

Broadcasting Jun 27

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Special report: Independents
IN THE NEWS
HBO-MM co-production
deal □ Belo's big buy
NPR struggles

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KCTV — Kansas City
WCPX — Orlando
WGR — Buffalo
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WXII — Greensboro/Winston-Salem

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Broadcasting Jun 27

Prospects for a TV dereg rulemaking □ CPB to come to NPR's aid □ Belo makes record \$606-million buy □ Special report: state of the independents □

TV DEREG □ FCC is scheduled to issue notice of proposed rulemaking outlining guidelines for deregulation of television. **PAGE 35.**

PUBLIC BAILOUT □ Corporation for Public Broadcasting makes move to help stem National Public Radio's budget shortfall. **PAGE 35.** NPR's week of upheaval; the board chairman resigns and the network finds itself \$9 million in the red. **PAGE 36.**

MARRIAGE OF CONVENIENCE □ Metromedia and Home Box Office announce agreement whereby HBO productions eventually will be carried on Metromedia's ad hoc network. **PAGE 39.**

COIN FLIP □ The local May sweeps were so close that the three network tabulations produce three different results. **PAGE 39.**

COLINO COMMAND □ Former Comsat executive Dennis Colino takes over the helm as director general of Intelsat. **PAGE 42.**

SPECIAL REPORT: INDEPENDENTS' DAYS □ Television's kid brother comes of age with lucrative times and the prognosis for better ones ahead. **PAGE 49.** The lack of what made many independents—quality off-network programming—is causing many to think hard about going into program production. **PAGE 54.** Prices for station sales are rivaling those of network affiliates. **PAGE 63.** A look at the superstition phenomenon. **PAGE 68.** Advertisers, agencies and reps are viewing independents in a more favorable light these days. **PAGE 71.**

C-DAY IN JUNE □ Cable executives review

upcoming programming plans at Cable Day in Beverly Hills. **PAGE 72.** Wheeler lays into cable's critics. **PAGE 73.**

BELO BONANZA □ Dun & Bradstreet sells Corinthian TV stations to Belo Broadcasting for record \$606 million. **PAGE 78.**

CHAPTER TWO □ House Telecommunications Subcommittee begins hearings on cable deregulation. **PAGE 81.**

BREWHAHA □ Stroh Brewing threatens to sue networks over advertiser exclusivity on sports events. **PAGE 79.**

COMMISSIONER RETROSPECTIVES □ Liberal-minded Joseph Fogarty and short-tenured Steve Sharp vacate the FCC this week, as part of legislation to reduce the commission to five. **PAGES 83-84.**

MANAGEMENT MOVES □ ABC forms new division, ABC Broadcast Group, with Thomopoulos at the helm. Erlicht becomes ABC Entertainment president. **PAGE 87.**

CABLE'S CHAMPION □ Former NCTA executive and Hearst/ABC marketer Kathryn Creech aims to bring the public the good news of cable through the Council of Cable Information. **PAGE 91.**

