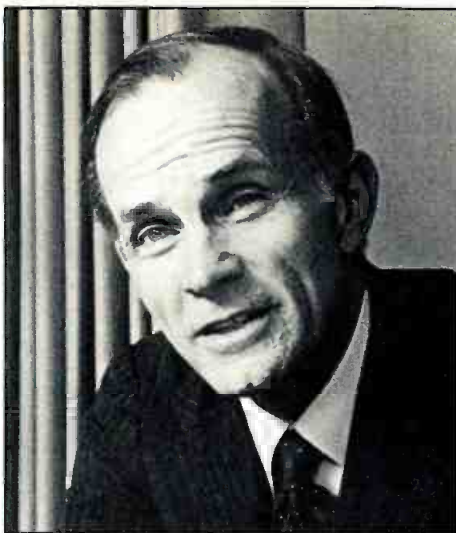
"Things happen so fast in the cable industry that a year can seem like a lifetime. When I assumed the chairmanship, the industry was in the midst of a recession and the media had decided cable was about to be decimated by competing technologies." But, Saeman said, the cable industry has weathered the recession and is in a state of "rejuvenation."

As proof of that, Saeman noted cable is no longer content to wire "merely" a quarter of a million new subscribers each month but now reaches more than 400,000 new households each month. This is in contrast, he said, to the declining percentage of viewers of the broadcast networks.

Saeman commended NCTA not only on having broken out of the "doldrums in terms of growth" but also on having "emerged victorious in battles over major public policy issues." He cited the association's efforts on S. 66; revisions in the Justice Department's consent agreement which AT&T adopted last August "largely reflecting language sought by NCTA," and legislation signed into law by President Reagan which extends indefinitely the federal pole attachment formula.

But the outgoing chairman also had some words of advice to the association: "There are some evident tensions we're going to have to deal with if we are going to continue our record of success. Most significant is the perception among people in the cable industry that the interests of the major MSO's and the small independent cable operator are somehow at odds with each other."

But Saeman offered examples of how the major companies can bring dollars to smaller operators, such as in programming. The introduction of services like Home Box Office



Ritchie

and Showtime opened an entirely new market for the small system, Saeman said, and has enhanced both the bottom line and the sale value of the cable system.

Another example, said Saeman, is the industrywide effort to promote cable as a product to the American consumer. While the small operator may not have an immediate need for such generic advertising, he said that similar efforts by other industries had proved all segments of the industry ultimately benefit.

"What I'm calling for, in essence, is for both sides—the large MSO's and the small

NCTA hears advice on dealing with the problems and challenges of wiring and managing big cities

If cable television is to continue the phenomenal growth it has experienced over the last several years, it is going to have to find ways of making viable businesses out of costly high-capacity systems in major television markets, cable's last frontier.

To help cable operators meet "the urban challenge," organizers of the NCTA convention brought together for a 90-minute session four operators with experience in building, financing, managing and programming systems in big cities to share what they have learned.

Since cable operators need access to the local utility poles and conduits, said Robert Clasen, vice president, operations, U.S. Rogers Cablesystems, it's a good idea to develop and maintain good relationships with the utilities. "When we franchise a city, we franchise the power and telephone companies also," he said. "By the time the city decides we will serve them, we have a strong relationship with the utilities. It is a campaign, just like a franchise."

According to Clasen, financing of major market cable systems has gotten more difficult since the first reports of major market construction and start-up costs came in.

The high costs, he said, derive from extensive underground construction, union labor, rapidly changing technology and "ambitious time schedules that sacrifice [cost]

independents—to develop a new understanding and sensitivity to the needs of the other segment of the industry," Saeman said. "In an era when public scrutiny of the cable business has never been higher, there has never been a greater need to present a united front."

Representative Mickey Leland (D-Tex.) also welcomed the convention to Houston. He applauded NCTA's efforts to "avoid impasse on cable deregulation" in the Senate, saying that it represented "a noteworthy example of the spirit of pragmatism and compromise which so often paves the way for progress on complex legislative and policy issues."

Leland, a member of the House Telecommunications Subcommittee, outlined for the convention some of his views on telecommunications issues. He said he wants to be supportive of opening new opportunities for cable because cable holds the promise of substantial participation by the community. "My approach to telecommunications policy is affected, substantially so, by concerns about minority participation." Leland cited a "recent study of job statistics" in radio, TV and cable which concluded "minorities and women. . . have a long way to go before they have a share of jobs in television, radio and cable which is equal to their representation in the work force."

But Leland said he is "impressed" with the growth and vitality of the cable industry and with its potential for women and minorities for minority business enterprise. □

How to meet the urban challenge

efficiencies for speed." In addition, he said, "the franchising process. . . can cost hundreds of dollars per potential subscriber in give aways to the cities in the form of access corporation grants, outright gifts of money, low economy tier services and so on."

Each of the Rogers' cable systems is financed individually on the strength of its assets with a minimum guarantee from the parent, Clasen said. Because of the ballooning costs, he said, Rogers has had to come up with much more equity to finance its systems. The equity-to-debt ratio, he said, has gone from one-to-three to one-to-two. To offset the less advantageous ratio, Clasen suggested transferring some of the tax losses that are generated by all new builds to individual investors instead of additional equity. "Both sides benefit," he said. "The cable operator doesn't need to sell as much equity. . . and the limited partner gets a bigger benefit than just the equity ownership."

Cable operators should also swap "floating-rate" money for today's relatively cheap fixed rate money, Clasen said. It's sometimes difficult to get fixed rate loans for new builds, he said, but once the system is a few years old and some of the risk is diminished, banks are willing to provide money on better terms.

For Craig Startt, vice president, operations and technology, Cox Cable Communications, the urban challenge is no longer a question of building or financing, but of marketing. "The investment has been or will soon be completed," he said. "It's the return

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



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

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 **EASTERN**

SPRINT
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FROM OUR HANDS TO YOUR HANDS

*The Otari 1/2" Four Channel MARK III/4 &
1/2" Eight Channel MARK III/8*



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City talk. Focusing on big city cable were (l-r) moderator June Travis, ATC; Barry Washington, Connection Communications; Janet Foster, Group W Cable; Craig Startt, Cox Cable, and reactor Jonathan Landman, *Chicago Sun-Times*.

that remains in doubt. Our ability to define and sell our product and turn homes passed into a viable subscriber base will be the ultimate determinant of success. It will indicate the industry's ability to bridge the substantive gap between rural and suburban cable markets and the more complex environment of the city."

To be effective marketers, Startt said, cable operators must recognize the differences between the small and suburban markets and the big-city market. For one thing, he said, cities are heterogeneous, containing a variety of ethnic groups, income levels and age groups. In addition, he said, the size of the urban market permits other media to compete with cable. Those other media include STV, SMATV, MDS, DBS and the several local television stations, "most of which provide excellent reception," he said.

For cable to be successful in the urban markets, Startt said, operators must not only put consumers on the subscriber rolls, but they must keep them on. Stopping churn or "retention marketing" has top priority at Cox, he said. Although the company has been pleased with its initial sales in the cities, he said, it is unhappy about the churn. "We have encountered unacceptable levels of churn, downgrades as well as disconnects and high levels of bad debt." To keep subscribers paying after the initial sales, he said, "we have to understand why they buy our services, what those initial expectations are, whether those expectations are subject to change and what we should do to anticipate those changes."

Cox has taken a series of steps to improve its retention marketing, he said. It has revised its compensation plan to encourage salesman to sell for the long haul, published a new sales brochure and a new handbook to introduce new subscribers to the service, implemented a new "follow up" program by telephone and hired a new retention marketing staff.

In planning programming for the urban system, said Janet Foster, vice president, programming, Group W/Manhattan CATV, cable operators must take into account the city's cultural and demographic diversity and "exploit" it.

The first step in dealing with diversity is to find out just how diverse the audience is, she said. Such information can be gleaned, she said, from the 1980 census, city agencies, local political organizations and from "your own surveys."

Once the cable operator has gotten accurate information on the makeup of the mar-

ket, she said, it must "turn it into programming for that market so they will buy cable, keep it and live happily ever after."

The demographic profile of the market will obviously affect the planning and staffing of local origination effects, she said, but it is also important to program the entire cable system. "Make sure [all of a system's] programming attracts a specific segment of your audience," she said. "Don't put on services that nobody is going to watch." In terms of pay television, she said, operators should give viewers several choices. "Urban systems should consider offering appropriate foreign-language networks, a regional pay sports network if available and your own local pay service," she said. Manhattan CATV she said, offers Uptown, a local pay service aimed at the "Manhattan movie

buff."

The selection of the director to plan the programming and "manage the sheer size of the programming effort is critical," she said. The job must be filled by someone with strong management skills as well as a creative bent. In addition to guiding local origination production, she said, the director may have to design and construct the local origination studio and mobile facilities, arrange training for the personnel, manage seven-digit budgets and deal with local community groups.

One of the promises of cable is that it will bring new jobs to a community. To fulfill that promise in Newark, N.J., said Harry Washington, manager, Connection Communications Inc., the local franchisee, CCI designed a training program and founded the local Private Industry Council to set up and fund it. So far, the center has trained more than 150 persons and placed them in jobs across the country, he said. Twelve of the graduates work for CCI, he said.

One of the CCI's lingering problems is its telephone system, Washington said. "Although we have a state-of-the-art PBX with 12 special customer-service lines and a call sequencer," he said, "complaints about our system still come in—by mail." Solving the problem was on the top of his NCTA agenda, he said, but "so far the only suggestion I've gotten is to give the telephone operator-receptionist a raise when I get back, which I will do if she hasn't quit." □

Getting the word on cable regulation

NCTA gets mixed bag of advice on federal, state, city controls

Perhaps the fairest conclusion that could be derived from an NCTA panel session on federal, state and local regulation was that the deck was stacked against the big-city point of view. The only panelist speaking on behalf of the cities was a cable administrator from Lansing, Mich., with a cable system serving 44,000 subscribers. The official, Ronald Onufer, asserted that cities with systems of 100,000 subscribers or fewer had no real need for cable administrators. The big-city point of view was not addressed at all.

Jim Ewalt, director of state government relations for NCTA, started things off by noting that "few industries are as regulated as cable." He said that situation evolved out of the perception that cable is a utility. And he added that, perhaps contrary to popular belief, cable is not a monopoly and faces heavy competition from a host of other businesses. And thus, in order to "succeed," argued Ewalt, cable "must be able to maneuver in these crowded waters." One way to insure that, he said, was passage by Congress of the Senate cable deregulation bill (S. 66). "It may not be perfect," he said, "but it creates a national policy that each side can live with."

Freshman Congressman John Bryant (D-Tex.) was on hand to represent the House Telecommunications Subcommittee and to get input from the industry as to why cable should be deregulated. "Our goal," said Bryant, "is to foster an atmosphere for the maxi-

imum availability of programming." He stressed that it was not the business of Congress to foster competition within the industry simply for competition's sake, but that "in most cases" a competitive environment will insure the maximum availability of programming.

Bryant challenged his audience to provide evidence that the cable industry truly faces competition and warrants deregulation. A city issues a franchise to a cable company, said Bryant, and exclusive or not, "no one else is allowed [to provide cable service]. Why not have real competition and issue three or four franchises?"

Bryant also said it was not the House's intention to "undercut existing franchises. . . . The burden is on you [the cable industry] to prove there is competition as we contemplate S. 66."

Assemblywoman Gwen Moore represented the state regulator's position. She commended the industry's lobbying effort in her state, which had been successful in quashing numerous attempts by the California Assembly to pass cable legislation. But recent legislation that has been passed, which among other things pre-empted local control of rates, she said, has "underscored the fact" that the cable industry and states "can work together."

Moore was critical of the industry and the National League of Cities for excluding state officials from the negotiations that led to S. 66. "We are a nation of states, not cities," she said, adding that the states should be-



Across the board. Discussing all levels of cable regulation were (l-r) Representative John Bryant (D-Tex.); reactor Tom Southwick, *Multichannel News*; Daniel Shields, United Cable; Gwen Moore, California assemblywoman; Anne Jones, former FCC commissioner; Jim Ewalt, NCTA, and Ronald Onufer, Lansing, Mich., cable administrator.

come involved in the effort to pass federal cable legislation.

Lansing's Onufer said the city charges its cable franchisee \$1.50 per subscriber per year as a franchise fee, which he said was about one-ninth what the city could generate were it to charge the operator 5% of annual gross revenues. "If the city doesn't charge a high franchise fee," said Onufer, "then the operator doesn't have to charge high subscriber rates." He said that Lansing's cable operation, run by Continental Cablevision, is both a "popular and financial success." He noted that 10 access channels are available on the 35-channel system, and that "we have about 350 hours of local programming a week. And it's fun."

Lansing has already deregulated rates charged by Continental, he said, because the system faces competition from optional services such as MDS and SMATV. Under those circumstances, asked Onufer, "why should the city regulate rates? They may be the only cable operator in town, but [viewers] have an off switch."

Onufer said that if the industry is going to survive, it has to be on the leading edge of technology, so "that no matter what comes next, cable will be there." How might the cities best insure that outcome? Onufer's answer: "Get rid of the cable administrator." He added that for the most part, city councilmembers are unaware of competing services such as MDS and SMATV. He said that cable operators are "trying to make a buck and should be able to without city hall biting them at the ankles."

Former FCC Commissioner Anne Jones offered that the "name of the game" when the commission first adopted cable regulations in the early 1960's was "to protect over-the-air broadcasters." And though most of those rules have since been repealed, she suggested that the existing must-carry rules, perhaps the most objectionable rules still on the books in the minds of the cable operators, will not be repealed in the near term. The commission is preoccupied with higher priorities, she said, most notably the breakup of AT&T.

If the commission had the foresight 15 or 20 years ago to realize how the cable industry would take shape, Jones offered, it probably would have imposed common carrier regulations upon it. And though such regulation is "burdensome," she said, "that's exactly where the technology is taking us." But, of course, hindsight is 20/20, and, from a separate standpoint, she said, it would be

much more efficient to transmit all video signals via cable or DBS, saving the valuable broadcast spectrum for other uses.

Dan Shields, vice president and general counsel for United Cable, noted that while cities invariably cite "the public interest" as the basic justification for local authority over cable, "the majority of citizens don't even want to use it. And those that do want movies, sports and news—not access." □

Cable dereg likely to hit snags in House, says Wirth

Telcomsubcom head sees problems with leased access provisions in getting version of S. 66 passed

Mandated leased access, an issue House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) maintains is essential to any major reform of cable regulation, is likely to be hotly debated in the House, according to other members of the subcommittee and its parent Energy and Commerce Committee. Participating in several panels on the subject, those members and some of their key staffers also echoed Wirth's view that a tough battle is ahead on an AT&T-sponsored amendment to regulate cable-supplied data services as common carriers and that pressure from cities opposing the bill is likely to be felt more intensely in the House.

Leased access will be Wirth's "main concern" in addressing cable regulatory reform, said Representative W.J. (Billy) Tauzin (D-

La.), who read from a Wirth memo to subcommittee members saying that "resolution of the access issue and leased access is central to federal interest in the ownership of cable systems."

Previous debate on regulatory reform has centered on monetary issues, primarily rate regulation and franchise fees, said Tauzin, but now, the debate centers on philosophical issues. "Diversity is a nice term, but be wary of it," he said. "Will you sacrifice dollars on the altar of compromise for your freedom to decide what you put on your channels?"

Despite Tauzin's opposition to mandated leased access, however, Tom Ryan, a senior counsel to the Energy and Commerce Committee, said there is "a good deal of support on the committee for Wirth's premise that the requirement is necessary." According to David Aylward, chief counsel and staff director to the subcommittee, leased access is meant to promote a variety of editors, not a variety of owners. "There is no need for rate regulation of leased channels," he said. "The idea of property right is a nonissue."

Representative Matthew Rinaldo (R-N.J.), who is ranking minority member of the subcommittee, predicted a cable bill will not get through the House unless the industry achieves a compromise with the telephone companies on the regulation of data channels. Recalling AT&T's monumental opposition to common carrier legislation considered by the committee, (in one month, members received more mail on H.R. 5158, he said, than they did on the Vietnam war during the entire time it was fought), Rinaldo suggested that the best course might be to delete all treatment of data channels from the present bill and to save it for separate legislation, "so as not to sacrifice the whole."

Senator Daniel K. Inouye (D-Hawaii) and Representative Thomas J. Tauke (R-Iowa) both rejected arguments in favor of regulating data channels, predicting that when competition has become active in that industry, all regulation will be removed.

Tauke and Representative Dennis Eckart (D-Ohio) predicted that cable operators have not heard the last of debate over the basic premise of federal cable legislation—that cities must be restrained in their efforts to regulate local franchises. In smaller cities where access to over-the-air television is limited, said Tauke, cable "is like other local utilities."

Eckart went further to predict the compromise between cities and cable operators that forms the basis for the just-passed Senate bill (S. 66) will come unglued once it gets to



Cable dereg. Prospects for cable deregulation were discussed by (l-r) moderator Ralph Baruch, Viacom; Senator Daniel Inouye (D-Hawaii); Representatives Matthew Rinaldo (R-N.J.) and James Bates (D-Calif.); reactor Patrick Gushman, *Cablevision*; and Representatives Billy Tauzin (D-La.), Dennis Eckart (D-Ohio) and Thomas Tauke (R-Iowa).

the House. "Once local officials beyond those in the biggest cities get to know it they will complain," he said. "The compromise is merely a letter between two parties and that doesn't mean a lot in little cities."

Eckart, who is majority whip of the House, joined Rinaldo in recommending that language about data channels be stricken from the bill. "Failure to be flexible will

add to your problems," he said. Among those problems is a crowded legislative agenda for the Energy and Commerce Committee for the remainder of this session. Major bills being considered include those dealing with natural gas deregulation, clean air and clean water standards, Medicare, insurance policy regulation and local telephone rates. □

Fowler drives home need for federal cable rules

Chairman sees industry smothering under state and local regulation

If cable isn't provided with a "comprehensive" federal statute, it soon may be overregulated, unable to compete in the overall video marketplace, FCC Chairman Mark Fowler said last week.

"In a cable world increasingly, if not overwhelmingly, interstate in nature, a federal approach is necessary and desirable," he said in a speech to the NCTA convention. "I'm convinced more than ever of the wisdom behind Senator Barry Goldwater's (R-Ariz.) efforts to provide a comprehensive federal statute to address cable.

"We need a national cable law. We need enlightened local regulation that emphasizes regulatory restraint and thoughtful demands. And we need a cable industry that can be trusted to fulfill the promises it makes," he said.

According to Fowler, the cities meanwhile, might be well advised to follow the FCC's precedent and drop all regulations that aren't really required. Why, for example, should the cities insist on regulating basic rates? he asked. "If the last 20 years in public utility law has demonstrated anything, it's that rate regulation is a Pandora's box just waiting to be tapped, and yet few cities have opted for progressive forms of rate regulation," Fowler said. "Subjecting cable companies and cable regulators to exhausting and expensive rate proceedings may accomplish little for the consumers they're supposed to serve and protect. In the meantime, it creates great costs for cable systems. Moreover, since pay services are pre-empted from municipal rate regulation, struggling over basic rates is largely futile in determining what subscribers pay," he said.

In principle, Fowler said, cities perhaps should always be able to run their own systems or reclaim them at renewal time, even though that might not be wise. "I doubt most cities can efficiently run a top notch cable operation. The private enterprise system has shown it can do the job in communities large and small. If there isn't a good reason for cities to own or run a cable operation, I'd keep it out of city hall."

Fowler also called "disturbing" the trend for the cities to demand "gold-plated" systems. "Cities seem to be demanding Cadillacs when the market may be appropriate for Chevrolets," he said. "What happens, sometimes, is that high-quality, low-cost services can't be sustained in the marketplace. Municipal regulators must realize that they have

to do good, not simply look good. Too often a 'gimme gimme' attitude leads to a reluctance of cable systems to bid or disappointment later when pie-in-the-sky proposals fall flat on their face."

City regulators should also keep in mind that the number of video delivery mechanisms offering competition to cable is on the increase. "Cable possesses features that make it unique in the marketplace," Fowler said. "But you must be allowed an opportunity to have those qualities put before the people, not have them nullified by onerous regulations. This is especially true when those regulations have no purpose other than to showcase a get-tough mentality by regulators. Cable no longer can afford the luxury of overregulation," he said.

"What cable needs, what America needs, is a limited form of regulation that allows the market to operate—that frees you. It's a simple notion that this administration has strongly supported. But in the desire of cities to flex their regulatory muscles, it could get lost."

Fowler also let it be known, moreover, that he wouldn't take kindly to regulating cable operators like common carriers. "The world may be a better place if cable entrepreneurs are left alone and are not subjected to the panoply of public utility rate regulation," he said. "Regulators should consider an unregulated competitive environment to be as viable as one that brings the weight of those cobwebbed volumes of tariff filings, counter-filings and decisions down on the head of a feisty new entrepreneur. It's never too late to regulate, but sometimes it's far too early." □



Fowler

Long wait for CRT relief

Congressmen say cable operators will find no quick legislative solution to distant-signal fees

Cable operators may not be happy about the Copyright Royalty Tribunal decision increasing the amount they have to pay for distant TV signals (BROADCASTING, March 21), but indications are they shouldn't hold their breath waiting for Congress to provide legislative relief. For according to a panel of six members of the House Judiciary Copyright subcommittee at the National Cable Television Association convention in Houston last week, cable copyright legislation isn't likely to happen during this congressional session.

The CRT decision at issue essentially required cable operators to pay 3.75% of their annual basic revenue for each distant signal they added in the wake of the FCC's deletion of its distant-signal rule. Under that rule, cable operators in the top 50 markets were limited to importing three; cable operators in the next 50 markets were limited to two; those in the next 100 markets were limited to one, and all others were permitted to import as many as they wanted. Cable operators contend the CRT's decision had, in effect, improperly reinstated the distant-signal rule, since it forced cable operators, for financial reasons, to cut back on the number of imported signals.

Among those who follow that line of reasoning is Robert Kastenmeier (D-Wis.), chairman of the subcommittee. In his remarks at the NCTA convention, Kastenmeier made clear that he held the CRT decision responsible for the death of H.R. 5949, the copyright legislation he introduced in the last session to bring the Copyright Act of 1976 up to speed. That act, Kastenmeier noted, had only authorized the CRT to "adjust" the fees. But the CRT had gone beyond the act of adjustment in its decision and "made a statement," he said.

Kastenmeier said he thought the CRT's function was "a legitimate question for the committee." Although he thought Congress would act eventually, Kastenmeier also not-



Schroeder

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ed that his subcommittee had not yet taken any action on specific bills, and Congress is already well into its current session. "We needed the break, frankly," Kastenmeier said.

Representative Daniel Glickman (D-Kan.) shared the belief that the CRT's action had been "excessive," adding that he thought the subcommittee should review the tribunal's decision. There is a question of balance involved: The rights of copyright holders have to be balanced against the need for a free flow of information, he said. "I think the CRT broke the balance. We shouldn't delegate to an agency unbridled authority to set rates," he said.

One reason Congress hasn't been championing at the bit to take on cable copyright issues, according to Representative Romano Mazzoli (D-Ky.), is that the subject is "horrendously complex." Cable copyright may also be a victim of cable's perceived well being, he said. Congress may once have thought of cable as an "underdog" deserving sympathetic treatment. But now, he said, Congress perceives cable to be a "solid, well-entrenched" industry, that can handle its own problems.

Still another reason for congressional reluctance to deal with the issue may be that legislative efforts can't seem to keep abreast of the technological changes that can make legislative solutions obsolete quickly. "We've tried to write the magnum opus many times before, and we've never written it," Mazzoli said.

Representative Thomas Kindness (R-Ohio) didn't foresee the subcommittee coming up with new copyright legislation during this congressional session either. But he agreed the subcommittee should try to do something about the CRT. Congress created the CRT, Kindness noted. Now, it behooves Congress to "fix" the CRT, providing it with more specific guidelines, or abolish it altogether. "I do not envision broad regulatory authority for the CRT," he said.

Representative Patricia Schroeder (D-Colo.) said she thought the CRT, bending to the entreaties of program producers and other "creative types," had needed someone to pass the buck to. "They had to find someone to stick it onto, so they stuck it onto you," she said. She, too, however, didn't seem optimistic about the prospects for cable operators finding quick legislative relief. "These [debates over copyright] are not the great debates that fill the gallery," she said.

Representative Harold Sawyer (R-Mich.), who led subcommittee opposition to H.R. 5949, said he would oppose any new legislation that wasn't aimed at turning cable programming questions over to the marketplace. He called, in fact, for a plan that would, over a three- or five-year period, phase in a marketplace solution. "The marketplace will govern, instead of some bureaucrats... what you pay for something," he said. "The beneficiaries will be cable, not the broadcasters," he said.

"Cable, at some point in time, will thank us for being so thoughtful."

In a question and answer session, Kastenmeier made clear that he supported the FCC's must-carry rules. But that's not a position all subcommittee members share.

Kindness, for example, said he saw no logic to those rules at all. "I believe it's an outgrown concept," he said. □

Wirth sees tough road ahead for cable regulation

Data transmission and leased access among points in S. 66 that Telcomsubcom head predicts may frustrate passage in the House

A bill to provide regulatory relief to the cable TV industry may have passed the Senate last week (see "Top of the Week"), but it will not get through the full Congress, according to House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), without renewed struggle on certain key issues—most notably commercial leased access and common carrier status for channels devoted to data transmission. Wirth, who outlined his position on the bill (S. 66) at a luncheon session on Monday, announced his subcommittee is drafting new legislation to prevent local telephone rates from skyrocketing as deregulation of that industry gets under way.

A bill to set national limits on the extent to which cities and states may regulate cable will naturally have tougher going in the House than in the Senate, said Wirth, because House members are more sensitive to pressure from local politicians and constituencies. A House version of S. 66 is further complicated, he said, by intense lobbying already under way by phone companies favoring data channel regulation and the lack of a sense of urgency among key members about the need to alter current cable regulations. "To date," he said, "not one member of the Energy and Commerce Committee has told me that passage of cable legislation should be a top legislative priority."

Nonetheless, Wirth said he remains com-

mitted to pass legislation that removes obstacles to the growth of cable TV, and will "fully support" any bill that, first, promotes a fully competitive, flourishing marketplace in cable," and, second, assures "the widest possible diversity of programming sources for the American public."

Cable TV, "with its abundant channel capacity... has great potential for helping to assure that the electronic marketplace of ideas has not only many voices but many tongues as well," said Wirth. A House cable bill "must assure that all our citizens— young and old, black and white, male and female—are guaranteed access to the widest variety of programming."

With access comes diversity, said Wirth and a diversity of ideas "is consistent with the purposes of the First Amendment." In addition, he said, "a strong access policy written into a cable bill will also provide a critical public interest motivation for members of Congress to move forward with legislation."

The cable industry has a commendable record of setting aside channels for noncommercial public access, said Wirth. What the House will have to debate is whether to impose requirements for leased commercial access to a limited number of channels.

"A diversity of services—all chosen by the cable operator—does not fully meet the goal of a diverse marketplace of ideas," said Wirth. "We must encourage a diversity of information sources as well as services, and that necessarily means separating editorial control over a limited number of channels from ownership of the cable system."

Although Wirth appears to hold leased access as key to the passage of a cable bill, he made clear such a requirement should not come at the expense of the financial health of the cable industry.

Leased access laws do not have to permit the introduction of competing services at advantageous prices that could drain away a system's revenues, said Wirth. "I am confident that we can draft cable legislation that provides for other voices for leased access while assuring the cable operator almost complete independence in the setting of



Timely debate. The thesis that "cable is at the bottom of the First Amendment totem pole" was discussed by a panel comprising (l to r) William Johnson, deputy chief of the FCC's Mass Media Bureau; Ed Allen (moderator), chairman of C-SPAN and president of Western Communications; Tom Rogers, counsel to the House Subcommittee on Telecommunications, and Steven Ross, chief of the cable TV branch of the Mass Media Bureau. Some of the concerns voiced included government regulation of program content and who should be responsible for content: the cable operator or program supplier. The latter issue proved to be a timely topic for debate: An Ohio grand jury last week decided to indict Warner Amex on charges of obscenity for carrying two Playboy Channel films (see story, page 74).

terms, rates and conditions, thereby insuring that your profitability is not undermined."

Arguments by telephone companies that data transmission services offered by cable operators should be regulated as common carriers do not belong in the debate about cable deregulation, said Wirth.

Telephone companies "are not regulated because they transmit voice and data, but because they offer universal service as an effective monopoly," said Wirth. "The cable industry does not have that kind of market power—and should not be regulated like the telephone industry."

"Cable would be a serious competitive challenge to the local telephone companies if there were evidence that the cable industry was eating away a big chunk of local telephone revenues," said Wirth. "But the fact is that in 1981, of the total data transmission market, cable's share was less than one sixth of one percent—hardly a major threat to the telephone industry."

What's more, cable "has provided an alternative only to the telephone companies' private line data services—those that link offices or computers at two locations, with no switching involved," said Wirth. "In 1982, those services accounted for less than 2% of Bell operating companies revenues, scarcely a dominant or even major source of

revenue for the phone companies."

Telephone companies maintain that unregulated competition from cable data channels would destroy efforts to keep local phone rates reasonable, said Wirth, who disagrees with that analysis and believes the major threat to reasonable local rates comes from AT&T's local operating companies' all-out efforts across the country to obtain huge rate increases from public utility commissions.

The problem of skyrocketing telephone rates should be dealt with separately from that of cable deregulation, said Wirth, and to that end, draft copies of a bill to increase the access charges paid by long distance carriers to enter local telephone loops are circulating among Commerce Committee members.

In closing, Wirth complimented cable for its straightforward lobbying tactics, and contrasted them with efforts by the broadcasting industry to obtain regulatory relief. Referring to a comment by Senate Commerce Committee Chairman Bob Packwood (R-Ore.) that broadcasters "can't lobby their way out of a paper bag," Wirth concluded: "Let me assure you that with Tom Wheeler and Jim Mooney at the helm, working with a constructive procompetitive constituency, the cable industry does not have that problem." □

test in one market produced an increase of three points of basic penetration, suggesting the possibility of raising that measure six to seven points over a year.

Dick Montesano, director of market planning and technology for ABC, was another taking the pro-cable side of things, but from a different point of view. Rather than saying that cable was taking audience away from the networks, he suggested that cable's new reach was complementary to the networks—that is, that new viewers were being brought to the medium, rather than recycling the same old viewers. (Montesano said that by 1990 ABC expects cable to be at 60% penetration, with pay TV in four out of every 10 homes and videocassette recorders in 35% of homes.)

Montesano cited research comparing viewing levels from May 1982 to May 1983 and pointing to an increase in ratings for all time periods (for example, up 10% in overall from 10 a.m. to 1 p.m., and up 4% in early fringe).

The ABC researcher, whose company works both sides of the network-cable street, produced other data to demonstrate that viewers of two of the Hearst/ABC basic cable services—Arts and Daytime—had superior demographics. And in the case of Daytime, Montesano said that 37% of that service's viewers ordinarily did not watch any TV during those hours and that 44% didn't watch anything else when Daytime was on. His conclusion:

"Combining these two findings, some six out of 10 Daytime cable viewers either did not watch TV before or during the times Daytime is on or don't watch anything else. So in the case of Daytime this audience is new and exclusive to the daypart and is different demographically than the average audience to network daytime show... It is very likely that a significant portion of the cable audience may well be new viewers to TV during any given time period or daypart."

Allen Banks, senior vice president and media director of Dancer Fitzgerald Sample and the panel's lone representative from the client's side of things, was quick to disillusion any who might have thought him impressed by the foregoing. While acknowl-

Trying to close the advertisability gap

Progress in raising viewing levels hasn't yet persuaded ad community to come aboard

There may be a magic moment when the advertising community, which until now has been most noticeable in cable by its absence from that medium, will decide to support it generously. But it is not yet, nor is it in sight on the media horizon.

That was the bottom line of an NCTA discussion on trends in television viewing, which boiled down to the hard commercial question of how soon ad-supported basic cable services would be ad-supported.

But before the bad news came the good. First from Charles Townsend III, marketing vice president for United Cable, who presented data to support an assertion that cable took another two share points away from the three major networks between 1982 and 1983, and that things would only get better (from cable's point of view) or worse (from that of the networks) as the decade goes on. At the moment, Townsend emphasized, cable occupies only one-third of the nation's TV homes. In 10 years that number will double. Moreover, the percentage of cable homes with over 20 channels is now only 33%. It will be 80% by 1990, Townsend said.

"Where the networks now have a dominant share is the part of the market that's decreasing," he continued.

Townsend faulted the networks for understating the potential of cable's competition. Where they show up even worse—and even today—is in those markets where cable penetration goes above 50%, as in Tulsa, Hartford and Boise, three markets in which Unit-

ed has systems. He revealed data from a new study indicating that cable already has more than half the viewing in those three (51%) while the three networks total only a 35 share and independents and PBS share another 14%. As time goes on, that trend will have an "incredible impact," Townsend said, especially in markets with 35-channels-and-up systems.

Townsend also shared with the NCTA delegates a commercial campaign United has developed for increasing system penetration levels. Designed to go after light television viewers (the heavy viewers are presumably already aboard), it takes a reverse twist with the headline: "The less you watch TV the more you need United Cable." A two-month



Surrounding the subject. Agencyman Allen Banks (of Dancer Fitzgerald Sample), researcher Dick Montesano (of ABC) and marketer Charles Townsend III (of United Cable) all looked at the question of advertising spending in cable TV.

edging that cable was resulting in increased audience fragmentation, and that at the same time it was producing new opportunities in reaching younger and more selective demographics, "There is no question that you, the cable industry, are providing headaches that never existed five years ago," Banks said.

Banks wasted little time in making clear that advertisers would not get ahead of the parade. "Be assured," he said, "that no advertiser will get involved with the production of a show that won't be economically feasible. Said another way, we will not produce a program unless we are fairly certain that enough people will see it to offset our investment."

The agency executive noted a number of trends he felt significant in the cable programming/advertising arena. One was the growth of sports on cable, with the result that "sports is becoming more and more a regional programming opportunity and less a national one." Banks said that regional sports channels have demonstrated that the audience will pay for local events with commercials. "What this does for the advertiser," Banks said, "is to present an opportunity to reach the upscale male audience in an excellent environment."

Banks also noted the trend toward "dual

revenue streams" for cable networks that ask systems to pay for programming, while at the same time receiving advertising revenues from sponsors. Moreover, he endorsed it as a "real and sound approach" because "it will be some time," in his opinion, before a network can stand alone on the basis of advertising only.

Later, during the discussion that followed the formal presentations, Banks returned his point. "The advertiser just will be slow to come into anything new. A lot of advertisers are still getting over the concept of small audiences. For many years we had a number of clients who would not agree to buying a spot in any program that did less than a 3 rating. A 3 rating! That's a high rating right now when you think of the cable audiences."

But the enthusiasm of United's Townsend was not to be tempered. All that negativism might be well and good for now, he allowed, but just wait until today's fledgling ad-supported basic services come into their own. And that won't be too long, he said. "I'm just very excited about this stuff myself, having been a real skeptic last year about where [they] were going. But what's happening is great. These things are really starting to catch on. I think three years from now we're going to be cooking! We're at the pivot edge right now." □

graphic Institute, he said, and now operates two networks, one for IBM's research and development facilities in the Hudson Valley and another for Wang Laboratories in Lowell, Mass. "We see institutional networks billing over a million per year in the immediate future for Colony," he said.

As it does with its movie network, Colony markets two 24-hour-a-day cabletext networks to systems in the Providence market. It also launched its own cable guide, which it expects to be profitable by the end of its first year on the market.

"Colony now has a number of revenue streams operating that add millions to our gross revenues," said Turner, "and I haven't even mentioned commercial production, pay-per-view, SMATV, advertising interconnects, energy monitoring, tele-banking, tele-shopping, industry seminars, all new business that we have in various stages of development."

Warner Amex Cable has been exploring the market for institutional networks, according to company vice president C. Thomas Rush, and it was found that cable, with the right interfacing equipment—and most kinds needed are available today—can provide virtually any service demanded by users. Office buildings are interested in providing the facilities for seminars and teleconferencing and in some cases, offering entertainment packages, he said, while fire alarm systems, utility meter reading and traffic signal management are other services cable operators can offer now or with some development.

"Cable is not necessarily the cheapest way of delivering such services," said Rush, "but technically, it is the best by far." Rush advised cable operators to consider putting together a "whole package of institutional services," to take advantage of economies of scale. He also recommended pricing services according to their costs. "The secret is long-term agreements," he said. "It gives the customer price protection and eliminates the problem of churn."

The business of institutional networking "won't take off quickly," said Rush. "It can take as long as a year to sell a building on a system" although with time, he said, the industry will likely get that down to three-to-

Searching for new ways to increase revenues

NCTA panel spells out a variety of services designed to bolster income from basic and pay services

Building revenues at today's cable systems depends not only on better marketing of traditional services, but on developing new businesses. According to panelists at a session entitled, "Digging for the Pot of Gold," some cable operators will soon be reaping substantial profits from such services as cabletext, security systems, advertising sales and data transfer. Voice communications looms among possibilities for cable operators.

Among examples presented at the session was that of the Providence, R.I.-based Colony Communications Inc., which has been described as the number-one MSO in revenue per subscriber. Last year, Colony added \$1 million in new revenue from the first-year operations of a broadcast sales division, according to company president, Roger Turner, and did so despite the fact that its Hudson Valley, N.Y., system has only two channels available to carry commercials.

Colony operates a 24-hour-per-day advertiser-supported movie channel which is carried on its own systems and some owned by other operators in the Providence area. "By the middle of 1984, when all the Rhode Island systems are built, we'll be passing 300,000 homes and expect to be serving 200,000 subscribers," said Turner.

To build revenues at a security business mandated by a franchise promise at its Hialeah, Fla., system, Colony designed and installed an alarm monitoring system, and in-

stead of driving up overhead by marketing and installing systems in homes, the company markets its system as a center for other security companies. After a year in operation, it monitors 1,600 accounts, said Turner, and anticipates break-even will come at 2,200, "probably in the next 30 to 45 days." With its present staff, the company can handle 5,000 accounts.

Turner cautioned cable operators against being left behind by the potentially highly lucrative market for data transfer. Colony tested its concepts for that business by wiring the campus of the Woods Hole Ocean-



Finding financing. Ways to increase revenues were discussed by (l-r) Brian Thompson, MCI Communications; Dennis Leibowitz, Donaldson, Lufkin & Jenrette; Roger Turner, Colony Communications; Jerry Lindauer, Prime Cable Corp., and C. Thomas Rush, Warner Amex.

six months. "Set your target at 3% of the market's potential for your first year," he said, but double it every year after that.

An institutional network should bring in \$100,000 a year for each upstream channel, said Rush, \$25,000 for hotel or hospital networks. "The return on investment and the profit margin is your reason to get in," he said, estimating possible return at from 30% to 50% and margins at 40% to 60%.

The provision of voice communications carries with it the heavy threat of common carrier regulation for cable operators, but MCI Communications Corp. remains highly interested in alliances with systems as a means of circumventing local telephone companies for its connection to users, according to that company's senior vice president for business development, Brian Thompson.

The economics of cable look better than those of the telephone industry, he said, but because of regulatory implications for cable, MCI is also evaluating other access technol-

ogy, including digital termination and cellular radio. "Long distance carriers will spend \$500 million on access this year," said Thompson, and if AT&T succeeds in gaining an increase in access fees, "that sum could reach \$1 billion."

Offering a view from the financial community, Dennis Leibowitz, an analyst with Donaldson, Lufkin & Jenrette, New York, reminded cable operators that there are "a lot more revenues to be generated from documented sources of income," such as basic penetration and the extension of basic services as a means of raising rates. Pay per view "will be a meaningful source of income," once addressable equipment is more widespread and license fees and broadcast windows have been adjusted by Hollywood, he said.

DLJ has looked at noncable services, the most competitive of which is MDS, said Leibowitz, and projects they have a combined potential for capturing 20% of the total market. □

Getting caught up in addressability

Many pros versus a few cons are offered for subscriber technology

Although addressable systems now just speckle the cable industry, from the turnout at an NCTA session on that subject last week, cable operators continue to give it serious thought. Almost 200 were in the audience. But they were not supposed to be there if they were only *considering* addressability, according to moderator Jack Frazee, president of Centel Cablevision Co. This was a session, he said, for those who had already made the decision to switch. No one left the room.

One of the major concerns expressed by the audience and panelists, is that it takes "a big chunk of money" to go addressable. A typical stand-alone system, according to Barry Marshall, vice president, systems development, TCI, costs between \$30,000 and \$50,000 at the headend. He emphasized that a cable system has to establish realistic economic limits and adhere to them. "It doesn't make sense to enter into a technology and lose money. That's not what we're in business for."

But even after the headend purchase, an addressable system can continue to cost money. Centel is 100% addressable, Frazee said, but the company is still spending money: Of the \$40 million it is spending this year on its construction program, about \$30 million is related to addressability.