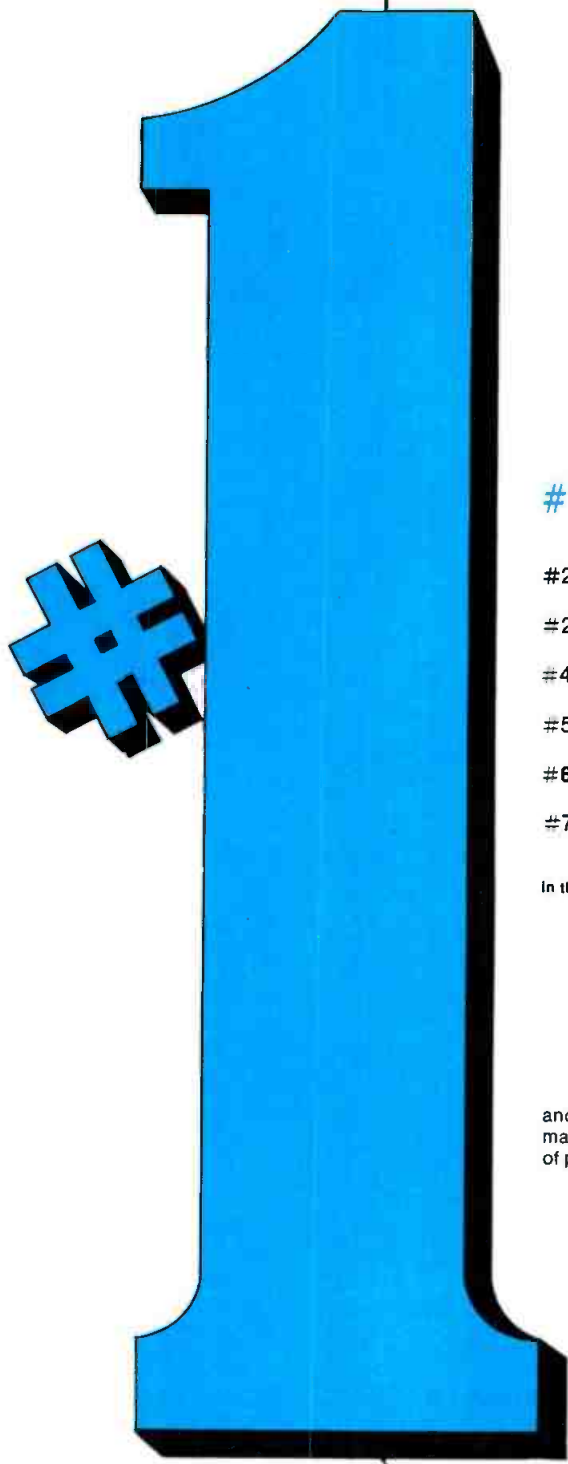
KENTUCKY WOMAN □ Outgoing Broadcast Promotion Association President Anne Coleman's talent and determination helped her to ascend to the executive positions she holds at BPA and WAVE-TV in Louisville, Ky.

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#2 Family Feud	11/23
#2 PM Magazine	11/23
#4 Entertainment Tonight	10/21
#5 People's Court	10/20
#6 THE JOKER'S WILD*	9/20
#7 Lie Detector	6/12

Rankings of first-run syndicated strips airing in prime access on affiliated stations in the top 50 markets: A. C. Nielsen, May, 1983.

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Fans of federation

Restructuring of National Association of Broadcasters as proposed two weeks ago by NBC's Peter Kenney upon retirement after 21 years of service on NAB boards is gathering support from other TV board members. According to joint board chairman, Gert Schmidt, of Harte-Hanks Communications, proposal is on agenda of NAB executive committee's next meeting in July.

"This is one idea that won't die down," said one prominent NAB director last week. Kenney urged that association create separate divisions for television and radio, with facilities and personnel to lobby separately. Supporters want serious study to be made in time for submission to next regular meeting of NAB boards in January, as Kenney recommended.

Theater of air

Latest name to surface as possible partner of Comsat's Satellite Television Corp. in satellite broadcast business: General Cinema Corp. of Boston. Officials of \$900-million-a-year company would neither confirm nor deny reports. In addition to cash—company banked \$70 million in recent swap of WCIX-TV Miami for WGR-TV Buffalo, N.Y.—General Cinema could contribute expertise in dealing with motion picture industry. With 1,005 screens in 39 states and Washington, it is largest theater owner in country.

Backstage

One reported reason White House has not announced replacement for former FCC Commissioner Anne Jones is that networks and their opponents have been shooting down prospective candidates over way they think they might vote on proposal to repeal syndication and financial interest rules. Officials at networks and Committee for Prudent Deregulation say they don't believe that's true. CPD representative said that organization has told White House it thought whoever is selected should refrain from voting on proposal. Network representatives don't agree; they're saying they'll support any candidate White House and Chairman Mark Fowler support, which presumably translates into network vote on issue.

FCC officials say they don't understand why either side is bothering. Of four commissioners remaining after June 30, all

but Fowler are considered votes for compromise, and Fowler himself is said to be studying alternatives to outright repeal. One compromise proposal now being floated at commission would bar networks from syndication but permit them to negotiate for up to 50% financial interest in independently produced programming.

Mobil buys 'Lear'

Mobil Oil Co. has purchased U.S. rights to Granada Television International Ltd.'s production of Shakespeare's *King Lear*, starring Laurence Olivier. Public Broadcasting Service and NBC-TV had also sought to acquire program, but PBS, according to insider, could not afford Granada's license fee of \$500,000. NBC had been trying to find sole sponsor for program and although IBM and Hallmark Cards are known to have expressed interest, neither decided to close deal for fear broadcast would not attract sufficient ratings.

Lear, which has been attracting standing-room-only crowds for screenings at New York's Museum of Broadcasting since June, will be second Mobil Showcase presentation to star Olivier in 1984. Other is *Voyage Round My Father*, Thames Television production of play by John Mortimer.

Bonneville next

KSL-TV Salt Lake City, Bonneville station that has been experimenting with proprietary teletext system for past five years, is prepared to follow lead of Taft Broadcasting's WKRC-TV Cincinnati (see page 41) and broadcast teletext magazine based on World System Teletext standard. And as Taft did in Cincinnati, Bonneville hopes to sign deal with Zenith by which electronics manufacturer would make and market WST decoders in Salt Lake City. If all goes well, service could get started in October.

False colors

Larry E. Harris, chief of FCC's Mass Media Bureau, who was prominently displayed in ad in June 20 BROADCASTING for seminar on new FM rules to be sponsored by University of Tennessee in conjunction with Edward M. Johnson & Associates consulting firm, won't attend after all. Harris said he had been contacted by someone from university who described seminar as one dealing with

deregulation. Harris said he expressed regrets after seeing ad and learning July 22-24 seminar, in Knoxville, Tenn., would cover docket 80-90, which creates new classes of FM stations and opens door to many more outlets. He said since he is among "decision-making" personnel on issue—which is subject to reconsideration—he felt appearance inappropriate. He also said he did not think it proper that he appear at commercially sponsored affair, as he learned it was after acceptance.

Recruitment campaign

National Association of Broadcasters is reaching out to major station group operators and state broadcasting associations to enlist members of NAB committees. Association, explained NAB president, Edward Fritts, wants to involve more minorities, women and group executives in broadened representation on committees. Fritts noted that NAB also has formed new TV must-carry task force and is looking to fill it.

Space shuffle

What to do with all that space that will open up on FCC's eighth floor when Commissioners Joseph Fogarty and Stephen Sharp move out June 30 is question before FCC managing director's office. Expectation is that commission suites will be remodeled so that each will have four private offices. (Some have only three now.) Another idea, suggested by Commissioner Mimi Weyforth Dawson, would be to provide conference room on eighth floor where none is now. Commissioners now go down to conference room on seventh floor to meet with larger groups of visitors.

Dormant

Survey reveals none of FCC commissioners who will still be on board after June 30—Chairman Mark Fowler, James Quello, Mimi Dawson and Henry Rivera—is opposed to reviewing need for cable-telco crossownership prohibition. Still, issue isn't expected to be addressed soon. United States Independent Telephone Association petitioned commission to repeal prohibition last year (BROADCASTING, Nov. 15, 1982), but Common Carrier Bureau has no one working on that. Indications are it won't assign personnel unless Fowler hands down marching orders.





We're gonna live forever!



New York resolution

After two days of intense negotiating last week, it appeared that the city of New York has finally come to terms, maybe, with the franchises targeted to wire the city's four outer boroughs. At one point during those discussions, two of the six applicants—Warner Amex and ATC—almost walked away from the process, refusing to sign a franchise agreement to provide services which in many instances could also be provided by competitors, such as the operators of the planned Teleport, in an environment free of the regulatory constraints placed upon the cable operators. The Teleport, for example, will be allowed to provide both data and video services to businesses throughout the city, and is subject neither to rate regulation nor a 5% franchise fee. That, said Richard Aurelio, acting senior vice president of Warner Amex, was one of the two major issues which kept the two sides apart until the wee hours of Wednesday morning when a resolution was finally hammered out. That first issue was resolved, said Aurelio, with the addition of a "reciprocity clause," to the franchise agreement,

enabling the companies to compete "on the same terms" as entities such as the Teleport in providing cable-related service.

The second major issue resolved last week was the modification of a "contingent liability" clause in the franchising agreement. The clause specified that if one or more of the selected franchisees defaulted on their contract, or for some reason could not or would not construct their designated franchise area, the remaining franchisees would be held liable for building those areas as well as their own. But as that clause stood, it was unacceptable to Warner Amex and ATC. The modification of the clause provides that any additional territories that the companies will be liable to build, other than their own franchises, will require the "mutual consent" of both the city and the companies.

One issue that the companies gave in on concerned their property tax liability. They had hoped to have the 5% franchise fees credited to their property tax bill. But there was no provision for such an accounting in the original RFP, and the companies finally conceded that issue to the city.