So why spend all this money? Because "it will pay off," according to Rodney Weary, president of WW Communications, an MSO in Missouri, Kansas and Louisiana. "In our Excelsior Springs [suburban Kansas City, Mo.] system, we get \$20 per subscriber per month with the addressable system compared to \$15 with the traditional system."

Other advantages he cited:

- It's a good management tool (tiering allows the cable operator to identify the demand for product).

- It provides greater flexibility (subscribers can be added with no field labor).

- It provides "a smorgasbord of marketing options" (all the cable operator's wares can be demonstrated to a new subscriber in the home).

- Consumers can make impulse buys when the system is addressable (but can also

disconnect on impulse, Weary noted).

- Churn, always a problem for cable operators, is "less of a pain" and can even be made into a "moneymaker" by charging subscribers to change services.

- The operator can identify what subscribers want to purchase by group analysis reports.

But Weary admitted that despite all these pluses, "addressability is not the answer for everyone." Operators that must install it must be prepared for some major changes: "You'll be a clerical operation instead of an installer technology. Your billing process will be far more complicated because instead of two and three levels of service, you've got multiples of seven to the nth power." His advice: "Get somebody on board who has worked with addressability."

Robert Hosfeldt, executive vice president, Gill Cable, San Francisco, had more to add to the upside list including the ability to turn off a subscriber who has not paid his bill. "We turn the premium services off first. That usually gets their attention." Hosfeldt said, noting that the company's "bad debt ratios have improved tremendously." One more advantage he pointed out: reduced theft of service.

Representing a programmer's point of view on the panel was Scott Kurnit, vice president, Qube programming, Warner Amex. "The pay services aren't in sync with us yet," because if they were, Kurnit said, they would be "waiting outside the door to renegotiate their contract. When people turn on for a specific event, you're [the cable operator] paying 15 cents to HBO and keeping \$10. If we can maintain that, then indeed, the industry will be profitable."

He said he sees some interesting marketing opportunities in addressability such as "pay-per-day. . . . We charge per month, per day, per program." Very much like the telephone company, Kurnit said, "you pay for what you use. I think we're heading toward this."

In addition to the panel discussion on the advantages and disadvantages of addressability, the audience was treated to what amounted to a videotaped primer on addressability basics. It was prepared by Hosfeldt, who had not expected to be able to attend the NCTA convention, but was able to do so after all.

The tape, complete with charts, compared the advantages and disadvantages of off-premises addressability with on-premises (Frazee, Weary and Kurnit all agreed there hasn't been enough experience with off-premises): the two types of scrambling devices, RF and baseband, and descramblers, new or add-on. Hosfeldt discussed the single entry system and how it keeps full inventory information, keeps track of every box and consolidates billing. It also makes "pay-per-view a pleasant reality."

The tape also provided tips on how to choose an equipment manufacturer from which to buy the hardware, how to keep tight controls on addressable boxes and how to test them to insure they are working properly, and, last, a way to get around having to send company personnel out to install the boxes: encourage the subscriber to do it himself. □



Packed house. It was SRO for a session on addressability with (l-r) Jack Frazee, Centel Cablevision; Robert Hosfeldt, Gill Cable; Rodney Weary, WW Communications; Scott Kurnit, Warner Amex; Barry Marshall, TCI, and reactor Steve Rosenberg, Paul Kagan Associates.



New business. Discussing ways to make teletext work were (l-r) Heinz Wegener, Wegener Communications; Sharon Early, National Captioning Institute; Gary Stanton, Southern Satellite Systems; Walter Ciciora, ATC, and Pedro Barros, Time Video Information Services.

Teletext state of the art

NCTA gets a rundown on latest developments in text delivery

Teletext technology has come a long way in the last four years since serious experimentation with the medium first began in the U.S. And while the medium is fairly widespread in Europe, it is not yet a viable business in the U.S. Nevertheless, a number of operations have started, including the NABTS-based services of NBC and CBS, and the British-based Keyfax service which is seen on the vertical blanking interval of WTBS(TV) Atlanta. At a panel session at last week's NCTA convention, several speakers focused on recent teletext developments.

Gary Stanton, vice president, engineering, Southern Satellite Systems Inc., Tulsa, Okla., touched on some of the differences between teletext as applied to the NTSC and PAL television standards and addressed some of the problems that might be encountered during start-up. He noted that Europe's PAL system provided about 5 mhz more bandwidth capacity—625 lines, compared with NTSC's 525 lines. The PAL system also provides about 45 bytes per line compared with NTSC's 37 bytes per line. Stanton said it took "three years to understand the differences" in the effort to apply British teletext technology to the NTSC standard.

SSS distributes Keyfax via the WTBS VBI. That service, which contains 100 pages of text, is transmitted to the superstation via landlines and then uplinked to Satcom III-R for distribution to cable systems nationwide. At the cable system end of the distribution link, Stanton said, the receiver is "the most critical" piece of hardware in terms of insuring a quality teletext signal. "You've got to have adequate bandwidth," he said, "30 mhz or better." Receivers must also have adequate filters, he said, adding that the 4.2 mhz filter was the minimum requirement.

Stanton said that terrestrial interference can pose a problem, but usually can be avoided by using a 60 mhz or 80 mhz IF filter. Without that minimum, he said, the data will be distorted. And modulators must also be adjusted properly, he said, noting that over-modulation will result in clipping of the data. But basically, said Stanton, if the

cable plant "is in reasonable operating condition," a good quality teletext signal can be received.

ATC's Walter Ciciora, vice president, research and development, presented a paper composed jointly by himself and Bill Thomas, manager of CATV communications pro-

Goldwater pats NCTA on the back

Senator congratulates association on its lobbying efforts on S. 66

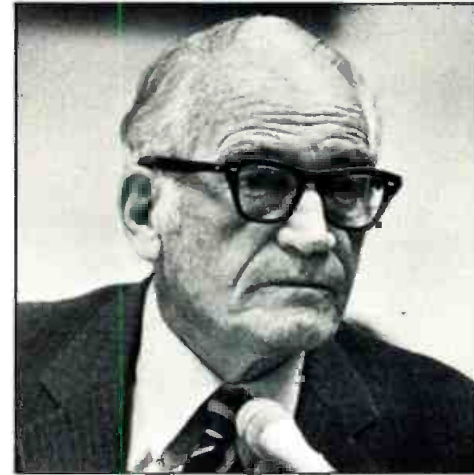
"In my 30 years in Washington, I have never been confronted with legislation against which every kind of dirty trick was used by parties who wanted to defeat it," said Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) in updating cable operators on efforts to pass a bill to offer major regulatory relief for their industry. Goldwater, who had taped his satellite-delivered address just before voting on the bill commenced last Tuesday, appeared in a luncheon presentation that also included live-by-satellite updates from NCTA President Tom Wheeler and Executive Vice President James Mooney, both in Washington, who joined Goldwater in describing some of the behind-the-scenes action leading up to what amounted to a substantial victory for the cable industry.

A last-minute challenge from cities opposed to the bill combined with all-out opposition from AT&T and local telephone companies complicated NCTA's efforts to achieve a workable bill, said Wheeler, but a strong response from the entire NCTA staff plus more than 2,500 telegrams to senators from cable operators gathered in Houston enabled the industry to overcome those efforts. "In 15 years of pounding the halls of Congress on behalf of a number of different interests, I have never seen such a fiercely fought or closely contested fight," said Wheeler, who commended Mooney's "field generalship" as "the key" to the industry's victory.

Goldwater criticized AT&T's efforts to kill the cable bill as anticompetitive. "The

world for Zenith Corp., entitled "Videotext—Alternatives in Cable." The videotext operator, said Ciciora, "has many variables to ponder including whether to go with VBI or full-channel teletext, a pay or advertiser-supported service, one-way or two-way technology, telephone interactive service and several others." Given cable's large channel capacity, he said, "videotext is most naturally a cable service. . . . Cable videotext is imminent and the time to learn about the choice is now."

Sharon Earley, executive director of operations, National Captioning Institute, provided a basic overview of the work that group has been doing. Some 40 hours of captioned programming are now produced a week, she said, and some 70,000 decoders are now in use by the hearing-impaired. And with the development of a cable converter/decoder and decoder for deciphering captions, hearing-impaired cable subscribers can also enjoy the benefits of closed captioning, she said. Earley said that Showtime's *Bizarre* series and some movies seen on the service are now closed captioned, and Tribune Cable also pays for the captioning of one movie a month. She also noted that the NCI service should continue to expand, at least in the near term, because the FCC has reserved line 21 of the VBI for closed captioned use for "at least" the next five years. □



Goldwater

world's biggest company is afraid of competition from a group that so far has been able to offer data services that don't equal as much as one tenth of one percent of the total marketplace," he said. As does the House Energy and Commerce Committee, the Senate Commerce Committee plans to consider legislation to prevent local telephone rates, especially in rural areas, from skyrocketing, said Goldwater. "AT&T will be saddled with a formula it doesn't like to keep rates down," he said.

As for fierce opposition by some large cities to the bill, Goldwater said local governments "have no right to hold up development of the cable industry." Many cities and towns "want more money out of the cable industry," said Goldwater. "They seem to have forgotten this bill was written in the public interest." □

How to save a sub

Cable marketers discuss ways to reach and retain subscribers

"In retention marketing," said Gretchen Frank, director of marketing and programming for U.S. operations for Rogers Cable systems, "subscribers are like jeans—they have a tendency to fade on you." Frank and other marketing executives formed a panel session last week in Houston to share with operators their views on how to keep subscribers "true blue."

Frank said that subscriber retention should begin before subscriber acquisition, both strategically and tactically. "Retention is not just the responsibility of the marketing department," she said, asserting that every system employee must be committed to insuring that the wants and needs of subscribers are satisfied.

Strategically, Frank said, marketing retention plans should focus on increasing the length of the average subscriber "life cycle," or the time between initial subscription and disconnection. In some Rogers systems, she said, that challenge is addressed with a "simple but disciplined action plan," which consists of an initial promotional package upon subscriber acquisition and a series of follow-up phone calls and letters, as well as handbooks and guides, to "reinforce the price-value relationship" between service and subscriber.

Alex Papagan, executive director, Colony Communications, stressed that retention marketing involves a process composed of many elements, not the least of which is local origination programming. And for Colony's greater Boston area system that includes a sponsorship of two annual telethons and a biweekly interview/call-in program. The programs are designed to create consumer awareness of the system through participation in community affairs. The telethons are designed both to raise money for charities and to serve as a marketing tool—viewers pledging donations receive free installations of pay services they may elect to sign up for. The biweekly one-hour program features a regular host and is seen live on Monday at 6 p.m. The program, called *Cable Magazine*, features "soft sell hype" concerning the system's pay offerings, general information about cable service and problems that may arise and even an "ask the manager" segment in which callers talk to system officials about specific problems.

Papagan suggested that the program contributes to the low churn rates that Colony's greater Boston system is experiencing—about 1% a month for basic and 1.9% per month for pay services. He also noted that the sales force has had its best success in signing new subscribers on Tuesday, the day after *Cable Magazine* is aired.

"An informed subscriber is a retained subscriber," said Mark Handler, vice president, marketing, Cox Cable, San Diego. New subscribers receive a 16-page general information reference guide, said Handler, and the system puts out a quarterly newsletter, *Hookup*. He also said that system employees

go through an intensive three-week training period when they acquire "procedural and product knowledge" that will assist in informing subscribers and helping them solve problems they might encounter.

Handler also said that incoming calls from subscribers are monitored and that emphasis is given to responding quickly. He said the system also has instituted a "save a sub" program, whereby subscribers calling in to disconnect or request a downgrade in service are given a 24-hour-to-48-hour "cool down period" after which they are called back and asked why they chose to exchange the service. Usually it's a service or billing problem easily remedied, Handler said, and the program has resulted in "saving 30% of the contacts."

TCI's John Charlton stressed the importance of cable guides in reinforcing the subscribers' perceived value of cable service. "Cable guides provide information," he said. "And the more they [the subscribers] know, the more likely they are to retain the service."

Charlton noted a direct correlation between the introduction of TCI's national cable guide last November and increased viewing by subscribers of satellite program services in October 1982, he said, the average household share of audience garnered by those services was an 18, compared with a combined share of 74 for network affiliates carried on the TCI systems. In March of this year, however, after the national guide had been out for five months, the satellite services received a 34 share and the affiliated stations a combined 60 share. □

The coexistence of ad-supported and pay

Financing for cable programming, both advertiser-supported and pay, continues to evolve, according to industry leaders gathered to discuss the subject last week. At a general session moderated by TV personality Charlie Rose, those leaders predicted that, despite a shakeout under way among cable networks, both advertiser-supported and pay programming will remain important to cable, although the two are not likely to mix on the same network.

Advertiser-supported networks have some "short-term needs" that must be addressed, said Burt Staniar, president of Group W Cable, but those services "should stay advertiser supported." According to Herb Granath, president of ABC Video Enterprises, basic networks "are paying the price" for decisions early in their development to leave it up to advertising timebuyers to decide how they would buy the new services. "Selling cost-per-thousands has worked to our detriment because we deal with smaller numbers," he said. "We need a different measurement."

The launching of as many cable networks as have come into existence "was a triumph of form over substance," said HBO Presi-



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Advertiser revenues are not likely to become a source of program revenues at HBO, said Biondi, "as long as the economics remain as they are today." Research indicates that subscribers would tend to drop a pay channel if commercials were added, he said.

Will continued expansion of the cable audience be correlated with major declines in network viewing? Responding, Granath recalled a study performed several years ago that found TV viewers fell into five categories, the top two of which did 70% of all viewing, while the bottom fifth amounted to virtually no viewing at all. "If cable does its job," he said, "we will attract those to whom TV viewing has been a dirty word." □

GWSC unveils pay sports network

Service will be built around regional offerings with foundation in major franchises

Group W Satellite Communications and several regional sports networks and professional sports franchises have joined forces to form what GWSC calls "the first multiple-regional pay television sports service."

The Sports Network, announced on the opening day of the NCTA convention, will eventually offer cable subscribers in five to 10 discrete regions of the country extensive daily lineups (16 hours on weekdays and 20 hours on weekends) of live professional and college sports interspersed with national programming comprising sports news, information and features ("Closed Circuit," June 13). TSN is essentially a cooperative venture of its founders. Under the complex arrangements that bind the parties, the regional sports networks and participating teams will

provide a pool of sporting events, while GWSC provides the wrap-around national programming. GWSC will also handle sales, marketing, affiliate relations, program distribution and administration and management in each region.

Despite GWSC's management, the regional sports networks involved in TSN will not lose their identities. They will retain their names and will feature teams from their regions. Their affiliation with TSN merely allows them to enhance their offerings with sporting events selected from other regions and with the national programming.

Besides GWSC, the charter members of the TSN cooperative (and their regions) include the Sonics Superchannel (Washington, Montana, Idaho and possibly Oregon), Sportsvision (Illinois, Iowa and Indiana), the Wisconsin All Sports Network (Minnesota, Wisconsin and Illinois), Pro Am Sports (Michigan, Indiana and Ohio) and the Baltimore Orioles baseball team. According to GWSC, the games committed by the Orioles (up to 100 each year) will form the basis for a regional network in the Capital region (Maryland, Delaware, Virginia and North Carolina).

Lloyd Werner, senior vice president, sales and affiliate relations, GWSC, said a sixth region will be announced "very soon." When other sports franchises "see the wisdom of what we have done," he said, other regions will be added to the service. GWSC hopes eventually to have 10 regional networks as part of its service.

GWSC envisions TSN as a purveyor of many professional and collegiate sports, but so far most of the TSN regional networks hold the rights to only one sport. For TSN to work as GWSC wants it to, all the regions will have to catch up with SportsVision, which currently offers its Chicago-area subscribers the White Sox (baseball), Black Hawks (hockey), Bulls (basketball), Sting (soccer) and Northwestern University football.

The entire venture is built upon state-of-the-art distribution technology, which GWSC is also supplying. Distribution of national programming and exchange of live sports among the regions will be handled by the four transponders GWSC purchased on Galaxy I, a cable programming satellite set for launch later this month.

TSN's cable affiliates will each receive a Sat-a-Dat box, a sophisticated device that can switch automatically among the four satellite feeds to create the predetermined mix of programming for each particular region. Sat-a-Dat is now used by Satellite News Channel affiliates, Werner said, allowing them to insert regional news feeds automatically into the national news feed. (SNC is a joint venture of ABC and GWSC.)

The new service will be phased in over the next year, when Galaxy I becomes operational. Next fall, said Eddie Einhorn, owner of the Chicago White Sox and SportsVision, three of the regional networks—SportsVision, Wisconsin All Sports and Pro Am Sports—will begin exchanging programming. Werner said, however, that the national programming will not come on line until the spring of 1984.

The rise of TSN means the demise of the Super Sports Network. Conceived by Robert Schmidt of Communications Technology Management and backed by Einhorn and the owners of Wisconsin All Sports and Pro Am Sports, SSN had tried to recruit other sports franchises to join a cooperative national sports service. In the process of looking for partners, Einhorn said, they found that GWSC had similar plans and they began discussions. The SSN partners eventually concluded that joining GWSC was "preferable" to "doing it ourselves," he said.

What makes TSN unusual is that it will be supported by both advertising and subscription dollars. GWSC made a point of saying that TSN would offer national, regional and local commercial availabilities. Although advertising is anathema to the pay movie operators, Werner said, GWSC research shows that viewers not only tolerate advertising on pay sports networks, but expect it during the breaks in the game.

One of the unsolved mysteries at the press conference was how all those revenues would be shared among the TSN partners. All the partners would say is that each regional network or sports franchise has cut a different deal with GWSC.

A success of TSN would probably mean fewer professional games on broadcast television. Joe O'Neill, president of Wisconsin All Sports, said that 60 Milwaukee Brewers (baseball) and 40 Milwaukee Bucks (basketball) games are now broadcast. But as a result of the teams' participation in Wisconsin All Sports, he said, the number of broadcast games will be cut in half next year. It's not likely the teams will ever completely abandon broadcast television, he said, since many people will never subscribe to cable and it "doesn't make sense to cut all those people off."

TSN's national programming will originate from GWSC headquarters in Stamford, Conn. According to a press release, the programming will include a regular segment offering "the latest, up-to-minute news, information and statistics on immediately



Werner, Einhorn and O'Neill

upcoming sports events," a "scoreboard/review program" featuring scores and game highlights, and "a sports desk/anthology program" that will provide updates, analysis, information about a game during breaks in the action and information about other games in progress. □

Plans for an independent coop

Trident President Loftus says formation would help in borrowing money, negotiating program rates and acquiring equipment

Richard Loftus, president of Needham, Mass.-based Trident Communications Group, and NCTA board member, called on independent cable TV operators to join him in establishing an "operations cooperative" that would enable the independents to purchase equipment and services, lease facilities and arrange financing and loan portfolios on terms that heretofore only the major MSO's have been able to secure. Independents usually are not afforded the volume discounts and prime lending rates secured by the MSO's because as separate entities the business they bring to suppliers and lenders is not as valuable as that brought by the larger MSO's.

Loftus made the call at an NCTA panel session devoted to problems encountered by independent cable operators. His suggestion was not entirely altruistic. He has formed a company called Tri-Sat, which will provide satellite services such as teleconferencing or electronic mail to cable operators, and hopes to engage the proposed cooperative as a steady client. He would also provide other management services to the cooperative. He hopes to have the cooperative up and running by the latter part of this year or early next year.

Also speaking at the session were Joe Di-Bacco, vice president, metro operations, Liberty Communications; Brenda Fox, vice president and general counsel, NCTA, and Char Beales, vice president, media research and marketing services and research, NCTA.

Addressing the issue of refranchising, Di-Bacco said, "Just because you do a good job, does not mean the local government will renew your franchise." There are those that "jealously covet your property," he said, "and will try to steal the fruits of your hard labor." He urged operators to start their refranchising efforts perhaps as early as five years before the expiration of their franchises and certainly no later than two years before the expiration date. But he cautioned operators to time their efforts to "avoid elections—you don't want to become a political football."

Fox told the operators that though the cable deregulation bill (S. 66, approved by the Senate last week) "levels the playing field" somewhat, cable still faces some potentially stiff competition. She said that the FCC was moving to eliminate the existing cable-telco crossownership rules—an effort she said was spurred on by the AT&T consent decree

and the fear of skyrocketing local telephone rates. She added that the telephone companies, if allowed, would not just be looking to go after the enhanced "bells and whistles" services, but the more traditional cable services as well.

Competition from SMATV systems is also cause for concern, said Fox. She noted a recent decision by the state of New Jersey that requires SMATV operators there to obtain state certification. The National Satellite Cable Association (NSCA) has subsequently asked the FCC to "pre-empt" all local and state authority over SMATV operations, said Fox. "There will be a hard fight" at the commission over that issue, she said, but expressed optimism that NCTA would emerge victorious.

Fox also noted that ASCAP and BMI are negotiating with NCTA to form a licensing agreement for program operators. The final agreement will "hopefully provide a minimal fee," she said. Beales told the audience that "you've got to know what your subscribers want and what makes them unhappy" to the point where they disconnect service. "Information is the key," she said. And keeping subscribers and potential subscribers informed as to what services are available is essential, she said. She cited a recent study which indicated that cable provides the services that many consumers desire, but that they are unaware that cable provides such services. Beales encouraged operators to contact the NCTA about available research information. □

Operators plan ways to outwit pirates

Among suggestions for the ever increasing problem of program theft are prosecution, scrambled signals and better internal audits

Service theft is a significant problem for cable operators and program suppliers alike. But, according to a panel at the National Cable Television Association convention in Houston last week, cable operators and programmers can and should fight back.

Robert Zitter, director of network operations for Home Box Office, said his company was fighting back—both through litigation and by scrambling its programming. According to Zitter, signal piracy is becoming a bigger problem as the cost of earth stations is coming down. In 1975, earth stations were going for \$125,000; they now cost \$2,000 he said. During the coming year, he said, the cost could drop below \$1,000, making earth stations a "consumer product." As it stands, there are anywhere from 30,000 to 100,000 earth station operators pirating satellite programming, he said.

While Zitter said HBO planned to continue fighting piracy through litigation, it also planned to start changing over to a scrambled system this year, completing that transformation in 1984. "By this time next year, the entire HBO network will be scrambled," he said.

Francis Perkins, a New Jersey attorney, stressed that effective legislation can be of



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assistance. In New Jersey, he noted, the 1972 cable TV act had prohibited the stealing of cable signals, but because of the way it had defined the offense, prosecutions were not felt by authorities to be worth the effort, and no one was prosecuted under the statute. In 1976, however, the offense was downgraded so disputes could be tried in municipal courts. They were also defined so alleged offenders would not be burdened with a criminal record.

Earlier this year, the law also was amended to make it a similar offense to sell equipment—such as converters and splitters—for the theft of cable signals, he said. “Now we have something with which to go after the sales people,” he said.

Frederick Cluthe, director of data processing for Suburban Cablevision, East Orange, N.J., said his company, after learning four years ago that 6% of its drops were unauthorized, decided to counterpunch. It’s now

standard operating procedure for the company to follow up successful prosecutions by distributing a press release with the violator’s name, address and the nature of his crime, he said. While service theft is often treated like a victimless crime, that shouldn’t be the case, he said. “The victim is the honest subscriber or employe,” he said.

Robert McKann, vice president for Cox Communications, said thievery is an enormous problem. Last year in San Diego, he said, about 45,000 of the hookups to Cox’s system, which serves more than 225,000 subscribers, were unauthorized. Another 30,000 decoders were estimated to have been tampered with, he said. Together, he said, those unauthorized uses had cost the company more than \$13 million during the year. If every cable company lost that much, the industry would be losing more than \$890 million a year. Unless something is done to fight back, the industry could be losing more

than \$2 billion by 1990, he said.

To cut their losses, cable operators can increase their internal security systems (much of the difficulty can arise from the cable operator’s own employes stealing and selling decoders on the side, he said). They also should better screen new employes; secure decoders with rivets, magnetic latches or “think screws,” and seek the cooperation of law enforcement officials, he said.

He also noted that Cox has launched a print and television ad campaign aimed at discouraging service theft. The chief pitch in the ads is that service thievery is a crime punishable by fines and jail sentences (in California, anyway). In the ads, Cox also offers to exchange illegal cable boxes for legal ones, no questions asked. The campaign would appear to be a rousing success. Since Feb. 21, more than 9,400 decoders have been turned in, with 5,800 parties opting for additional service, he said. □

Ross, Lilley debate must-carry

Turner counsel repeats reasoning for rules’ elimination; CBS executive says future upgrades will solve problem with channel capacity

It wasn’t like the old days. The session at last week’s NCTA convention on the FCC’s must-carry rules, which require cable systems to carry all local television stations, attracted an audience of fewer than 30. In years past, as session panelist Robert Ross, general counsel, Turner Broadcasting System, pointed out, talk of the controversial rules would have drawn 500 to 1,000.

But despite the poor turnout, the debate over the legality and the necessity of the rules proved lively.

According to Ross, who is leading TBS’s efforts to repeal the must-carry rules at the FCC, the rules not only interfere with the

cable operator’s efforts to put together the most attractive lineup of programming available, but also deprive them of certain constitutional rights. By requiring systems to carry certain channels, he said, the rules are an unlawful taking of cable operator’s property, a violation of the Fifth Amendment, and an interference with their “editorial control,” a violation of the First Amendment. Moreover, the cable operators are not the only group adversely affected by the rules, Ross said. Cable programmers, which did not even exist at the time the rules were first adopted, are harmed because many “saturated” systems are unable to drop local broadcast signals to carry cable program services. If cable operators cannot carry the cable services, he said, the public is also harmed since it is denied the programming diversity offered by the cable services.

TBS, which is one of the prominent cable programmers (Cable News Network, CNN Headline News and superstation WTBS-TV Atlanta), petitioned the FCC to drop the must-carry rules in 1980, and it asked for expedited action on the petition earlier this year. If the FCC doesn’t take action on the petition now, Ross said, TBS will “go to the courts and ask for due process.”

The major obstacle to the repeal of the rules is, of course, the broadcasters, who fear that cable operators, with their exclusive franchises, would extract substantial carriage fees from them. The other big obstacle is that repeal of the must-carry rule has gotten intertwined with the issue of cable copyright and the compulsory license. Even though there are no logical or legal reasons why must-carry and copyright issues must be resolved as part of a single piece of legis-



What to carry. Congressmen dotted this must-carry panel, including (l-r): Representative Carlos Moorhead (R-Calif.); William Lilley, CBS; moderator Harry Greenberg, Cable Communications of Iowa; Turner

Broadcasting System counsel Robert Ross; Senator Robert Kasten (R-Wis.), and Representatives Michael DeWine (R-Ohio) and Henry Hyde (R-Ill.).

lation, Ross said, there are some political ones.

Ross felt the broadcasters' fears are exaggerated. He said cable operators are reluctant to drop any service—absent another big jump in compulsory license fees similar to the one that went into effect last March and forced operators to drop distant signals—because dropping any signal tends to "irritate subscribers." In addition, he said, cable operators have an incentive to carry as many services as possible to insure they address every "discrete" audience within their franchises.

Assuming the cable operators wanted to charge broadcasters for retransmission to cable subscribers, Ross said, most broadcasters would still have "a tremendous amount of leverage" in the negotiation of carriage fees since broadcasters' signals are already available to viewers off the air.

William Lilley, vice president for corporate affairs, CBS Inc., said what's bothering TBS and the other cable programmers is a "time-sensitive scarcity problem." Programmers are currently worried about must-carry rules because they force some operators to carry broadcast signals in lieu of their services.

But the problem will gradually be alleviated as older cable systems are upgraded and channel capacity expanded. By the time the federal government modifies the must-carry rules and implements the new ones—a process that could take up to five years—the need for modifying the rules will have disappeared, he said.

Ross was not as sure as Lilley that the problem of saturated systems would go away with time. There are many 20-channel, 30-channel and 54-channel systems that do not have enough channels to carry all the cable services they would like, he said, partly because of the must-carry requirement. Although channel capacity is not a problem in the new 108-channel systems now being built in big cities, he said, such systems are not economical in smaller franchises. (It's not yet proved, he noted, that they are economical in the large markets.)

Joining Ross and Lilley on the panel were four federal lawmakers. Three of them—Representative Carlos Moorhead (R-Calif.), Senator Robert Kasten (R-Wis.) and Representative Michael DeWine (R-Ohio)—were in favor of the must-carry rules, although all thought they could be modified to make them more palatable to cable operators and programmers. The fourth, however, Representative Henry Hyde (R-Ill.), advocated dropping the rules in favor of a "free market."

Kasten, who is a member of the Senate Commerce Committee, which has jurisdiction over communications law through its Communications Subcommittee, said preservation of the rules in some form is necessary to protect localism and, by extension, the public interest. Broadcast stations are important sources of local news and public affairs, he said, so their carriage on cable systems is also important. But, he said, "there is potential for compromise." Precedent for compromise on the issue was set in H.R. 5949, the so-called cable copyright bill, he said. Support for the bill evaporated, he said, not because of the must-carry provisions,

but because of the Copyright Royalty Tribunal's dramatic increase in compulsory license fees for certain distant signals.

DeWine, who along with the other two congressmen is a member of the House Copyright Subcommittee, said that without must-carry rules, cable operators could use their monopoly positions to engage in anti-competitive behavior. To guard against such behavior and preserve localism in broadcasting, he said, the must-carry rules are justified, although they could be modified to eliminate such anomalies as network program duplication.

Moorhead, the ranking Republican on the copyright subcommittee, said it is important for broadcasters to be guaranteed carriage on cable systems, especially as cable penetration rises. He, too, favored a compromise and expressed disappointment about the failure of H.R. 5949 "because the religious and public stations had all come together."

According to Hyde, the free market can act as a substitute for the must-carry rules, at least in the urban systems with their high channel capacity. "The desperate need for material will guarantee, in my judgment, that local interest will be represented." In Hyde's marketplace, consumers would ultimately choose which combination of cable services and broadcast channels a cable operator would carry. "The systems should not be made to carry channels people really aren't interested in," he said.

In the minds of the congressmen, must-carry and cable copyright seem to be inseparable issues that have to be addressed in one comprehensive piece of legislation. Nonetheless, Moorhead indicated his support for an amendment to the Copyright Act of 1976 that would take some of the sting out of the CRT rate hike. Offered by Representative Mike Synar (D-Okla.), the amendment would permit cable systems in any market to carry three distant signals without incurring the higher rates. The bill, Moorhead said, would end the copyright law's inherent discrimination against systems and consumers in small markets, which are least able to afford the higher rates. □

Where the money is

Most institutions are lending more freely to cable systems; insurance companies are the exception

For cable operators that can demonstrate a respectable cash flow, getting financing these days shouldn't be too hard. The financial community would appear to be generally bullish about cable, according to an NCTA panel.

In fact, the only downbeat news presented was that the insurance industry might be losing some of its ardor. But one observer cautioned that that news shouldn't cause alarm. "We're actually in a situation today where there are more lenders than borrowers," he said. "The insurance companies aren't there because they're not needed at their rates."

David Wicks, managing director of A.G. Becker Paribas Inc., said the insurance industry involvement in cable is expected to



BLACK BELT THEATER WAS A LATE FRINGE SLUGGER IN LOUISVILLE.

WDRB-TV, in Louisville, put Black Belt Theater into the line-up in Friday's late innings (11:30pm-1:30am) and came up a big winner over ABC's Nightline, SCTV Network, ABC's Last Word and Saturday Night.

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dip this year, largely because some insurance companies are perceiving "some risk." (According to a study by his company, insurance companies had outstanding loans to the cable industry for a total of \$1.037 billion in 1982, but that commitment is expected to dip to \$938 million this year.)

One company, John Hancock Life Insurance, has stopped lending to cable altogether, concerned about the entry of new competition, the regulatory environment and whether systems will be refranchised, he said. Wicks said he thought insurance companies that shared Hancock's views were overreacting. He expressed concern that the insurance industry's behavior could have a "rippling" effect on commercial banks, which, again according to his study, will remain cable's largest lenders in 1983, with their total commitment amounting to \$5.39 billion. Nonetheless, he said, public financing should fill the gap, assuming that commercial banks maintain their loan levels.

Michael J. Connelly, vice president, special industries division, First National Bank of Boston, said he thought banks would increase their "exposure" in the cable industry. "The underlying fundamentals of the business are strong," he said.

Leon Black, vice president, Drexell, Burnham, Lambert, said a market for common equity for cable still exists. But over the last eight months, cable stocks have not kept up with the Dow, nor with newspaper and broadcast industry stocks. That, he said, is largely because the public perception of cable has been "plagued" by "bad press" over urban cable construction, the programming difficulties of companies like CBS Cable and "confusion" about the impact of alternative technologies.

In the second half of this year, he said, there should be a "huge" market for private, larger-unit tax shelter deals, spurred by investors searching for multiple write-offs and by the feeling that economic recovery is on the way. Cable should benefit since investors are expected to "shy away" from oil and gas investments, which traditionally attract a large portion of the tax-shelter dollars.

Black also was optimistic about "mezzanine debt," a market he said that has \$60 billion now, and is attracting an additional \$1 billion each month. That market, he said, is 100% institutional, consisting of mutual funds, insurance companies, certain bank trust portfolios and pension funds.

Those investors, he said, are chiefly interested in looking at a company's cash flow and management team, and are offering fixed-rate, long-term debt. Nonetheless, Black added that the minimum deal that could be arranged that way was \$10 million.

Brian Applegate, a partner in the venture capital firm of Burr, Egan, Deleage & Co., questioned why cable companies haven't pursued related opportunities—radio common carriers, cellular radio and local area networks—which he said presented opportunities for growth. According to Applegate, cable companies would be naturals for those businesses, since all require similar sorts of construction, do the same kinds of marketing and provide similar services. "Our funding levels are at all-time highs," he said. "It's not a question of us not having money. Show us a good deal." □



Selling strategies. Finding ways to improve marketing dominated this session with (l-r) moderator Trygve Myhren, ATC; August Hess, Opinion Research Corp.; Kenneth Probst, Campbell-Mithun; Howard Horowitz, Opinion Research Corp., and J. William Wardell, Doyle Dane Bernbach.

Selling strategies

Study offers different plans for attracting different types of consumers to basic and pay services

Ways to sell cable to more customers in urban and suburban areas were suggested last week in a study presented to the NCTA convention.

An NCTA-commissioned marketing study divided consumers into five groups based on their attitudes toward television, identified what each group wants from cable and sketched in sales messages appealing to each group. The study, conducted by Opinion Research Corp., was based on interviews with 4,200 consumers in 14 suburban and urban areas, where consumers were found to be more educated and more sophisticated and to demand a higher quality of programming than their counterparts elsewhere.

Efforts to reach those consumers, however, may not be effective through a single pitch, since consumers tend to be too segmented, the study said.

According to the study, 23% of those sampled could be lumped into a category of "truck chasers"—a term coined to describe people who subscribe to cable before they are solicited. Truck chasers are heavy TV viewers of a relatively blue-collar nature. On the whole, 54.3% of the homes of truck chasers passed by cable have been penetrated. Truck chasers tend to enjoy all sorts of programming. On the negative side, truck chasers tend to have less money than other groups and therefore have less to spend on cable. According to the study, marketing objectives for truck chasers should include overtures aimed at increasing their demand for cable and reminders that cable is a good value for the money.

Those in the "basic, but..." category constitute 28% of those sampled (with cable market penetration of 39.6%) and express almost as much enthusiasm for TV as truck chasers. Those consumers tend to be white-collar workers and emphasize the informational and educational side of TV. Although they say they are primarily interested in high-quality programming, they watch TV for entertainment and relaxation as well, but do

not have a good image of cable. In marketing to members of this category, cable operators should demonstrate through specific channel references that cable provides high-quality and educational, as well as entertainment, programming, the study said.

The third category, "entertain me," made up 21% of the sample (48.7% penetration) and tended to be male, young and single. Members of this market segment also tend to have an average education and income. They enjoy, and want to see, uncut movies, sports, programming featuring performing rock groups, adult entertainment and "other uninhibited entertainment," the study said. They are heavy TV viewers and offer good market potential. Cable operators would be advised to increase their understanding of the kinds of programming this group thirsts for, according to the study.

The 21% of the sample that fit into the "make it worthwhile" category (31.2% penetration) epitomize the "television snob," the study said. Individuals in this group are slightly more than likely to be female, older and upscale. They tend to perceive too much TV to be harmful and claim they generally are attracted to "good" programming. They also claim to be light TV viewers, have a relatively low image of cable, but cable subscribers in this category tend to be satisfied with the cable service they receive. According to the study, this group is characterized by low cable penetration, and its members express little interest in subscribing. To try to snare members of this group, cable operators would need to convince them that cable is intellectually stimulating, provides programming families can enjoy together and can keep them up to date on current events, the study said.

The 7% remaining make up the "no thank you" category (25.3% penetration) and tend to be female, older and well educated. Members of this group tend to perceive TV as a temptation they seldom want and need. These people watch only when "good" programming is on, and for them cable has a weak image. Subscribers from this category are unlikely to initiate contacts with cable companies. Once sold, however, they tend to

indicate they are very satisfied with their service. According to the study, this segment is not expected to grow. A cable operator's main objective in dealing with this group should be to maintain current subscribers and to attract new ones with news and cultural programming, the study said.

Also according to the study, movies are the major draw for pay customers, and reception and sports are the major draws for customers subscribing to basic service only. The study said that homes with poor off-the-air reception are already highly penetrated. That suggests that one of the key motivations for subscribing in the past has been exhausted.

The study also noted that subscribers surveyed indicated they are satisfied with their service and plan to retain it. Subscribers taking only one pay channel, however, tend to view cable in a less positive light than do subscribers taking only basic services or more than one pay service, the study said.

At the NCTA session where the study was unveiled, the consensus seemed to be that a major effort to educate consumers on what services cable can offer would benefit cable operators. Howard Horowitz, vice president for Opinion Research, for instance, stressed that "cable can be all things to all people at all times. We have product on the system you want; the point is the consumer has to know he has that," he said.

Kenneth Probst, senior vice president, client services, Campbell-Mithun, stressed the need to enhance cable's image. "The cable industry needs a single positive voice and needs it now. Advertising can create positive attitudes, and positive attitudes increase sales," he said.

Trygve Myhren, chairman and chief executive officer of American Television & Communications Corp., suggested selling consumers on the notion that "discriminating" people subscribe to cable, differentiating cable from other forms of TV. The idea, he said, should be to make consumers see that "cable is more than just more TV." □

Must-carry rules should be re-examined, says Jones

Former commissioner feels Turner arguments for repeal will not harm broadcasters

The FCC should reconsider the need for its must-carry rules, former FCC Commissioner Anne Jones (who resigned effective May 31) said at a breakfast hosted by Women in Cable at the NCTA convention.

According to Jones, those arguing for repeal of the rules—chiefly Ted Turner and company—had made some "excellent" arguments against them. One of Turner's arguments has been that the existence of low-cost switches enabling viewers to change from cable to over-the-air reception has largely demolished the broadcasters' fear that they

would lose access to a significant number of viewers in cabled areas without the rules.

Turner and company's strongest argument, she said, is that the rules, therefore, "work at cross purposes" with the commission's policy of promoting a diversity of channels. "This policy, rooted in First Amendment principles favoring diverse and antagonistic voices for debate of public issues, should, in my view, weigh very heavily against the notion that cable customers must be spared the necessity of buying, installing and using a simple \$5 switch, lest their connection to the cable system deprive them of access to the local service provided by broadcast stations," she said.

Another issue that should be addressed, she said, is how cable should be regulated overall. Cable's old regulatory structure—"oriented largely toward protection of broadcast TV"—is probably gone for good, she said. But she didn't think it likely that cable would be totally unregulated. "Indeed, it seems to me that if cable enjoys the success which it may in terms of fully wiring the nation and displacing alternative communications pathways to the home, it may come more and more to resemble other essential services provided on a monopoly basis. This would inevitably raise the question of whether it should be regulated as a public utility," she said.

Some argue that at least as long as alternative delivery systems exist for the service cable provides, it is neither necessary nor desirable to regulate cable as a public utility, even though cable operations typically are local monopolies, she said. "However, this argument begs the question whether competitive delivery systems will be viable in areas served by modern, high-capacity cable. To the extent that cable's economies of scale enable it to displace competing systems, it seems to me such displacement must raise the public utility question at some point."

Jones also said that of special interest to her is cable's status under FCC rules and policies aimed at encouraging broader participation in telecommunications.

She said, for instance, she was particularly pleased that the commission had decided to take EEO action against an unnamed cable operator (presumably Tele-Communications Inc., which the commission last month slapped with EEO reporting requirements). "Since the system is still resisting that action, this may be the case in which the commission's authority to impose EEO requirements on cable is litigated," she said. "Although I regret the necessity for such litigation, I must say that I applaud the commission's willingness finally to move meaningfully against a noncomplying cable system and take the risk of having its authority tested."

"I understand the argument that the commission's ancillary jurisdiction over cable may not include authority to regulate cable's employment practices, and I have some apprehension that that may be correct. I strongly believe that it is high time for the commission to fish or cut bait on this issue. The time for standing on ceremony and relying on jawboning on EEO should be long past.

"If the commission has authority to en-



BLACK BELT THEATER BEGINS ITS THIRD YEAR OF POLISHING THE BIG APPLE.

For two years running, WNEW-TV, New York, aired many Black Belt Theater movies in the Saturday 3-5 PM time period. Result: they came up with a bright and shiny #1 among 18-34, 18-49, 25-49 and 25-54, with higher ratings than any network or independent station in the market.

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force its cable EEO rules, it should use it. If it lacks such authority, it should establish that fact and ask Congress for unambiguous authority to regulate effectively in this area," she said. □

Examining the world of pay per view

Pay per view, still in the experimental stages in most of cable television, is, despite its spotty history, a subject of considerable interest among system operators. At a session on the potential of the medium, some of the industry's leading experimenters not only shared their experiences but also offered a positive outlook, as long as certain critical market factors fall into place.

Kazie Metzger, vice president for strategic planning at Group W Cable, said an 11-month experiment at the company's Middletown, Conn., system completed in February, convinced Group W pay per view "will be a valuable service to subscribers and profitable for cable."

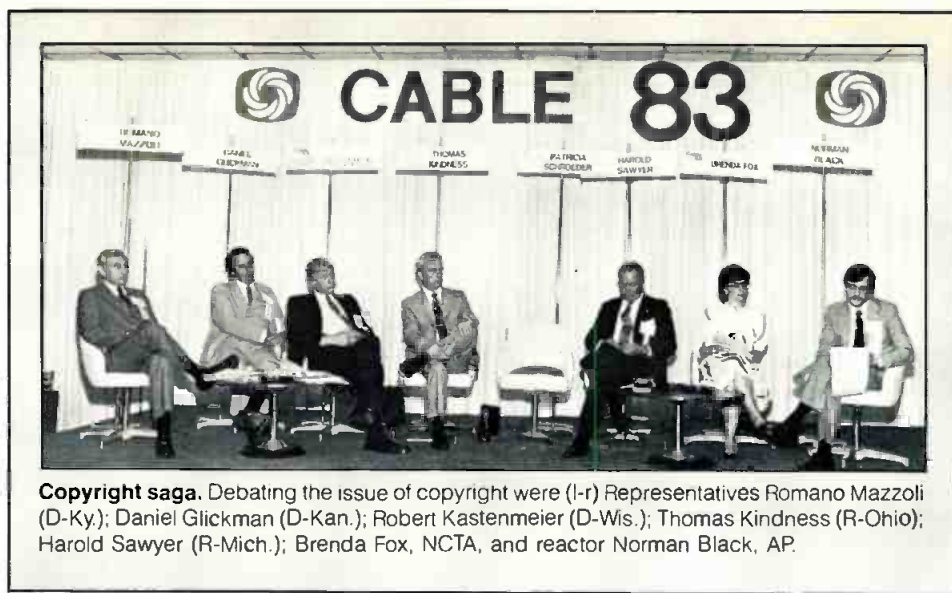
The typical pay-per-view customer is in the 18-39-year-old, middle-to-upper-income group, she said, and the best are in multipay homes, where viewers are most experienced at paying for television. Pay per view doesn't "cannibalize" other pay services, she said, but instead enhances their value to the customer.

With 24-hour-a-day pay services, the quality of any particular program is not vital to subscriber satisfaction, said Metzger, but with pay per view, consumers demand value, both in the product and the timing of the event. Within reasonable limits, cost is not a factor in consumers' decisions to buy pay per view. As long as the program is desirable, she said. "You can't increase the market for an event by lowering its price."

The vast majority of subscribers are reached through systems of 20,000 subscribers or fewer, said Metzger, but most of those can't handle the cost of pay-per-view programming on their own. "A variety of pay-per-view networks should be developed, possibly through cooperative efforts by multiple system operators," she said. "A lack of unified standards and policies has slowed the growth of pay per view." Metzger suggested the industry find another name for pay per view. "It's neither catchy nor marketing oriented," she said.

Warner Amex Cable, which serves over 2 million pay-per-view subscribers, most of them in metropolitan areas, has had "a very favorable experience" with the medium, according to Sheldon Perry, senior vice president for programming. Much of the industry's problem with its early efforts at pay per view, he said, stems from "everybody... operating on expectations rather than execution," overpricing events and starting out with the assumption that pay per view should be highly successful.

In Portland, Ore., where Rogers Cable-systems has been running 10 to 12 pay-per-view events each month for about a year, the medium has "grown from an incremental, outside part of our business" to one that is



Copyright saga. Debating the issue of copyright were (l-r) Representatives Romano Mazzoli (D-Ky.); Daniel Glickman (D-Kan.); Robert Kastenmeier (D-Wis.); Thomas Kindness (R-Ohio); Harold Sawyer (R-Mich.); Brenda Fox, NCTA, and reactor Norman Black, AP.

"totally integrated," according to Frank Nuessle, executive vice president and general manager. Most of Rogers' pay-per-view fare has been movies, he said, with top features selling for \$5 each and grade B features going for \$4 each. Adequate telephone staffing is critical to a local pay-per-view service, said Nuessle, because 50% of most orders come in within two hours of the broadcast. Computerized phones, so the company will know how many calls it is getting and when its system is overloaded, are highly desirable, he said, as is a computerized billing system that identifies each pay-per-view event by name on a customer's invoice. As did several other panelists, Rogers found its own "barker channel," for which it produces its own trailers, is the best means of promoting a pay-per-view event.

At its Portland, Ore., operations, Rogers realizes 26% of its pay-per-view gross revenue as net profits, said Nuessle, but it is far

from satisfied with that. "We will do everything we can," he said, to get it up to 40%. Next year, the company expects to generate over \$600,000 in pay-per-view revenue.

As did a number of cablecasters who addressed the issue of pay per view at last week's convention, Nuessle complained that studio prices for events are much too high. The 50-50 split of gross revenue required by most studios is "unsatisfactory," he said, and according to Perry, Warner Amex has turned down a number of events because it felt they were overpriced.

For Oceanic Cablevision of Honolulu, pay per view has brought mixed results, according to company president, Don Carroll, although its entry into pay-per-view hotel services has proved quite successful in its early stages. In hotel pay per view, break even comes when occupancy is at about 60% and acceptance of available movies is about 12.5%. □

Well, maybe a little access

Hill panelists at NCTA session see slight need for government intrusion on access channels

It was an almost unqualified "no" that answered the question posed for a panel session debate: Should Washington mandate the leasing of cable channels? Six congressmen took their turns giving their views on the matter, and with just a few qualifiers, the conclusion was the same.

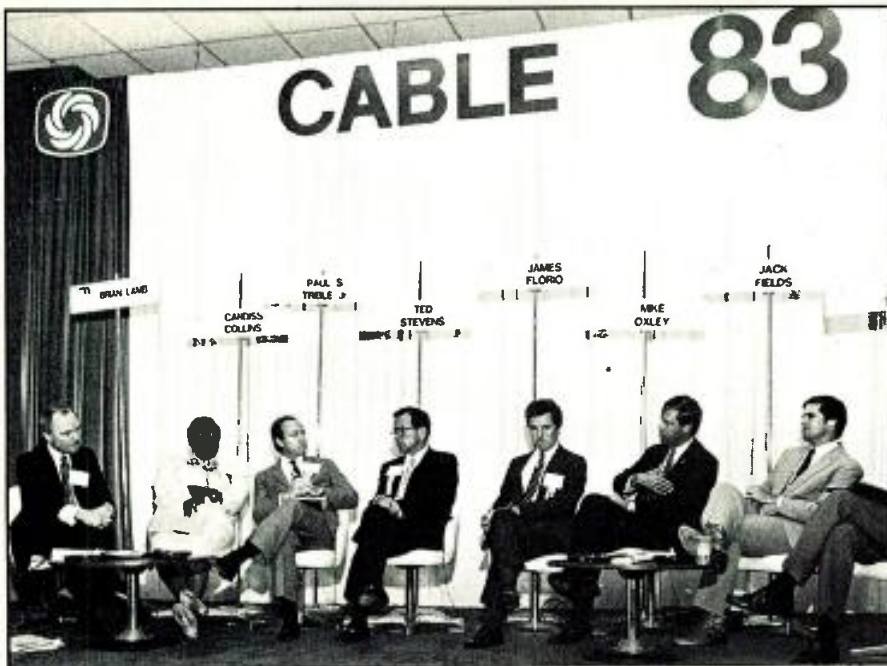
No one on the dais, which included Senators Ted Stevens (R-Alaska), Paul Trible Jr. (R-Va.) and Jack Fields (R-Tex.) and Representatives Cardiss Collins (D-Ill.), James Florio (D-N.J.) and Mike Oxley (R-Ohio), seemed particularly worried about the possibility, as outlined by moderator Brian Lamb, president of C-SPAN, that in the years ahead as few as five or six major companies may control most of the country's cable systems, and therefore control access. They seemed to feel that MSO's, because of heavy competition for viewers, will be responsive to the public's demand for access out of good business sense, if not "an intrinsic good citizen component or a sense of public accountabil-

ity," in the words of Florio.

The most important consideration, they seemed to agree, is that a degree of access be reserved to insure the marketplace of ideas continues to exist. But there should be no reason for government to mandate any access because, both Stevens and Trible agreed, the multiplicity of cable channels will negate a need to mandate leasing. "Cable is definitely the future because of its diversity. We're moving from an either-or society to a multiple-choice society," Trible predicted. (Timothy Wirth, chairman of the House Telecommunications Subcommittee, takes an opposite view [see page 56].)

While Fields and Oxley were very definite in expressing their feeling that Washington should steer clear of mandating in any form, Florio suggested a middle ground: "We don't want to set in place rigid requirements to either extreme" by totally rejecting all government intervention or "in our infinite wisdom now, say there should be one, five or seven channels set aside forever. There's got to be a fluid ability to insure that as times change, there will continue to be" access.

The panelist who came closest to endors-



Accessing access. Little enthusiasm for mandated leased access was found in this panel with (l-r) moderator Brian Lamb, C-SPAN; Representative Carliss Collins (D-Ill.); Senators Paul Trible (R-Va.) and Ted Stevens (R-Alaska), and Representatives James Florio (D-N.J.), Mike Oxley (R-Ohio) and Jack Fields (R-Tex.).

Plugging leaks

Signal leakage not only can degrade a system's quality, but also hurt two-way service and bring FCC action; remedies are offered at NCTA panel session

Cable operators would be well advised to make sure that their cables aren't leaking, both to insure that high-quality signals are being delivered to their customers and to avoid the ire of the FCC. That was the word from John Wong, supervising engineer of the FCC Mass Media Bureau's cable TV branch, in a panel discussion at the NCTA convention.

Wong said that the potential of cable leaks causing interference to air-traffic radio systems which use some of the same frequencies cable operators employ had "compelled" the FCC to toughen its stance. While the commission had done only about 40 "intensive," on-site inspections of cable systems from mid-1981 through March 1983, it is proposing to do about 150 during 1984, Wong said.

Wendell Bailey, NCTA vice president for science and technology, the panel moderator, said that much could be at stake. He said some cable operators already had been barred from using certain frequencies. "The only way to stop that is to run a good system," he said. "The price for these frequencies is eternal vigilance."

Robert Luff, vice president, engineering, for Rogers-UA Columbia, stressed another rationale for keeping a damper on leaks: Signal leakage could affect a system's ability to provide two-way services.

According to Luff, a study by his company revealed that leaks vary at different frequency levels. The study, aimed at improving leak detection, concluded that low-level leaks would be easier to detect by increasing the sensitivity of leak-detection equipment. It also concluded, however, that for high-level leaks, increasing the sensitivity of leak-detection equipment wouldn't be of assistance. Instead, he said, it would be necessary to increase the leak detector's antenna height above vegetation and ground structures.

Bill Down, chief products engineer for LRC Electronics, said "suckouts"—cables pulling out of connectors—were largely caused by changes in temperature. For example, Down said, 150 feet of aluminum experiencing a 100-degree drop in temperature would shrink about two inches. But suckout problems could be reduced if cable installers would simply put slack-producing "loops" on each side of a connector, Down said. "Our principal problem is poor installation," he said. "The crews in the field have generally not been properly instructed on how to put the connectors in. You have to read your instructions."

While the panel chiefly addressed problems associated with above-ground cable, Down also said cable operators could run into leakage problems with underground installations. □

ing any mandated access was Collins. She said she felt there should be "some type of regulation of what goes over the air and cable but I don't think there should be a law giving certain people [such as elected officials] special privileges. It should be based on competition and what viewers want to see." The main area that Collins said worried her was access to the media by minorities. "Mandated access is more important to those of us with large minority constituencies," she said.

But the panelists debated more than the leasing of cable channels during the session. At the invitation of Lamb, they shifted into a

discussion of the media's role in influencing the government. The panelists agreed the media have had a positive impact on government, mainly because it has "opened up the political process," according to Trible. But he also expressed a fear of a negative effect. "This is the day of the 28-second tape. You have to be able to convey your political philosophy in 28 seconds... What's important is your appearance and demeanor, not what you say. That's a bit scary."

Collins singled out the cable viewer as the most informed of all media viewers. "Those people tend to know more about what the issues are," she said. □



Plugging leaks. The importance of preventing signal leakage was the focus of this session with (l-r) moderator Wendell Bailey, NCTA; Thomas Lovern II, Comm/Scope; John Mattis, Raychem Corp.; William Down, LRC Electronics; John Wong, FCC, and Robert Luff, Rogers-UA Columbia.

AAF carries the banner for ad freedom

Annual convention in Washington hears praise from Bush and Reagan, warnings of federal, state and local threats to deregulation

The American Advertising Federation showed up 603 strong in Washington last week to reaffirm its stance in behalf of advertising freedom.

In turn, during the June 11-15 annual convention of the federation, its members were repeatedly assured by top government spokesmen that the administration was steering a course consistent with AAF's goals.

Vice President George Bush told an opening session Tuesday morning that President Reagan "is keeping that pledge and carrying out his mandate to free our society and economy from the strictures of unneeded government red tape."

"As head of the task force on regulatory relief, I can tell you we're making considerable headway toward reversing the government-knows-best trend that set in during the decades of the sixties and seventies."

Bush's address underscored the message sent earlier in the session by Reagan in which the President lauded the AAF, saying "I must conclude that the federation is a strong contender for the title of 'great communicator.'"

A sobering appraisal of the threats to advertising's freedom came Tuesday in a status report by AAF President Howard Bell and Dan Jaffee, the federation's senior vice president for government relations. They cited, chapter and verse, specific threats at the Washington, state and local levels and warned against misleading rhetoric about deregulation (see below).

During the convention, the University of Georgia was named winner of the AAF's 1983 national student advertising competition, sponsored by the Maxwell House Division of General Foods. Each of 15 teams in the finals was in Washington to give a 20-minute presentation of its advertising campaign to market Maxwell House coffee to the 15-to-20-year-old target group.

Highlights of the AAF convention on the theme, "Advertising Makes the Difference," follow. □

Bell and Jaffee outline AAF's areas of government interest

Delegates at last week's convention were given a Monday morning line on the AAF's game plan for governmental interests in advertising.

Presented by AAF President Howard Bell and Dan Jaffee, senior vice president, governmental relations, it also included warnings against complacency and misleading rhetoric about deregulation as well as predic-

tions of more attempts to tax advertising.

Bell said the AAF's government relations philosophy is embodied in a five-point credo: freedom to advertise with First Amendment protection; truth in advertising, in keeping with the AAF's historic opposition to all deceptive marketing practices; self-regulation of advertising; a continuing program to explain the facts of advertising and root out confusion and misconceptions about advertising, and support of a reasonable role for government in maintaining an honest and competitive marketplace.

Jaffee followed with a review of major issues affecting advertising in four areas of government. In the first, the Congress, he expressed fear that the House Energy and Commerce Committee was retreating from continuance of the 1980 congressional ban on the Federal Trade Commission that stopped the FTC from using its unfairness powers for trade regulation rulemaking on commercial advertising. However, Jaffee said, an attempt to do this with a vaguer definition of unfairness is being opposed by Senator Robert Kasten (R-Wis.), chairman of the Consumer subcommittee, who has promised to champion the cause for a complete ban on unfairness.

Jaffee reviewed the AAF's support at the FCC for the elimination of the fairness doctrine and the federation's monitoring of the financial interest and syndication rules and the children's programing rulemaking proceedings.

Jaffee also mentioned the increase at state and local levels of activity affecting advertising. He said AAF monitoring disclosed three major state legislative trends: increases in ad tax legislation, alcohol advertising legislation and legislation restricting utility advertising. At present, Jaffee added, 17 states have introduced or are considering specific new taxes on advertising and, with many states operating at all-time low or deficit budgets, the trend to add taxes can be expected to accelerate.

In his summation to the delegates, Jaffee declared: "Remember, AAF's grassroots structure is uniquely and well suited to deal effectively with these issues—and your support of these efforts is crucial." □

Ritchie urges exploitation of cable as advertising medium

Cable's pied piper at the AAF convention Tuesday was Daniel L. Ritchie, chairman and chief executive officer of Westinghouse Broadcasting & Cable.

He urged advertisers to utilize the "unique" capabilities of the medium and predicted that the ad agencies that find the best creative messages for cable today will be those that dominate the cable advertising

field tomorrow.

Unfortunately, Ritchie lamented, "too many advertisers still seem to see cable as merely a place to achieve additional run-offs of network broadcast commercials—a further way to amortize their costs."

Bearing down on the theme of his presentation, "Cable Is Not Television," he stressed cable advertising's power to exploit market segmentation. Cable offers the advertisers unique opportunities to focus the message according to the time of day or geographic region, as well as according to the audience, whether by income, education or other category, Ritchie declared.

The Group W head made it clear that his company is committed to both broadcasting and cable, but pointed out that there are changes in audience habits that must be recognized and addressed.

To that end in cable, Ritchie promised: "We're not going to re-invent broadcast television—neither in its programing nor in its advertising environment. We're not going to turn this unique invaluable resource into another chase for rating points. We're going to do whatever it takes to insure the long-term economic viability of cable advertising."

Ritchie closed with two commitments. He said Group W would petition the AAF's Addy awards committee to establish a special category to recognize excellence in cable commercials. Also, he said, the cable industry, with the establishment of the Consortium for Cable Information, of which Ritchie is chairman, would work to improve the public's image of cable. □

Miller spells out FTC approach to ad regulation

In his Monday luncheon address, Federal Trade Commission Chairman James C. Miller III restated the FTC's objectives concerning advertising and described how the commission has been carrying them out.

But, he reassured the AAF gathering, there should not be Orwellian fears: "Throughout [our proceedings], we are sensitive to the fact that a thriving market for information already exists. Sometimes we must intervene. The goal of that intervention, however, is to enhance the functioning of that market, not to replace it with the heavy hand of Big Brother."

Miller emphasized his own commitment to the goal of truthful advertising and declared advertising cannot fulfill its "crucial role in our economic system if consumers cannot rely on the information that advertisers provide."

He said that the FTC worked with the National Advertising Division of the Better Business Bureau, the networks and others to assure that deceptive ads do not appear. But, he added, it has been necessary to litigate, especially in cases that matter most to consumers. Examples cited included advertised claims for fire alarm systems, chain saws,

microwave ovens, real estate agent franchising and energy saving equipment.

At the same time, Miller again reassured, "We are also actively seeking voluntary compliance when that strategy is a more efficient way of obtaining the compliance we seek."

The FTC chairman further stated that the commission was reviewing its past programs "with an eye toward making improvements that will help the consumer directly, while eliminating unnecessary burdens on businesses, and thus ultimately lowering costs. □

Gannett's Neuharth warns of attempts to stifle First Amendment freedoms

Allen H. Neuharth, chairman and president of Gannett Co., fired a volley in defense of First Amendment freedoms in his Sunday luncheon address to the AAF. Though he saw blue sky promises in the new and emerging media, Neuharth grimly noted that "a topic of greater importance to all in the communications business [is] the matter of freedom to create and speak and sell information and ideas—in large cities and small, in print and in broadcast, in news and in advertis-

ing."

He added: "There are those in this country and in this world who think that you and I are, at best, a nuisance—who not only believe but are dedicated to limiting or eliminating our right to create, produce and distribute news and advertising."

The Gannett executive said all freedoms are affected by "our freedom to speak—to communicate verbally or in print." He said the meanings of those who would suppress those freedoms was put into perspective by the UNESCO McBride Commission report for a "New World Information Order." Among other things, it proposed licensing of journalists, a government code of conduct for media and other forms of censorship.

Neuharth said there were also some Americans who have "genuine misgiving about the current communications explosion, feeling they already have too much information, too much news, too much advertising, too many details, too many opinions that cloud rather than clarify... too much trivia and titillation."

However, Neuharth keyed his rebuttal of those fears to a quote of the late Supreme Court Justice Learned Hand: "The truth shall emerge from a multitude of tongues." □

good radio commercial, in addition to being efficient in reaching our target markets, must also be intrusive," he added.

Russ Gladieux, administrative director of the New York state lottery, explained why the organization puts 60% of its annual ad budget into radio. "Lottery products [lotto, daily numbers, win-4 and instant games] are impulse items and must be supported by repetitive, frequent and entertaining messages. Radio does that for us," he said. Today, of the \$4,034,000 allotted to the ad budget, \$2,421,000 is invested in radio, \$755,000 in print, \$683,000 in transit billboard advertising and \$175,000 in television.

Joining Gladieux was Paul Goldsmith, executive vice president and chief operating officer, Rumrill-Hoyt Inc., the agency for the New York state lottery. He said radio allows for both "rapid saturation"—when the lottery undertakes a new product introduction there's a need to saturate the state quickly—and "immediacy"—commercials being produced as 55-second spots enabling the announcer to tag them with the day's winning number.

Henry Hayes, director of media for Pepsi-Cola, called radio "the perfect segmentable medium." Hayes described how Pepsi-Cola gets "above average delivery" of teen-agers and young adults—the company's primary target demographics—for its different brands: Pepsi Free, Diet Pepsi, Pepsi Light, Mountain Dew and Pepsi-Cola. "Our primary target groups tends to watch less television," he noted.

Attendees were told that light television viewers are heavy radio listeners, according to an updated analysis of R.H. Bruskin's "Target Marketing & the Media" study first released at last year's ANA/RAB workshop. Jointly presented by Marvin Baiman, president, R.H. Bruskin Co., and Miles David, RAB vice chairman and chief executive officer, the study revealed a new finding showing that radio gets 65% of the time that light TV viewers spend with media.

However, radio advertising may be suffering at the hands of television, according to Philip Dusenberry, vice chairman and executive creative director for BBDO, who keyed the event. The major problem with positioning radio as a primary medium for all advertisers lies with the creative people at the ad agencies. "A great many creative people just don't give a damn about radio," he said. "When we look at a TV rough cut at the agency that's got something special going for it, you're apt to hear the word 'magic' in describing it," said Dusenberry. "Well in radio... we're pummelled into an insulting, insolent melange of shouts and screams at a decibel level that's enough to put your teeth on edge and have you reaching for a Valium," he said. Creative people all too often forget that radio gives the consumer the chance to use his imagination, he said.

Advertising is creatively successful when it makes "the human connection," said comedy radio commercial specialist Dick Orkin, president of Dick Orkin Creative Services Inc. Radio offers advertisers a distinct advantage in making that human connection by talking to the individual on a one-to-one basis, Orkin said. "And humor invites listener participation," he noted. □

Witnessing for radio

Joint ANA/RAB workshop hears testimonials on the benefits of advertising on radio

Radio advertising took center stage at New York's Waldorf Astoria last Tuesday (June 14) as the Association of National Advertisers and the Radio Advertising Bureau held their annual workshop day. Over 700 ad agency and radio executives in attendance at the co-sponsored event heard testimonials from corporate executives illustrating how radio helped their companies grow, new findings from a major marketing study and a plea for more creativity in commercials.

"Chrysler probably was the client that drew more attention to massive, strong use of radio than anyone else," said Joseph Hickey, corporate advertising manager for the automotive manufacturer. "In 1979 we launched our first major radio campaign, 'Let's Make a Deal,' to move our products and generate some badly needed cash." This was followed by the "Get a Car...Get a Check" campaign, with radio making up about half of the media buy, said Hickey. "Both campaigns proved to us that radio works," he added.

"No other medium—and we've used them all at various times—has consistently performed as well for us" as radio, said Shirley Browne, director of advertising and public relations for United Van Lines. She said the company has used radio over the past four years to build strong brand name awareness. The biggest challenge Browne said she faced was to improve the image of a moving van company in the public's mind. This was done by hiring the comedy team of Jerry Stiller and Anne Meara to write and perform commercial spots. The two performers joined Browne at the presentation, and said



Keynoter Dusenberry

advertising executives should give the talent they hire "support and freedom."

Robert Kelly, president of Kelly, Zahndt & Kelly, a St. Louis agency that handles the United account, said that "network radio, compared to other media, is still the best buy in terms of reach, affordable frequency and increasingly effective market segmentation."

Rennie Solomito, advertising manager, Martley Importing Co., importer of Molson beer and ale from Canada, told workshop attendees that "on more than 200 stations in 90 markets, radio has been our primary medium in delivering our selling message." Solomito said that Molson's media mix of radio and magazine advertising has been successful in developing brand identity and reaching the primary import drinkers, whom he described as men, 18-34, who attended or graduated from college and with household incomes of over \$20,000. "We believe that a

Rule bids farewell to HRTS

Outgoing ABC vice chairman says golden age of television is still to come; cites network's successful mini-series as trend of future

In a farewell appearance before members of the Hollywood Radio and Television Society, ABC Vice Chairman Elton H. Rule last Tuesday (June 14) told a luncheon audience at the Beverly Wilshire hotel that the "true golden age of television" is yet to come. Rule, whose retirement was announced at the ABC affiliate conference last month in Los Angeles, was joined on the dais by his successor, ABC President Frederick S. Pierce.

Rule singled out the success of two recent ABC-TV mini-series—*Winds of War* and *Thorn Birds*—as an indicator of the industry's future.

"Those programs expanded the definition of what it is possible to do in television—in fact, what it is possible to do in entertainment," Rule asserted. The success of the programs, he said, depended not only on their content, but also on the investment of resources in scheduling, selling and promoting them.

"Not every program can take this much time or this much money," Rule continued. "But every program, great or small, special or series, can benefit from the same kind of long lasting commitment to quality.

"Innovation and quality are not unilateral decisions. They are joint accomplishments—the result of understanding and cooperation between networks and the production community," said the ABC executive. "We must work with a sense of partnership. Alone, in the long run, we can probably survive. Together, we can make the years to come into a true golden age of television."

Rule discounted the suggestion that television of the 1950's represents the medium's "golden" era, arguing programs produced then "were not unusually good as compared to today's programs." He said television's early programs may have had more of an impact because of their novelty.

"It is no longer easy to think of things to do [on television] for the first time," he pointed out. "And the audience is equally sophisticated. The average adult of 30 has



Rule

already seen 30,000 hours of television; and not many programs can still strike in him the spark of discovery. The only thing that hasn't changed is the value of innovation. No matter how much harder it has become to find, something genuinely new is still what we and our audience seek most."

Reflecting on changes that have occurred in his 30-year career at ABC, Rule noted a "growing closeness" between producers and the television networks, which he credits to "specific efforts on the part of many of us to create a better working framework." That relationship must be nurtured, Rule believes, if the networks and production community are to prosper in the face of new video technologies.

"The last 16 years have been a fantastic experience," Rule concluded. "I've loved every minute of it. But this is the right move at the right time, for me and for ABC. The company is in excellent condition, and the next generation of management—Fred Pierce's generation—has shown how well it can handle the reins of leadership."

Rule received a standing ovation from the more than 1,000 members of the creative community present, with whom the executive said, "It has been a pleasure" to work. Rule said that he has "some personal irons in the fire" which may lead to renewed contact with the production community.

Outgoing HRTS President Gary Nardino, president of Paramount Television Productions, announced that ABC Entertainment President Anthony D. Thomopoulos will succeed him next fall as head of the Hollywood-based organization. □

Ratings Roundup

In a week when repeats outnumbered original episodes by three to one, CBS-TV moved to the top of the Nielsen prime time ratings for the seven days ended June 12, averaging a 12.5 rating/23.9 share. NBC-TV placed second with a 12.2/23.4 and ABC-TV—which had led the week before—dropped to third with a 12.0/23.0. Thus half a rating point and less than a share point, separated top and bottom.

After George, a CBS pilot about a man who dies and returns as a computer to help his widow, ranked sixth for the week with a 17.0/27 at 9:30-10 p.m. Monday, holding virtually all of the 17.1/28 lead-in provided by a *M*A*S*H* repeat. The second episode of NBC's *Buffalo Bill* summer comedy series, Wednesday at 9:30-10, added more than a rating point to its first week's performance, scoring 14.8/25 and ranking 18th. The NBC *Sunday Night Movie*, an original showing of *Damnation Alley*, produced a 17.8/32 and ranked second for the week.

CBS's *60 Minutes* on Sunday at 7-8 p.m. and ABC's *20/20* on Thursday at 10-11 p.m. pulled identical 15.7 ratings, tying for 11th place (though *60 Minutes* had a 39 share to *20/20*'s 29). A *CBS Reports: 1984 Revisited*, Tuesday at 8-9 p.m., did a 9.1/17, tying with repeats of ABC's *T.J. Hooker* and NBC's *Chips* for 58th. An NBC *White Paper* on the Vatican art collection, Tuesday at 10-11 p.m., came in with a 7.8/14, ranking 66th.

The First 20

| | | |
|--|-----|---------|
| 1. <i>Hart to Hart</i> | ABC | 21.0/37 |
| 2. <i>NBC Sunday Night Movie—Damnation Alley</i> | NBC | 17.8/32 |
| 3. <i>A Team</i> | NBC | 17.3/32 |
| 4. <i>Simon & Simon</i> | CBS | 17.2/32 |
| 5. <i>M*A*S*H</i> | CBS | 17.1/28 |
| 6. <i>After George</i> | CBS | 17.0/27 |
| 7. <i>Facts of Life</i> | NBC | 16.7/30 |
| 8. <i>Magnum, P.I.</i> | CBS | 16.5/34 |
| 9. <i>Hill Street Blues</i> | NBC | 16.2/30 |
| 10. <i>Jeffersons</i> | CBS | 16.0/30 |
| 11. <i>60 Minutes</i> | CBS | 15.7/39 |
| 12. <i>20/20</i> | ABC | 15.7/29 |
| 13. <i>Newhart</i> | CBS | 15.6/28 |
| 14. <i>Fantasy Island</i> | ABC | 15.5/32 |
| 15. <i>Three's Company</i> | ABC | 15.3/26 |
| 16. <i>Trapper John, M.D.</i> | CBS | 15.0/27 |
| 17. <i>Love Boat</i> | ABC | 14.9/30 |
| 18. <i>Buffalo Bill</i> | NBC | 14.8/25 |
| 19. <i>Remington Steele</i> | NBC | 14.7/25 |
| 20. <i>9 to 5</i> | ABC | 14.7/25 |

The Final Five

| | | |
|--|-----|--------|
| 68. <i>Ripley's Believe It or Not</i> | ABC | 7.4/18 |
| 69. <i>Filthy Rich</i> | CBS | 7.0/14 |
| 70. <i>Monitor</i> | NBC | 6.6/14 |
| 71. <i>Seven Brides for Seven Brothers</i> | CBS | 5.3/13 |
| 72. <i>Voyagers</i> | NBC | 4.9/12 |

ZIP source. Arbitron Ratings Co. will use the ClusterPlus ZIP code system to provide life-style and product consumption information in its TV and radio audience research. The deal was struck last week with Donnelly Marketing Information Services and Simmons Market Research Bureau, developers of ClusterPlus. Arbitron said it will merge ClusterPlus with its own computer-based AID (Arbitron Information on Demand) service, enabling clients "to create a profile of their audience or plan advertising using information on how consumers live and what they buy in any selected national or local market base." For the past year, Arbitron has used Claritas Corp.'s PRIZM zip code service for this purpose; Arbitron officials said they may continue to do so.

Rules Committee OK's TV in Senate

S. Res. 66 passes, barely, with 5-3 vote; next step is floor where opposition is expected

Television coverage of the Senate was back in the legislative picture last week after the Senate Rules Committee adopted a resolution that would open the chamber to broadcast coverage. After barely reaching a quorum, the committee voted out S. Res. 66, legislation that would permit radio and television coverage of Senate proceedings, by the narrow margin of 5 to 3. The measure now goes before the full Senate for consideration.

The question of permitting broadcast coverage is controversial and is expected to meet stiff opposition on the Senate floor. A similar resolution was introduced in the last Congress by Senate Majority Leader Howard Baker (R-Tenn.), but died during the lame-duck session.

S. Res. 66 had been bottled up in the committee since it was introduced in February because of the sharp division among committee members on the issue (BROADCASTING, April 25). Last month the committee tried to mark up the measure but failed to reach a quorum.

Although S. Res. 66 passed, it was not reported out "favorably," a reflection of the continuing disagreement over it. Nonetheless, proponents of the measure, Baker and Rules Committee Chairman Charles McC.

Mathias (R-Md.), will continue pushing for the legislation. (Mathias introduced the resolution this year and Baker is a co-sponsor.) At the same time, Senators Wendell Ford (D-Ky.) and Russell Long (D-La.), the measure's chief opponents, are committed to fight it. (Long had threatened to filibuster the resolution on TV coverage in the last Congress.)

During the markup the committee's minority members, Claiborne Pell (D-R.I.), Robert Byrd (D-W.Va.), and Dennis DeConcini (D-Ariz.), objected to holding a vote until the committee's minority leadership (Ford) was present. (Ford was attending a Senate Energy Committee hearing. However, some congressional sources say he was boycotting the markup and was hoping a quorum would not materialize.)

But when it came down to the vote, DeConcini sided with Baker and Mathias. Senators John Warner (R-Va.), James McClure (R-Idaho) and Mark Hatfield (R-Ore.), also voted in favor of the measure. Pell, Byrd, and Senator Jesse Helms (R-N.C.) voted against it.

Even though Hatfield supported the resolution in the Rules Committee, he still has reservations. He told his colleagues that he opposes the overall concept of television coverage. He felt that because of the Senate's unique rules, gavel-to-gavel coverage would not work and that television coverage would be too costly. And the Oregon senator stated he would oppose the resolution on the Senate floor.

S. Res. 66 calls for both gavel-to-gavel radio and television coverage of the Senate with TV cameras operated by Senate em-

ployes. All news organizations would have free access to the feed. It also bars any use of the Senate coverage for political or commercial purposes.

The resolution is on the Senate calendar but has not been scheduled for a vote. A Baker aide said the senator is anxious to get the measure to the floor but realizes that debate on the issue will be lengthy and is therefore difficult to schedule.

Ford is still considering introducing legislation permitting radio-only coverage. A Ford spokesman said that the senator was disappointed that the committee did not delay the vote. But, the spokesman said, the senator pointed out that the previous resolution reported from the committee never went anywhere. □

Cincinnati system's carriage of Playboy brings obscenity charge

Grand jury indicts Warner Amex of Cincinnati over pay service

Warner Amex Cable Communications of Cincinnati was served with an indictment by a county grand jury on charges of "pandering obscenity" for carrying two adult films supplied by the Playboy Channel.

The four-count indictment was handed down by a Hamilton county (Ohio) grand jury that charged the 110,000-subscriber system with a first-degree misdemeanor, Warner Amex said. The charges arose from the May cablecast of "Maraschino Cherry" and "The Opening of Misty Beethoven." The county grand jury lodged two counts against Warner Amex for each exhibition, one for disseminating an obscene film for a fee, and another for knowledgeable possession of an obscene film.

The Cincinnati system began carrying the Playboy Channel May 1 but removed the service May 18 because of "technical difficulties." Although Warner Amex declined to explain the "technical difficulties," it is understood that some basic subscribers tampered with the decoder boxes used to pick up Playboy Channel.

A two-page statement released by the Cincinnati system called the indictment "without merit." It said that "nothing is more basic to being an American than a citizen's right to privacy in his own home. . . . Cable is intended to provide subscribers with a wide choice of program options. You make that choice yourself and no one should interfere with it."

The statement also noted that the type of material shown on the Playboy Channel, which is based on *Playboy* magazine, has

Stating its case. Broadcasters want license stability, spectrum integrity, First Amendment protection and must-carry rules for cable systems. They do not seek repeal of all government regulation and are committed to the notion that they use the airwaves as "public trustees." That message was delivered to about 50 newspaper and magazine television reporters attending the National Association of Broadcasters' first formal presentation to members of the Television Critics Association by Shaun Sheehan, the NAB's senior vice president of public affairs. Sheehan, along with the NAB director of media relations, Rory Wilcox, and senior vice president and general counsel, Erwin Krasnow, made an appearance in a series of sessions within the Consumer Press Tour that continued last week at the Century Plaza hotel in Los Angeles.

"Broadcasters want the FCC to be something in between a traffic cop and a morals or vice squad," explained Krasnow, when asked to what extent the industry seeks broadcasting deregulation. "They want to get rid of the paperwork" and "they would not like to pay spectrum fees."

Sheehan said "the power of the tax is the power to rule" and therefore broadcasters are fearful that spectrum fees could be used in the future by Congress as a means of raising revenue. "If it is [funding for] public broadcasting today, it could be the Voice of America tomorrow," he warned.

Sheehan defended the NAB's record of assistance for public television, contending the trade group "took them by the hand around Congress the last two sessions in order to get funding" and said the notion of a national telethon for PBS "is still a little bit in the hopper."

Krasnow said a prime NAB concern at the moment is the retention of the FCC's must-carry rules for cable operators. He said court action on the matter "probably" will occur this fall and feels "it is very unlikely there will be legislation [this term]" on the issue. The NAB, he said, would also like cable operators to begin paying "reasonable" copyright fees for program services they distribute. The presentation was part of an NAB drive to give TV critics a personal explanation of the association and its goals.

been available in the Cincinnati area for years and is "clearly compatible with community standards." Warner Amex said the system is secured by guardian lockout devices to prevent unauthorized viewing of the channel.

A spokesman for Playboy Enterprises in Chicago, owner of the Playboy Channel, said an obscenity judgment has never been made against the Playboy Channel, and the service is now purchased by 456,000 sub-

scribers on 250 cable systems nationwide. Neither the Playboy Channel nor its parent is a party to the indictment, he noted.

Arnold Morelli, an attorney for Warner Amex of Cincinnati, said the defendant will enter a "not guilty" plea at the arraignment, which was scheduled for last Friday (June 17). He wouldn't describe the cable company's defense strategy because the case was in an "embryonic stage" and discussion would be "premature." □

Fowler's state-of-the-FCC

Chairman lists some FCC accomplishments and points to upcoming projects

FCC Chairman Mark S. Fowler had the press in last Monday for one of the brown bag lunches he and other commissioners host from time to time. The purpose was to discuss the commission's accomplishments in the second year of Fowler's stewardship. And with graphs and charts, he presented a picture of an agency he said has done—as he had predicted it would do—more with less in terms of employe resources.

But the questions ranked beyond the commission's statistics and gave Fowler an op-

portunity to discourse on a number of other subjects. He indicated the commission is likely to limp along with four members after June 30, when it loses two commissioners and the statutory number is reduced from seven to five. He said broadcasters are making a mistake in accepting quantification of the public interest as a price for deregulation in other areas. And, along with ticking off a number of projects he expects the commission to initiate or complete in the months ahead, he offered rebuttal to U.S. Judge Harold Greene's criticism of the commission's access charge decision bearing on local telephone rates.

As for the status of the White House

search for someone to replace Commissioner Anne Jones, who resigned on May 31, Fowler was unable to muster any optimism that a successor would be nominated, let alone confirmed, by the time Commissioners Joseph Fogarty and Steven Sharp depart on June 30. "The White House is involved in screening candidates, but no final decision has been made," he said. Fowler, who is known to be keeping in close touch with the White House on the issue and who said he "may" make a recommendation regarding reappointment, could only express the hope that "we move along on this as quickly as possible." However, he dismissed as inaccurate one published story that White House Chief of Staff James Baker III had put an indefinite hold on any nomination. A White House spokesperson also said there was no basis for the report.

Fowler said he does not see what change the reduction in the number of commissioners will have on the agency. Commissioner Henry Rivera has said it would make it easier for a member to gain the allies necessary to overrule a chairman in a five-member than a seven-member agency. Fowler said the numbers work the same for the chairman. The key, he said, is "having a commission in philosophical agreement." But, he acknowledged, "The bottom line is that it is



When worlds unite. Participants in the first United States Telecommunications Training Institute substantive training course were greeted in Washington by Michael R. Gardner (l), Washington communications lawyer and board chairman of USTTI. The meeting marked the start of a private-sector initiative aimed at "sharing advances in telecommunications technology with developing countries." USTTI, which Gardner helped to establish, was announced last fall as a U.S. contribution to the International Telecommunication Union (ITU) Plenipotentiary Conference in Nairobi, Kenya (BROADCASTING, Sept. 27, 1982). A joint venture between U.S. telecommunications corporations and the federal government, the program supports the instruction of telecommunications officials from 18 countries, and offers 13 courses, ranging in length from one week to four weeks at training facilities around the country. The first course, on radio spectrum management, is being conducted by the FCC and the National Telecommunications and Information Administration.