Assessing last week's developments, Aurelio said, "It looks like we're finally over the hump in New York." However, the Board of Estimate still has to approve the agreement during a meeting to be held on June 30. But one city official close to the process said that approval is "fairly likely." After that, however, the state cable commission in Albany will examine the document and must also give its approval. Once that approval is obtained, the city permit-granting process can begin. A city official suggested optimistically that construction could begin as early as the fall, if all goes according to schedule, but that early next year is perhaps a more realistic time frame. Initial service would commence about a year after construction begins.

Viacom lends a hand

Viacom World Wide Ltd. announced an agreement with Visionhire Cable Ltd., the second largest cable MSO in the United Kingdom, to provide the latter with a "broad range" of services designed to push it to a "pre-eminent position in the future of cable in Great Britain." According to Neil McHugh, executive vice president of Viacom World Wide—the international arm of Viacom International—services will include advising the British MSO on franchise proposals, construction and technical operations, marketing, pricing and packaging of tier services, as well as assistance in program development and carriage. The arrangement calls for Viacom to be involved in "all areas of cable operations," he said. McHugh explained that Viacom was essentially exporting its expertise as a developer, builder, owner and programmer of cable systems.

Financial details were undisclosed, but McHugh indicated it was not a strict con-

sulting agreement, and compensation would be in part pegged on "how successful" Viacom is in realizing Visionhire's goals. The contract spells out a minimum 15-year association but terms could be longer based on winning of new franchisees.

Viacom-owned programming appearing on Visionhire's system depends on an "invitation" from latter, Viacom said. McHugh said Visionhire is upgrading its 900,000-subscriber system from four channels to 12 channels, and described it as a "substantial transition to what really will be a new business" for the British concern. Viacom said there are no current plans to distribute Showtime, Viacom's pay cable service.

Divide and conquer

In order to focus its sales force at the local level, Denver-based MSO ATC has assigned the national sales accounts at six of its cable systems to Eastman CableRep, New York. The six systems are: Albany, N.Y.; Austin, Tex.; Birmingham, Ala.; Champaign, Ill.; Columbus, Ohio, and Honolulu, and together represent 250,000 subscribers. Eastman CableRep represents cable systems in over 40 markets. Allan Eisenberg, national manager of advertising sales at ATC, said that 5% to 10% of the advertising time on the ATC systems is sold to national advertisers. The other ATC systems, he noted, are too small to attract national accounts.

Brighter sales

"The projection for advertising sales by cable systems in the Southwestern region of Group W Cable this year will be \$2.2 million," predicts Frank McNellis, regional vice president for the 32 Group W Cable systems in six Southwestern states.

"That total would represent more than 20% of the industry revenue in [local] advertising sales for 1982," McNellis said in an interview with BROADCASTING. "It's really a beginning for us, because we are just now beginning to install the equipment which to make that advertising possible [on all Group W systems]. We're completing the installation this year in El Paso, and it's already in place in Santa Monica, South Gate and Newport Beach [all California]."

McNellis says the southern California interconnection of Group W franchises will soon allow the MSO to distribute advertising simultaneously to systems serving more than 300,000 homes. The interconnection allows insertion of system-wide spots into local and local cable programming.

"We're not selling advertisements as a loss leader," McNellis emphasized. Local sales, which he said are based on local rates, "will not surpass subscriber revenue in the foreseeable future, but they will not be incidental."

McNellis disclosed discussions are underway among MSO's with systems in sou-

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Date: June 15, 1983
From: Jamie Kellner
Re: 20 MINUTE WORKOUT

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By the way, the show is a smash!!

20 MINUTE WORKOUT
May 9, 1983

Dear Ladies,

We are 8 students from the Elementary Readiness I class in Agawam, Mass. For the past 3 weeks we have been watching your show and have been doing the exercises. We feel tired after the exercises, why do you do so much work, but we know it's good for us. Are you tired after doing these?

Allen likes the bicycles best. Ann likes the half-sit ups. April likes the punch-outs. Mike likes the jumping jacks. Mary also likes the punch-outs. Adrienne likes to run. Curt likes to touch his toes. Jerry likes to run. Curt likes to touch his toes. The whole thing amusing. And the teachers love the end!

The aerobics helped us get ready for the special olympics. We did a fantastic job!
Thank you for teaching us the exercises. What are your names?

From,
Dot APRIL
MIKE
Arienne

JERRY
Curt
Ann
Judi
Mary



Premium service. Satellite News Channels has made it to the White House. Not by cable, however, but via George Mason University's Capitol Connection, which broadcasts the 24-hour news service on the Instructional Fixed Television Service band. SNC, along with C-SPAN, is now available to some 400 television sets in the White House and adjacent Old Executive Office Building.