Gardner told the participants that the institute had a "selfish motive" for

the program: To "help each of the developing countries establish their own domestic infrastructure which then could be part of a worldwide telecommunications network," so "that the plight of mankind will be improved worldwide" as information is disseminated on medicine, nutrition and birth control, for example. He also said the institute is trying to raise half a million private-sector dollars to defray costs for students from poorer countries, whose home governments are hard put to absorb those expenses.

Among the participants attending the orientation were (top picture, l-r): Campbell Matthew, Antigua; Diallo Mamadou Saliou, Guinea; Ernesto E. Torres, Belize; Elish Ali Hima Mkongwe, Tanzania; Mshamu Mkape Ali, Tanzania. Bottom picture (l-r): Mary Brady, director of participant affairs, Academy for Educational Development, program administrator; Katherine Boswell, director of public information and administration, USTTI; Cho Chor Siong, Singapore; Hashim A. Mustafawi, Qatar; Abdul Razak Abo Bakr, Saudi Arabia. Thirty will participate in the inaugural course.

incumbent on me to get as many commissioners as possible on any item."

If Fowler was uninformative about a likely successor to Commissioner Jones, he was not coy about one for Gary Epstein, who has announced his resignation as chief of the Common Carrier Bureau (BROADCASTING, June 13). Jack Smith, deputy chief of the bureau, "is at the top of the list," Fowler said.

The question of quantification of the public interest is now before the House Telecommunications Subcommittee, as it considers legislation to deregulate radio and television. Quantification—standards for determining whether a broadcaster has served the public interest in terms of news and other nonentertainment programming—emerged as a factor in House jockeying when subcommittee members seeking support for deregulation struck a deal with Representative Al Swift (D-Wash.), long a proponent of setting regulatory standards for public interest programming.

"There is no merit in quantification," Fowler said. "It's a giant step back to the 'Blue Book' of the 1940's," when the commission prescribed the amount and kind of programming it said would serve the public interest. "Broadcasters who accept it"—as the National Association of Broadcasters does for television and the National Radio Broadcasters Association for radio—"are willing to sell out their First Amendment rights for some degree of protection for their licenses. There are better ways," though he did not elaborate. (Fowler has proposed a

spectrum fee as the price for deregulation.)

Fowler mentioned television deregulation as one of the notices of proposed rulemaking the commission is expected to issue during the summer. Another is the proposal to eliminate or modify the multiple ownership rule limiting any entity to ownership of no more than seven AM, seven FM and seven television stations. He expects another dealing with collection of matters he refers to as "underbrush"—rules dealing with station conduct, such as program hypoing and fraudulent billing—that might better be left to the courts or other agencies of governments, such as the Department of Justice. Fowler also was hopeful a final order liberalizing the attribution rule—under which ownership of 1% of a broadcast property is regarded as control—will be before the commission this summer.

He was less definite regarding the most controversial broadcast-related matter now pending—the proposal to repeal the television network financial interest and syndication rules. That will come up "some time this year." In neither that case nor in the case of any other matter, Fowler said, is he delaying or speeding up action with an eye to who will or will not be on the commission.

Fowler's response to Judge Greene came in response to a question concerning the commission's access-charge decision—one, he said, that was mandated by the commission's "charter." Greene, who is presiding over the divestiture of AT&T prescribed by the Justice Department settlement of its anti-trust case against the giant carrier, has said

the access-charges decision jeopardizes the settlement. "Greene's proceeding," Fowler said, "didn't relate to the access charges; he made a comment on something not within his jurisdiction." He described the commission's decision as providing "a fairer system for all."

The statistics on workload and on work accomplished showed, in Fowler's view, that more can be done with less if government is organized efficiently and employee morale is high—both conditions, he said, that are present at the FCC.

The figures show that while the budget has increased slightly in the last two years, from \$80.5 million to \$83.1 million, the number of employe "workyears" has decreased, from 2,130 to 1,893. Yet, productivity, measured in terms of applicants disposed of, has increased 17%.

The burden imposed on those regulated by the commission has also been reduced. In 1981, the total number of "burden hours" was 49.8 million; this year, it is expected to be 8 million, a reduction of 84%. "That puts in the forefront of paperwork reduction in the federal government," Fowler said. What's more, in its deregulation program, the commission has reviewed 1,759 rules (36% of the total), eliminated 169 and modified or simplified 795.

How, Fowler was asked, do those changes affect the commission as it goes about the business of protecting the public interest? "The world spins as before," he said. "In fact, we're better off without some of the things eliminated." □

TELECASTINGS

Investigative honors

Probes by TV journalists as five stations are among the first-round winners in 1982 judging sponsored by Investigative Reporters and Editors. The competition, covering both print and electronic media, is in its fourth year under the aegis of IRE, a group formed in the wake of the 1976 bomb slaying of Don Bolles, an Arizona reporter who had been investigating organized crime. The initial judging was conducted by faculty members of the School of Journalism, University of Missouri-Columbia, where IRE is headquartered. Winners in five categories will be announced at IRE's national conference June 23-26 in St. Louis, and will receive bronze medals. Chosen from among TV stations and networks in the top 20 markets: Pam Zekman, Andy Segal, Sandy Bergo and Jack Murphy, of WBBM-TV Chicago, for their investigation of Chicago police efforts to cover up the extent of crime in that city; Stan Bohrman and Wille Monroe, of KYW-TV Philadelphia, for their probe of Pennsylvania's liquor control board, and Don Shelby, Peter Molenda, John Lindsay, Larry Schmidt and Al Austin, of WCCO-TV Minneapolis, for a se-

ries on sexual abuse of children. Chosen from TV stations in markets below the top 20: Lis Exon, Suzanne Cox and Mike Caserly, of KJRH(TV) Tulsa, Okla., for a series on state agencies handling automobile tags in that city, and Brad White, Martha Jones and Ernie Ford, of KSL-TV Salt Lake City, for their investigation of local food stamp and unemployment programs.

Stars at home

Lexington Broadcast Services is previewing a pilot of a new half-hour program, *At Home*, in 50 markets this month. The show, described as an updated version of *Person to Person*, is slated for a fall series premiere. The programs aim to reveal the private lives of personalities in entertainment, the arts, sports, business and politics.

The pilot spotlights New York designer Diane Von Furstenberg. Another program features entertainer Paul Anka in his home in northern California.

The pilot was produced by Fraser Productions in association with Baugh Enterprises, both New York; Roger Baugh is host. The series is an advertiser-syndicated entry,

with Atari as the sole national sponsor of the pilot.

Links lineup

New CBS and NBC agreements with the PGA Tour on the rights for televising men's professional golf are in the final stages of preparation and will be formally approved soon. The new contract with CBS, for 16 tournaments each year, including the Tournament Player's Championship, runs through 1988 and is a year longer than the previous contract. NBC's agreement, also a year longer, is for seven tournaments each year through 1986, including the Bob Hope Desert Classic. The value of the two agreements will be about \$60 million, representing a 30% per year increase in television money for the PGA Tour, according to Chip Campbell, tour spokesman.

Cable television's involvement with golf is limited, but Campbell says there are more than 15 tournaments on the tour still available for televising. USA and ESPN each carried one tournament this year. Citing the \$350,000 to \$750,000 television production

cost per tournament, he said the tour would have to "find financially creative ways to do it on cable" until cable advertising revenue rises high enough to cover those costs.

Ratings for tour events have been up in the past several years, after suffering a long decline in the 1970's, according to Campbell. So far this year tournament ratings on CBS are down 3% through the week of June 5, to 6.0, from 6.2 in 1982. The network cites bad weather which has pushed the conclusion of several matches into Monday as one reason for the slippage.

'M*A*S*H' money

CBS-TV will spend more than \$500,000 per episode for production of the half-hour comedy series, *After M*A*S*H*, which premieres Sept. 26 at 9 p.m. NYT. The executive producer, Burt Metcalfe, made that revelation during the Consumer Press Tour in Phoenix also disclosing that CBS plans to repeat the final episode of its long-running *M*A*S*H* series Sept. 19. CBS has ordered 13 episodes of the new series from 20th Century-Fox Television. It will co-star four actors from the original show: Harry Morgan, William Christopher, Jamie Farr, and Rosalind Chao. There is a possibility, Metcalfe told reporters, that others from the original *M*A*S*H* cast will make guest appearances on the new show with the exception of Alan Alda. "I doubt very much if Alan will ever come back," said Metcalfe. *After M*A*S*H* will debut with a three-part series, written by creator Larry Gelbart, tracing the re-entry of the *M*A*S*H* characters into civilian life. The new series will revolve around events within a veteran's hospital in a small Missouri town. The \$500,000-per-episode price-tag is believed to be the most spent on individual episodes of a situation comedy.

Kenny's gamble

Country music singer Kenny Rogers has entertained several offers to appear in network television series, but has no current plans to appear in such a program. Rogers, appearing before television reporters during the Consumer Press Tour in Phoenix, said the possibility exists that he will star in a series based on his hit record, "The Gambler." He is currently filming *The Gambler, Part II*, a four-hour mini-series for CBS-TV. The western drama is a sequel to a made-for-television movie seen on the network in 1980. Rogers said he will also be involved in pay cable, with a concert special scheduled later this year on Home Box Office. A spokeswoman for Rogers revealed that not everything has gone well for the singer. A radio production/syndication company started by Rogers several years ago, NKR Productions, "was a big mistake," she said. The company folded in 1982.

Daytime honor

The National Academy of Television Arts and Sciences has given its Trustees Award to Robert E. Short, manager of daytime programming for Procter & Gamble Productions, in recognition of his "creative efforts in daytime field." Award was presented to Short during Emmy Awards ceremonies in New

York by Agnes Nixon, creator of many daytime serials. Past winners have included Walter Cronkite, Leonard H. Goldenson, William Paley, Ed Sullivan and Bob Hope.

TV "famers"

The Los Angeles-based Academy of Television Arts and Sciences is forming a Hall of Fame "to honor individuals for their lifetime contributions to television," with initial inductees to be spotlighted in a two-hour prime time special airing on NBC-TV in late January 1984. The program will cover the life stories of seven honorees, who will be chosen by a 12-member selection committee made up of industry leaders. The five to seven individuals honored annually will be chosen from nominations made by members of the ATAS board of governors by July 1 of each year. Recipients of the awards will receive individual plaques and have a bronze bust of themselves placed in a permanent facility not yet named. Gary Smith and Dwight Hemion will produce the first awards ceremony for NBC.

Lear-ing

Television producer Norman Lear, whose prime time credits include *All in the Family* and *Maude*, is returning to active involvement in situation comedy production and already is working on "a couple of half-hour sitcoms intended for the networks." Lear told BROADCASTING in an interview that he also is completing work on two theatrical features that will be produced under the



Lear

Embassy Telecommunications banner, "Religion" and "A Wrinkle in Time," marking his debut as a motion picture producer.

It was preliminary research for "Religion," a film that proposes to take an in-depth look at television's religious broadcasters, that prompted Lear to help found People for the American Way.

Although he has become more actively involved in Embassy's television production this year, taking an office at the company's Universal Studios production center, Lear is continuing to act as a spokesman for the PAW and is currently producing a new series of public service television messages for the nonprofit organization. He said the spots will argue "that you aren't a bad Christian or a bad American if you are against the use of nuclear weapons."

In a separate interview, PAW executive director Anthony Podesta said the PSA's

would be distributed later this year, and would "probably" be followed by another set of announcements before next year's national elections. Podesta said the organization also is producing two new half-hour public affairs programs, dealing with censorship and school prayer, as sequels to the group's first long-form television program, *Life and Liberty for All Who Believe*. The half-hour show was aired in purchased time slots last year on approximately 60 stations.

CBS declines

CBS Inc. has rejected a proposal by the National Council of Churches of Christ that the two enter arbitration to address the latter's complaints with a *60 Minutes* segment aired in January titled, "Gospel According to Whom?" The church group alleges that the segment contained "bold lies" about the involvement of certain churches with radical leftist organizations abroad and personal attacks against a number of high level church officials. In rejecting the offer, CBS said the council's offer to waive its right to sue was "of little substance," given reports that the proposed panel would conduct a "trial-like hearing . . . and then take whatever action it thought necessary—including ordering money damages, a retraction or equal time for the council."

Latin accent

Embassy Latino, a division of Los Angeles-based Embassy Communications, will distribute three Australian television series and one mini-series to Latin American television stations under terms of an agreement reached with Crawford Productions International, an Australian production company. Programs covered by the exclusive sales agreement are *Cop Shop*, *Skyways*, *Carson's Law* and the eight-hour mini-series, *All The Rivers Run*.

Who festivities

The 20th anniversary of the *Doctor Who* series will be celebrated on Nov. 23 with a coast-to-coast birthday party arranged by Lionheart Television, New York, distributor of the series in the U.S. More than 30 TV stations in the U.S. have already agreed to join in the event via telecast of a new 90-minute *Doctor Who* special and local fan club parties. The series is a BBC-TV production which has been on the air since 1962 and now is carried in 38 countries. Lionheart has distributed the half-hour series in the U.S. since 1980. It is now carried on more than 80 stations here.

Bandstand bash

Syndicast Services, New York, will distribute to television stations *American Bandstand's 30th Anniversary Special*, a three-hour celebration of that series. It will spotlight the music and stars presented over the last three decades. More than 200 performers will appear on the special, either live or on film clips, according to executive producer Dick Clark. Making special appearances will be George Burns, Kenny Rogers, John Travolta, Milton Berle, Ella Fitzgerald, Loretta Lynn and Jerry Lee Lewis.

NPR gets the bad news

Audit by Coopers & Lybrand points up both fiscal and management woes of network

With a somber demeanor rarely broken, corporate officers of National Public Radio and Coopers & Lybrand, an accounting firm hired by NPR, presented last Wednesday (June 15) the results of an audit of the corporation's books. The figures from the audit were likewise somber, showing that in the first seven months of this fiscal year, NPR's expenses have exceeded revenues by \$4.5 million and that as of April 30, the money currently owed over the next 12 months, \$9.3 million, exceeds by \$6.5 million the assets it could draw on during the same period (working capital deficit). Until Wednesday the deficit had been assumed to be \$5.8 million. The two-hour news conference, was followed by a three-and-a-half-hour satellite interconnect with member stations.

NPR's board chairman, Myron Jones, who conducted the news conference, ex-

plained that C&L was commissioned to perform the audit little more than a month after then NPR President Frank Mankiewicz informed the board that NPR would have a \$3.2 million shortfall (BROADCASTING, March 14, 21). Three weeks later Mankiewicz returned to the board, during the annual NPR convention (April 17-20) in Minnesota, with deficit re-estimated at \$5.8 million. At that meeting Mankiewicz resigned and a week later the board decided to commission the C&L audit. Jones told the news conference that the board was missing "a lot of important pieces of information and could not with real safety describe what our financial situation was. We know he [Mankiewicz] did not have the information... nor did we."

Gerald Strong, a C&L partner who managed the four-week audit, outlined the two audit reports, one the "consolidated financial statements" and the other a "report to management" about problems in the automated financial system. The latter report to management found that the new software system, designed by NPR's previous accounting firm, had not been implemented correctly either with training or "technical resources" and that because the original sys-

tem was "terminated" prematurely, NPR had "no parallel systems running to make sure the new system was correct."

Compounding the problem of the new system's inadequacy, individual departments within NPR then developed their own systems, "all of which were lacking in many basic controls," the report said. Among the results were:

- NPR was four months tardy in sending out bills totaling \$320,000.

- The use of company credit cards, including one issued to a secretary, was poorly monitored. "Expense reports were incomplete as to itemized receipts for lodging, the purpose of the expenses, and even who used the respective cards."

- NPR is delinquent in payment of \$650,000 in federal and state income withholding taxes, according to Strong.

Asked if in addition to inefficiency C&L found any impropriety (juggling of figures), Strong said the audit "did not uncover any illegal acts" but that such findings were beyond the scope of the C&L study and that it was "really a question for management to assess." The report recommended numerous changes in management practice.

Ronald Bornstein, NPR's acting chief operating officer, said the new management team has adopted some of the C&L recommendations including the recall of all company credit cards. He said management had also made efforts to reduce the deficit by the previously announced elimination of 154 staff positions, a 35% reduction, and the cancellation of some programming (BROADCASTING, May 2 et seq.). Next year's budget for NPR has been cut 34% from the 1983 budget of \$26.6 million.

On the income side, Bornstein said that on June 2 he met with "top executives" from 15 major foundations and corporations to enlist their help. They showed "an interest in [him] coming back to them when we knew the extent of our problems," he said. Others also have been waiting to know where NPR stands financially. Company officials have met with creditors and government officials and told them, "We're in trouble" and "we will get back to you to tell you how we can get back to current [bring payments up-to-date]." Bornstein and Jones both said it may be several years before NPR is in good health.

More of NPR's financial bill of health will be revealed in two remaining C&L reports, the first to be ready for next week's board meeting of CPB, which provides over half of NPR's money. That report will be a forecast of the remainder of the fiscal year and will include an estimate of the yearend deficit, perhaps greater than the \$6.5 million just announced. The network will be looking for CPB to back loans for NPR, necessary to help them out of their predicament. The last of the three reports will examine the new for-

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profit Ventures subsidiary. Bornstein said the audit has cost \$110,000 so far and is part of \$300,000-\$500,000 being spent to correct the management situation.

If there were doubts about the future existence of NPR, Bornstein did not admit to sharing them, describing NPR as a "desperately needed institution from the stations' perspective."

That assessment did not prevent House Energy and Commerce Committee Chairman John Dingell (D-Mich.) from characterizing NPR as being "on the brink of bank-

ruptcy." Dingell, who met with NPR officials on Wednesday, had previously ordered a selective audit of NPR by the GAO, which has been waiting on the C&L report. Noting that the C&L audit demonstrated NPR board members were also "guilty of financial mismanagement," Dingell said: "The officials responsible for the debacle should be held accountable for their failures. Some of the officials have resigned, but others have not." Dingell threatened subcommittee hearings on NPR's problems if not satisfied with future management efforts. □

FM's and five TV's, including WTOP(AM) Washington. It has been purchased, subject to various approvals, for \$332.1 million by Rockefeller Center Inc. (BROADCASTING, May 9). WHFS is on 102.3 mhz with 2.3 kw and antenna 340 feet above average terrain.

WDJF(FM) Westport, Conn. □ Sold by Flamm Communications Inc. to Franz and Marcia Allina for \$2 million. **Seller** is owned by Donald J. Flamm, who owns co-located WMMM(AM), which he will keep. **Buyer** is owned by Franz Allina and wife, Marcia, who also own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York, and recently sold KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2.59 million (BROADCASTING, Jan. 17). WDJF is on 107.9 mhz with 50 kw and antenna 245 feet above average terrain.

KCRC(AM)-KNID(FM) Enid, Okla. □ Sold by Enid Radio Phone Co. to Chisholm Trail Broadcasting Co. for \$1.4 million. **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 (40%), president, who is Oklahoma City oilman and former station manager of KWTW(TV) Oklahoma City. KCRK is on 1390 khz with 1 kw full time. KNID is on 96.9 mhz with 100 kw and antenna 405 feet above average terrain.

KYFM(FM) Bartlesville, Okla. □ Sold by Thompson Communications Inc. to KYFM Radio Inc. for \$1.1 million. **Seller** is owned by Fred L. Thompson, who also owns KRSL-

Changing Hands

PROPOSED

KSFO(AM) San Francisco □ Sold by Golden West Broadcasters to King Broadcasting Co. for about \$7 million. **Seller** is group owner of four other AM's, three FM's and one TV, headed by Gene Autry, chairman. Golden West recently sold KTLA(TV) Los Angeles for \$245 million (BROADCASTING, Nov. 1, 1982, April 18). **Buyer**, based in Seattle, is principally owned by Dorothy S. Bullitt and family. It is group owner of four AM's, four FM's and four TV's, including KYA(AM) San Francisco, which it will spin off. It recently sold WRTH(AM) Wood River, Ill. (BROADCASTING, Feb. 28). KSFO is on 560 khz with 5 kw day and 1 kw night. *Broker: Robert O. Mahlman Inc.*

WGLC-AM-FM Mendota, Ill. □ Sold by Agri-Voice Inc. to Kimball Broadcasting Inc. for \$310,000. **Seller** is owned by Michael Ross, president, who has no other broadcast interests. **Buyer** is owned by Arthur S. Kimball, president. He is former general manager of WMLA(FM) Le Roy, Ill., and has no other broadcast interests. WGLC is on 1090 khz with 250 w day. WGLC-FM is on 100.1 mhz with 3 kw and antenna 98 feet above average terrain.

WBIA(AM) Augusta, Ga. □ Sold by James D. Walker Jr. to SKC Inc. for \$200,000. **Seller** is trustee in bankruptcy, who has no other broadcast interests. **Buyer** is equally owned by Post Newsweek Stations executives: Joel Chaseman, president; James L. Snyder, vice president, news, and Gordon C. King Jr., executive vice president, business affairs. Post Newsweek group contains no radio stations. WBIA is on 1230 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: WKAX(AM) Russellville, Ala.; WBAS(AM) Crescent City, Fla.; WMNX(FM) Tallahassee, Fla. (BROADCASTING, June 13); KICA(AM) Clovis, N.M., and WKVT-AM-FM Brattleboro, Vt. (See "For the Record," page 84).

APPROVED

WYOR(FM) Coral Gables, Fla. □ Sold by Broad Street Communications to EZ Communications Inc. for \$3.6 million. **Seller** is headed by Richard Geismar, chairman. It also has interest in WELI(AM) New Haven, Conn.; WGSO(AM)-WQUE(FM) New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City, and Oklahoma News Network. **Buyer** is owned

by Arthur C. Keller, president, and James L. Draper Jr. They also own WEZB(FM) New Orleans; WEZC(FM) Charlotte, N.C.; WBZZ(FM) Pittsburgh, and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia. WYOR is on 105.1 mhz with 100 kw and antenna 600 feet above average terrain.

WHFS(FM) Bethesda, Md. □ Sold by High Fidelity Broadcasting Inc. to Outlet Co. for \$2.1 million. **Seller** is owned by Bernard Margolius (34.28%), his son, Phillip, and James Bierbower (18.1% each), Marvin Rosenbloom (15.24%), Jacob Einstein (9.52%) and J. Alvin Jewler (4.76%), who have no other broadcast interests. They bought station in 1967 from George P. Griffith for \$102,900 (BROADCASTING, June 19, 1967). **Buyer** is publicly traded Providence, R.I.-based group owner of one AM, four

Some Early '83 Sales

| | |
|------------------------------|-------------|
| WSIL-TV—Harrisburg, IL | \$6,600,000 |
| *WIFI-FM—Philadelphia, PA | \$6,000,000 |
| *WCMF-FM—Rochester, NY | \$5,100,000 |
| WLKW-AM/FM—Providence, RI | \$4,900,000 |
| WKBX/WSGF—Savannah, GA | \$2,200,000 |
| *WXJY-FM—Menomenee Falls, WI | \$2,000,000 |
| *WEAM-AM—Arlington, VA | \$1,000,000 |

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AM-FM Russell, Kan. **Buyer** is principally owned by Galen O. Gilbert of Dallas, who also owns majority interest in KBTN(AM) Neosho, Mo.; KXEO(AM)-KWWR-FM Mexico, Mo.; and KZEE(AM) Weatherford, KTXJ(AM)-KWYX(FM) Jasper, KDXE(FM) Sulphur Springs and KPET(AM) Lamesa, all Texas. KYFM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

KBCM(FM) Sioux City, Iowa □ Sold by Hassenger Broadcasting Corp. to Cardinal Communications Inc. for \$1.05 million. **Seller** is owned by Thomas R. Hassenger, president, and has no other broadcast interests. **Buyer** is owned by Samuel A. McMaster Jr. (99%) and John D. Daniels, president (1%). McMaster owns grain elevator in South Sioux City, Neb. Daniels is Sioux City, Iowa, attorney who also has interest in KRNA(FM) Iowa City. KBCM is on 95.5 mhz with 100 kw and antenna 824 feet above average terrain.

WQNE(FM) Cleveland, Tenn. □ Sold by Bradley Enterprises Inc. to Kali Broadcasting Inc. for \$650,000. **Seller** is owned by Roger J. Gupton, president, Daniel E. Winters and Arthur W. Hodge (one-third each). They have no other broadcast interests. **Buyer** is owned by Clyde W. Thomason, president, who also owns WBAC(AM) Cleveland, Tenn. WQNE is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

KNZA(FM) Hiawatha, Kan. □ Sold by Kanza Broadcasters Inc. to KNZA Inc. for \$587,500. **Seller** is owned by Michael Lee Carter, president (80%), Gregory F. Buser (10%) and Robert B. Hilton (10%). Carter and wife, Carol S., also own 50% each of KAOL(AM)-KMZU(FM) Carrollton, Mo., and are applicants for LPTV's at Carrollton, Chillicothe and Marshall, all Missouri. **Buyer** is owned by Gregory F. Buser, president (42%), and wife, Rebecca S. (42%), Robert B. Hilton and wife, Kay L. (8% each). They are also applicants for three LPTV's in Hiawatha and Seneca, both Kansas, and Falls City, Neb. Greg Buser is sales manager at KNZA; Rebecca Buser is school teacher; Robert Hilton is operations manager at KNZA, and Kay Hilton is homemaker. KNZA is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

□ Other approved station sales include: WAFC(FM) Clewiston, Fla.; WSUZ(AM) Pa-

latka, Fla.; KMOK(FM) Lewiston, Idaho; KANS-AM-FM Larned, Kan.; KQNK(AM) Norton, Kan.; WFEX(FM) Clinton, La.; KANA(AM) Anaconda, Mont.; KAAK(FM) Great Falls, Mont.; KVCK(AM)-KYZZ(FM) Wolf Point, Mont.; WLSV(AM) Wellsville, N.Y.; WWKO(AM) Fair Bluff, N.C.; WKIQ(FM) Bowling Green, Ohio; WWLS(AM) Norman, Okla.; WMPT-AM-FM South Williamsport, Pa.; KBFS(FM) Belle Fourche, S.D.; WJIT(AM) Jellico, Tenn.; WTNR(AM) Kingston, Tenn., and KYOT(FM) Refugio, Tex. (See "For the Record," page 82).

Money matters top PBS, NAPTS agenda

The Public Broadcasting Service and the National Association of Public Television Stations are to hold their annual meeting this week at the Hyatt Regency in Arlington, Va., and despite serious retrenchment at some public television stations, the public broadcasting community appears to be holding its own.

More than 300 public broadcasters are expected to attend the three-day conference (June 23-26). Highlights of the meeting include a "Salute to Congress Dinner" (PBS and NAPTS have invited the entire Congress) on Thursday, June 23. The dinner will feature a host of public television stars including Mikhail Baryshnikov, Mark Russell, Ossie Davis, Ruby Dee and others. Friday's agenda includes First Lady Nancy Reagan as the luncheon speaker. Reagan hosts a public broadcasting program set to debut this fall called *The Chemical People*. The program focuses on teen-age abuse of alcohol and other drugs. On Saturday, June 25, the Corporation for Public Broadcasting will present its Ralph Lowell Award.

The CPB board will meet on the conference's opening day. Many public broadcasters present will be anxious to see how board members vote on a resolution that would grant the board some authority over programming decisions. At present, programming decisions are determined solely by the corporation's program fund director. According to the resolution, the program fund director would be required to bring any programming proposals of more than \$2 million or any grant that would go toward funding pro-

gramming consortium, before the board for approval. The burden would be placed on the director to show that the grant complied with board policies. Although board members would only take a nonbinding vote on whether it met those standards, the public broadcasting community is disturbed by the resolution.

PBS begins its business meeting June 26. The group will focus on 1983-84 programming, new developments in PBS's educational services, the status of PBS's National Narrowcast Service and a progress report on some of the new ventures PBS has undertaken to meet its funding shortfall.

The theme of the NAPTS meeting following on June 25 is "Financing the Future." The focus will be on ways to increase contributions from the private sector. New authorization legislation for CPB is another planned topic of discussion. NAPTS members will also get an update on the advertising experiment now under way at nine public television stations. FCC Commissioner James Quello, chairman of the Temporary Commission on Alternative Financing for Public Television, will discuss the project, which ends June 30. □

BPA/BDA heads way down yonder

When the BPA and BDA go marching into festive New Orleans Wednesday, they'll find:

A record turnout for the joint seminar of the Broadcasters Promotion Association and the Broadcast Designers Association.

A jammed agenda that has been expanded to meet the growing needs of the promotion and design world.

And, lest all that work make BPA/BDA dull, there will be opportunities to sample the food, music and sites that have made New Orleans famous.

Registrations totaled 1,214 last Thursday (June 16), according to Lance Webster, BPA seminar coordinator, topping last June's San Francisco gathering of 1,172, then a record. It was pointed out that the seminars, which date back to 1955, usually attract about another 75 late walk-in registrants.

Rich Brase of WVUE(TV) New Orleans, BPA seminar chairman for 1983, said the promoters and designers have fashioned a June 23-26 agenda at the Fairmont hotel that reflects the work of promoters and designers in an expanding communications universe.

Among the many industry figures who will speak: Robert Wold, chairman, Wold Communications; Peggy Charren, president, Action for Children's Television; Charles Osgood of CBS News; Richard Geismar, chairman, Broad Street Communications; Jack Trout, president, Trout & Ries Advertising; Steve Sohmer, senior vice president, NBC-TV, and producer-entertainer, Dick Clark.

Workshops and roundtables will touch on new technologies, cable expansion, time management, advertising and promotion strategy, trade press liaison, radio formats, computer use and guidelines for professional development. □

We're "The Sunbelt Brokers." Visit us to see what's new under the sun at the Florida Association of Broadcasters convention in Boca Raton, Florida, on June 26-29, 1983.

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ABC News working on new magazine

Wald says James Bellows will be managing editor of show planned for Sunday; he also says network may not offer gavel-to-gavel convention coverage in 1984

ABC News is in the early development stages of a proposed new weekly news magazine that could go head-to-head with CBS-TV's *60 Minutes* and NBC-TV's *Monitor* on Sunday nights beginning next year. Richard Wald, senior vice president of ABC News confirmed published reports that the division is considering the launch of a 90-minute news magazine at 6:30-8 p.m. NYT, perhaps as soon as January 1984. Speaking to television reporters at the Century Plaza hotel in Los Angeles during the semiannual Consumer Press Tour, Wald also confirmed reports that former *Washington Star* editor James Bellows, now managing editor of the syndicated *Entertainment Tonight* series, is being sought as producer for the unnamed magazine show. Bellows reportedly has at least one more year to go on his contract with the Hollywood-based show.

"We have talked with him," said Wald. "There is a problem with his contract [with *Entertainment Tonight*]." Wald said discussions with Bellows are continuing and the hope at ABC is that Bellows will be released from his current contract, perhaps as soon as next month. The ABC News executive praised Bellows for bringing to the Paramount strip "the disciplines of news, rather than the disciplines of show biz."

One scenario being considered by ABC is folding the network's current Sunday evening newscast and new documentary segments of varying lengths into a 90-minute magazine beginning at 6:30 p.m., replacing both the existing news program and the entertainment division's *Ripley's Believe It Or Not* (7-8 p.m.). Wald emphasized that other formats, at other time periods, on other days are also being considered. He told BROADCASTING a decision on whether or not ABC News would go ahead with the proposed program would probably not be made until November or December. He made clear that the network's existing weekly news magazine, *20/20*, would continue if the new program receives a green light. Wald said the entertainment and news divisions have been talking "for several years" about the possibility of scheduling a public affairs program in the early Sunday evening time period, and it is only now that ABC News feels that it has the "infrastructure" to attempt such a series.

On another subject, Wald said he is doubtful that ABC News will provide gavel-to-gavel coverage of the 1984 political conven-

tion if the Democrats and Republicans have selected their presidential candidates by the end of next June. Instead, said Wald, ABC will weigh the news value of the conventions and proceed accordingly.

"We will cover what needs to be covered," he said, "depending on its impact." He argued that the conventions have often been mere "ratifying" meetings, with important decisions about candidates and policies taking place during the primaries. "It seems possible," Wald added, that one party's convention might receive greater attention from ABC than the other if one is judged to have greater news value. The network will determine its coverage, he said, "on a case-by-case basis."

Wald said *World News Tonight* co-anchor Frank Reynolds expects to return to his nightly position at the ABC News Washington desk about Sept. 5, with co-anchor Peter Jennings shifting to Washington from London to cover for Reynolds in the interim. The foreign co-anchor's post will likely remain vacant for the summer. Reynolds is suffering from hepatitis and has been absent for about two months, with David Brinkley his primary substitute.

ABC's late night news program, *One on One*, is suffering clearance problems, and as a result, ratings problems, Wald acknowledged, but said there are no current plans to cancel or alter the interview series. "It has not caught on," he conceded, noting the recent cancellation of *One on One* by Boston affiliate WCVB-TV. Wald also said his network is not contemplating introduction of any late night news programming beyond 1

a.m.

Wald downplayed the significance of recent lawsuits against television news organizations, maintaining "there is in the public at large an unhappiness with institutions—all institutions—we [television news organizations] are as subject to criticism as any public institution and we are now getting our share of it." He estimated ABC News has about 15 outstanding lawsuits against it, at least four of which are against *20/20*. As a general policy, he said, ABC does not settle such suits out of court, although it has done so on at least two occasions, including last year's \$1.25 million settlement with California's Synanon Foundation.

Wald said he finds the public's criticism of television journalism "uncomfortable" but not tremendously threatening. "The press has made its share of mistakes," he conceded. "We shouldn't make them, but we have."

In part as a response to such criticism, ABC News is increasing the number of *Viewpoint* programs being aired next season to a minimum of five, possibly six. The program, during which public grievances about press performance are discussed, will be scheduled "roughly every other month," Wald said.

The ABC executive said the news division is discussing future options for Phil Donahue at the network, following cancellation of *The Last Word*, in which the Chicago-based interviewer appeared nightly. "There should be a way we can use him well," said Wald, indicating that would not include a position on the possible magazine show currently being discussed. □

NewsBeat

Coverage criticism. Media have been accused of being "elitist," monopolistic and unfair to Reagan administration. Criticism was expressed by U.S. ambassador to United Nations, Jeane Kirkpatrick, who said Founding Fathers' idea that truth would emerge in conflict of ideas in marketplace is no longer valid when press is more powerful than imagined in 18th century. Today, she said, journalists are out of step with majority of Americans. "We have a very hard time as a government getting fair play from our media as a consequence of this monopolistic concentration of power in something like a cultural and monopolistic elite," she said. Kirkpatrick spoke at dinner meeting at conference on "The Conservative Movement and the Liberal Bias in the Media." Conference was sponsored by National Conservative Foundation, which is headed by Terry Dolan, chairman of National Conservative Political Action Committee. □

Pay raise. Associated Press has reached tentative agreements with Wire Service Guild and United Telegraph Workers after seven months of negotiations. AP-Guild contract expired last Jan. 1, and new agreement contains no retroactivity. It will expire on Nov. 30, 1985, from starting date of June 5, 1983. It calls for wage increases of about 5% this year; 4.5% in 1984 and 5.7% in 1985. Top scale for news and photo employees will rise from \$533.50 weekly to \$618.50 in 1985. UTW members will obtain similar increases and top-scale technicians will go from \$429 in expired contract to \$502.95 on Jan. 1, 1986. □

Defender deadline. June 30 is deadline for nominations for new First Amendment Defender Award to be conferred annually by Institute for Communications Law Studies of Catholic University of America's law school in Washington. According to Harvey L. Zuckerman, institute director, award is for person in communications or communications law who institute believes did most in preceding year to further values and interests of First Amendment.

Zworykin memorial

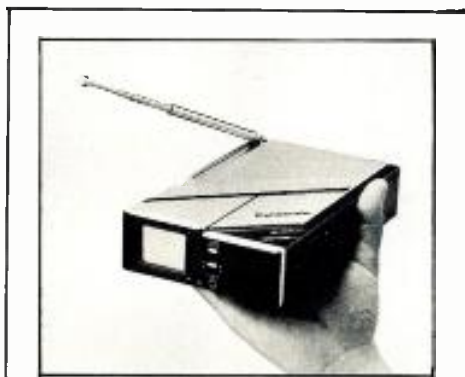
In memory of television pioneer Dr. Vladimir K. Zworykin, RCA Chairman Thornton F. Bradshaw has established a \$100,000 grant for Purdue University's electrical engineering department. The contribution, which is called the RCA-Zworykin Memorial Grant, will be made over a five-year period beginning with the 1983-84 academic year. "Dr. Zworykin's innumerable contributions to the fields of television and medical electronics will continue to benefit mankind for many generations to come," said Bradshaw in making the announcement.

Zworykin, who died last year at the age of 92, joined RCA in 1929 and received more than 120 U.S. patents on developments ranging from television to military electronics. According to RCA, Zworykin conceived the first practical TV camera tube, the iconoscope, and developed the kinescope TV picture tube.

Although there are no restrictions on the university's use of the grant, RCA said it expects the contribution to help support the work of electrical engineering graduate students who are pursuing PhD degrees. The grant also contains a provision to establish a scholarship.

Satellite space

The FCC's Office of Science and Technology has issued a report, "Reduced Domestic Satellite Orbit Spacings at 4/6 ghz," examin-



Teeny tiny TV. Matsushita has announced development of what the company claims is the world's smallest color television set, known as Color Travelvision. It has a 1.5-inch screen and weighs slightly more than 1.3 pounds. It uses conventional cathode ray tube technology and has four different power sources (AC, DC car battery, and rechargeable and regular batteries). The set will be displayed at the Consumer Electronics Show this week in Chicago, with marketing in the U.S. to begin shortly.

ing the technical basis for satellite orbit spacing—intersystem interference. The report includes equations, domestic satellite system characteristics and signal parameters. It also includes two computer programs that implement intersystem interference models.

Belt tightening

Ampex Corp., the Redwood, Calif.-based producer of magnetic recording products announced it will lay off 75 white collar employees at its corporate headquarters. The decision was based on a need to cut costs in the face of foreign competition, according to Ampex. Depending on the length of employment, the workers laid off will receive up to 20 weeks of severance pay in addition to other benefits, a company spokesman said.

Two months ago, Ampex laid off 460 employees from its worldwide work force.

Air waves

The National Association of Broadcasters and other media organizations are asking the Federal Aviation Administration not to adopt a rule that would prohibit the media from covering news events from the air in areas designated as disaster sites or the site of any other event of public interest. The NAB, CBS, NBC, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi, filed comments with the FAA. The filings suggest that "newsgathering aircraft entering a restricted area be required to maintain contact with a designated flight service station or other specified facility. This radio communications link will enable officials on the ground to advise the aircraft instantly of developments necessitating changes in their flight plans."

As compiled by BROADCASTING, June 6 through June 10, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Priceville, Ala.—Abercrombie Broadcasting Co. seeks 1310 khz. 1 kw-D. Address: 1431 Highway 31 North. Hart-

sell. Ala. 35640. Principal is owned by Alvin L. Abercrombie, who has no other broadcast interests. Filed May 31.

FM applications

■ *Fernandina Beach, Fla.—Family Stations Inc. seeks 88.7 mhz. 65 kw. HAAT: 286 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Principal: Nonprofit corporation, headed by Harold Camping. It also is licensee or permittee of two AM's, seven FM's and one TV and is applicant for two TV's and 10 noncommercial FM's. Filed June 3.

■ *Jacksonville, Fla.—Look and Live Inc. seeks 88.7 mhz. 5 kw. HAAT: 500 ft. Address: 124 W. Ashley Street, Jacksonville 32202. Principal: Nonprofit corporation, headed by Jack K. Cummings, president. It supplies weekly program for telecast on WTLV(TV) Jacksonville. Filed June 3.

■ Boston—Boston Dynamic Radio Ltd. seeks facilities of WROR(FM) Boston; 98.5 mhz. 5.8 kw; HAAT: 1,190 ft. Address: 1 Longfellow Place, Apt. 2020, Boston 02114. Principal is owned by Donald Lowery, general partner and 23 limited partners, including Russell H. Long and Wylie H. Whisonant Jr., who are also applicants for six new AM's and five new FM's. Filed May 12.

■ Boston—Boston Radio Group Inc. seeks facilities of WROR(FM) Boston; 98.5 mhz. 5.8 kw; HAAT: 1,190 ft. Address: 40 Schuyler Street, Boston, Mass. 02121. Principal is owned by Edward R. Redd, president and six others (14.29% each). It is also applicant for new AM at Boston.

Filed May 12.

■ Boston—Fort Hill Radio Associates seeks facilities of WROR(FM) Boston; 98.5 mhz. 5.8 kw; HAAT: 1,190 ft. Address: 16 Morley Street, Boston 02119. Principal is owned by James S. Dilday, major stockholder (20%). He is general manager of WLBT(TV) Jackson, Miss. Filed May 12.