On Tuesday, June 21, President Reagan celebrated the first anniversary of SNC by delivering a brief happy-birthday message over the cable service. "I can't give you the world in 18 minutes," the President noted, "but I'm delighted to join in congratulating SNC on your first anniversary...close to six-and-a-half million households in all 50 states are benefitting from your high standards of journalism and I'm


proud that this house—the people's house—is among them." The President watches SNC when he shaves, according to one source.

The Capitol Connection currently serves about 200 "patrons" in the Washington area, including government offices and many of the news bureaus in town. Cable News Network has also made inroads. Ted Turner donated satellite dishes to the Pentagon—where CNN is fed to about 70 offices, including four monitors in the main concourse—and the Capitol, where it's piped to the Senate and House office buildings and the Library of Congress. Pictured (l-r): Lou Cioffi, SNC Washington Bureau chief; Larry Speakes, deputy White House press secretary; S. William Scott, SNC president and chief executive officer, and Steve Taylor, SNC White House correspondent.

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

For renewal or address change
place most recent label here

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

ern California concerning establishment of a regional interconnect among all major franchises. Group W has already completed interconnection among all its Los Angeles area systems.

Many freedoms

Green Country Cable, operator of several cable systems in Oklahoma, has asked the FCC for a waiver from its must-carry rules contending that relief would further the cause of First Amendment language calling for separation between church and state and freedom of religion.

At issue is a request by Trinity Broadcasting, licensee of KTBO-TV (ch. 14) Oklahoma City, for carriage on Green Country's systems serving Purcell/Lexington and Blanchard, all Oklahoma. In filings at the FCC Green Country said it wasn't interested in disseminating Trinity's religious programming service. And the First Amendment should be on Green Country's side, it said.

"The First Amendment dictates that government maintain a position which is strictly neutral toward religion," Green Country said. "By requesting that Green Country carry KTBO-TV's religious programming, Trinity Broadcasting invites this commission to breach its constitutional obligations under the establishment clause [of the First Amendment] by compelling Green Country to engage in religious activity against its will, and by entangling the FCC excessively with religion," it said. "A granting of waiver, on the other hand, would preserve Green Country's freedom to spread the religious doctrine of its choice."

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Dalsat

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Business Briefly

TV ONLY

Parker Brothers □ "Q-Bert" video game is presently spotlighted in campaign scheduled for major break July 11. Flight began in mid-June with 10-second "teasers"; 30-second spots begin next month and run through Christmas. Schedule provides for three weeks on and three off in 35 top ADI's. All dayparts and early prime slots will be used. Target: children and teen-agers, 10-17. Agency: Dancer Fitzgerald Sample, New York.

Abbott Laboratories □ Murine ear drops will be featured in four-week campaign, starting July 18, in about 30 markets. Flight will run in fringe, news, prime and prime access. Target: adults, 25 and older. Agency: Laurence, Free & Charles, New York.

Genessee Brewing □ Various beer brands will be advertised in eight-week flight, starting July 4, in about 25 markets. Commercials will run in all time periods. Target: men, 18-49. Agency: Wm. Esty Co., New York.

Deutser-Weil Developers □ Ongoing

campaign for two resorts, Walden on Lake Conroe and Walden on Lake Houston, running schedule of three weeks on, three weeks off, features Cathy Lee Crosby as spokeswoman. Flight is running in about 10 Texas markets and running during prime and late news. Target: families with income of \$60,000+. Agency: Gulf State Advertising, Houston.

RADIO ONLY

York Steak House □ Campaign will run in approximately 30 markets for four weeks, starting on June 29. Commercials will be scheduled in all dayparts. Target: adults, 25-54. Agency: Tatham-Laird & Kudner, Chicago.