■ New York—People Broadcasting Corp. seeks facilities of WRKS-FM New York; 98.7 mhz. 5.4 kw; HAAT: 1,220 ft. Address: Room 3057 Rockefeller Plaza, New York 10020. Principal is owned by Price Communications, headed by Robert Price, president. It also owns WOWO(AM) Fort Wayne, Ind., and is applicant for two new AM's. Filed May 11.

■ *Wilmington, N.C.—Bible Broadcasting Network Inc. seeks 89.9 mhz. 100 kw. HAAT: 1,001 ft. Address: P.O. Box 1818, Chesapeake, Va. 23320. Principal: Nonprofit corporation, headed by Lowell L. Davey, president. It also has interest in five FM's and one AM. Filed June 2.

■ Lubbock, Tex.—Jerrico Broadcasting Inc. seeks 106.3 mhz. 3 kw. HAAT: 300 ft. Address: 3210B 34th Street, Lubbock, Tex. 79410. Principal is owned by Terry Wynn, president, who also owns KWAZ(AM) Lubbock. Filed June 3.

■ Paris, Tex.—The Gene Sudduth Co. Inc. seeks 103.9 mhz. 3 kw. HAAT: 246 ft. Address: 845 39th Street, S.E., Paris, Tex. 75460. Principal is owned by Eugene T. Sudduth, president, who also owns KPRE(AM) Paris. Filed May 10.

Ownership changes

- **WKAX(AM)** Russellville, Ala. (1500 khz, 1 kw-D)—Seeks transfer of control of Cumberland Foundation Inc. from Michael R. Freeland and Flora Ellen Freeland (75% before; none after) to James Ronald Lane and others (25% before; 100% after). Consideration: \$60,000. Principals: Sellers, who are husband and wife, also have interest in five low-power TV's and permittee for WEKR(AM) Fayetteville, Tenn. (85%). Buyer is principally owned by James Ronald Lane, president (35%), who already owns 10%, and who has interests in permittees for WFWL(AM) Camden, and WEKR(AM) Fayetteville, both Tennessee. Filed June 3.
- **WBAS(AM)** Crescent City, Fla. (1330 khz, 1 kw-D, DA-D)—Seeks assignment of license from BASCAP Radio Inc. to Sonsway Broadcasters Inc. for \$130,000. Seller is headed by John D. Miller, president (65%), Mildred C. Schmierer (25%) and James B. Tillis (10%). Miller is general manager of WXVQ(AM) DeLand, Fla.; Tillis is chief engineer at WELE-FM DeLand. Schmierer has no other broadcast interests. Buyer is owned by Richard E. Douglas, president (44%), and wife, Judith Bright-Douglas (49%); Judith's sister, Kathryn M. Wolf (2%) and Nicholas J. Mills (5%), who is British citizen. They have no other broadcast interests. Filed June 1.
- **WMNX(FM)** Tallahassee, Fla. (95.9 mhz, 3 kw; HAAT 300 ft.)—Seeks transfer of control of Metropolitan Broadcasting Corp. from Andrew C. Muse and others (100% before; none after) to American Communications & Television Inc. (ACT) for \$950,000 (BROADCASTING, June 13). Seller is headed by James E. Broaddus Jr., president. He is vice president and general manager of WWWQ(AM)-WPFM(FM) Panama City, Fla. Buyer is owned by ACT (80%) and Richard T. Drury (20%). ACT is publicly held company, headed by Mark K. Goldstein, president. It is 90% owner of construction permit for new TV at Forest City, N.C., and 49% owner of permittee of low-power TV's in Lake City and Ocala, both Florida, and is applicant for new FM at Micanopy, Fla., and is permittee of new TV at Ogdenville, Utah. It also operates or has franchises for cable TV systems in Alachua and Marion counties, Florida, and SMATV systems in south Florida. Drury is executive vice president of Sunshine Wireless Co., which owns three AM's and three FM's. He is also general manager of WMGI(AM)-WYKS(FM) Gainesville, Fla.
- **WBIA(AM)** Augusta, Ga. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from James D. Walker Jr. to SKC Inc. for \$200,000. Seller is trustee in bankruptcy, who has no other broadcast interests. Buyer is equally owned by Post Newsweek Stations executives: Joel Chaseman, president; James L. Snyder, vice president, news, and Gordon C. King Jr., executive vice president, business affairs. Post Newsweek group contains no radio stations.
- **WGLC-AM-FM** Mendota, Ill. (1090 khz, 250 w-D; FM: 100.1 mhz, 3 kw; HAAT: 98 ft.)—Seeks assignment of license from Agri-Voice Inc. to Kimball Broadcasting Inc. for \$310,000. Seller is owned by Michael Ross, president, who has no other broadcast interests. Buyer is owned by Arthur S. Kimball, president. He is former general manager of WMLA(FM) Le Roy, Ill., and has no other broadcast interests. Filed June 2.
- **KICA(AM)** Clovis, N.M. (980 khz, 1 kw-U, DA-N)—Seeks assignment of license from KICA Inc. to Amigos Radio Inc. for \$125,671. Seller is owned by John B. Mahaffey, president, and wife, Fredna B., who also own four AM's and three FM's. Buyer is owned by Phillip Mendoza, president, and wife, Marcia K. (60% jointly); Joaquin Madril and wife, Natividad (20% jointly), and Christoval Lopez and wife, Gloria (20% jointly). It has no other broadcast interests. Filed June 3.
- **WKVT-AM-FM** Brattleboro, Vt. (1490 khz, 1 kw-D, 250 w-N; FM: 92.7 mhz, 410 kw; HAAT: 712 ft.)—Seeks assignment of license from Webster Broadcast Group to Brattleboro Broadcasters Inc. for \$450,000 (BROADCASTING, June 13). Seller is owned by 10 stockholders, headed by Donald V. Webster, who have no other broadcast interests. Buyer is headed by David Underhill and wife, Linda (51% jointly). David Underhill is corporate director of operations and planning for Standard Communications, Salt Lake City-based owner of six AM's, six FM's and seven TV's. Linda Underhill is former employe of WBZ(AM) Boston.
- **WAMV(AM)-WCNV(FM)** Amherst, Va. (1420 khz, 1 kw-D; FM: 107.9 mhz, 4.1 kw; HAAT: 1,920 ft.)—Seeks assignment of license from Central Virginia Media Inc. to Winfas of Virginia Inc. for \$825,000, including \$180,000 noncompete agreement (BROADCASTING, June 13). Seller is

owned by S. Vance Wilkins Jr., who has no other broadcast interests. Buyer is principally owned by Larry W. Nichols and W.S. Foster Jr. It also owns WJNC(AM)-WRMC(FM) Jacksonville, N.C.

Actions

- **KRLW(AM)-KCAZ(FM)** Walnut Ridge, Ark.—Application dismissed for assignment of license from Lawrence County Broadcasting Inc. to Walnut Ridge Radio Inc. (BTC.H-830325FG.H). Action May 23.
- **WDFJ(FM)** Westport, Conn. (107.9 mhz, 50 kw, HAAT: 245 ft.)—Granted transfer of control of Flamm Communications Inc. from Donald J. Flamm (100% before; none after) to Franz and Marcia Allina (none before; 100% after). Consideration: \$2 million. Principals: Seller also owns co-located WMMM(AM), which will keep. Buyers are husband and wife, who own WBAB(FM) Babylon and WGBB(AM) Freeport, both New York, and recently were granted FCC approval to sell KACY(AM) Port Hueneme and KACY-FM Oxnard, both California, for \$2.59 million (BROADCASTING, Jan. 17). (BTCH-83020AHT). Action May 24.
- **WAFK(FM)** Clewiston, Fla. (106.3 mhz, 3 kw, HAAT: 195 ft.)—Granted assignment of license from Tri-County Stereo Inc. to Glades Media Co. for \$201,056 plus \$30,000 for noncompete agreement. Seller is owned by Charles A. Esposito, president (51%). Buyer is owned by James M. Johnson and Robert L. Castellanos (50% each), each of whom already owns 24.5% of station. (BALH-830413HK). Action May 27.
- **WYOR(FM)** Coral Gables, Fla. (105.1 mhz, 100 kw; HAAT: 600 ft.)—Granted assignment of license from Broad Street Communications to EZ Communications Inc. for \$3.6 million. Seller is headed by Richard Geismar, chairman. It also has interest in WELI(AM) New Haven, Conn.; WGSO(AM)-WQUE(FM) New Orleans; KTOK(AM)-KJYO(FM) Oklahoma City, and Oklahoma News Network. Buyer is owned by Arthur C. Keller, president, and James L. Draper Jr. They also own WEZB(FM) New Orleans; WEZC(FM) Charlotte, N.C.; WBZZ(FM) Pittsburgh, and WEZR(FM) Manassas and WEZS(FM) Richmond, both Virginia. (BALH-830407GW). Action May 27.
- **WSUZ(AM)** Palatka, Fla. (800 khz, 1 kw-D)—Granted transfer of control of W.G. Enterprises Inc. from August J. Greiner and James S. Wilkerson, D.M.D. (100% before; none after) to W. Don Sports (none before; 100% after). Consideration: \$196,000. Principals: Sellers have no other broadcast interests. Buyer also owns WCLA-AM-FM Claxton, Ga. (BTC-830331FT). Action May 23.
- **KMOK(FM)** Lewiston, Idaho (106.9 mhz, 100 kw, HAAT: 300 ft.)—Granted assignment of license from Douglas A. MacKelvie to Ida-Vend Co. for \$278,889. Seller has no other broadcast interests. Buyer is owned by Robert W. Prasil, president (63.5%), his sons, Gary D. and Robert W. Prasil Jr. (6% each) and Burton Harrison (24.5%). It also owns KRLC(AM) Lewiston. (BAPH-830411HC). Action May 26.
- **KBCM(FM)** Sioux City, Iowa (95.5 mhz, 100 kw, HAAT: 824 ft.)—Granted assignment of license from Hassenger Broadcasting Corp. to Cardinal Communications Inc. for \$1.05 million. Seller is headed by Thomas R. Hassenger, president, and has no other broadcast interests. Buyer is owned by Samuel A. McMaster Jr. (99%) and John D. Daniels, president (1%). McMaster owns grain elevator in South Sioux City, Neb. Daniels is Sioux City, Iowa, attorney who also has interest in KRNA(FM) Iowa City. (BAPLH-830404GQ). Action May 26.
- **KNZA(FM)** Hiawatha, Kan. (103.9 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Kanza Broadcasters Inc. to KNZA Inc. for \$587,500. Seller is owned by Michael Lee Carter, president (80%), Gregory F. Buser (10%) and Robert B. Hilton (10%). Carter and wife, Carol S., also own 50% each of KAOL(AM)-KMZU(FM) Carrollton, Mo., and are applicants for LPTV's at Carrollton, Chillicothe and Marshall, all Missouri. Buyer is owned by Gregory F. Buser, president (42%), and wife, Rebecca S. (42%), Robert B. Hilton and wife, Kay L. (8% each). They are also applicants for three LPTV's. (BALH-830414HL). Action May 26.
- **KANS-AM-FM** Larned, Kan. (1510 khz, 1 kw-D, FM: 96.7 mhz, 910 w, HAAT: 290 ft.)—Granted assignment of license from Hillis F. Bell Jr. to Dennis L. Franz for \$400,000. Seller has no other broadcast interests. Buyer is consultant in Colby, Kan., and has no other broadcast interests. (BALH-830401EA.B). Action May 23.
- **KQNK(AM)** Norton, Kan. (1530 khz, 1 kw-D)—Granted assignment of license from Norton Broadcasting Inc. to Pioneer Country Broadcasting Inc. for \$260,000. Seller is owned by Philip Taylor, president (22%); his parents, Vernon and Olive Taylor (22% jointly); Gary Shorman (22%); Terri Owens and husband, Greg (22% jointly), and J. Steven Smethers (12%). Excluding Smethers, they also have inter-

est in KCLY(FM) Clay City, Kan. Shorman is also assistant manager of KTOP(AM)-KDVV(FM) Topeka, Kan. Smethers is general manager of KQNK. Buyer is owned by Joseph E. Jindra and wife, Susan K. (30% jointly); Larry E. Black, president, and wife, Terri A. (25% jointly); Jeff Haas (25%); Joseph S. Jindra, father of Joseph E., and Emil Hauser (10% each). Joseph E. and Susan Jindra and Larry and Terri Black also have interest in KSOA(AM) Ava, Mo. Terri Black also has interest in new FM at Hays, Kan. (BAL-830405EQ). Action May 27.

- **WFEX(FM)** Clinton, La. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Feliciano Broadcasting Co. Inc. to Bayou State Broadcasting for assumption of two promissory notes for approximately \$190,220. Seller is owned by Randall E. Rodriguez, president (51%), his wife, Jeanne J. (25%) and his mother, E. Marie (24%), who have no other broadcast interests. Buyer is equally owned by John Wilson, Marcus Jones and E. Ray Toney. Jones and Wilson also are applicants for FM at Cuero, Tex. Toney has 20% interest in FM at New Albany, Miss., and one-third interest in FM at Varnado, Fla. Jones also owns KODK(FM) Kingsville, Tex., and with Toney, owns WZBR(AM) Amory, Miss. (BAPH-830413HI). Action May 26.
- **WHFS(FM)** Bethesda, Md. (102.3 mhz, 2.3 kw; HAAT: 340 ft.)—Granted transfer of control of High Fidelity Broadcasting Inc. from stockholders (100% before; none after) to The Outlet Co. (none before; 100% after). Consideration: \$2.1 million. Seller is owned by Bernard Margolius (34.28%), his son, Phillip, and James Bierbower (18.1% each), Marvin Rosenbloom (15.24%), Jacob Einstein (9.52%) and J. Alvin Jewler (4.76%), who have no other broadcast interests. They bought station in 1967 from George P. Griffith for \$102,900 (BROADCASTING, June 19, 1967). Buyer is publicly traded Providence, R.I.-based group owner of one AM, four FM's and five TV's, including WTOP(AM) Washington. It has been purchased, subject to various approvals, for \$332.1 million by Rockefeller Center Inc. (BROADCASTING, May 9). by (BTCH-830218GQ). Action May 26.
- **KANA(AM)** Anaconda, Mont. (580 khz, 1 kw-D)—Granted assignment of license from Anaconda Broadcasting Inc. to Mountain State Broadcasting Inc. for \$115,000. Seller is owned by John O. Odegaard, who has no other broadcast interests. Buyer is owned by John E. O'Brien, president, and Bonnie G. O'Brien (50% each), who have no other broadcast interests. (BAL-830328FL). Action May 23.
- **KAAC(FM)** Great Falls, Mont. (98.9 mhz, 100 kw, HAAT: 488 ft.)—Granted transfer of control of Feder Communications Corp. from Steven H. Feder (51% before; none after) to Cardon Broadcasting Inc. (49% before; 100% after). Consideration: \$91,000. Principals: Seller has no other broadcast interests. Buyer is equally owned by Don C. Robinson and wife, Carley J., who have no other broadcast interests. (BTCH-830412HE). Action May 26.
- **KVCK(AM)-KYZZ(FM)** Wolf Point, Mont. (1450 khz, 1 kw-D, 250 w-N, DA-1; FM: 92.7 mhz, 1 kw; HAAT: 496 ft.)—Granted transfer of control of KVCK Inc. from Janice M. Lundstrom and Robert L. Beery (60% before; none after) to KVCK Inc. (40% before; 100% after). Consideration: \$90,000. Principals: Sellers are Janice Lundstrom (40%) and her father Robert L. Beery (20%), who have no other broadcast interests. Buyer is owned by Robert L. Beery, president (100%), former husband of Janice Lundstrom. (BTC.H-830325FE,F). Action May 23.
- **WLSV(AM)** Wellsville, N.Y. (790 khz, 1 kw-D, DA-1)—Granted assignment of license of 75% of stock from Radio Services of Wellsville to Radio Services of Wellsville for \$240,000. Seller is owned by John H. Satterwhite, Catherine B. Doggett, Joseph M. Cleary and Joseph S. Mumma, who have no other broadcast interests. Buyer is Curtis R. (Buzz) Ericson, who is beneficiary of trust owning 8 1/3% interest in Radio Services, and is purchasing additional 75% individually. He has no other broadcast interests. (BAL-830331FS). Action May 23.
- **WWKO(AM)** Fair Bluff, N.C. (1480 khz, 1 kw-D)—Granted transfer of control of Marshall Media Inc. from Michael G. Orr (100% before; none after) to Joseph L. Cusack (none before; 100% after). Consideration: \$200,000. Principals: Seller also owns WCRE(AM) Cheraw, S.C. Buyer also owns 81.8% of WBER(AM) Moncks Corner, S.C. (BTC-830325FD). Action May 23.
- **WKIQ(FM)** Bowling Green, Ohio (93.5 mhz, 3 kw, HAAT: 176 ft.)—Granted assignment of license from Multi-Market Media Inc. to TMF Inc. for \$364,777, including \$288,777 for noncompete agreement. Seller is equally owned by Stephen E. Dinkel, president; Glen T. Cerny and John R. Schaffner. Dinkel is general manager of KLSI(FM) Kansas City, Mo. Cerny and Schaffner have no other broadcast interests. Buyer is owned by Neal Nussbaum, president, and Mark Bauer (50% each), who have no other broadcast interests. Nussbaum is television program syndicator. Bauer is county superior court judge in Indiana. They own

/WET(FM) Monticello, Ind. (BAPLH-830405GT). Action May 26.

KYFM(FM) Bartlesville, Okla. (101.1 mhz, 3 kw, AAT: 300 ft.)—Granted assignment of license from hompson Communications Inc. to KYFM Radio Inc. for 1.1 million. Seller is owned by Fred L. Thompson, who so owns KRSL-AM-FM Russell, Kan. Buyer is principally owned by Galen O. Gilbert of Dallas, who also owns majority interest in KBTN(AM) Neosho, Mo.; KXEO(AM)-WWR-FM Mexico, Mo.; KZEE(AM) Weatherford, TXJ(AM)-KWYX(FM) Jasper, KDXE(FM) Sulphur springs and KPET(AM) Lamesa, all Texas. (BALH-30404GR). Action May 24.

KCRC(AM)-KNID(FM) Enid, Okla. (1390 khz, 1 kw-D, DA-1; FM: 96.9 mhz, 100 kw, HAAT: 405 ft.)—Granted assignment of license from Enid Radiophone Co. to Chiscolm Trail Broadcasting Co. for \$1.38 million. 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. 3ALH-830314FG.H). Action May 27.

WWLS(AM) Norman, Okla. (640 khz, 1 kw-D)—Granted assignment of license and CP from Norman Broadcasting Inc. to LESSO Inc. for assumption of debts. Seller is owned by Wah-leeta Steckline (51%) and husband, Lawrence E. (49%). Latter is president and 100% owner of ESSO, which owns KWLS-AM-FM Pratt, KSLS(FM) Liberal, KJLS(AM) Hays and KXXX-AM-FM Colby, all Kansas. (BAPL-830404EL). Action May 27.

WMPT-AM-FM South Williamsport, Pa. (1450 khz, 1 w-D, 250 w-N; FM: 99.3 mhz, 105 w, HAAT: 1,230 ft.)—Granted assignment of license from Will-Mont Broadcasting Co. to P.A.C. Communications Inc. for \$475,000. Seller is owned by Galen David Castlebury Jr., who has no other broadcast interests. Buyer is owned by Diana Ruth Kadash, resident (one-third); David W. Banks, vice president; Warren S. Diggins, vice president; Sharon L. Banks, treasurer, and Michelle M. Diggins, secretary (16.6% each). Kadash is real estate investor in Williamsport. David Banks is former sales manager of WLYC(AM) Williamsport. Warren Diggins is former general manager of WLYC. (BALH-30321HO.P). Action May 19.

KBFS(AM) Belle Fourche, S.D. (1450 khz, 1 kw-D, 50 w-N)—Granted assignment of license from Plumier broadcasting Inc. to KBFS Inc. for \$350,000. Seller is owned by June Plumier (49.9%), her son, Mark, president (25.1%), and his wife, Dee (25%). Seller also has interest in P for FM at Belle Fourche, S.D., which will also be transferred to buyer. Buyer is owned by William K. Love, president (75%), and Roger J. O'Dea (25%). Love also has major interest in KROE-AM-FM Sheridan, Wyo.; KFTM(AM)-BRU(FM) Fort Morgan, Colo., and KAVI-AM-FM Rocky Ford, Colo. O'Dea is sales manager at KBFS. (BAL-30401EG). Action May 27.

WQNE(FM) Cleveland, Tenn. (104.9 mhz, 3 kw; HAAT: 300 ft.)—Granted assignment of license from Bradley Enterprises Inc. to Kali Broadcasting Inc. for \$650,000. Seller is headed by Roger Gupton, president. Buyer is owned by Clyde W. Thomason, president, who also owns WBAC(AM) Cleveland, Tenn. (BALH-830412HD). Action May 7.

WJTT(AM) Jellico, Tenn. (1540 khz, 1 kw-D)—Granted assignment of license from Jellico Broadcasting Corp. to Jellico Broadcasting Co. for \$150,000. Seller is principally owned by Walter E. May (97%), who also owns WPE(AM)-WDHR(FM) Pikesville and WTKC(AM) Lexington, both Kentucky. Buyer is owned by John E. Coleman (75%), and brother, Forrest D. (25%), who have no other broadcast interests. (BAL-830406ER). Action May 27.

WTNR(AM) Kingston, Tenn. (1410 khz, 500 kw-D, 1 w-N, DA-N)—Granted assignment of license from WTNR Inc. to Kingston Radio Ltd. for \$22,000. Seller is principally owned by Edward M. Johnson, president (75%), who also as interest in WCSV(AM) Crossville; WTNR(AM) Kingston, WTEA(AM) Dayton, and WNPC(AM) Newport, all Tennessee. Buyer is owned by K.R. Broadcasting Inc. (50%), and Millard Oakley, limited partner (50%). Robert B. Low is president and owner of K.R. Broadcasting. Blow also owns 80% of WHMT(AM) Humboldt, Tenn., and has P for new UHF on channel 51 at Lincoln, Neb. Oakley also as interests in WCSV(AM) Crossville; WNPC(AM) Newport, WREA(AM) Dayton, WLIV-AM-FM Livingston and WKNX-FM Greenville, all Tennessee. He also has interest in cable system at Crossville. BAL-830331FP. Action May 3.

KYOT(FM) Refugio, Tex. (106.3 mhz, 3 kw; HAAT: 00 ft.)—Granted assignment of license from Price K. Johnson to Robert F. Ritchey and J. Kent Hackleman, principals. \$250,000. Seller is general manager of KYOT and has no other broadcast interests. Buyer Ritchey owns KPEP(AM)

Gatesville, Tex. Hackleman is Houston investor who has no other broadcast interests. (BALH-830415HM). Action June 1.

Facilities changes

AM applications

Tendered

- KFMB (760 khz) San Diego—Seeks CP to increase day and night power to 50 kw and install DA-N. Ann. June 9.
- WGSF (1220 khz) Arlington, Tenn.—Seeks modification of CP (780727AJ) to change frequency to 1210 khz; change hours of operation to unlimited by adding night service with 250 w; increase day power to 10 kw (5 kw ch); change TL, and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 7.
- WCQL (1370 khz) Pewaukee, Wis.—Seeks CP to change city of license to Sussex, Wis.; change hours of operation to unlimited by adding night service with 500 w; install DA-2, and make changes in ant. sys. (augment day pattern). Ann. June 9.

Accepted

- WMPZ (1000 khz) Soperton, Ga.—Seeks CP to change TL. Ann. June 7.
- KFRM (550 khz) Salina, Kan.—Seeks modification of license to operate by RC from SL. Ann. June 9.
- WTMG (1300 khz) Trenton, N.J.—Seeks modification of CP (800514AE) to make change in antenna system (increase tower height and change day antenna parameters). Ann. June 9.
- WHIM (1110 khz) Providence, R.I.—Seeks modification of license to operate by RC to SL. Ann. June 9.

FM applications

Tendered

- KFSC (100.9 mhz) Petersburg, Ark.—Seeks CP to change TL; change ERP to 2 kw; change HAAT to minus 481 ft., and make changes in ant. sys. Ann. June 9.
- WCSN (94.9 mhz) Tallahassee, Fla.—Seeks CP to change TL; change ERP to 98 kw; change HAAT to 840 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 9.

Summary of broadcasting as of March 31, 1983

| Service | Licenses | CP's | Total * |
|-----------------------------|----------|------|---------|
| Commercial AM | 4,708 | 149 | 4,857 |
| Commercial FM | 3,421 | 391 | 3,812 |
| Educational FM | 1,090 | 162 | 1,252 |
| FM translators | 609 | 288 | 897 |
| Commercial VHF TV | 527 | 14 | 541 |
| Commercial UHF TV | 307 | 166 | 473 |
| Educational VHF TV | 111 | 6 | 117 |
| Educational UHF TV | 175 | 14 | 189 |
| VHF LPTV | 152 | 89 | 241 |
| UHF LPTV | 21 | 72 | 93 |
| VHF translators | 2,784 | 254 | 3,038 |
| UHF translators | 1,772 | 403 | 2,175 |
| ITFS | 244 | 89 | 333 |
| Low-power auxiliary | 812 | 0 | 812 |
| TV auxiliaries | 7,260 | 205 | 7,465 |
| UHF translator/boosters | 6 | 0 | 6 |
| Experimental TV | 3 | 5 | 8 |
| Remote pickup | 12,159 | 53 | 12,212 |
| Aural STL & intercity relay | 2,749 | 166 | 2,915 |

* Includes off-air licenses.

■ WZOK (97.5 mhz) Rockford, Ill.—Seeks to change HAAT to 429 ft. Major environmental action under section 1.1305 ft. Ann. June 9.

■ WHFB-FM (99.9 mhz) Benton Harbor, Mich.—Seeks CP to change TL; change ERP to 9.2 kw; change HAAT to 225 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 9.

■ WIXL-FM (103.7 mhz) Newton, N.J.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 500 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. June 9.

■ KKEE (94.3 mhz) Alamogordo, N.M.—Seeks CP to change TL; change ERP to .1 kw; change HAAT to 1,642 ft., and make changes in ant. sys. Accepted nunc pro tunc. Ann. June 7.

■ WAPP (103.5 mhz) Lake Success, N.Y.—Seeks CP to change ERP to 5.8 kw and change to nondirectional operation. Ann. June 9.

■ WPEG (97.9 mhz) Concord, N.C.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,530 ft., and make changes in ant. sys. Ann. June 9.

■ WWDM (101.3 mhz) Sumter, S.C.—Seeks CP to change TL. Major environmental action under section 1.1305. Ann. June 9.

■ KDKQ (104.3 mhz) Borger, Tex.—Seeks CP to change TL; change ERP to 49.17 kw; change HAAT to 479.03 ft., and make changes in ant. sys. Ann. June 7.

■ KHCS-FM (88.1 mhz) Round Rock, Tex.—Seeks CP to change ERP to 3 kw; change HAAT to 85.1 ft.; change trans. and change TPO. Ann. June 7.

Accepted

■ KXXX-FM (102.3 mhz) Van Buren, Ariz.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Van Buren-Fort Smith, Ark." Ann. June 7.

■ KNGT (94.3 mhz) Jackson, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Sutter Creek, Calif." Ann. June 10.

■ KBOQ (92.7 mhz) Marina, Calif.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Marina-Monterey." Ann. June 7.

■ KRIJ (92.7 mhz) Paradise, Calif.—Seeks CP to make changes in antenna system; change TL; decrease ERP to .73 kw; increase HAAT to 620.58 ft., and change coordinates.

■ KDUO (97.5 mhz) Riverside, Calif.—Seeks CP to make changes in antenna system, to install auxiliary system; increase ERP to .173 kw; decrease HAAT to 1,519 ft., and change coordinates. Ann. June 8.

■ KQYN (95.7 mhz) Twenty-Nine Palms, Calif.—Seeks CP to make changes in antenna system; increase ERP to 16.8 kw; increase HAAT to 217 ft., and change coordinates. Ann. June 7.

■ KOSI (101.1 mhz) Denver—Seeks CP to make changes in antenna system; change ERP to 100 kw (H), 80.4 kw (V), and increase HAAT to 1,009 ft. Ann. June 7.

■ WEIB (101.1 mhz) Marco, Fla.—Seeks CP to make changes in antenna system; change TL; decrease ERP to 87 kw; decrease HAAT to 668 ft., and change coordinates. Ann. June 8.

■ WFLA-FM (93.3 mhz) Tampa, Fla.—Seeks CP to make changes in antenna system; decrease ERP to 97.7 kw, and decrease HAAT to 925 ft. Ann. June 8.

■ WSBI-FM (100.7 mhz) Brunswick, Ga.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Brunswick-St. Simons Island, Ga." Ann. June 8.

■ WMET (95.5 mhz) Chicago—Seeks CP to make changes in antenna system and increase 8.9 kw. Ann. June 9.

■ WRIK (98.3 mhz) Metropolis, Ill.—Seeks CP to make changes in antenna system; change TL; increase ERP to 1.32 kw; decrease HAAT to 456 ft., and change coordinates. Ann. June 8.

■ WRVI (96.7 mhz) Virden, Ill.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Virden-Auburn-Girard." Ann. June 9.

■ WZPL (99.5 mhz) Greenfield, Ind.—Seeks waiver of section (B)(2) of rules to identify as "Greenfield-Indianapolis." Ann. June 7.

■ KSDB-FM (88.1 mhz) Manhattan, Kan.—Seeks CP to make changes in antenna system; increase ERP to 122.6 kw; increase HAAT to 1,127 ft.; change TPO to 100 kw, and change coordinates. Ann. June 9.

■ WLBj-FM Bowling Green, Ky.—Seeks CP to make changes in antenna system; change TL; increase ERP to .5 kw; increase HAAT to 630 ft., and change coordinates. Ann. June 8.

■ KKWB (104.9 mhz) Breckenridge, Minn.—Seeks

waiver of section 73.1201 (B)(2) of rules to identify as "Breckenridge-Fargo." Ann. June 9.

■ KLOH-FM Pipestone, Minn.—Seeks CP to make changes in antenna system and increase ERP to 100 kw. Ann. June 7.

■ WDVR (98.3 mhz) Ocean City, N.J.—Seeks CP to make changes in antenna; change TL; decrease HAAT to 290 ft.; change coordinates, and change community of license. Ann. June 7.

■ KBVD (93.5 mhz) Ruidoso, N.M.—Seeks CP to make changes in antenna system and change location to Lincoln Ruidoso, N.M. Ann. June 7.

■ KMQ (105.9 mhz) Santa Fe, N.M.—Seeks CP to make changes in antenna system and change TL. Ann. June 8.

■ WCIC (103.1 mhz) Bath, N.Y.—Seeks CP to make changes in antenna system; increase ERP to .79 kw; decrease HAAT to 531 ft., and change SL. Ann. June 8.

■ WNPQ (95.9 mhz) New Philadelphia, Ohio—Seeks CP to make changes in antenna system; change TL; decrease ERP to 2 kw, and increase HAAT to 403 ft. Ann. June 7.

■ KTJA (103.3 mhz) Beaverton, Ore.—Seeks modification of CP (BPH-9634, as mod.); change TL; decrease ERP to 81 kw; increase HAAT to 1,654 ft., and change coordinates. Ann. June 8.

■ KJJK (95.3 mhz) Prineville, Ore.—Seeks CP to make changes in antenna system; increase ERP to 50 kw; decrease HAAT to 438 ft.; change frequency to 95.1 mhz, and change coordinates. Ann. June 8.

■ WEOZ (94.3 mhz) Saegertown, Pa.—Seeks modifica-

tion of CP to change SL and request waiver of section 73.1125(B)(2) of rules. Ann. June 7.

■ KABE (107.5 mhz) Orem, Utah—Seeks CP to make changes in antenna system; change TL; change ERP to kw; increase HAAT to 2,796 ft., and change coordinate. Ann. June 8.

■ WXIL (95.1 mhz) Parkersburg, W.Va.—Seeks waiver section 73.1201 (B)(2) of rules to identify as "West Virgin Marietta, Ohio." Ann. June 10.

■ KCGY (95.1 mhz) Laramie, Wyo.—Seeks CP to make changes in antenna system and change TL. Ann. June 8.

TV applications

Accepted

■ KONY (ch. 10) Thief River Falls, Minn.—Seeks M (BPCT-810824KG) to change ERP to 125 kw visual, 1.3 kw; change trans. and antenna, and change transmissi line. Ann. June 9.

■ KOB1 (ch. 5) Medford, Ore.—Seeks CP to change T designate aux. trans., and ant. as main transmitter and antenna. Ann. June 10.

■ WFYZ (ch. 39) Murfreesboro, Tenn.—Seeks MP change ERP to 5,000 kw vis., 500 kw aur.; change TL, a change HAAT to 821 ft. Ann. June 7.

■ KHTV (ch. 39) Houston—Seeks CP to install auxilia antenna system and change ERP to 400 kw. Ann. June 7.

■ KXIX (ch. 19) Victoria, Tex.—Seeks CP to change EI to 153.2 kw vis. and 15.32 kw aur. Ann. June 7.

■ KSTU (ch. 20) Salt Lake City—Seeks CP to change T. Ann. June 10.

AM actions

■ KBAS (1490 khz) Bullhead City, Ariz.—Granted (increase tower height to 165 ft. above base insulator and increase power. Action May 24.

■ KQXK (1590 khz) Springdale, Ark.—Granted CP change power to 2.5 kw and change to DA-D. Action M 23.

■ KRML (1410 khz) Carmel, Calif.—Granted CP change hours of operation to unlimited by adding night service with 5 kw; install DA-D; change TL, and make change in ant. sys. Major environmental action under section 1.1305. Action June 1.

■ KCIN (670 khz) Victorville, Calif.—Application dismissed for CP to change hours of operation to unlimited adding nighttime service with 1 kw; increase daytime power to 1 kw; install DA-N; change frequency from 1590 khz to 670 khz and make changes in ant. sys. Major environmental action under section 1.1305. Action April 18.

■ WBSS (980 khz) Pompano Beach, Fla.—Granted CP increase day power to 5 kw and make changes in ant. sys. Action June 1.

■ WYXC (1270 khz) Cartersville, Ga.—Granted CP make changes in ant. sys. Action May 31.

■ WSFB (1490 khz) Quitman, Ga.—Granted CP to increase power to 1 kw. Action May 24.

■ WBCE (1010 khz) Wickliffe, Ky.—Granted CP change frequency to 1100 khz; increase power to 1 kw, a change to non-DA. Action May 24.

■ KJIN (1490 khz) Houma, La.—Granted modification CP (BP-820414AL) to decrease antenna height and increase trans. power. Action May 24.

■ WPTF (680 khz) Raleigh, N.C.—Granted CP to change specified monitored radials. Action May 19.

■ WYNO (1130 khz) Nelsonville, Ohio—Granted CP change frequency to 1120 khz and increase power to 2.5 kw. Action May 13.

■ WRID (1520 khz) Homer City, Pa.—Granted CP make changes in antenna system to increase height of tower and change TL. Action May 31.

■ WQTW (1570 khz) Latrobe, Pa.—Granted CP to change frequency to 890 khz and increase power to 1 kw. Major environmental action under section 1.1305 of rules. Action May 26.

■ WENA (1330 khz) Penuelas, P.R.—Granted CP change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Action June 1.

■ WHHQ (1130 khz) Hilton Head Island, S.C.—Return modification of CP (BP-20830) to change hours of operation to unlimited by adding night service with 500 w; install D, N, and make changes in ant. sys. Major environmental action under section 1.1305. Action May 6.

■ WIXR (1500 khz) Mt. Pleasant, S.C.—Granted CP

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make changes in antenna system; increase height of tower and correct geographic coordinates. Action May 25.

● WAOI (1200 khz) San Antonio, Tex.—Granted CP to change TL; change SL, and change tube trans. Major environmental action under section 1.1305 of rules. Action May 27.

● WUST (1120 khz) Washington—Granted CP to increase power to 5 kw, 2.5 kw (CH). Action May 13.

FM actions

● WVRT (101.7 mhz) Reform and Gordo, Ala.—Granted modification of CP (BPH-800701AB) to make changes in antenna system; change TL; change type trans.; change type antenna, and change TPO. Action May 26.

● KHFO (98.1 mhz) Osceola, Ark.—Granted CP to increase ERP to 50 kw (H). Action May 23.

● KVIP-FM (98.1 mhz) Redding, Calif.—Granted CP to change antenna; change ERP to 30 kw; change HAAT to 1,710 ft., and change TPO. Action May 23.

● WRKT-FM (104.1 mhz) Cocoa Beach, Fla.—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1,524 ft.; add RC, and make changes in ant. sys. Major environmental action under section 1.1305. Action May 17.

● WIKX (98.3 mhz) Immokalee, Fla.—Granted CP to change TL; change ERP to .700 kw; change HAAT to 555 ft., and make changes in ant. sys. Action May 17.

● WQCK (93.3 mhz) Manchester, Ga.—Granted CP to change HAAT to 1,250 ft. Action May 23.

● WRNG (96.7 mhz) Newnan, Ga.—Granted CP to change HAAT to 364 ft. and change TL. Action May 17.

● *WMXM (88.9 mhz) Lake Forest, Ill.—Granted modification of CP (BPED811013AV) to specify TL/SL, and make changes in ant. sys. Action June 2.

● WBNL (89.1 mhz) Fort Wayne, Ind.—Granted CP to change TL; change ERP to 30 kw; change HAAT to 500 ft., and make changes in ant. sys. Action May 25.

● *WSCC-FM (92.1 mhz) Somerset, Ky.—Granted CP to change frequency to 92.1 mhz. Action May 25.

● KCIL (107.1 mhz) Houma, La.—Granted modification of CP (BPH-820414AQ) to decrease HAAT to 139 ft. Action May 31.

● KTIS-FM (98.5 mhz) Minneapolis—Granted CP to increase ERP to 100 kw; increase HAAT to 278 ft., and change TPO. Action May 31.

● *KMYC (89.9 mhz) Ballwin, Mo.—Granted proposed operation on 89.7 mhz; increase ERP to .119 kw (H); change HAAT to 154 ft. (H); change TL, and change TPO. Action May 25.

● *WMSC (90.3 mhz) Upper Montclair, N.J.—Granted CP to change frequency to 101.5 mhz; change ERP to 7.9 w, and change HAAT to 688 ft. Major environmental action under section 1.1305. Action May 19.

● *KCEP (88.1 mhz) Las Vegas—Granted modification of CP (BPED-791228BF as mod.) to specify TL, and change HAAT to 4.7 ft. Action May 23.

● WTHD (105.7 mhz) Columbia, N.C.—Granted modification of CP (BPH-790926AC, as mod.) to change TL; increase ERP to 37.2 kw; increase HAAT to 613 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action May 18.

● WMSQ (104.9 mhz) Havelock, N.C.—Granted CP to decrease ERP to 2.9 kw and increase HAAT to 310 ft. Action May 19.

● KQDJ-FM (95.5 mhz) Jamestown, N.D.—Granted modification of CP (BPH-791128AE), as mod.) to decrease ERP to 36.5 kw; increase HAAT to 408 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action May 24.

● WGSQ (94.3 mhz) Cookeville, Tenn.—Granted CP to change TL; change type antenna; decrease ERP to 1 kw; increase HAAT to 482 ft., and change TPO. Action May 27.

● KIXK-FM (106.1 mhz) Denton, Tex.—Application returned for CP to change TL; change HAAT to 1,585 ft., and make changes in ant. sys. Accepted nunc pro tunc. Action May 16.

● KMJQ (102.1 mhz) Houston—Granted CP to change TL; change ERP to 100 kw; change HAAT to 1,749.75 ft., and make changes in ant. sys. Action May 17.

● KSRR (96.5 mhz) Houston—Granted CP to install auxiliary antenna system at main TL; ERP: 7.4 kw; HAAT: 1,046.6 ft., and change TPO (for auxiliary purposes only).

● WKYS (93.9 mhz) Washington—Granted CP to change auxiliary antenna; decrease ERP to 23.9 kw; increase HAAT to 429 ft., and change TPO (for auxiliary purposes only). Action May 31.

● WKLC-FM (105.1 mhz) St. Albans, W.Va.—Granted CP to make changes in antenna system; change type antenna; change TL; decrease ERP to 3.55 kw, and increase HAAT to 1,665 ft. Request waiver of miles separation rules. Action June 2.

TV actions

● WOVTV-TV (ch. 6) Omaha—Granted CP to change ERP to 100 kw vis., 20 kw aur., and replace antenna system. Action May 24.

● WCFE-TV (ch. 57) Plattsburgh, N.Y.—Granted CP to change ERP to 762 kw vis., 76.2 kw, and make changes to ant. sys. Action May 25.

● WJKA (ch. 29) Wilmington, N.C.—Granted MP (BPCT-810121KO) to change ERP to 286 kw vis., 286.4 kw aur.; change HAAT to 1,644 ft.; change frequency to ch. 26, and change TL. Action May 26.

● KVNJ-TV (ch. 15) Fargo, N.D.—Granted request for dual city identification as "Fargo-Moorhead, N.D." (BLCT-830308KH pending.) Action May 24.

● KCBY-TV (ch. 11) Coos Bay, Ore. (ch. 11)—Granted request to identify station as dual city, "Coos Bay-North Bend, Ore." Action May 25.

● WFAT-TV Johnstown, Pa.—Granted MP (BPCT-810109KF) to change ERP to 2,512 kw vis., 251.2 kw aur., and change HAAT to 1,194 ft. Action May 25.

In contest

● Following proposal by Independent Data Communications Manufacturers Association, FCC has expanded its rulemaking proceeding on connection of telephone equipment, systems and protective apparatus to telephone network by including proposal to permit registration and connection of customer service units and digital network channel termination equipment to AT&T's Dataphone Digital Service and other digital services, circuits and facilities. Ann. June 3.

● FCC has authorized Comsat to implement its consolidated capitalization plan to finance activities of parent company and its subsidiaries from 1983 through 1985 and to use all proceeds from its December 1982 treasury stock sale, currently held in escrow, to implement plan. Comsat plans to develop selected new satellite-based services and "enlarge the proportion of unregulated activities in its overall business mix." Ann. June 3.

● FCC has remanded to FCC ALJ for further hearing proceeding involving license renewal application of RKO General Inc. for station KHJ-TV (ch. 9) Los Angeles, and competing application of Fidelity Television Inc. FCC also denied RKO's motion to terminate proceeding and rejected RKO's contentions that Fidelity had no further role in proceeding and that Fidelity's application should be denied. Ann. June 2.

● FCC Commissioner Rivera said in statement about decision to increase antenna height for commercial FM's in Puerto Rico and Virgin Islands, to overcome rough terrain of service areas of stations involved (FCC action May 12), that due to backlog "of many months...even if minority applicant requests expedited consideration, it may be some time before that application is reached and processed." Ann. June 6.

● FCC has lengthened maximum term of common carrier and fixed satellite license to 10 years, from previous five-year maximum, effective immediately. Ann. June 9.

● FCC Commissioner Anne P. Jones dissented to May 26 vote accepting late filed application of Caldwell Television Associates Ltd., for CP for new TV at Caldwell, Idaho. Application was delayed by fogged-in condition of Columbus, Ohio airport, which delayed courier plane carrying application. Ann. June 9.

● FCC ALJ granted application of Cascade Communications Co. for new FM (96.5 mhz) at Tahoe City, Calif., and denied competing applications of High Sierra Broadcasting Inc.; Tahoe City Wireless Ltd.; Minority Broadcasters of Tahoe Inc.; North Tahoe Broadcasting Co.; The Women's Network, and North Shore Broadcasters. Ann. June 8.

● FCC has granted Holt-Robinson of Texas Inc.'s request for assignment of call letters KMLT to new UHF television

station in Marshall, Tex., over objection of Radio Marshall Inc., licensee of co-located KMHT-AM-FM Marshall, FCC concluded call signs are not sufficiently phonetically and rhythmically similar to cause public confusion. Ann. June 8.

Legal action

● WVOC Inc. and Montgomery Independent Telecasters Inc. has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's action (FCC 83-210) which denied their application for review of Review Board's decision in Central Alabama Broadcasters Inc. Action affirmed initial decision of ALJ who granted application of Central Alabama, licensee of station WSLA-TV (ch. 8) Selma Ala., for CP to improve existing facilities. Ann. June 9.

● Alascom Inc. has asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's action dismissing Alascom's petition for reconsideration of 1981 action up holding staff grant of authority to DHL Communication Inc. to provide record communications service to and from Alaska. Ann. June 9.

Call letters

Applications

| Call | Sought by |
|---------|--|
| | New AM's |
| WRRR | Seven Ranges Radio Co. St. Marys, W. Va. |
| | New FM's |
| WOKO | Ford Country Broadcasters Inc., Paxton, Ill. |
| *WAYW | Worcester County Christian Communications Inc., Worcester, Mass. |
| WRRR-FM | Seven Ranges Radio Co., St. Marys, W. Va. |
| | New TV's |
| KDTU | Roman Catholic Church of the Diocese of Tucson, Tucson, Ariz. |
| WEFC | Vine & Branch Inc., Roanoke, Va. |
| | Existing AM's |
| WACM | WQXQ West Springfield, Mass. |
| KBUG | KCPX Salt Lake City |
| | Existing FM's |
| WLTA | WWLT Gainesville, Ga. |
| KHVQ | KGOI Hugoton, Kan. |
| WMAR-FM | WRLX Baltimore |
| KLQL | KQAD-FM Luverne, Minn. |
| KZBR | KCAP Helena, Mont. |
| WEYQ | WMOA-FM Marietta, Ohio |
| KLBC | KSEO-FM Durant, Okla. |
| | Existing TV's |
| WTLL | WRNX Richmond, Va. |

Grants

| Call | Assigned to |
|----------|--|
| | New FM's |
| *WMIE-FM | National Christian Network Inc., Cocoa, Fla. |
| KBMJ | Bengel Broadcasting Inc., Phillipsburg, Kan. |
| WCXT | Waters Broadcasting Corp., Hart, Mich. |
| KLEN | Blue Sky Broadcasting Inc., Cheyenne, Wyo. |
| | Existing AM's |
| WZZX | WANL Lineville, Ala. |
| KDAN | KBWA Williams, Ariz. |
| WYCM | WWDR Murfreesboro, N.C. |
| WRCP | WICE Providence, R.I. |
| WWRT | WRZK Algood, Tenn. |
| WQSI | WMRL Portland, Tenn. |
| | Existing FM's |
| WBCG | WWDR-FM Murfreesboro, N.C. |
| WPFB-FM | WPBF Middletown, Ohio |
| WKJQ | WSBM Jefferson City, Tenn. |
| KLCY | KALL-FM Salt Lake City |
| | Existing TV's |
| KCTV | KCMO-TV Kansas City, Mo. |

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General manager for aggressive personality/MOR/information station in Idaho. Must have proven track record in sales with good management credentials. Need energetic, goal oriented manager, assertive leader, community involved, and who wants to grow with small dynamic group. Send resume to Box Y-73.

HELP WANTED SALES

Account executive, experienced, proven track record to sell music of your life format for WECK-AM in Buffalo, New York. Earning potential for heavy weight in the S30s and more. Send resume, billing history and references to: Mr. Stephen H. Rall, 2900 Genesee Street, Buffalo, NY 14225. EOE.

South Florida—experienced, successful street salesperson who believes in & loves to sell radio. Start at same income level you now have; increased income thereafter depends upon your individual effort. Resume to Box 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.

Sales Manager for a Montana gospel station. Excellent compensation if you have the right experience. Inquiries confidential. Send resume and track record to Enterprise Network, 100 N. 24th St. W., Suite B, Billings, MT 59102. EOE.

Striking Northwest outdoors area. Major tourist attraction's anniversary celebration means big sales immediately. Established accounts plus wide untapped territory. Salary, commission, override. Extra for air-work. Write Drawer K, Grand Coulee, WA 99133.

Sales manager for highly developed 5KW AM and new 100KW FM in Montana. Must be aggressive, well organized, goal-oriented leader who is highly motivated. Enjoy lifestyle of small community with big market income. Proven track record required. Send resume to Box Y-74.

General sales manager wanted for Midwestern MOR with 5KW FT grant. Must be street fighter & able to build sales force. A no-nonsense person wanted for this position. All fringes, including profit sharing. Complete resume & salary requirements to Box Y-77.

Radio sales pro: if that's you, we have a challenge. Our all news AM is ready for a sales leader who can prospect, present, close and service. This is adult radio in an adult radio market. Send me your track record, earnings history, and future desires. No phone calls. Wayne Blackmon, General Manager, WEAT-AM, P.O. Box 70, West Palm Beach FL 33402. EOE. A Curt Gowdy station.

Midwest radio group seeks salespeople. Excellent opportunity for aggressive, professional and hungry account executives in Kansas' capital city. Come grow with us. Send resume to Mr. Barry Gaston, Kassebaum Radio Group, 104 S. Emporia, Wichita, KS 67202. EEO, M/F.

Major market radio station seeking sales manager with in-depth experience in selling urban contemporary radio. Salary negotiable. Excellent benefits. This company is an EOE. Women also encouraged to apply. Only applicants with successful track record will qualify. Send resume to Box Y-99.

HELP WANTED ANNOUNCERS

We're looking for the best talent in America. A very rare opening in a major market. Salary and benefits are commensurate. Send tape and resume to: P.O. Box 33003, Washington, DC 20033. All inquiries will be kept confidential.

Easy listening announcer needed for L.A. radio station. Good opportunity for right person. Resume/tape: Stan Gold, KJOI, 2555 Briarcrest Rd., Beverly Hills, CA 90210. EOE.

Experienced person wanted for production, to write voice spots, and do some air work. Be part of growing company in Northeast. Send tape to Bob Catan, WUPE/WUHN, Box 1265, Pittsfield, MA 01202.

Morning. Good diction, voice, reading. Recent graduate preferred. WMCR AM-FM, Oneida, NY 13421.

Versatile announcer position open at group owned small market AM-FM combo. Sports and play by play experience helpful. Contact Manager, WCBK, Box 1577, Martinsville, IN 46151. EOE.

Announcer-sales combo for growing station in northern resort community. Live the good life and earn money, too! Experienced. Resume only to Box Y-60.

Virginia FM/AM needs experienced announcer with great production skills and sales ability. T&R immediately to WLCC/WRAA, Box 387, Luray, VA 22835. EEO.

Top-ten major market commercial Christian radio station has two positions available. (1) Christian talk show host for fast-paced, highly-produced magazine format. Must be dynamic, promotion-oriented, and able to conduct stimulating interviews with local and national personalities. (2) Contemporary Christian music DJ for drivetime slot. Must combine talent, personality, and creativity with warm, brother-to-brother communication. Send your resume, salary requirements, and air-checks to CBC, P.O. Box 86, Flourtown, PA 19031.

HELP WANTED TECHNICAL

Self-starting chief engineer wanted for a first rate AM-FM station in San Luis Obispo, CA. Moving into a brand new building and need a good workman-like technician to make challenging improvements. No closet DJ's please. 3-4 years' experience desired. Send resume to Robert A. VanBuhler, Mesa Radio, Inc., 1167 W. Javelina, Mesa, AZ 85201. Phone: 602-897-9300. Equal opportunity employer.

Wanted: chief engineer with class A license for leading FM/AM non-directional radio station. Possible combo man. Send resume to: Edith Buchanan, General Manager, P.O. Box 1475, Augusta, GA 30903.

Production engineer. Handle studio operations for statewide radio network w/15 affiliates. Engineer daily ½ hour award-winning newsmagazine. Operate satellite uplink. Maintain audio equip. Opportunity for advancement into technical mgmt. Req: exc. audio production skills and standards. Maint. ability pref. Salary: \$19,800-\$26,000. DOE. Send resume, tape, 3 ref. to D. Kaplan, Exec. Dir., Alaska Public Radio Network, 2607 Fairbanks St., Anchorage, AK 99503. EOE.

Chief engineer wanted for 100,000 watt FM. All new twin 25 KW Harris transmitters, McCurdy consoles. Looking for audio pro w/experience. Great sunshine state location. Contact Carl Como, 904-672-9210, or write WNFY-FM, 801 West Granada Boulevard, Ormond Beach, FL 32074. EOE.

WMRF AM/FM, Lewistown, PA, has immediate opening for fulltime studio/transmitter engineer. Recently remodeled transmitter site with new equipment. Moving to new building with expanded facilities in late summer. We are seeking a working engineer who will take charge, help make challenging improvements. Experience is helpful, but we will review engineers seeking their first position. You will be rewarded a higher salary for light announcing duties. Send resume to Frank Troiani, 5 West Market Street, Lewistown, PA 17044. 717-248-6757. An equal opportunity employer.

Hands-on chief engineer for established stations WNOG-AM 1KW and WCVU-FM class C. Must know FCC regs. AM directional, FM automation, studio maintenance and be familiar with related equipment. Send resume: Personnel Department, Palmer Communications Centre, 333 8th St. So., Naples, FL 33940. Equal opportunity employer.

Chief engineer for top rated, high quality FM in the Southeast. Attention to detail and a good ear for top notch sound a must, along with the ability to fulfill the needs of programming. This is a growing company with room to move for the ambitious. Resume, salary requirements, and a brief summary of your expertise with FM stereo, audio, processing, RF, etc., to Box Y-92.

Radio engineer. Expanding broadcast group in suburban New York seeks chief engineer. Thorough knowledge of studio and transmitter equipment a must. Reply in confidence with resume and salary requirements to Box Y-93.

Chief engineer/FM public radio. Full charge of specs and maintenance for all radio equipment. Education in electronics, FM experience, knowledge of FCC rules, general class FCC license required. Resume to: Personnel, WMFE-FM, 11510 E. Colonial Drive, Orlando, FL 32817.

Engineers. Sandusky Radio, a major Western group broadcaster, has engineering positions available in Phoenix, Arizona, and San Luis Obispo, California, for entry level and experienced personnel. Send resume with salary requirements to Robert Van Buhler, KDKB Radio, 1167 W. Javelina, Mesa, AZ 85202. An excellent opportunity with an expanding corporation. Equal opportunity employer.

HELP WANTED NEWS

News director, Southeastern NY For three-person news department. Station committed to local news must have a person who will get involved with the community. Must have a good on-air presence. Send resume with salary requirements only to Box Y-25. EOE.

WSM Radio 650/Nashville. Tennessee's largest radio news staff has a position currently available. Strong anchor, writing and interviewing skills a must! Good pay and benefits for the right individual. The ideal candidate is hard working and experienced in medium to large markets. Send tape and resume to Greg Lindahl, Operations Manager, WSM Radio, P.O. Box 100, Nashville, TN 37202. EOE, M/F.

100,000 watt public radio station KHCC needs news and public affairs producer. Produce daily 30 minute public affairs program, coordinate PSA's, supervise other network public affairs program scheduling. Salary \$12,500-\$16,000, four week vacation, and fringes. Contact: Judy Whisker, Personnel Office, Hutchinson Community College, 1300 N. Plum, Hutchinson, KS 67501.

Anchor/reporter for Midwest station with strong local news commitment. 3 years' experience. Tapes, resumes, samples to Judy Newman, News Director, WTSO/Z-104, Box 8030, Madison, WI 53708. EOE, M/F.

Strong anchor and field reporter. Exciting on-air performance. Samples of air work and news writing to: Ray Hasha, ND, KLOK Radio, P.O. Box 21248, San Jose, CA 95151. No phone calls. EEO.

HELP WANTED NEWS CONTINUED

Entry level news: if you can write news, and want to learn in an all news operation, this is your chance. Hours: 11pm-7AM Mon-Sat. Bright, flexible, serious person who wants first chance and can be promotable is the person we're seeking. Tape/resume to Tom Gallagher, News Director, WEAT-AM, P.O. Box 70, West Palm Beach, FL 33402. EOE. A Curt Gowdy station.

Ready for TV? Independent television station in top 50 market looking for experienced news gatherer and anchor for video-supported, radio-like news updates. Fine facility in North Central area. Send resume and salary requirements only to Box Y-90. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program director for the already dominant radio station on Colorado's Western Slope. Person must have intense love of radio, skills to motivate individual staff members to maximum potential, genuine concern for staff and listeners, detailed knowledge of A-C programming, and proven ability to capture 18-34 market. Market, station image, ratings, facilities, personnel, salary and benefits all exceptional. Assignment: bring to focus all aspects of on-air programming, and help direct entire station's marketing efforts to increase the emotional rapport with an ever greater number of listeners. Start with tape and resume to Don Rhea, KQIX, Box 340, Grand Junction, CO 81502. A major market opportunity in smaller market setting. This position available only when ideal person is found. EOE.

Northern California top rated soft A/C needs operations director/announcer. Tape and resume to KZST, Box SS, Santa Rosa, CA 95402. EOE, M/F

Program director. California central coast AM-FM combo. Must be hard-working, responsible, knowledgeable person. Supervisor qualifies. CHR format experience helpful. Promotion oriented, great potential. Resume only to Box Y-80.

WNMU-FM seeks radio producer/director in news and public affairs. Responsible for production of local public affairs program & a 3-hour daily board shift. Requires B.A. or equivalent experience. FCC license/permit and news and public affairs background. Salary minimum \$15,975. Send resume and audition tape to Personnel Office, Northern Michigan University, Marquette, MI 49855, postmarked by July 5, 1983. AA/EOE.

WLAM, a full service A/C in Maine's second largest market, still seeks an experienced professional who is committed to that first step as a program director. If you're a "doer" with lots of energy and creativity, we have an excellent environment to learn and develop as a manager. Salary \$11-13K to start. Gary Bruce, Operations Manager, Box 929, Lewiston, ME 04240.

Creative challenge! "Non-hack" commercial writer-producer, and air personality. (Not entry level). Send resume, air check, commercial samples to KCIN, P.O. Box 1428, Victorville, CA 92392.

SITUATIONS WANTED MANAGEMENT

Experienced manager, sales manager, programming. Mid 30's, all offers considered. Let's talk. Write Box Y-28.

Staff motivation and product knowledge makes an organization grow. Broadcaster, experienced in management, sales, programming, and promotion, seeks GM/GSM position with company dedicated to success. Goal achiever and proven winner with good references. Medium/major market. Prefer warm climate, consider all. 804-458-7948.

Experienced general manager, sales-oriented, looking for Southeast (preferably Florida) opportunity. Small to medium market. Willing to invest in right property. Write Box Y-30.

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

Stable, bottom line oriented GM. Professional, cost efficient, good motivator, trainer. Prefer SE small/medium market. Turnaround situation welcome. Credentials, references. Write Box Y-69.

If you have a station that is not as competitive as it should be, write me. Box Y-44.

Experienced general manager seeks new challenge in SE medium market. Proven leadership in sales, programming, promotion and bottom-line production. Robert E. Powell, 161 Spanish Point Dr., Beaufort, SC 29902. After 6:00 p.m., 803-524-6138.

Seven year pro looking for small market management position experience as station manager. Reply Box Y-70.

Small markets west, sales promotions, programming, engineering, honest, aggressive, unusual extras. Country consultant seeks GM position. Bill Taylor, 213-791-4836.

Former 100% owner, GM, GSM of 2 AM-FM medium market stations seeks GM or group management. Spotless FCC record, top ratings, audience & sales promotions, 99% collection rate, team builder, heavy sales increases, creativity, light engineering. National network corporate educational program development. Sterling Livingston, Box 296, E. Winthrop, ME 04343. 207-395-4669.

General manager. Dedicated professional, energetic, enthusiastic. Exceptional track record. Experienced in all phases of broadcast. Bottom line oriented. All markets considered. Write Box Y-82.

Seeking turnaround challenge. 15-year broadcaster. Proven sales, programming, promotion, production ace. 207-761-0581, anytime.

Creative broadcast professional. News, sales, agency and management experience. Successfully employed in SW, but going nowhere. Seeking opportunity, will relocate anywhere for right position. Resume, track record by request. Write Box Y-84.

General manager/GSM. "A station doesn't need a sound or numbers, it needs a sales team that delivers." Over a decade in sales & management. I deliver sales specialists, not order takers. For immediate, long term revenue, write Box Y-86.

Attention station owners/group owners. General manager with 20 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programming. High achiever of goals and profit oriented. Strong sales development ability. Excellent credentials. Write Box Y-95.

Sales manager seeking GM position. 15 years' experience: sales, programming, promotion, budgeting. Profit-oriented team player. Will consider equity arrangement. Please reply to Box Y-101.

SITUATIONS WANTED SALES

Sales/play-by-play announcing. Mike Weros, 425 South Galena Way, Apt. 5-204, Denver, CO 80231. 303-360-7438, after 6:00 PM MDT.

Need a sales manager? No, you don't—you need more. Blaze a new trail to the new age of radio with me. Cut sales overhead, and increase billing. Write: 602 Spring Willow, Allen, TX 75002.

SITUATIONS WANTED ANNOUNCERS

Some experience. Professional sound. Team player anxious to please and learn. Troy Sass, 419-468-9259; 414-242-2033.

Broadcaster, 7 1/2 years, available August 1. Background includes announcing, programming, management. Desire SE region. Ed Phillips: work, 404-791-4306/5139; home, 803-279-9285. Or Judy, work, 404-823-2450.

Versatility's my bag. Six years' experience college, high school, minor league PBP; news anchor/reporter; drivetime DJ; PD. Contact Rich, 12831 Collins St., North Hollywood, CA 91607. 213-980-9039.

Good voice with a professional sound. Enthusiastic, reliable, and cooperative. Any shift. 414-442-6066. Rudi Gutierrez.

Smooth, creative, music knowledgeable AOR/adult contemporary communicator. Call for tape and resume. Jeff Feddersen, 312-259-1157, or write 366 W. Miner St., Arlington Heights, IL 60005.

Major market sound that truly comes across. 12 years' radio experience. Versatile announcing background includes prime time with a top rated Dallas A/C. Seeking A/C, CHR, MOR slot. Voice compass compatibly fits breaks from exciting drive to a pleasant warmth. Strong, sincere production, enjoy remotes. If you want a DJ that delivers personality with a natural flowing style, I'll be happy to talk with you. Dependable, age 29, neat appearance. Steve, 817-627-3695.

Value plus! Terrific commercial delivery—talented copy-writer. Top phone salesman—excellent knowledge of MOR & jazz. 3rd, responsible. Former DJ wants weekend DJ spot with personality station within NYC commute. Phone Ernie Favaro, 212-590-3704-5-6, days; 212-588-1623, nights.

20 years' commercial broadcast experience. Production, programming, announcing & news. However, for all intents and purposes, (with the exception of free lance production), I've been out of broadcasting for the past four years. I'm looking for a small to medium market in the Southwest. Arizona, New Mexico or southwest Colorado. General class radiotelephone license. Tape not available. Give me a call and we'll talk. Please, no rockers. Tom Powell, 303-392-7479.

Fledgling broadcaster with talent, ready to spread wings and soar to new heights. Four years exp. at one station. Prefer nostalgia, oldies, AC and EZ listening formats. Write Box Y-67.

Trained announcer wants back in radio full time. Ohio, Cincinnati area, Southwest, Alaska. Evenings, overnight. No automation. Doug, 419-387-7761, evenings.

Texas/Oklahoma: 20 year broadcast pro wants to make that final move & settle into medium or small market. Great background in news, announcing, talk shows & sales. Need \$1500 month, & I'll make you money. Mike Troy, 405-226-4505.

Announcer/sportscaster. 7 yrs' experience, know rock format. Southern Rockies. West Coast leave message. 303-651-3079.

10-year professional DJ wants stable, permanent position. Mike, 904-255-6950. 373 Williams, Daytona, FL 32018.

SITUATIONS WANTED TECHNICAL

Chief and former director seeking stable position with secure organization. 22 years' experience in all phases of broadcasting. Excellent references. Contact 615-428-1372.

SITUATIONS WANTED NEWS

Sports director with solid credentials seeking excellent opportunity. Broadcasting degree. Ten years' experience. 300 PBP games, including NCAA football, basketball, baseball. Talk show host. Knowledgeable, dedicated, sincere. Box Y-11.

Schwartz on sports. Law school graduate, host of daily sports talk show, plus sportswriting and PBP experience in college and high school football, basketball and baseball. Seeking position as sportscaster or director. Willing to relocate. For tape and resume, contact Dave Schwartz, 716 Sarson, Hanover Park, IL 60103. 312-837-6783.

Reporter, director, producer, anchor, writer, editor, programmer. Seven years' experience. Dedicated worker, flexible, organizer. Call Steve. 904-769-5350.

Experienced broadcaster ready to cover the courthouse, statehouse, you name it. Four years' small market experience, law school graduate. Stellar references. Bob Young, 102 Tynewood Drive, Turtle Creek, PA 15145. 412-824-6957.

Sports director looks to move up. PBP experience: will consider sports-news combo. 201-763-5587, after 4 (EDT).

10 year sportscaster (high school and college PBP), looking for medium or large market opening. Will travel anywhere. Call Dennis Gordon, 419-468-9892, mornings.

Newscaster. Four years' well rounded experience. Seeks first professional challenge. Midwest/East preferred. Larry, 313-732-1262.

SITUATIONS WANTED NEWS CONTINUED

Female, 36, experienced, seeks position with 1st class news operation. 804-482-3542.

Experienced, award winning female anchor/reporter seeks news position. Write Box Y-58.

Afternoon/evening news anchor, with degree, in small western PA market, looking to move up. Experienced in news writing, production, and delivery. Looking to work—willing to move. Gerry Ricciutti, 412-962-4294. 625 Koehler Drive, Sharpsville, PA 16150.

Sportscaster seeking medium market position. 11-year veteran. Professional sports reporting and NPR Multi-award winner. Ideal for small college schedule. Write Box Y-83.

Attention Texas/Oklahoma: 20-year broadcast pro & award-winning newsman wants permanent roots in small/medium market. Anchor, production, talk show, some sales. Need \$1500 monthly. You won't be sorry. Mike Troy, 405-226-4505.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Wisc., Iowa, Minn. or ? I'm seeking return as PD for AC or country after 5 years on-air at major AC. 612-379-0382. collect and confidentially.

Production, programming, automation. Creative perfectionist workhorse. Editing expert. Understand automation, including voice-tracked formats. First phone. Box Y-57.

College grad with eight years' experience seeks position with Christian station. Ken Case, 1306 Taylor, Roswell, NM 88201.

Programming pro: A/C, country, CHR experienced. Profit-oriented. People motivator. Creative, cost efficient promotions. Marketing knowhow. Thom Davis, 704-827-0300.

TELEVISION

HELP WANTED MANAGEMENT

Accounting supervisor for ABC affiliate located in Southeast. Excellent accounting skills, supervisory experience and college graduate necessary. Responsible for daily operations of accounting dept. IBM System 34 and broadcast experience helpful. Reply with resume, references and salary requirements to Box Y-23. Equal opportunity employer.

General sales manager—aggressive professional sought by new (4/83) group-owned independent in the southern Midwest. Local sales management a must, national sales management a plus. Please direct all inquiries to General Manager, KSPR-TV, P.O. Box 4407, Springfield, MO 65808. EEO.

Television business manager wanted. Midwest network affiliate. Are you now an assistant TV business manager? 2-3 years' experience? This is the promotion you have been seeking. Send resume to Box Y-53.

Business manager. New independent station, operated by experienced broadcasters, in Austin, Texas, is seeking business manager. Previous experience required. Send resume to P.O. Box 6669, Corpus Christi, TX 78411, or call 512-853-7700. Equal opportunity employer.

Station manager—new UHF in southeastern Connecticut seeks energetic, innovative station manager. Tremendous resources, responsibility, and opportunity will be given to the right person. Experience in all aspects of station operations, as well as agency and direct selling, a must. Reply in confidence to: CTV of Connecticut, 36 Commerce Way, Woburn, MA 01801.

General manager for public television station KIXE-TV, Redding, CA. Managerial, broadcast background, and development experience essential. Salary: \$32,000. Position is now open—closing date is July 7, 1983. Send applications to: KIXE-TV Search Committee, c/o Barbara Van Dyke, P.O. Box 9, Redding, CA 96099. EOE.

General or station manager sought by new UHF in Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194.

General sales manager. Medium market VHF network affiliate seeking experienced, innovative, sales professional. Must have proven record in television sales management. Send complete resume to Box Y-88.

New LPTV start-ups. Multiple LPTV stations with local programming emphasis going up in South and Midwest. Fall '83 and Winter '84. Hiring general managers with strong sales background; production managers with news experience. If you are creative, like running your own shop and want a chance to show your stuff, send resume to LPTI, 4213 S. 8th St., Arlington, VA 22204. Specify position and salary requirements.

Director of corporate services for regional public broadcasting organization. Responsibilities include direction of public information affairs staff and activities, training and professional growth, and service to the board chairman and president; as corporate secretary to the board and executive assistant for matters relating to policy, governance, and membership issues and committee activity. Should have at least 3 years' experience in public information management and/or similar responsibilities in public broadcasting station or industry association. Station experience preferred. Resume must include capability statement relating to this job, 3 current references with address and phone number, and salary requirements. Salary \$20,000+, negotiable, depending upon training and experience. Resumes must be received by July 18 in order to be considered. Contact Bob Simmons, Director of Finance and Personnel, SECA, P.O. Box 5966, Columbia, SC 29250. SECA is an equal opportunity/affirmative action employer.

HELP WANTED SALES

Sales trainee. National rep firm seeks ambitious, well-spoken, assertive people for training program. Career opportunity with high earning potential. Resume to Box W-93.

Salesperson—applicant should have one year of experience with a proven record of excellence in broadcast sales. Apply with salary requirements to Bruce Lawrence, Local Sales Manager, WTNH-TV, 8 Elm Street, New Haven, CT 06510. Equal opportunity employer.

National sales manager. New maximum power independent station within top 60 markets needs a national sales manager. Minimum of three years' experience in national sales experience required. Salary negotiable. Send resumes, references and salary requirements to Box Y-24.

Family/Christian format. Local salesperson for Washington, D.C., market. Creative, cooperative personality to work with staff and management for spot sales in new entertainment block. Mr. Tom Foltz, WTKK-TV, P.O. Box 3737, Washington, DC 20007. 703-631-2310. EOE.

Experienced local sales manager who can lead, teach and motivate. Small Rocky Mountain market VHF. Super equipment. Excellent opportunity to qualified person. Send resume to Box Y-71. EOE.

HELP WANTED TECHNICAL

Chief engineer—new PBS station in Reno, Nevada. Opportunity to build from ground-up. All new facilities. Salary dependent upon qualifications. Send resume to Jim Pagliarini, Channel 5, P.O. Box 8856, Reno, NV 89507. 702-784-6084. An equal opportunity employer.

Leading Alaskan AM, FM and TV corporation needs technical maintenance and development engineers with experience in radio or TV. Many exciting new projects. Send resume and references to Box Y-42. An equal opportunity employer.

Maintenance supervisor wanted for fast growing 38th market NBC affiliate. Good benefits plus excellent Southern location. Beach or mountains just two hours drive. Three to five years' minimum studio plus TCR-100 experience and general license required. Send resume and salary requirements to Director of Engineering, Durham Life Broadcasting, Inc., P.O. Box 1511, Raleigh, NC 27602.

Chief engineer—new UHF in southeastern Connecticut seeks experienced chief engineer to bring station on line. Sound technical qualifications including experience with UHF transmitters and transmitter maintenance, and design experience a must. A promising position for an energetic technical person. Reply in confidence to: CTV of Connecticut, 36 Commerce Way, Woburn, MA 01801.

Needed: maintenance technician for broadcast audio-video equipment. Experience required. Salary and benefits excellent for right person. Send resume and letter to: George Johnson, Chief Engineer, WKFT-TV, 230 Donaldson St., Fayetteville, NC 28301.

Maintenance and ENG engineer. Requires experience in operation and maintenance of studio equipment, microwave, mini-cams and video tape machines. Transmitter and microprocessor experience helpful. Must be graduate of college or technical school or equivalent. Send resume to Richard Lynn, Assistant Chief Engineer, WTNH-TV, 8 Elm Street, New Haven, CT 06510. An equal opportunity employer.

Chief engineer. Rocky Mountains, mile high Denver, \$35,000 yearly. We need a full-time talented engineer for our brand new 1" video and 24 track audio production studio. You must be able to maintain 1" recorders, EFP cameras, and enjoy all aspects of studio, benchwork, location and studio engineering. A working knowledge of computer editing and 24 track audio recording equipment trouble shooting desired. A perfect opportunity for an assistant chief with high-end production facility experience. Conversant with current SMPTE, EIA and FCC operating standards and recommendations. If you are a qualified engineer who thrives on variety and mountain views, send your resume immediately to: Executive Producer, Denver Center for the Performing Arts, 1245 Champa St., Denver, CO 80204.

Chief engineer for UHF CBS affiliate. Excellent opportunity for knowledgeable manager. People and equipment skills a must. Send resume or call Dennis West, WIFR-TV, Box 123, Rockford, IL 61105. 815-987-5300. EOE.

Chief engineer needed. If you're a hands-on, can-do type, experienced with UHF transmitters, RCA Quad VTR's & cassette VTR's, we need you immediately! Sunny South good life city. Phone Jeff Evans, Gen Mgr, WTSG-TV, Albany, GA. 912-435-3100. Salary commensurate with ability and experience. EOE.

Television maintenance engineer—minimum 3 years' experience in TV maintenance and FCC 1st class or general class ticket. Send resume to Frank Etherington, KYEL-TV, P.O. Box 592, Yuma, AZ 85364. Equal opportunity employer.

Maintenance engineer needed for major Midwest post production facility. Facility expansion has created additional engineering positions. Applicants should possess a B.S. in electrical engineering or equivalent in experience. Must be capable of troubleshooting broadcast equipment, including 1" type C, Dyrnon 4, CMX, Grass switchers and other related equipment. Must have a strong digital background. Reply to: Jerry Wehland, Optimus, Inc., 161 E. Grand Avenue, Chicago, IL 60611.

HELP WANTED NEWS

News anchor-producer. Dominant CBS affiliate with heavy news commitment seeks experienced, polished professional capable of anchoring either evening or morning news. Our standards and salaries far exceed what you may expect for 128th market. No beginners, please. Resume and tape to Dan King, WCTV-TV, P.O. Box 3048, Tallahassee, FL 32315. An EOE.

Main anchor, top 25 market, beautiful West Coast City. Aggressive news operation with all the tools. EOE. Send resume and tape to John Kline, News Director, KATU Television, P.O. Box 2, Portland, OR 97207.

Experienced meteorologist for upstate New York medium size net affiliate. Prior TV experience required. Degree in meteorology or related field. Full time position. Requires preparation and delivery of weather during three prime evening news broadcasts. Resume and references only to Box Y-48.

HELP WANTED NEWS CONTINUED

Co-anchor/producer. Evening news M-F. Good on-air skills, mature, experienced journalist. Tape, resume, salary requirements to: Alex Garcia, News Director, KAVU-TV, PO. Box 4929, Victoria, TX 77903.

Assignment editor for 16-member news department. Applicants need outstanding leadership, creativity plus great writing and producing skills. Minimum two years' experience as reporter or producer required. Great salary for the right person in our no. 1 rated Southeastern VHF. Resume only to Box Y-49.

Experienced TV documentary and news series producer with lots of energy, creativity and sensitivity. Send tape and resume to Al Buch, KPXX-TV, PO Box 711, Phoenix, AZ 85001. No phone calls.

Experienced sports director. No beginners. Sunbelt conference community. Send tape, resume and salary requirements to News Director, WBKO-TV, Box 1198, Bowling Green, KY 42101. EOE.

Fast growing mid-market Sunbelt affiliate looking to add experienced news producers and assignment editor in tune with viewer interests. Send resume and letter only, telling why you're ready to grow with us, to Box Y-78. EOE.

Assistant news director to assist the news director in supervision of staff of twenty. Seeking a professional with degree in journalism to actively coordinate the daily news, gathering news stories for television. Prefer individual with strong reporter/producer background and previous supervisory experience desired. Management track position. EOE. Salary negotiable. Send resume to: Michael Beecher, KTIV-TV News, Box 87, Sioux City, IA 51102.

Anchor-reporter: aggressive TV news organization in southern Idaho seeks someone to anchor weekend newscasts and report during the week. Send tape and resume to: Lou Riepl, News Director, KID-TV, Box 2008, Idaho Falls, ID 83401.

Producer for consumer news segment. ABC affiliate. Must have 3 years TV news producing experience; field produce and write pieces for air; review on-air material & schedule crews; coordinate production & editing requirements; supervisory capabilities required. Send resume to SOS Producer, PO Box 311, Wash., DC 20044.

Wanted: a creative, personable and authoritative weathercaster to work in a West Coast affiliate. We are committed to weather in an agricultural area where it is number one. Please send resume and tape to Olivia Lage, Personnel Director, PO Box 24000, Fresno, CA 93779. KSEE is an equal opportunity employer, M/F.

TV reporter/anchor sought by news leader in 100+ market. Experience necessary. Send resume and salary requirements only to Box Y-97.

Anchor/reporter—KCRA-TV/Sacramento-Stockton, CA., seeks an anchor/reporter to work with our male anchor on the one-hour 6:00 AM M-F newscast. Previous anchor/reporting experience preferred. Good writing skills required. Send tape/resume and salary requirements to: Pete Langlois, News Director, KCRA-TV, 310-10th Street, Sacramento, CA 95814. EOE, M/F.

Top 20 sunbelt station is looking for an aggressive, highly motivated street reporter. If you can consistently enterprise hard hitting stories and have a flair for writing and production techniques, send resume only to Box Y-98. EOE.

Environmental reporter/weather. Strong medium market news operation needs an environmental reporter who can back up our staff meteorologist. The emphasis is on reporting. Science background helpful, TV news experience mandatory. Resume only to Box Y-100. EEO/M-F.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Wanted—only the very best on-air TV host/hostess for teen dance show. Send resume, A-V tapes and any pertinent information to Pencom, 830 Lansdowne, Drexel Hill, PA 19026. Send self-addressed, stamped envelope if wished returned.

Major West Coast ABC affiliate seeks morning magazine show co-host/reporter to work with male host. Feature and spot news reporting, writing and producing required. BA in journalism preferred. Send tape and resume to TC, PO Box 9494, Seattle, WA 98109. EOE.

Art/creative director. Employment opportunity in the beautiful Rocky Mountain West. One of the nation's top-rated independents is looking for an experienced television art director. 3-5 years' experience with television electronic graphics, print, design, illustration and photography essential. Send resume, samples and salary requirements to: Manager, Creative Services, KWGN-TV, Box 5222, Englewood, CO 80155. KWGN-TV is an equal opportunity employer.

Program director wanted. Either experienced or production manager ready to move up. Need good program mind, production experience, ability to run production operations. Send resume only to Box Y-54.

Co-host wanted, to complement current male co-host, for weekly syndicated music television program. 3/4" demo tape/resume/salary requirements: R.W. Mertz, Parrot Communications, 123 E. Post Rd., White Plains, NY 10601.

Top 40 Mid-South independent looking for a program director. This individual must have minimum 2 years' experience as PD with strong background in operations and/or production. This position requires creativity, as well as basic technical skills. Send resume only to Box Y-79. EOE.

PM Magazine show producer. Are you bold? Imaginative? Experienced? Energetic? Clever? Well, good. Get your tape and resume to me right away. Established PM Magazine show, aiming to keep up high quality. George Hulcher, WHAS-TV, Box 1084, Louisville, KY 40201. EOE.

Programming: new PBS station in Reno, Nevada, seeks individual to coordinate programming. Experience in PTV programming, scheduling, on-air promotion, marketing, data analysis. Experience in production and management useful. College degree. Send resume by 7-8-83 to Jim Pagliarini, Channel 5, PO, Box 8856, Reno, NV 89507. An EOE.

Photographer. Large market Midwest network affiliate wants video photographer/editor. Particularly interested in accomplished creative—visually oriented professionals-in lighting, shooting and post-production. Opportunities for growth in non-news areas of commercial, dramatic, &/or magazine production. Resumes only to Box Y-81. Have available tape if contacted. EOE.

Promotion manager: fast growing top 50 independent in the North Central area looking for a creative, community-active promotion manager. Writing, layout and TV production skills needed. Send resume and salary requirements to Box Y-89. EOE.

Producer/director. Responsible for the production of commercials, sports, and in-house programming. This position requires at least 3 years' experience, plus the ability to work well with crews, agency producers, and clients. Familiarity with CMX editing and digital effects is helpful, creativity is necessary. Tapes and resumes to: Joel Levitt, Production Manager, WPHL-TV, 5001 Wynnefield Ave., Phila., PA 19131.

Two field producers are needed at Evening Magazine in Philadelphia. If you have experience producing television programs or producing magazine stories in the field, then write to us. If you have strong writing skills, good original ideas, are well organized and self starter, then get in touch with us. We need you. Send resume to: Susan Mascio, Executive Producer, Evening Magazine, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE.

Program manager for Alaskan public television station. Seeking experienced, innovative, adventuresome leader to manage programming and production. Send letter of application and resume, including job related references, postmarked by July 1, to: Kathryn Jensen, General Manager, KUAC-TV, University of Alaska, Fairbanks, AK 99701. Your application for employment with the University of Alaska may be subject to public disclosure. The University of Alaska is an AA/EO employer and educational institution.

Production manager: if you would like to build your own production department, and have the hands-on client contact and supervisory experience to do it in a North Central top 50 independent Station, send your resume and salary requirements to Box Y-91. EOE.

Co-host—KCRA-TV/Sacramento-Stockton, CA, seeks a co-host to work with our male anchor on a morning, issues-oriented talk show. Applicants must have strong on-air ability, good journalistic and adliit skills. Send tape/resume and salary requirements to Pete Langlois, News Director, KCRA-TV, 310 Tenth Street, Sacramento, CA 95814. EOE, M/F.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

Former 100% owner, GM, GSM of 2 AM-FM medium market stations, seeks GM or group management. Spotless FCC record, top ratings, audience & sales promotions, 99% collection rate, team builder, heavy sales increases, creativity, light engineering. National network corporate educational program development. Sterling Livingston, Box 296, E. Winthrop, ME 04343. 207-395-4669.

News director—11 years solid performance. Now in 50s market, seeking bigger challenge-maybe yours? Box Y-85.

SITUATIONS WANTED SALES

Local sales manager. Positive thinker. Goal oriented. Highly motivated. Six years local TV sales. Six years national rep experience. Will relocate at own expense. Solid references. Write Box Y-22.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer and maintenance person available now for permanent position. Contact Bill Taylor, 601-366-7526, or 227 Gunter St., Jackson, MS 39216.

SITUATIONS WANTED NEWS

Meteorologist—looking to settle in top 100 market. Now in small market with very large following. Write Box. W-135.

Experienced reporter/writer seeking return to TV. All markets considered. Call Rob, 213-887-5374.

Anchor/producer/reporter. Credibility, personality, vitality, looks, voice, experience. 815-455-5797. Best time is noon central.

Hardworking pro, entering 2nd year in entry-level position at network news, seeks greater responsibility. NYU-TV grad, IBM personal computer expert, good writing, technical background. All markets considered. 212-697-8366.

Sportscaster with sparkle. Seeks new challenge in operation that justly rewards credibility, leadership, and creativity. Experienced professional. Solid background. Top references. Box Y-45.

Production assistant or similar position. Experience in major Northeast market. 617-787-2610.

Experienced reporter wants to return to TV. Can anchor, produce, shoot and edit. Ron, 608-256-7580.

You are a No. 1 news director looking for a first-class, creative, attractive female anchor. Turn off the VCR, pick up the phone, and call 301-434-2704.

Female reporter/anchor, three years' experience. Award winner. Now out, wants back in. Write Box Y-59.

Sharp, minority female with some experience. Good writer—Master's, Northwestern. Pierce, 6231 Sedgfield Dr., Norfolk, VA 23513. 804-855-2430.

Photojournalist/editor. Hard working, 23 year old college graduate-communications. Photographer/editor intern for KBTU, Denver, and WPTA-TV, Fort Wayne-20 weeks. Willing to pay own relocation. Eager to serve you. Call or write, 303-795-9998; John Franzgrote, 5779 Green Oaks Drive, Littleton, CO 80121.

Sportscaster with nine years' experience desires major market challenge. Knowledgeable, informative and entertaining. Proven track record. Write Box Y-66.

SITUATIONS WANTED NEWS CONTINUED

xperienced consumer reporter seeks market range. Write Box Y-68.

ulti-faceted. Gem of a reporter can do it all—hard news, features, anchor, weather, sports, photo, edit—the perfect utility player for your team. Currently top 40 market, but opportunity presented can mean more an market size. Write Box Y-94.

xperienced chief meteorologist/weather anchor, now in medium market, looking to relocate and settle down in medium to large market. Box Y-96.

tractive, personable, black woman, seeking best position as anchor/reporter. BA in broadcasting, good writing and communication skills. Top references. Call Doretha, 212-992-3138 or 212-08-5382.

xperienced radio newsmen looking for reporter's position in small/medium market. Loves to work hard, great delivery, snappy dresser, happy to relocate anywhere. Doug. 313-484-0592; 313-665-7642.

in-air reporter. 10 years journalism experience; refer top-30 market. Aggressive, committed to quality; investigative, hard news background. Call 16-533-6330.

eteorologist seeking weather-only, weekday position in Southern or Eastern medium or major market. Experienced small, major markets. Write Box Y-102.

lard-working, Boston University B.S. in broadcast journalism. seeks entry level TV news reporter position. Have 2 years' intern experience in top ten markets: general assignment, writer, producer, assignment desk. I will do them all. Relocation and salary are secondary concerns. For information, call 914-47-1818.

inchor, 31, looking for agent or station interested in top rated anchor who can turn an operation around, proven track record. Master's degree, no contract obligations. Write Box Y-103.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

California-bring me home! This native daughter is creative, dedicated writer, producer, on-camera talent. Diverse experience includes magazine, live talk shows, documentary, news formats. Call Jan today: 05-266-2190.

reative RATV/marketing graduate seeking entry level position in video production. Will relocate. Contact Suzanne, 531 Monssen Dr., Dallas, TX 75224.

JNC television degree. Proven experience, references. Seeks Creative Services in small market. Writes, envisions creatively, economically. Andy, 704-352-1659.

female with M.A. in telecommunications who has excellent knowledge of broadcast advertising, ideotext and media research, seeks employment in television, cable or other related fields. Please write to: Sondouzi, 2726 Ariane Drive, 49, San Diego, CA 92117.

roduction school graduate with audio and college background seeks entry position in broadcasting. Will relocate. Eastern states preferred. Richard Clark, 316-261-2875.

ALLIED FIELDS

HELP WANTED SALES

ingle and production marketing. Be an independent contractor, own your territory. Market to radio stations and their clients, the finest Nashville production. High commissions, honesty a must, experience preferred. Resumes to Box Y-72.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

major furniture retailer seeks on-camera talent and/or radio voice talent. Please send demo cassettes of previous work (will be returned), to: L. Krinsky, 7561 I.W. 16th Street, No. 2411, Plantation, FL 33313.

HELP WANTED MANAGEMENT

Assistant director for program services. Indiana Higher Education Telecommunication System seeking head of Program Services. Individual must have minimum of Master's degree from accredited institution; 3 years' work experience in education or media; thorough knowledge of media and their educational uses; good oral and written communication skills; leadership skills; ability to work successfully within group structures. Job does not involve production, but applicant must be thoroughly familiar with production techniques. Position requires working with telecourse utilization, encouraging growth in use of appropriate media, working with interinstitutional committees, needs assessment, and representing the system in various contexts. Salary negotiable. Send resume by July 15 to Marcia Free, Personnel Division, Indiana University-Purdue University at Indianapolis, University Services Building, 124, 1140 South Drive, Indianapolis, IN 46223. Equal opportunity affirmative action employer, educator and contractor. M/F

HELP WANTED INSTRUCTION

Director, Communication Research Center. Twelve-month faculty appointment in school of communication. The University of Alabama, beginning August 16. Director provides leadership in scholarly research and service to media organizations, also co-directs Capstone Poll, a well-established survey research unit. Research center is well staffed and equipped; new facilities under construction. Qualifications, Ph.D., strong teaching, media and research experience. Send application and vita to Dr. Ed Mullins, Box 1482, University, AL 35486. An equal opportunity/affirmative action employer.

Electronic media producer II for The Evergreen State College. (Olympia, Washington). Responsible for: video production, instruction, and management. Requires four years college in television production, communication, instructional media or equivalent and three years experience in video. Additional college substitutes for up to two years experience. \$1707-\$2185 monthly, excellent benefits. Deadline: July 1, 1983. Call 206-866-6000, ext. 6361, for application forms. EOE.

Assistant professor with graduate major and some experience in mass communication. Ph.D. Supervise establishing and operation of FM facilities. Teach radio and TV courses, speech core courses. Probationary appointment, \$16,206-\$18,760, nine months. Applications until position is filled. Send application, transcripts, and three letters of reference to: Joe Filippo, Chairman, Dept. of Speech, Communication and Theatre, Austin Peay State University, Clarksville, TN 37044. EEO/AA employer.

Telecommunications—Kutztown University, located an hour from Philadelphia in southeastern Pennsylvania, is seeking assistant professor to teach undergraduate and graduate classes in an established, professionally-oriented program. Tenure track position. Ph.D. preferred. Teaching experience required. Should be able to teach audio or video production and one or more of the following: writing, law, programming, management, cable or new technologies. Salary competitive. Available Fall, 1983. Send resume, transcripts and three letters of recommendation to Search Committee, Department of Telecommunications, Kutztown University, Kutztown, PA 19530, by June 27, 1983. Kutztown University is an affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Hurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue. Custom Electronics Co., 813-685-2938.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Transmitters-antennas-towers. Call us for great prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

New TV startups- let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

Studio equipment- cameras, VTRs, film chains, thousands of items available. Best deals on new & used. Bill Kitchen, Quality Media Corp., 404-324-1271.

Oval office set—exact White House duplicate available in NYC studio for rent (June 6-August 31) or sale. Contact: Bill Chase, President Films Ltd., 212-541-5880.

FM transmitters: CSI T-20-F, 20KW (1978)-Collins 830F, 10KW (1969)-McMartin BF-5.5, 5KW (1982)-M. Cooper, 215-379-6585.

AM transmitters: CCA 5000D, 5KW (1969)-Collins 21E, 5KW (1962)-RCA BTA-5H, 5KW (1959)-CSI T-2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965)-Gates 250GY and 250T, 250 watts-M. Cooper, 215-379-6585.

Vital VIX-114-10A—production switcher, w/line keyer, 100 ft. cable. Like new. Full information: 213-980-0705.

Quality Sony broadcast equipment: BVP-300 camera w/Fujinon lens, BVU-110 recorder, BVU-50 recorder, batteries, bells, associated equipment. Box Y-37.

Micro Trak stereo audio console. 7 inputs. Model 6444A. Used. \$4,500. 406-727-4264.

Pickup remainder lease. Tower site, Seattle, Washington. Reasonable rent. Possible partnership. P.O. Box C11949, Santa Ana, CA 92714. 714-832-2950.

RCA TR-70, TR-600, TK-76A—Sony 2600s Conrac RHA monitors. Call Media Concepts, 919-442-6140.

Copper wire, strap, expanded ground screen. Fly screen. 317-962-8596. Ask for copper sales.

Video camera, Ikegami HL79A with Fujinon 14:1 lens. \$19,000, or best offer. Video production switcher, Vital VIX 114-10A, featuring downstream keyer and audio-follow video package. \$9,000, or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

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

Feedback Unlimited: tapes critiqued for television newspeople. Not a talent agency. 1313 Williams, No. 901, Denver, CO 80218.

INSTRUCTION

NYC news director (O&O) and network anchor will evaluate your tape and resume in a detailed, personal report. \$25. Send material to Radio Talent Services, Box 5038, FDR Station, New York, NY 10150.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

RADIO

Help Wanted Management

GENERAL SALES MANAGER

Top 50 ADI, new ownership, opportunity to "clean slate." Management experience, hands on ability in all areas of local, regional, national needed. Superb market/living/station environment, highly competitive. Send resume, salary, history and references in one package. EOE. Box Y-65.

Help Wanted Announcers

WMGK PHILADELPHIA

is looking for a smooth, bright and personable morning drive air talent.

A tasteful sense of entertaining within the unique brand of MAGIC's adult contemporary format is required.

You must be TOPS to meet the challenge of this highly competitive market.

Please ... no phone calls.

Send tape and resume to:

Bob Craig
Program Director
WMGK Philadelphia
One Bala Plaza
Bala Cynwyd, PA 19004



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Situations Wanted Management

EXEC VP— GENERAL MANAGER

Currently in medium Midwest market and looking for the next step up. 12 plus years as major market programmer, last 8 years in management, current property 25% plus profit every year. Looking for group management job or solid single station position with future growth potential. All replies confidential. Salary \$60+. I have the references and the ability to take care of your business. Write Box Y-64.

MAJOR MARKET GM OR CEO

I am the one you want. Sterling C. Livingston, PO Box 296, E. Winthrop, ME 04343. 207—395-4669.

Situations Wanted Management Continued

GM/ GSM

30-year professional. Bottom-line oriented, promotion minded. Strong sales, excellent track record, outstanding references. Contact G.D. Bright, 405—226-7197.

TELEVISION Help Wanted Sales

BROADCAST SALES ENGINEER

Midwest Corporation, the nation's largest video systems dealer, currently has career opportunities for sales engineers in Detroit, Indianapolis, and Nashville. Television equipment maintenance and/or engineering experience required. Contact: Ed Ziemba, Midwest Corporation, 1328 Wheaton Ave., Troy, MI 48084, 313—689-9730; Al Renko, Midwest Corporation, 8455 Keystone Crossing, Suite 101, Indpls., IN 46240, 317—251-5750; or Jerry Willingham, Midwest Corporation, 156 Space Park South, Bldg. A-7, Nashville, TN 37211, 615—331-5791.

Help Wanted Programing, Production, Others



The new, number one afternoon magazine at the number one station in Minneapolis/St. Paul, is looking for creative people.

FIELD REPORTER/PRODUCER

If you have your own style and are a hard worker, highly motivated, and excellent at conceiving, researching, and presenting 3-6 minute magazine style packages, this is the opportunity for you. At least one year of field producing experience required.

VIDEOGRAPHER/EDITOR

We are looking for a creative, motivated, self-starter to shoot and edit 3-6 minute packages. Two years' experience required. Send resume and tape to:

KSTP-TV
Doug Bolin, Producer
Good Company
3415 University Avenue
Minneapolis, MN 55414

Equal opportunity employer, M/F.

Help Wanted Programing, Production, Others Continued

TALK SHOW HOST PEOPLE ARE TALKING

An already successful one hour, daily, studio audience talk show format offers a rare opportunity for a proven, mature, versatile host.

Send resume and tape to:

Jim Schmidt
Executive Producer
KYW-TV
Independence Mall-East
Philadelphia, PA 19106

KYW-TV 3 ^{GROUP} W

Group W is an equal opportunity employer

MAJOR MARKET

Group-owned Midwestern VHF network affiliate seeks program manager. This is an unusual opportunity for that individual who is totally experienced and qualified, and who possesses managerial potential for future growth. Send resume only to Box Y-87. Equal opportunity employer, M/F.

Help Wanted Management

CREDIT MGR.—S.F.

Experienced credit/collection manager for top rated indie in S.F. market. Responsible for computerized billing system. Accounting knowledge preferred. Resume to Linda Boentgen, KTVU, P.O. Box 22222, Oakland, CA 94623.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday Monday, July 4, the deadline for classified advertising for the July 11 issue will be:

FRIDAY, JULY 1

DBS PAY-TV PLANNING ADVISOR

Satellite Television Corporation, the COMSAT company that is constructing a Direct Broadcast Satellite Pay-TV system, has immediate career opportunities for highly qualified staff in Strategic/Business Planning.

You will develop and evaluate alternative strategic/business start-up plans for implementation and operation of DBS service beginning in 1984. Activities involve analysis of video and home information market trends; determining new product/service opportunities; evaluating the competitive posture of DBS service relative to other program delivery systems; planning and evaluating home equipment products and distribution alternatives; and developing and monitoring DBS venture start-up and operation plans. Also function as planning liaison, providing integrated knowledge of business alternatives, strategic risks, and strategies for business growth.

Positions require MBA, Masters or PhD in Finance, Economics, Business Planning, Operations, or related field, minimum 4-8 years professional experience, and strong quantitative, verbal and interpersonal skills. Also, prior experience with STV, Cable TV, Broadcasting, or Pay-TV required.

STC offers an excellent compensation and benefit program, including stock ownership and 100% tuition reimbursement. To apply, send RESUME and SALARY HISTORY to: SATELLITE TELEVISION CORPORATION, COMSAT Staffing, Dept. A-19, 950 L'Enfant Plaza, S.W., Washington, D.C. 20024 An Equal Opportunity Employer.

STC Satellite Television
Corporation
A COMSAT Company

NEWS CAMERA PERSON & NEWS EDITOR

For top 10 Northeast market.

Subject to overall management supervision. Driver's license required. Minimum 1-2 years' experience. Camera person will shoot & edit videotape.

We are an equal opportunity employer; minority & female candidates are encouraged to apply. Send resume only, specifying position of interest, to Box Y-31.

ON AIR TALENT

That's our co. name. We're looking for reporters, anchors, sports/weather talent in every size market who want top professional help in moving up. Rush resume only. Tapes will be requested of all replies in 14 days. Rush resume to: On-Air Talent, Suite 1099, P.O. Box 66973, Houston, TX 77006.

Situations Wanted News

ANCHOR

Tired of agents? Go right to the source. Strong West Coast anchorman ready to be quarterback of your news team. 13 years' media experience. Let's talk and take the first step toward higher ratings. Write Box Y-76.

ALLIED FIELDS

Help Wanted Management

NAB REGIONAL MANAGER

The National Association of Broadcasters is now accepting applicants for the position of regional manager for the states of Texas, Oklahoma and Kansas. The applicant must have management background in both radio and television, with a working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who can communicate with both radio and television broadcasters. The position is one of extensive travel. Knowledge of FCC rules and regulations is helpful. Mail your complete resume and salary requirements to: Larry E Tierney, Vice President of Membership, National Association of Broadcasters, 1771 N Street, NW, Washington, DC 20036. EOE.

Radio Programming

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
included in each series



Program Distributors
410 South Main
Jonesboro Arkansas 72401
501-972-5884



For Sale Equipment

GOING OUT FOR BUSINESS!! 1-800-321-0221

New and Used Broadcast Equipment Bought, Sold, Traded
Get your best deal, then call for ours



Broadcast International, Inc.
FORT LAUDERDALE, FL 33334

IN FL: 1-800-432-2245

Help Wanted News

KTRK/ HOUSTON

News Director-KTRK, Capital Cities Communications station in Houston, is looking for a news director. The person we seek will direct the operations of a 75-person staff, responsible for 2 1/2-hours of newscasts weekdays and early and late newscasts on weekends. A person strong on broadcast journalism, a proven motivator of talent, a creative individual who has been through the mill as a reporter, producer and leader. A person who has thorough knowledge of all aspects of the new technologies.

Walt Hawver
Manager, News Operations
KTRK-TV
P.O. Box 13
Houston, TX 77001
713-663-4569

We are an equal opportunity employer.

CBS AFFILIATE

in 59th market is rebuilding news department. We are seeking proven performers who are winners looking for exciting new opportunities. Over \$800,000 has been spent on state-of-the-art news and production equipment in the past four months. There will be new call letters, new image, new set, new music, etc. New owners and manager are dedicated to being number one in all areas. Help us build this "new" television station. We are looking for the following:

- **NEWS DIRECTOR**—must have proven track record at top news operations in past, and know all of the elements necessary to win.
- **CHIEF METEOROLOGIST**—candidates should be the "viewers' choice," presenting solid weather information in a comfortable manner. (We just purchased \$70,000 Weathergraphics computer).
- **CO-ANCHOR**—looking for professional newscaster to work with successful current male anchor on M-F, 6 & 10 p.m. newscasts.

All candidates should have minimum 3 to 5 years' experience and be able to demonstrate strong desire to achieve. Salaries commensurate with top 50 market size and your qualifications. Wichita has a Sunbelt lifestyle and is a super place to live and raise a family. The economy is good (home of Pizza Hut, Cessna, Beechcraft, Learjet, Coleman, Agri-Business, Oil Business, etc.), and the climate is great! Come join our new winning team. Send resumes and tapes to: Ron Bergamo, VP/GM, KTVH, Box 12, Wichita, KS 67201. EOE.

Employment Service

10,000 RADIO JOBS

10,000 radio jobs a year for men & women are listed in the American Radio Job Market weekly paper. Up to 300 openings every week! Disc jockeys, newspeople & program directors. Small, medium & major markets. All formats. Many jobs require little or no experience. One week computer list. \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

ARE YOU LOOKING?

Beginner or experienced professional—are you tired of trying to find the job to fit your announcing, programming or management skills? Now you can send one audition tape and one resume to one source for the position that you've always wanted. Our telemarketing equipment has direct contact with over 8000 radio stations, plus advertising agencies around the country. For details, contact: **READY TALENT, 813-749-0726.**

RADIO JOB PLACEMENT

DJ's, news, programmers, sales, management—if you're ready to move up, NBTC can help. National, the nation's leading radio placement service, places personnel in all size markets from coast to coast. For confidential details, including registration form, enclose 1 dollar postage & handling to: **NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, PO Box 20551, Birmingham, AL 35216. 205-822-9144.**

Miscellaneous

WASHINGTON, D.C.

Office space available. Capitol Hill. Close proximity to news/teleconferencing/satellite transmission facilities. Call: 202-737-4440.

Consultants

FM TRANSLATORS

Channel Searches - FCC Applications
TEPCO (JONES) TRANSLATORS -
SCALA ANTENNAS
Turnkey Available

CHUCK CRISLER

Box 42 Greenwood, Ark. 72936
501-441-0555 501-996-2254

Public Notice

PUBLIC NOTICE

National Public Radio's Board of Directors has scheduled a special meeting beginning at 9 a.m. on Tuesday, June 21, 1983, at NPR headquarters, 2025 M Street, NW, Washington, DC. The Programming Committee of the NPR Board of Directors will meet on Monday, June 20, 1983, beginning at 6 p.m. at NPR headquarters. The Technology/Distribution Committee of the NPR Board of Directors will meet on July 11-13, 1983, to discuss policy issues and rates. The meeting will be held at the Canterbury Hotel, 1733 N Street, NW, Washington, DC, starting Monday evening, July 11, and continuing through noon on Wednesday, July 13, 1983. For further information concerning these meetings, please contact Michael A. Glass, NPR General Counsel, 202-822-2043.

Business Opportunity

VIDEO/DATA TRANSPONDER

Available for lease. Full time or part time. Reply to: R.G. Mac Dougeil, Rockefeller Center Station, P.O. Box 2101, New York, NY 10185.

Wanted To Buy Stations

ATTENTION: FM BROADCASTERS!!

We now represent more than 40 broadcasters negotiating to lease their SCA facilities. We can help you get the best return and most favorable terms for your SCA. Call or write now for complete information.

Flagship Communications Inc.
11916 Glen Valley Rd.
Cleveland, OH 44141
216-526-6017

WANT TO BUY RADIO STATION

In 50 to 150 size market. Qualified buyer actively searching. Prefer Southeast. Consider growth market. Call or write Tim De Capua, WGFT Radio, 275 Federal Plaza West, Youngstown, OH 44503. 216-744-5115.

STATION WANTED

Central/northern Ohio. Single or combination. Up to \$2 million, cash or terms. Principals or brokers write Box Y-61.

QUALIFIED INVESTORS

seeking to purchase small or medium radio station in Michigan, Indiana or Ohio area. Reply Box Y-75.

For Sale Stations



**Wilkins
and Associates**
Media Brokers

| | | | |
|----|-------|-----------|-------------|
| MD | AM | \$400,000 | 25% |
| GA | AM | \$25,000 | downpayment |
| NC | AM | \$25,000 | downpayment |
| SC | AM | \$30,000 | downpayment |
| MN | AM/FM | \$25,000 | downpayment |
| VA | AM | \$25,000 | downpayment |
| PA | AM | \$25,000 | downpayment |
| KY | FM | \$50,000 | downpayment |
| TN | FM | \$35,000 | downpayment |
| AZ | AM | \$75,000 | downpayment |
| MS | AM | \$50,000 | downpayment |
| IA | AM | \$50,000 | downpayment |
| TN | AM/FM | \$425,000 | 25% |

P. O. Box 1714

Spartanburg, SC 29304 803/585-4638

FULLTIME AM

Sunbelt medium market. All news format with tremendous potential, \$600,000. \$100,000 down and excellent terms to qualified buyer. Bill Kitchen, 404-324-1271.

For Sale Stations Continued

OUTSTANDING CASH FLOW!

- Class "C" FM and Low Dial Position, Full-Time AM Combo Can Be Purchased At Less Than 7-Times Cash Flow.
- Dominant Facilities In Growing, High Per Capita Income Area In Small/Medium Market In The South.
- Priced 2-Times Gross At \$1,600,000—Firm!
- 30% Down To Qualified Buyer.
- Truly An Excellent Buy.

Call 901/767-7980
In Complete Confidence!



**MILTON Q. FORD
& ASSOCIATES**
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

FOR SALE

Construction permit for class B FM near major market in Midwest. \$250,000. Write to Box Y-50.

BROKERAGE

Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775

THE HOLT CORPORATION

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

TEXAS OPPORTUNITIES

SMALL MARKET COMBO

Fulltime AM w/class A FM in attractive smaller community. Only stations in county of license. Ideal for owner/operator. Price: less than 2 1/2 X gross at \$575,000. Owner financing w/\$225,000 down.

BEST COMBO

Fulltime regional AM w/big class C FM. Doing \$500,000 annually. Price: \$1.2 million, cash. Includes valuable real estate & state-of-the-art equipment. Growing central Texas city.

ONLY COMBO

In growing Texas city. Best signal in market. Asking \$900,000 cash, or about 2 X 1982 gross. Good equipment. Includes real estate. Excellent buy for small group owner or owner/operator.

MAJOR MARKET

Class C FM. \$8 million, cash. Great potential for large group operator.

JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #101 Austin, TX 78746

SUNBELT CLEAR CHANNEL GIANT

Farm-oriented 10,000 watt clear channel station in the heart of the finest agricultural section of the South. Profitable, superbly equipped including new Continental transmitter. All equipment practically new, some in stereo. Small dedicated staff, 3800 sq. ft. offices and studios on approximately eight acres, three directional towers for nighttime, two satellite dishes. Area includes approximately 1.2 million people in 58 counties. All cash, no debt assumption, some local bank financing possible to qualified buyer. Fantastic opportunity for aggressive broadcaster. Owner wishes to retire, but will consider consultancy or sales position. Contact McDougald Business Brokers, P.O. Box 1180, Statesboro, GA 30458 912-764-3576. 704-669-7935

WALKER MEDIA & MANAGEMENT INC.

Middle Atlantic AM-FM. Profitable, with real estate. \$1,500,000-\$500,000 down.

703-521-4777
William L. Walker
P.O. Box 2264
Arlington, VA 22202



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION

CONTACT

| | | | | | |
|-----------------|----------|----------|--------|---------------|----------------|
| M.Attn. Metro | UHF/TV | \$4,000K | \$500K | Bob Thorburn | (404) 458-9226 |
| SE Medium | FT/Ci B. | 1,200K | 700K | Mitt Younts | (804) 355-8702 |
| NE Small | IV/Ci.B | 1,000K | Terms | Jim Mackin | (207) 623-1874 |
| FL Metro | Ci.IV | 950K | 300K | Randy Jeffery | (813) 294-1843 |
| SW Suburban | AM | 950K | 300K | Bill Whitley | (214) 680-2807 |
| R.Mt. Small | Ci.IV/FM | 950K | 200K | Greg Merrill | (801) 753-8090 |
| W Metro | Fulltime | 850K | Terms | Elliot Evers | (213) 366-2554 |
| Plains Small | Ci.C | 750K | 200K | Bill Lochman | (816) 254-6899 |
| SE Medium | AM | 650K | 200K | Ernie Pearce | (615) 373-8315 |
| Gulf Cst. Metro | Fulltime | 500K | 125K | Bill Chapman | (404) 458-9226 |

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr., Atlanta, GA 30341. (404) 458-9226.

H.B. La Rue, Media Broker

RADIO TV CATV APPRAISALS

West Coast
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434 1750

East Coast
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

TOP NORTH CAROLINA MARKET

Excellent equipment. Network affiliate. Exclusive format. Priced for immediate sale at less than \$300,000. Write Box Y-56.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

\$ WHAT'S YOUR STATION WORTH \$?

Let us tell you the value of an appraisal—you'll wonder why you haven't been one who has one annually.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5983

UPPER MIDWEST FULLTIME

AM in beautiful area and a market leader the past eight years. 5 KW regional. Principals only reply to Box Y-63. Terms: \$2,100,000, cash.

SINGLE STATION MARKET

Small AM/FM combo with exclusive county coverage. Population over 30,000. Excellent opportunity for owner/operator or small group operator. Asking \$510,000, with \$150,000 cash, and balance in note to be assumed. Gross billing at \$210,000 annual level. Write Box Y-104.

GROWING AM/FM COMBO

West Virginia, solid growth area. Excellent facilities with building and land included. \$950,000, cash or terms. Write Box Y-105.

BILL - DAVID ASSOCIATES BROKERS - CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Live in a highly desirable, single station market area of the Southeastern mountains and run this profitable AM. \$375,000, with \$100,000 down and negotiable terms. New studio and office building with two acres of land included.

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Make your fortune under the sun. Excellent property, building included. Well-established station. \$990,000 cash, or terms. Write Box Y-108.

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ABC affiliate in top 75 market. Asking price in line with current ratios, less than three times annual revenues. Excellent coverage of metro and ADL. Market share in line with ABC affiliation. Write Box Y-109.

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5000 watt AM fulltime. Medium-small market. Fully automated. Includes all real estate. Excellent potential. \$385,000, cash. Write Box Y-106.

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DEADLINE NOTICE**

Due to holiday Monday, July 4, the deadline for classified advertising for the July 11 issue will be:

FRIDAY, JULY 1

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

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 — all 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.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

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.

Media



Thomas Goodgame, VP and general manager, Westinghouse Broadcasting's KDKA-TV Pittsburgh, joins Westinghouse's WBZ-TV Boston as VP and general manager, succeeding Sy Yanoff, who moved to WNEV-TV Boston as executive VP and general manager (BROAD-

CASTING, June 6).

Rob Hasson, general sales manager, KLZI(AM) Denver, named general manager.

Steven Smith, VP and general manager, WKTR(FM) Milwaukee, assumes additional duties as VP, general manager, co-owned WTMJ(AM) there.

Eric Mendelson, station manager, WXYI(FM) Wilson, N.C., joins WBTE(AM)-WDBJ(FM) Windsor, N.C., as general manager.

Russell McGuire, public affairs producer, South Dakota Public Television Network, Brookings, S.D., joins KVA(AM) Volga, S.D., as general manager. **Scott Schmeling**, program director and engineer, KVA, assumes additional responsibilities as operations manager.

Tedd Mann, general manager, KWSL(AM) Sioux City, Iowa, joins KBCM(FM) there in same capacity.

Don Boyles, from KYSR-AM-FM El Paso, joins WKDR(AM)-WMP(AM) Memphis as general manager.

Barry Stigers, independent cable consultant and former president, The Alda Group, Bridgeport, Conn., multiple system operator, joins Cablentertainment, Iselin, N.J.-based MSO, as VP, operations. **Margaret Goss**, from Warner Communications, New York, joins Cablentertainment as director of business operations.

Tom Beltram, general manager, new build operations, Roosmoor and Mirada (both California) cable systems, California Cablesystems, joins Falcon Cable TV, Los Angeles, as general manager, Norwalk, Calif., system.

Gary Sussman, sports director, Orange County Cablevision, Middletown, N.Y., named general manager.

Bob Miller, VP, operations, WSTX(AM) Christiansted, Virgin Islands, joins WBS(FM) Charlotte Amie, Virgin Islands, as station manager.

Carol Carpenter, sales manager, WMO(AM) Ocala, Fla., named station manager. **Gene Schneider**, sales manager, co-owned WFLZ(FM) Ocala, named station manager.

Sam Barbaro, VP and acting general manager, noncommercial WHRS-FM-TV West Palm

Beach, Fla., named general manager of licensee, South Florida Public Telecommunications.

Jerry David Melloy, operations manager, WHAS(AM)-WAMZ(FM) Louisville, Ky., resigns.

Betsy Freeman, producer, NBC News, New York, joins ABC there as manager, corporate projects, corporate affairs department. **Joseph Fitzgerald**, manager, investor relations, ABC, New York, named director, investor relations.

Patrick Stout, news director, noncommercial WVIK(FM) Rock Island, Ill., joins Western Illinois University, Macomb, Ill., as manager of radio operations, serving as operations manager and program director, noncommercial WIUM(FM) and adviser to noncommercial WIUS(FM), both Macomb, and as supervisor of subcarrier Radio Information Service for visually handicapped.

Cathleen Pratt, administrator, ABC Direction Network, New York, named manager, station relations.

Phillip Hogue, president, Lincoln Trust Co., Denver, joins Daniels & Associates there as executive VP, investment banking.

Sam Holman, partner, MPA & Associates, advertising agency, Los Angeles, joins California Radio Network there as VP, station relations.

Robert Price, VP, marketing, United Video, Tulsa, Okla., named to newly created position of senior VP, cable services.

Dan Adams, from Financial Planning Corp., Des Moines, Iowa, joins WOC(AM) there as business manager.

Carol Johnson, senior accountant, Arthur Anderson, Minneapolis, joins Midwest Communications there as manager of reporting.

Howard Murphy, controller, Group W's WJZ-TV Baltimore, joins Group W's KDKA-TV and WPNT(FM), both Pittsburgh, in same capacity.

Frank McNellis, VP, Southwest region, Group W Cable, Encino, Calif., resigns.

Marketing



Cugini

Larry Cugini, group senior VP and management supervisor for Campbell-Ewald, Warren, Mich., named general manager, succeeding **Thomas Tucker**, who becomes senior VP, director of special projects.

Don Egensteiner, group creative director, Young & Rubicam, New York, named head of commercial production, succeeding

Manny Perez, who leaves to form own production firm.

Robert E. Igiel and **Jane Twyon**, group media directors, and **Lynn McGrath**, group creative director, N W Ayer, New York, elected senior VP's.

Appointments. MMT Sales: **Karen Schmidtke**, branch manager, Dallas, to VP, branch manager, Los Angeles; **Mike Brooks**, account executive, Dallas, to branch manager there; **Dick Williams**, general sales manager, KDNL-TV St. Louis, to sales manager, B team, Chicago; **Diane Donow**, account executive, New York, to manager, C team, Chicago; **Jay Reich**, from Harrington, Righter & Parsons, New York, to senior research analyst, independent team, New York; **Steve LeBlang**, spot television buyer, Grey Advertising, New York, to programing research analyst, New York. Named account executives, MMT: **Louise Smith**, from WMAQ-TV Chicago; **Andrew Wallace**, from MMT's sales training program; **Ted Travis**, from WJZ-TV Baltimore, and **Dennis Tugander**, from CBS, Chicago, to Chicago office; **Susan Harris**, from TeleRep, Dallas, and **Cynthia Sanders**, from MMT's training program, to Dallas office, and **Steve Lane**, from Seltel, Los Angeles, to Los Angeles office.



When Sherlee Barish is asked to fill an executive position or a news talent opening at a television station, you can bet her candidate is the best you can find. She not only attracts the most successful candidates, she also has the greatest expertise in finding and recruiting the top person. More than 1,000 past placements prove it.

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Appointments. W.B. Doner. Detroit: **John Altomare**, advertising manager. ArtVan. Detroit. to VP. creative group supervisor; **Chris Lezotte**, from McCann-Erickson. Detroit, to art director-copywriter. and **Stephen Goldberg**, teacher. Southfield. Mich., to copywriter. Appointments. W.B. Doner. Baltimore: **Judy Cohan**, broadcast buyer. to broadcast buying supervisor; **Dave Robinson**, media planner. to media supervisor. and **Susan Hiett**, from VanSant Dugdale. Baltimore. to media planner.

Scott McSwain, VP. creative director. Bozell & Jacobs. Palo Alto, Calif., joins Vantage Advertising and Marketing Associates. San Leandro. Calif., as VP. associate creative director.

David Michaelson, media manager. Lever Brothers. New York. joins Caldwell Davis Partners/Advertising there in same capacity.

Linda Banghart, senior account executive. Agwam Direct Marketing. Boston. joins Quinn & Johnson there as account executive. direct response. **Jo-Anne Harris**, from Magna Marketing Services. New York. joins Q&J. Boston. as account executive.

Bob Bernstock, from General Foods. New York. joins United Satellite Communications there as director of marketing and advertising. **Kevin Elizabeth Morrison**, from ON-TV. Dallas. joins United Satellite as director of direct sales.

Richard Jay Coyle, director of investor relations. Daniel J. Edelman. New York. joins Creamer Dickson Basford there as VP. corporate communications. **Doreen Bentley**, research-media systems coordinator. Creamer Dickson Basford. Providence. R.I., named account administrator.

Susan Spohn, account executive. Needham. Harper & Steers. New York. named account supervisor.

Fred Botwinik, president. Katz Sports. New York. elected to board of directors.

Marci Weiner, from own creative service agency. New York. joins Warwick Advertising there as head of broadcast production.

John Piccirillo, president. John A. Piccirillo & Associates. Cincinnati. joins Warner Amex Cable Communications there as director of advertising sales.

Alan Elkin, VP. national sales manager. Katz Independent Television. New York. joins Settel there as senior VP. newly formed independent group.

Dick Williams, general sales manager. KDNL-TV St. Louis. joins MMT Sales. Chicago. as sales manager. B team.

Don Hall, account executive. McGavren Guild Radio. New York. named senior account executive. Dallas. **Wil Schutte**, from J. Walter Thompson. New York. joins McGavren Guild Radio there as account executive.

Jere Patterson Jr., station manager. WNAC(FM) Long Beach. Calif., joins Times Mirror Cablevision there as advertising sales manager for its Long Beach cable system.

Kathleen Bohannon, from Carlick Advertising. Palo Alto. Calif., joins Centra Advertising there as client services manager.

Robert Barlow, from WKXX(FM) Birmingham. Ala., joins D'Arcy-MacManus & Masius. St. Louis. as account executive.

Pat Torvestad, from Brooks-Pollard. Little Rock. Ark., joins Cranford/Johnson/Hunt & Associates there as account executive.

Jim Lindsay, freelance graphic designer. joins Sive Associates. Cincinnati. as production artist.

Patty Riegler, media planner. Bloom Cos., Dallas. joins Hillier. Newmark. Wechsler & Howard there as account executive.

Cindy Botsios, from J. Walter Thompson. New York. joins Harrington. Righter & Parsons there as account executive. **Shirley Guidry**, from KFDM-TV Beaumont. Tex., joins Harrington. Righter & Parsons. Dallas. as account executive.

Connie Gordon Weiner, national advertising manager. Seagrams Distillers. New York. joins Berenter Greenhouse Elgort. advertising agency there. as media director.

Robert W. Schell, from Webster Industries. Peabody. Mass., joins Lewis. Gilman & Kynett. Philadelphia. as account supervisor.

Jack Hutchinson, from Group W's KFWM(BM) Los Angeles. joins Group W Radio Sales. New York. as account executive.

Robert French, account executive. WOR-TV New York. named New Jersey sales manager.

John Gardner, former director. Chicago office. Petry. joins KTXA(TV) Fort Worth as general sales manager.

Tom Bresnahan, member of staff. WLTT(FM) Bethesda. Md., named to newly created position of general sales manager.

Jim McKee, general sales manager. Auto Dealers. Brookings. S.D., joins KVAQ(AM) Volga. S.D., as general sales manager.

Thomas Anderson, from Coordinated Promotional Services. San Francisco. joins KFCB(TV) Concord. Calif., as general sales manager.

Dave Gildea, account executive. KMNS(AM) Sioux City. Iowa. joins KBCM(FM) there as assistant manager. sales.

Linda Cummings, account executive. WABI(AM)-WBGW(FM) Bangor. Me., joins WDEA-AM-FM Ellsworth. Me., as sales manager.

Jerry Policoff, account executive. Arbitron. New York. joins WKFT-TV Fayetteville. N.C., as sales manager.

John Martin, regional manager. RKO Radio Sales. Chicago. joins RKO's WFRQ(FM) there as sales manager.

Linda Lawton, general sales manager. WTVZ(TV) Norfolk. Va., joins WXFL(TV) Tampa. Fla., as national sales manager.

Sandee Henry, account executive. WXONTV) Detroit. named local sales manager.

George (Butch) Simon, account executive. WIRE(AM) Indianapolis. joins WNDE(AM)-WFBQ(FM) there in same capacity.

Gary Donohue, from WPXX-FM Alexandria. Va., and **Janet Jones**, from KSUN(AM) Phoenix. join KBRQ-AM-FM Denver as account executives.

Marilyn Masucci, account executive. WFAA(AM) Dallas. joins co-owned KZEW(FM) there in same capacity.

Appointments. KLDH(TV) Topeka. Kan.: **Deris Czechanski**, account executive. National Telefilm Associates. Topeka. Kan., to director of programming-production; **George Sides**, producer-director. KUPK-TV Garden City. N.J., to producer-director. and **Stan Byrd**, sports director. KJCT(TV) Grand Junction Colo., and **Brad Stauffer**, news and sports director. KKOY(AM)-KQSM(FM) Chanute Kan., to sports anchors.

Richard McKay, account executive. WOTV(TV) Grand Rapids. Mich., named national sales manager.

Daniel Viles, senior account executive. WSMW-TV Worcester. Mass., joins WVAH(TV) Charleston. W.Va., as local sales manager.

Dave Cavileer, local sales manager. KOB-TV Albuquerque. N.M., named sales manager. **Howard Hoffman**, member of local sales staff KOB-TV. named national sales manager.

Steve Avellone, general sales manager. WMBM(AM)-WWWL(FM) Miami. assumes additional responsibilities as national sales manager. **Nick Carrera**, account executive. WCIX-TV Miami. joins WMBM-WWWL as regional sales manager.

Phil Pettelle, from Christal Radio. Detroit. joins WXYZ(AM) there as account executive.

Dixie Fields, account executive. KQYT(FM) Phoenix. joins WYYD(FM) Raleigh. N.C., in same capacity.

Programming

Abe Mandell, president of ITC Entertainment for past 18 years. is taking early retirement effective Aug. 1. to pursue personal interests. Mandell. who is 63. has been associated with ITC for more than 25 years. having joined company in 1958 as director of foreign operations. In 1960. he was advanced to vice president. foreign operations. and in ensuing years. was appointed VP. worldwide sale and administration. executive VP and the president in 1965.



Mandell



Blanco

Leandro Blanco, program director. SIN Television Network. New York. named VP and executive producer.

Rick Ludwin, director. specials and variety series. NBC Entertainment. Los Angeles. named VP. specials.

Ellen Franklin, program executive. current comedy programs. ABC Entertainment. Los Angeles. named director. current comedy programs. **Renee Missel**, independent producer. Los Angeles. joins ABC Motion Pic

tures there as VP, West Coast production.

Loreen Arbus, VP, programing, Cable Health Network, Los Angeles, joins Viacom Productions there as VP, development.

Arthur Levine, attorney, O'Melveny & Myers, Los Angeles, joins Westwood One there as executive VP and chief financial officer.

Phil Smith, Eastern division manager, MGM/UA Television Distribution, New York, named national sales manager, barter syndication.

Appointments, Metrosports, Rockville, Md.: **Marcia Cherner**, general manager, to VP, Los Angeles office; **Herbert Cahan**, area VP, Group W, Baltimore, to VP and general manager, succeeding Cherner, and **Steven Saferin**, general counsel, to VP, business affairs.

Appointments, Entertainment and Sports Programing Network, Bristol, Conn.: **Steven Bornstein**, director of programing, to VP, programing; **Chip Harwood**, manager, affiliate marketing, Southwest region, to Western area director; **Shirley Rohn-Saito**, manager, affiliate marketing, Northeast, to manager, Southwest region; **Joan Wright**, marketing representative, Northeast region, succeeds Rohn-Saito, and **Bobbi Mathues**, local advertising consultant, East Coast, to newly created post of manager, affiliate marketing services.

Paul Coss, VP, scheduling and acquisitions, Cable Health Network, Los Angeles, joins Hospital Satellite Network there as VP, programing.

Richard Moran, director of syndication and station relations for *The Wall Street Journal* and *INN Midday News*, WPX(TV) New York, joins Tribune Entertainment Co. there as VP and general manager, program development and sales, East Coast.

Bob Campbell, general manager, WAPE(AM) Jacksonville, Fla., named to affiliates board, Satellite Music Network, Dallas, filling position vacated by **Richard Marcellan**, who has left WAPE.

Janet Rogers, director of programing, Wometco Home Theater, New York, joins United Satellite Communications there as director of program acquisition. **Martha Gollup-Polin**, special markets director, MGM-UA, New York, joins United Satellite as director, program guide.

Judith Bartolazzi, director of literary development, Cypress Point Productions, Los Angeles, joins Arkoff International Pictures there as VP, video.

Virginia McDonald, Western division sales manager, Comworld, Los Angeles, joins WW Entertainment, Van Nuys, Calif., in same capacity.

Hal Cooper and **Rod Parker**, executive producers, *Love Sidney*, NBC, Los Angeles, named co-executive producers, NBC's *Gimme a Break*.

Beverly Nix, director of business affairs, Warner Brothers Television, Los Angeles, named VP, business affairs.

Lance Sherman, production manager, NBC Sports, New York, named manager, production and administration.

Thomas Graves, director of government relations, telecommunications group, Heritage Communications, Des Moines, Iowa, named director of programing and government relations.

Rene Cloukey, music director, WFST(AM) Caribou, Me., assumes additional responsibilities as program director, WFST(AM)-WDHP(FM) there. **Mark Rediker**, air personality, WDHP, named music director.

Mike Elliott, from WIOD(AM) Miami, joins WTMJ(AM) Milwaukee as program director.

Chris Bove, sales research and development assistant, WNNE-TV Hartford, Vt., named producer-director. **Andrea Weygand**, master control operator, WNNE-TV, named sports assistant.

Chuck McConnell, program manager, non-commercial KUAC-TV Fairbanks, Alaska, joins noncommercial KCTS-TV Seattle as executive producer.

Bob Stroud, production director, WMET(FM) Chicago, joins WYSP(FM) Philadelphia in same capacity.

Johnny Holiday, sportscaster, WMAL(AM) Washington, assumes additional duties as sportscaster, ABC Information Network.

Steve Grzyb, advertising and promotion manager, WTTG(TV) Washington, named producer, *P.M. Magazine*.

Annette Van Duren, recent MBA graduate, UCLA, Los Angeles, joins United Media Productions there as associate producer.

Florene Wiley, from Group W Cable, New York, joins *Essence*, weekly magazine co-production of WPX(TV) New York and *Essence* magazine there as program coordinator.

Ken Double, from WISH-TV Indianapolis, joins WRTV(TV) there as sports anchor.

Dan Rath, weekend sports anchor, WITI-TV Milwaukee, joins KJCT(TV) Grand Junction, Colo., as sports director.

Ernesto Baez, from KXYZ(AM) Houston, joins WTYM(AM) Tampa, Fla., as air personality.

Doug Plank, former member, Chicago Bears professional football team, joins WBBM(AM) Chicago as sports commentator.

News and Public Affairs



Cato

Velma Cato, producer and editor, NBC Radio News, New York, named news director.

David Glodt, from ABC affiliate KTRK-TV Houston, joins ABC News, New York, as producer in charge, weekend news. **Terry Ray**, producer, ABC, Europe, and **Bob Haberl** and **Jim Eldridge**,

producers, ABC, Washington, named producers, *This Week with David Brinkley*, and *The Weekend Report*, Washington, succeeding Patrick Roddy, named senior producer, Washington ("Fates & Fortunes," June 6). **Steve Tello**, operations producer, *World News To-*

night, Washington, named broadcast producer.

Mark Nykanen, correspondent, NBC News, New York, named head of investigative unit. **Monitor**. **Chuck Collins**, investigative producer, NBC News, named producer for unit.

Jeff Rosser, news director, WBZ-TV Boston, joins WNEV-TV there as VP, news, succeeding Bill Applegate, who left post in March (BROADCASTING, March 28) to join WLS-TV Chicago. Rosser's move follows that of Sy Yanoff from WBZ-TV to general manager of WNEV-TV (BROADCASTING, June 6).

Jack Hawkins, anchor-producer, KITV(TV) Honolulu, joins KSHO(TV) there as news director.

Bill Perry, Virginia newscaptures editor, United Press International, Richmond, Va., named manager, UPI newscaptures bureau, Baltimore. **Joseph Mahoney**, freelance photographer, Richmond, Va., succeeds Perry.

Dan Schillinger, news director, KTVH(TV) Wichita, Kan., resigned.

Martin Morenz, reporter, WVMY(TV) Burlington, Vt., named assignment editor. **Alexandra Marks**, from *Burlington (Vt.) Free Press*, joins WVMY, succeeding Morenz.

Joe Riffitts, from WWAC-TV Atlantic City, N.J., joins WPVI-TV Philadelphia as editor.

Christy Ferer, anchor-reporter, WPIX(TV) New York, named co-anchor, 10:30 p.m. news, and **Brad Holbrook**, anchor, WNEV-TV Boston, joins WPIX as co-anchor, 10:30 p.m. news.

Bob Scott, from WSTM-TV Syracuse, N.Y., joins Cable News Network, Atlanta, as anchor.

John McVane, United Nations correspondent for ABC-TV until his retirement in 1977, joins WMTW-TV Poland Spring, Me., as news analyst.

Marsha Ferebee, news photographer, WPCQ-TV Charlotte, N.C., named public affairs coordinator. **Jim Karpeichik**, from WSMW-TV Worcester, Mass., joins WPCQ-TV, succeeding Ferebee.

Ron Allen, reporter, WFSB(TV) Hartford, Conn., named Waterbury, Conn., bureau chief. **Pat Sheehan**, managing editor, WTNH-TV New Haven, Conn., joins WFSB(TV) as co-anchor, 12 p.m. and 6 p.m. news.

Jill Bazeley, reporter, KVOA-TV Tucson, Ariz., joins KOB-TV Albuquerque, N.M., as anchor.

Larry Moore, from WLS-TV Chicago, joins KMBC-TV Kansas City, Mo., as anchor.

Donna Pangborn, anchor-producer, 11 p.m. news, KSBY-TV San Luis Obispo, Calif., assumes additional duties as co-anchor, 5:30 p.m. news.

Jill Garrett, reporter, WNYT(TV) Albany, N.Y., joins WCPO-TV Cincinnati in same capacity.

Linda Mour, from KPIX(TV) San Francisco, joins WJBK-TV Detroit as reporter.

Thomas Regan, producer-anchor, KAVU(TV) Victoria, Tex., joins WCPO-TV Cincinnati as reporter.

Leslie Draper, reporter, WMOD(TV) Melbourne, Fla., joins WESH-TV Orlando, Fla., as reporter, Brevard (Fla.) bureau.

Laura Saxby, news director, WGVA(AM) Gene-

va., N.Y., joins WNYR(AM)-WEZO(FM) Rochester, N.Y., as reporter.

Peggy Lewis, reporter. WTVT(TV) Tampa-St. Petersburg, Fla., joins WPLG(TV) Miami in same capacity.

Beverly Wittner-Kleczeck, executive director. Flight '83 Airshow, Schenectady, N.Y., joins WRGB(TV) there as manager, public affairs.

Appointments. WLKY-TV Louisville, Ky.: **Rhonda Witten**, producer's assistant, to tape editor and weekend news producer, and **Jeff Baete**, camera operator, and **Tim Meredith**, from WKYH-TV Hazard, Ky., to news photographers.

Nathan Posey, anchor-reporter. WHNT(AM)-WKEE(FM) Huntington, W.Va., joins KDKA-TV Pittsburgh as news production assistant.

Steve Olszyk, from KSNW(TV) Wichita, Kan., joins WDTN(TV) Dayton, Ohio, as reporter.

Technology



Perigard

A. William Perigard, president. TeleSystems, subsidiary of Comsat, Washington, named president. Comsat Technology Products, succeeding **Bruce Smith**, who has resigned but remains consultant to Comsat. Perigard will continue as president of Tele-

Systems, and becomes president of Amplica subsidiary. Perigard will be based in Newbury Park, Calif.

I.T. Saldi, president. Refac Electronics Corp., joins C-Cor Electronics, State College, Pa., as president and chief operating officer.

Roy Rosner, director of office of advanced planning. U.S. General Services Administration, Washington, joins GTE Telenet Communications, Vienna, Va., as VP, telecommunications systems and architecture.

Blaine Huntsman and **Vincent Gorguze**, directors. Oak Industries, San Diego, resigned.

Alex Ethier, from Warner Communications, New York, joins Cablentertainment, Iselin, N.J., as director of engineering.

James Thomason, from Aydin Corp., Fort Washington, Pa., joins Fairchild Communications and Electronics, Germantown, Md., as VP, marketing.

Dave Hershberger, design engineer, broadcast division. Harris Corp., Quincy, Ill., joins Grass Valley Group, Grass Valley, Calif., in same capacity, but will continue to consult Harris on AM stereo.

James Berkowitz, from Arthur Anderson, Boston, joins Varitel Communications, San Francisco, as VP.

Milt Altman, manager, design and creative operations. West Coast, NBC, named to newly created position of director, Hollywood studio operations.

Appointments. United Satellite Communications, New York: **Ron Scherma**, from McAuto Systems Group, New York, to director, management and information systems; **William Shideleff**, from Decision Sciences

Corp., New York, to director of customer services and systems planning.

Gary Stephens, customer service manager, electronics division. Lenco Inc., Jackson, Mo.-based broadcast products manufacturer, named technical service manager, electronics division. **David Aufdenberg**, technician manager, succeeds Stephens.

Charles Ahto, from Showtime, New York, joins Tape-Film Industries there as manager of customer services.

Suzanne Berg, news director, noncommercial WMHW-FM Mount Pleasant, Mich., joins United Stations, New York, as technical producer.

Carol Sue Ravenel, national sales manager, Videostar, Atlanta, joins Spectradyn Inc., Dallas-based company delivering satellite programming to hotels, as market representative. Atlanta office.

Gary Krohe, chief engineer. KSNT(TV) Topeka, Kan., joins KLDH(TV) there as chief engineer.

Promotion and PR

Frank Mankiewicz, president of National Public Radio, Washington, until his resignation May 10 (BROADCASTING, April 19), joins Washington public relations firm of Gray & Company as executive VP.

Rob Battles, assistant director, advertising and promotion. WPLJ(FM) New York, joins ABC Radio Networks there as promotion manager.

Barry Stagg, director, publicity. Embassy Television, Los Angeles, named to same post for parent, Embassy Communications.

Bruce Breslau, from Weather Center, Ithaca, N.Y., joins Frank Gari Productions, New York, as director of sales and promotion.

Lois Hinkle, operations and program manager. Taft Broadcasting's WKRC-TV Cincinnati, named to newly created position of VP, promotion.

Pamela Taylor, design manager. KIRO(AM) Seattle, joins KING(AM) there as marketing and promotion director.

Diane Lillcrap, promotion assistant. KDNL-TV St. Louis, named promotion producer-director. **Jan Demas**, from KPLR-TV St. Louis, joins KDNL-TV, succeeding Lillcrap.

David Lebow, from WVBR-FM Ithaca, N.Y., joins WTIC-FM Hartford, Conn., as promotion director.

Joseph Vinikow, president, Production Services, Seattle, joins KOMC-AM-FM there as promotion writer-producer.

Allied Fields

FCC Commissioner **Mimi Weyforth Dawson** has been elected secretary-general of Atlantic Association of Young Political Leaders at organization's biennial meeting in Albufeira, Portugal. She is first woman to hold organization's top post.

Belva Brissett, director, congressional liaison, National Association of Broadcasters, Washington, named VP, regulatory affairs.

Help Wanted. Ohio Association of Broadcasters is seeking executive officer as successor to Tom Sawyer (who is joining NBC Washington office [BROADCASTING, June 13]). According to association, "no advance stipulations have been set as the necessary background for this role, though experience in trade associations, or government, or communications industries would be helpful." Deadline for submission of applications is June 24. All resumes should be sent to: Ohio Broadcasters Search, Suite 1206, 100 East Broad Street, Columbus, Ohio 43215.

Arthur Ginsburg, former chief, Complaints and Compliance Division, FCC, Washington, joins faculty of Northern Arizona University, Flagstaff, Ariz., as professor, communications and speech.

John Crowley, vice chairman of board, non-commercial WNET(TV) New York, elected chairman. **William Ellinghaus**, president, AT&T, New York, succeeds Crowley.

H. Wayne Hudson, Plough Broadcasting, Memphis, named chairman of newly formed retail and co-op committee, Radio Advertising Bureau, New York.

Elected officers, Advertising Women of New York: **Tamara K. Homer**, Homer & Durham Advertising, president; **Phyllis Schwebel**, Crossley Surveys Inc., first vice president; **Judith Lotas**, SSC&B: Lintas Worldwide, second vice president; **Marcia Allen**, American Marketing Association, treasurer; **Ruth Elliott**, Ziff-Davis, assistant treasurer; **Lillian Gilden**, Homes International, recording secretary, and **Sally Minard**, Lord, Geller, Federico, Einstein, corresponding secretary.

Ed Winton, Winton Communications, Tampa, Fla., elected president, International Beautiful Music Association, succeeding **Art Kellar**, EZ Communications, Washington.

Deaths

Scott Donahue Jr., 68, VP and head of Katz Television from 1948 until his retirement in 1970, died of lung cancer May 18 at his home in Pelham, N.Y. He is survived by his wife, Loris, son and daughter.

Eugene H. King, 71, vice president of broadcasting and public affairs, Council of Better Business Bureaus, Washington, died of heart attack June 15 at Georgetown hospital in Washington. King was former program director for Voice of America from 1953-1960, and at WCBS(AM) and WOR(AM) New York, and WEEI(AM) Boston. As radio actor in 1940's, King was voice of *The Shadow*. He is survived by his wife, Elizabeth, and six children.

R. Gordon Agnew, 84, honorary chairman, Pacifica Foundation, which owns five non-commercial radio stations in New York, Los Angeles, Washington, San Francisco and Houston, died of heart and respiratory failure June 7 at San Diego hospital. Agnew chaired foundation board from 1957 to 1966. He is survived by his wife, Ella, two daughters and son.

Dallin Oaks: Utah justice bringing balance to PBS

To say that Dallin Oaks is a successful chairman of the Public Broadcasting Service is, according to his colleagues and PBS executives, an understatement. He is, they say, an "ideal chairman" who "has been instrumental in rallying the whole system into a more rational framework."

What makes Oaks an effective leader? It is a combination of "wit and wisdom" and "special skill in bringing clarity to otherwise murky issues," says PBS senior vice president, Peter Downey. That skill has been particularly useful in an organization that has had its share of complicated issues.

Oaks brought to his PBS assignment the experience of an adult lifetime spent penetrating the fogs of legal practice, with current experience as a Utah supreme court justice sharpening his expertise still further. (As PBS chairman, he devotes three to six days a month to board business.) Oaks himself credits his time as executive director of the American Bar Foundation and his tenure as president of Brigham Young University as providing an understanding of how boards work that has been adaptable to his service at PBS.

PBS was not Oaks's first contact with broadcasting. Born Aug. 12, 1932, in Provo, Utah, he spent some time in high school and college as a "combination man" (transmitter engineer and announcer) for KJAM(AM) Vernal and KCSU(AM) Provo, both Utah. Oaks even considered making broadcasting his career, but his interest in law proved stronger.

He graduated from the University of Chicago Law School in 1957 and embarked upon his legal career as a law clerk to the late Chief Justice, Earl Warren—"the finest experience a young law graduate could have," says Oaks. After a year of clerking for Warren, he joined Kirkland, Ellis, Hodson, Chaffetz & Masters in Chicago, remaining for three years before joining the faculty of the University of Chicago law school in 1961. After 10 years there, and a brief stint as executive director of the American Bar Foundation in Chicago, Oaks returned to Utah in 1971, to assume the presidency of Brigham Young. It was there, in 1976, that he was recruited for the PBS board by then Chairman Ralph Rogers.

As a director, Oaks became an active member of the PBS board's finance committee, and served on its transmitter allocation committee. In the process, he won the recognition of fellow board members, who, explained Mike Hobbs, senior vice president and corporate secretary for PBS, realized that "here was someone who had a particular facility for finding a consensus—not simply in the sense of listening to what people are saying and counting the votes, but understanding what people are saying."

Oaks maintains that when he went to PBS



Dallin Harris Oaks—justice, Utah supreme court, and chairman of Public Broadcasting Service board of directors; b. Provo, Utah, Aug. 12, 1932; BA (high honors), Brigham Young University, 1954; JD (cum laude); Order of the Coif, University of Chicago Law School, 1957; law clerk, Chief Justice Earl Warren, 1957-58; Kirkland, Ellis, Hodson, Chaffetz & Masters, Chicago, 1958-61; professor of law, University of Chicago Law School (also associate dean and acting dean for several months during this period), 1961-71; executive director, American Bar Foundation, Chicago, 1970-71; president, Brigham Young University, 1971-80; present position since Jan. 1, 1981; m. June Dixon, 1952; children—Sharmon Ward, 30; Cheri Ringger, 29; Lloyd D., 26; Dallin D., 23; TruAnn, 21 and Jenny, 8.

in 1976 the organization was still an adolescent, and that he has only participated, along with others, in the maturing process. "The board was in search of the sense of its mission and its relationship to the professional staff," says Oaks. "Because neither the board nor the professional staff clearly understood what their respective roles were, there were often conditions of conflict and divisiveness which interfered with getting the job done. It took a maturing process in which we all participated to where both board and professional staffs understood their roles a little better."

In 1978, Oaks was elected chairman pro tem (equivalent, he says, to vice chairman). In 1979, he was appointed chairman of the board's transition committee, and there, too, he left a mark.

The reorganization of PBS during 1978-79 was a rocky time for the organization, and the transition committee was charged with working out the specifics of a new PBS management and board structure (the size of the board itself was reduced from 55 to 35 members). The committee faced a difficult task because there was animosity between the lay and professional members of the board, due in part to

the controversy accompanying Rogers's tenure as the first lay chairman. As transition committee chairman, Oaks did a "masterful job of getting to the meat of the issues," Hobbs says. Rather than avoiding the painful issues, Oaks dove into them. The committee reached an agreement on a plan for reorganization that Oaks made "less painful," says Hobbs.

In 1980, Oaks was elected chairman (he has been renominated for a fourth term this year), and in 1982 played a major role in leading PBS through another transitional period, when the organization adopted its four-year plan. The plan included some structural changes and an overall retrenchment in staff and services. The process, according to PBS staff members, was much less "fraught with suspicion and intrigue" than it could have been.

After completing details of the four-year plan, the PBS chairman proceeded with another project—the PBS Task Force on Future Services, established by Oaks to determine, he says, what initiatives PBS should take to make sure that in future years it performs the service that is expected of it. The task force has prepared a report and will release its findings at PBS's annual meeting this week (June 23-26). The basic thrust of the report, Oaks notes, is that "what we are doing for the people is what we ought to continue to do for them."

PBS is not the only place where the Utah judge is admired. "He has excellent judgment and has a good sense of what role the board should play," says the Corporation for Public Broadcasting board chairman, Sharon Rockefeller. Rockefeller believes Oaks deserves much of the credit for the relative harmony established among the various public broadcasting entities.

Oaks, father of six children and grandfather of seven, resides in his home town of Provo with his wife, June, and 8-year-old daughter, Jenny. He modestly describes himself as just one of thousands of volunteers who give their time to public broadcasting.

Presently, that time is spent tackling tough issues. Due to limited federal funding, the choices are getting even tougher, Oaks says. "You have to choose between two good things. But we have to make those decisions on how we apply our resources. Take the difficult issue of captioning. We would love to have more captioned programs than we could afford... We would love to have enough money to feed [by satellite] programs at different times of the day instead of one feed."

And what advice would Oaks give to his eventual successor? "Never forget that we are representatives of the stations and we have to hear them and make sure the channels of communications are very clear." Oaks has done much already to widen those channels. "He is gentle and funny, but at the same time possesses a steel-like quality to get things done," says PBS President Larry Grossman, and he has contributed to a "sense of comfort" between the stations and PBS, even through difficult times.

Ralston Purina Co., perennial first buyer of network programs for upfront, completed almost all such purchases last Thursday (June 16) for 1983-84 season. Major upfront buys were made for Ralston through Paul Schulman Co., New York, division of Gardner Advertising, St. Louis. Major commitments are on ABC's *Dynasty*, *20/20*, *Hart to Hart*, *Hotel and Webster* ("a sleeper hit," according to Schulman); on CBS's *60 Minutes*, *Dallas*, *Alice*, *Magnum P.I.* and *Scarecrow and Mrs. King* ("a hit"), and on NBC's *A Team*, *Remington Steele*, *Cheers*, *Hill Street Blues* and *Yellow Rose* ("best cast on television"). Schulman said pricing is "very fair" but declined to divulge specifics and noted that negotiations were "tough but ran smoothly." F.L. Zingale, media communications director for Ralston Purina, upon his return from business trip to New York, said company was "close to finishing" buys. He wouldn't say how much company is spending, but noted it was "not a tremendous change" over last season. Ralston Purina invested more than \$82 million in network television in 1982, according to Television Bureau of Advertising. **Atari** and **Chesebrough-Ponds** are also reported to have set ball rolling and submitted plans to networks last week.

ABC is sharply reducing number of hours of mini-series during 1983-84 season, primarily to accommodate sports and special events coverage on network, according to Brandon Stoddard, president of ABC Motion Pictures. Stoddard told television reporters in Los Angeles last Thursday (June 16) *Mystic Warrior* and *The Last Days of Pompeii* will be longest programs on mini-series slate, former scheduled for five hours and latter possibly longer. Third long-form project, *The Day After Trinity*, has been reduced to two and a half hours and slated for this season, possibly airing in October. Stoddard said ABC has no current plans to repeat *Winds of War* or *Thorn Birds*, its highly rated mini-series from last season, but is considering rerun of *Masada*. Stu Samuels, ABC's vice president for novels, limited series and motion pictures for television, said network is scheduling about 25 movies for television this season (up slightly from the 1982-83 season), to include *Casa Grande* (starring Robert Mitchum) and *The Dollmaker* (starring Jane Fonda). Stoddard said ABC is currently negotiating with Paramount Television regarding possible sequel to *Winds of War* based on Herman Wouk's follow-up novel, "War and Remembrance." "We hope to do this project," Stoddard told reporters, although that might not occur for several years. He said network has not scheduled time slot for *The Last Days of Pompeii*, which stars Laurence Olivier, Olivia Hussey and Nicholas Clay. Stoddard also termed *The Day After Trinity*, fictional account of possible consequences of nuclear attack on U.S. city, "the most important film we've ever done" that "deals with an extremely important possible event." Movie for television will be completed next month, at reported cost of more than \$6 million.

ABC Television President John Severino would neither confirm nor deny published reports that Entertainment Division President **Anthony D. Thomopoulos would soon be exiting his post**, to be succeeded by division's vice president for prime time programing, Lew Ehrlich. Severino would only paraphrase statement issued by ABC Inc. President Frederick Pierce, issued last month, affirming that Thomopoulos remains president of division and is "largely responsible for our success over the past five years . . . Tony has a very important role to play in the future of ABC." Asked directly if Thomopoulos would remain head of Entertainment division through fall season, Severino replied, "I don't know."

U.S. delegation to **Western Hemisphere conference** in Geneva on direct broadcast satellite service was left at **end of first week** on Friday with two **troublesome issues** to think about over weekend. One was **failure thus far to reach agreement with Canada on technical parameters** each is proposing for DBS systems. Two sides were to continue working over weekend, as they faced Monday deadline for filing DBS requirements. Other issue involves **line to be used for dividing 12.1-12.3 ghz between fixed satellite and DBS services**. Planning committee on Thursday recommended to plenary session that line be at 12.2-12.3 ghz set aside for DBS. U.S. had proposed that division. But committee added qualifier: Division

Malara pronounces networks healthy. "The cable revolution looks more and more like isolated guerrilla warfare," CBS Television Network President Tony Malara said last Thursday. He told a New England Broadcasting Association meeting in Boston that there's a "natural cap on the extent to which cable penetration can grow." Station executives should be concerned about audience erosion, he said, but that problem is "manageable, not likely to continue at its present rate and your most important target audiences are the least affected." Malara expanded on that point to BROADCASTING. He said the audience segment least affected by cable is the 25-54-year-old demographic, which he said has the most disposable income and does a disproportionate share of the viewing. He defended CBS's new policy of not giving advertisers demographic guarantees on their buys (BROADCASTING, May 23) by calling it "really crazy" to take in money only to have to pay it out again. He said his main challenge is to find a way to price a product to make it attractive to all advertisers, no matter how they figure their costs.

In his Boston talk, he said the three networks' ratings so far this year are up four-tenths of a point, while their share is holding at last year's level. He said HBO ratings are declining and that the 35 basic cable services' collective audience represents only a 1.4 rating. Cable's impact will wane in the future, he said, because its prime growth will be in major cities where strong independent and subscription television already compete with the networks. "Viewers don't choose technology; they choose programs," Malara said, contending that the networks' programing experience and resources cannot be matched.

will be reconsidered if, as result of DBS plan ultimately adopted any country is accorded less than four "satisfactory channels. Otherwise, conference activity was concerned largely with organizational matters. Mexican, Luis Valencia, was unopposed for election as chairman of conference, and U.S. delegation head Abbott Washburn, was one of three vice chairmen named. Other were Cuban and Argentinian.

Heritage Communications Inc., Des Moines, Iowa-based MSO, has purchased Indiana Cablevision Corp.'s 62,000-subscriber system in **South Bend, Ind.**, from **Buford Television Inc.** Price was undisclosed, but analyst put figure at about \$50 million. Funds for purchase were raised by limited partnership offering through E.I. Hutton and bank borrowings. Seller is owned by brothers, Gerald Geoffrey and Robert P. Buford, who also own four TV's. Buyout headed by James M. Hoak Jr., corporate president, is top-20 MSO with 291,641 basic subscribers. Indiana Cablevision passes 120,000 homes. Daniels & Associates brokered sale.

Action for Children's Television, Newtonville, Mass., along with California public interest law firm, Public Advocates Inc., has asked **FCC to authorize technology** that would make possible **electron means of eliminating commercials from children's television**. ACT wants commission "to require TV broadcasters and cablecasters to insert an inaudible electronic signal at the beginning and end of all commercial advertising directed at children." This, ACT contends, would pave way for development of reactive devices that parents could attach to television set to automatically block out commercials. "Parents who choose to will soon be able to weed out those messages with the aid of an inexpensive attachment to the TV set." ACT President Peggy Charren noted, "For years broadcasters have been sloughing off their responsibility for directing ads to young audiences, claiming that it's the responsibility of parents to monitor their children's viewing. The technology is in hand to do that effectively, and it's up to the FCC to give parents the chance."

Wold Communications, subsidiary of Robert Wold Co., will start **transmitting via satellite live coverage of FCC open meetings** starting June 23. Anyone interested in receiving feeds from Wold

sponder 9X on Westar IV may do so. George Mason University, which has been transmitting meetings on its instructional television fixed service system, will transmit signal to Wold's Television Rating Center and earth station complex in Virginia. TV coverage, in black and white, has been produced regularly by FCC for formal closed-circuit use. Satellite uplink and transponder time being provided as industry and public service, according to Jerry Worth, president of Wold Communications.

An investigative team of **Brian Ross and Ira Silverman**, who angered ABC News executives last month by leaving to go to ABC News, returned ABC News executives last week by **going back to NBC**. ABC News President Reuven Frank announced last Thursday that as "personal and professional pleasure" to say they had signed four-year contracts, with Ross to be national correspondent and Silverman senior producer of special projects, and would work *NBC Nightly News* and *Today* primarily. Month earlier, Frank said NBC had deal with them to stay but that they had changed their minds and he was "disappointed not only in what happened but in the way it happened" ("In Brief," May 30). Last week, after Frank announced they would stay at NBC, David Burke, vice president and assistant to president of ABC News, told ABC News definitely "had a deal with them" and that, moreover, they had been guests at luncheon to meet ABC News's creative producers, and had also begun to draw down personal money ABC had guaranteed for them. "Reuven Frank was right the time," Burke said, "and he's welcome to them." Ross's version is different. He told BROADCASTING Friday they never reached a deal with ABC News although "we were close to one;" that NBC first-refusal rights for 60 days anyway, that ABC had not guaranteed personal loan but had agreed to "pay us enough" to enable it "if we went to work for ABC;" that there was only talk of acquainted luncheon, and "he never attended anything like that."

NBC has filed **suit against Athena Cablevision** of Corpus Christi, Texas, for **copyright infringement and violation of Communications Act** in connection with cable system's alleged unauthorized **pick up** of an audio feed of **Super Bowl XVII**, broadcast Jan. 30, 1983. Suit was filed in U.S. District Court for the southern district of Texas in Corpus Christi and was brought in conjunction with NBC affiliate KSTV. Suit seeks about \$100,000 in statutory and actual damages, and \$1 million in punitive damages. NBC alleges Athena picked up clean satellite feed that contained private NBC communications and no commercial announcements. Arthur Watson, NBC sports president, said "cable system operators such as the defendant in this case simply may not intercept an exclusive work broadcast and feed it to their subscribers. . . . we have the cooperation of the National Football League in bringing this suit." NBC also has pending formal complaints at FCC against Athena and two other cable systems—United Video Cablevision of St. Louis Inc. for Chesterfield, Mo., system, and Cox Cable of New York for Great Neck, N.Y. NBC indicated that "additional action against other cable systems" may be forthcoming.

Corporate restructuring move announced last Friday (June 17) **ABC Radio** has **transferred** its West Coast program production and production firm, **Watermark**, from Radio Enterprises division, headed by Michael Hauptman, **to ABC Radio Networks**. Watermark President Tom Rounds will report to Edward McLaughlin, president, ABC Radio Networks. Company will be known as ABC/Watermark and will continue to produce programs both for syndication and for ABC Radio's six networks.

The **NCTA board** met in Houston last week after close of convention, it had **new chairman**, Monroe Rifkin, Rifkin & Associates, and **eight new at-large members**. Six new at-large members: William J. Shannon, Group W Cable; Drew Lewis, Warner Amex Cable Communications Inc.; John C. Malone, Tele-Communications, Inc.; Albert Miron, Newhouse Broadcasting; William B. Strange, Sarns Communications, and David R. Van Valkenburg, Cox Cable. Two new associate members: Jay Levergood, Scientific-Atlanta, and Terrence F. McGuirk, Turner Broadcasting. Once assembled, board voted to oppose FCC petition of Earth Satellite Communi-

cations Inc., New Jersey SMATV operator, asking FCC to preempt state's jurisdiction over SMATV operators. Board also voted to support Cablevision Systems Development in its quest for court clarification of fees cable operators must pay for distant signals carried on tiers.

CBS and Sony announced formation of Digital Audio Disc Corp., new subsidiary of CBS/Sony, record company joint venture established last December. Manufacturer of disks will begin in late 1984 at plant in Terre Haute, Ind. Plant will also manufacture compact disks for other record companies. Operation will be headed by James M. Frische, former director of manufacturing for RCA Records. Initial capital investment is expected to run about \$21 million.

Relief for cash-short NPR (see page 78) may come next year. Board finance committee chairman Steven K. Meuche announced at Wednesday's press conference that **member stations have advised Corporation for Public Broadcasting to give \$1.65 million** to NPR debt retirement plan instead of to stations. Meuche said 205 of 247 member stations had voted, 179 (88%) of them saying yes, 25 (12%) no, and one abstaining. Advisory vote will be binding on all member stations, who will be giving up amounts from \$2,000 to \$35,000. One-point-six-five million represents increase over last year's radio community service grants total.

West Virginia Supreme Court of Appeals reversed lower court decision and directed that **suit of Lee Enterprises**, licensee of WSAZ-TV Huntington, W. Va., **against 20th Century-Fox Television**, be tried on its merits. Dispute involves seven-year licensing agreement in 1977 between Lee and Fox concerning *M*A*S*H*, with Lee contending that contract allows it to obtain new off-network episodes of series beyond year seven at old price. Fox's interpretation of agreement is that prices for new episodes are subject of negotiation. Case goes back to state court for trial.

GTE announced completion of acquisition of Southern Pacific Communications Co., and **Southern Pacific Satellite Co.**, for \$727.4 million. MCI had filed motion in U.S. district court to block move, but following request to GTE for more information of purchase, court denied motion. Companies will be operated separately from GTE's telephone operating companies, and will be called GTE Sprint Communications Corp. and GTE Spacenet Corp.

Frank Konigsberg, head of The Konigsberg Co., Los Angeles, **has joined Telepictures Corp.** there, and his television production company has been folded into Telepictures under **new name of Telepictures Productions**, with Konigsberg as president.

Candidacy of America's Richard Colino for director general of International Telecommunications Satellite Corp. appeared on Friday to have **run into difficulty**. After three ballots on issue, Intelsat's board of governors, meeting in Washington, had failed to muster necessary two thirds majority for any of five candidates for six-year term that starts Dec. 31. Difficulty, reportedly, was refusal of some candidates with little chance of winning to drop out of contest. Indications at press time were that board would hold at least one more vote then try to settle matter by consensus, either last Friday evening or today (June 20). Colino, backed by U.S. government and Communications Satellite Corp., where he had served for 14 years, was considered leading candidate because of his experience and because of weighted voting employed by Intelsat. With 24% share of Intelsat, U.S. is entitled to 24% of total vote. Colino, who now heads his own Washington-based communications and broadcasting consulting firm, played significant role, while at Comsat, in helping to bring Intelsat into existence. His rivals for Intelsat post are Randolph Payne, of Australia; Jean-Claude Delorme, of Canada; Abdelkader Bairi, of Algeria, and Sribhumi Sukhanetr, of Thailand.

Editorials

National Federation of Broadcasters

Peter B. Kenney, who is about to retire as NBC's veteran Washington vice president, last week ended 21 unbroken years of service on boards of the National Association of Broadcasters with the best advice that an NAB board has been given in recent memory. Kenney proposed a reorganization that would put the NAB in sync with what's going on in the world.

Kenney advocates a conversion from association to federation, with separate operating divisions for radio and television. He sees the National Federation of Broadcasters as a "strong umbrella organization" that would provide shelter, services and, when the cause was common, leadership, but he told the NAB joint board that radio and television "can deal with their respective government problems more effectively as separate divisions with separate and distinct lobbying efforts."

It was probably unrealistic to expect the joint board to rise immediately to Kenney's proposal that a task force be appointed to study his proposal and make a report to the next regular meeting of the NAB boards in January. The guess here is, however, that the last has not been heard of Kenney's advice.

Suppose for a moment that the federation he proposes were in place last week, and think what differences it would have made in the hazy resolutions that were adopted by the radio and television boards in attempts to tell a shared president how to represent their diverging interests in the legislation being drafted to quantify public service.

Conditions call now for the transformation of NAB to NFB. The transformation is the logical first step toward the Federation of the Fifth Estate that will emerge in the natural evolution of the media.

Hard-fought round one

It was an altogether remarkable lobbying performance that won Senate approval of S. 66, the cable deregulation bill: so remarkable that it tends to overshadow the equally remarkable change that would be achieved in cable operations if a counterpart of S. 66 or something very much like it emerged from the House.

S. 66 does not, in truth, "deregulate" cable. It simply trims regulation by cities and the federal government to reasonable scale and consistency. Cable would be rid of the many uncertainties that attend the present diversity of municipal and state regulation. The public would still be protected by reasonable governmental power to negotiate and enforce franchises.

Naturally S. 66 displeases cities that want a larger role in the issuance and operation of cable franchises, not to mention a chance to skim significant cable revenue for deposit in their own treasuries. Naturally it displeases local telephone companies that hate any prospect of competition in moving information around and an AT&T that does not want to come under future pressure on the prices charged to tie long lines into local systems.

The opposition, as recognized by all, is prepared for battle in the House, where the man in charge, Timothy Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, foresees a difficult time. Still, the assurances received from Wirth at the National Cable Television Association convention last week must hearten cable operators. He is, he said, determined to keep telephone issues out of the preparation of a cable bill. His emphasis on the reservation of leased access channels will prevent euphoria

from sweeping the cable field, but at least there appears to be a basis for hope of an accommodation.

The long and often acrimonious negotiations that preceded the adoption of the Senate bill provided a textbook case of political compromise, to the ultimate benefit of cable, and its public. The proceedings in the Senate itself provided a textbook case of political action. Tom Wheeler and associates, not to mention the partners at the National League of Cities who refused to bend to dissenters in their membership, have made a piece of history in Washington. They will make a still bigger piece if they can wrestle this thing through the House.

Next in the Senate

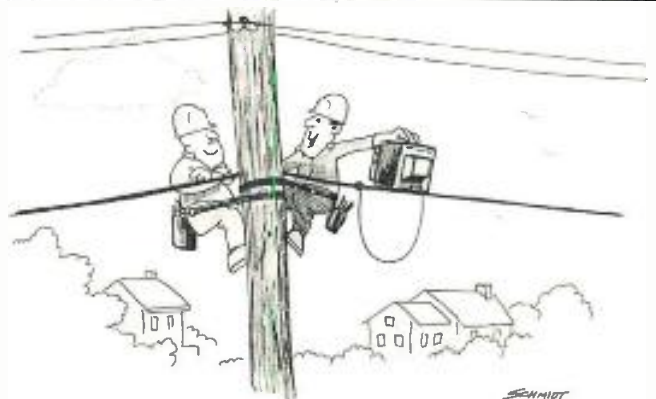
Not to be confused with S. 66, the cable bill that was adopted by the Senate last week, is S. Res. 66, the resolution to admit radio and television to the Senate chamber. S. Res. 66 emerged from the Senate Rules Committee last week by a vote of 5 to 3. It could not be said to be riding a floodtide of support to the Senate floor.

S. Res. 66 attracts no impassioned advocacy of the kind that rallied around S. 66 last week. No P&L statement will in the slightest be affected by its passage or rejection. Even in radio and television newsrooms it falls far short of life-or-death status. Nevertheless, S. Res. 66 deserves to be elevated on the list of legislative priorities.

The resolution is sponsored in the Senate by the majority leader, Howard Baker (R-Tenn.), and chairman of the Rules Committee, Charles McC. Mathias (R-Md.). It has the support of such influential senators as Barry Goldwater (R-Ariz.), who used to oppose it but changed his mind in the interest of the accuracy of video recording after discovering, belatedly, last year that senators were altering the *Congressional Record*.

S. Res. 66 also has opposition, led by Wendell Ford (D-Ky.) and Russell Long (D-La.), who would just as soon preserve the privacy in which most sessions of the Senate are conducted. The guess here is that the Bakers and Mathias could prevail, when the measure is called up for action, if the word got to other senators that broadcasters and cable operators wanted the resolution passed for the sake of the contemporary record and the electorate.

It's the right thing to do, even if it isn't bankable.



Drawn for BROADCASTING by Jack Schmidt

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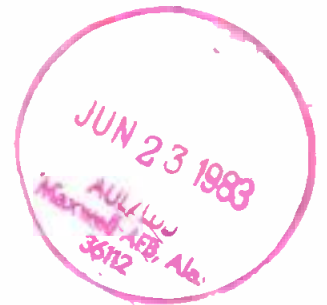
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