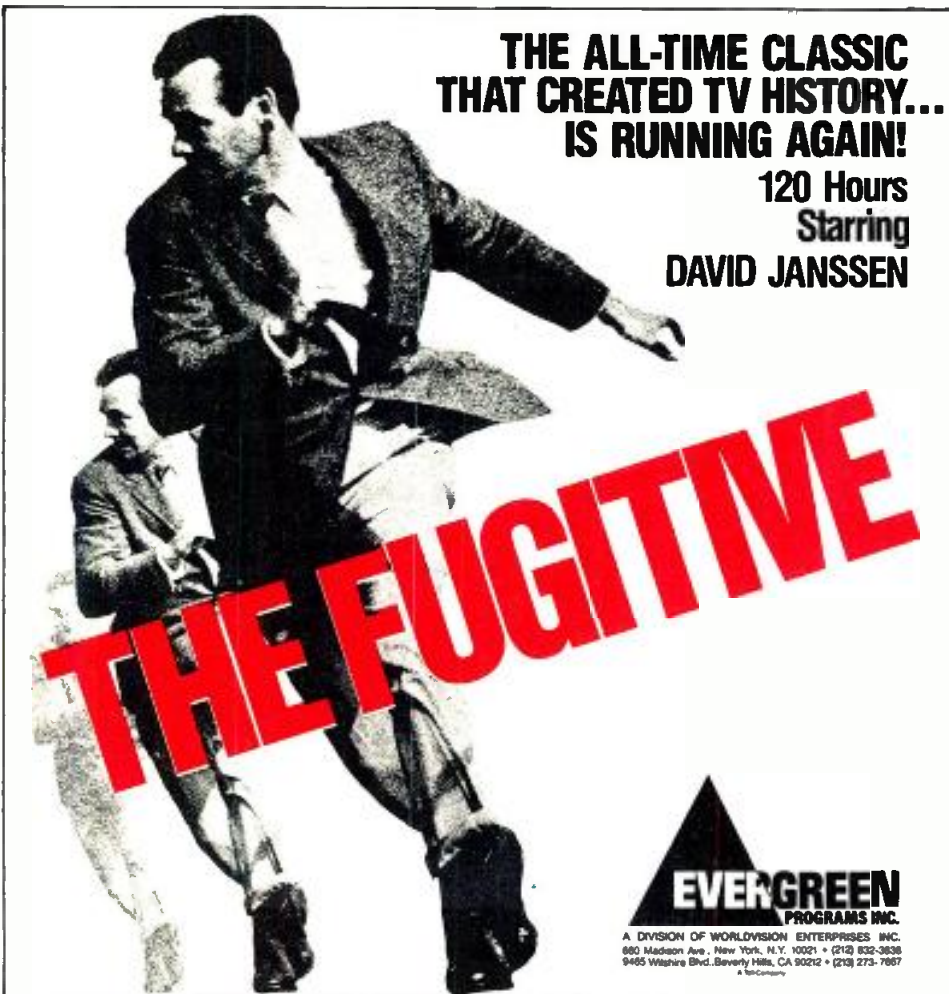
RADIO AND TV

SeaCrest Marketing □ Campaign for Sea Galley restaurants will begin in early parts of third quarter, and run through September. Spots will air during different weeks, with schedule varying from market to market. Spots will break in all dayparts on both radio and television. Markets for radio: Sacramento, Calif., and Seattle; for TV: Seattle; Portland,

Ore.; Denver; Colorado Springs; Anchorage; Spokane; Yakima, both Washington; Boise, Idaho; Washington, and Hagerstown, Md. Target: adults, 25-49. Agency: Evergreen Media, Edmonds, Wash.

Howard Johnson □ Restaurants are featured in campaign that began in mid-June. Flight will run through July 13 in 10 TV markets (with accompanying radio spots) and additional 11 radio markets. TV-radio spots are airing in: Boston; Washington; Philadelphia; Providence, R.I.; Albany-Schenectady-Troy, New York; Burlington, N.Y.-Plattsburgh, Vt.; Harrisburg, Pa.; Amarillo, Texas; Roanoke, Va., and West Palm Beach, Fla. Radio markets are: Albuquerque, N.M.; Baltimore; Erie, Pa.; Florence, S.C.; Lake Charles, La.; Meridian, Miss.; Rapid City, S.D.; Salisbury, Md.; Savannah, Ga.; Sioux Falls, S.D.; Tampa-St. Petersburg, Fla., and Wilkes Barre-Scranton, Pa. Early and late news, late fringe and prime access times will be used. Target: adults, 25-49. Agency: NW Ayer, New York.

Union National Bank of Laredo □ Ongoing campaign to boost civic pride for city of Laredo, Texas, uses theme "Believe in Laredo," in both English and Spanish. Spots feature scenes of Laredo, including shots of skywriting of theme written in Spanish. Flight is running in evening fringe, prime and all dayparts in 5 Texas markets. Target:



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THAT CREATED TV HISTORY...
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Starring
DAVID JANSSEN**

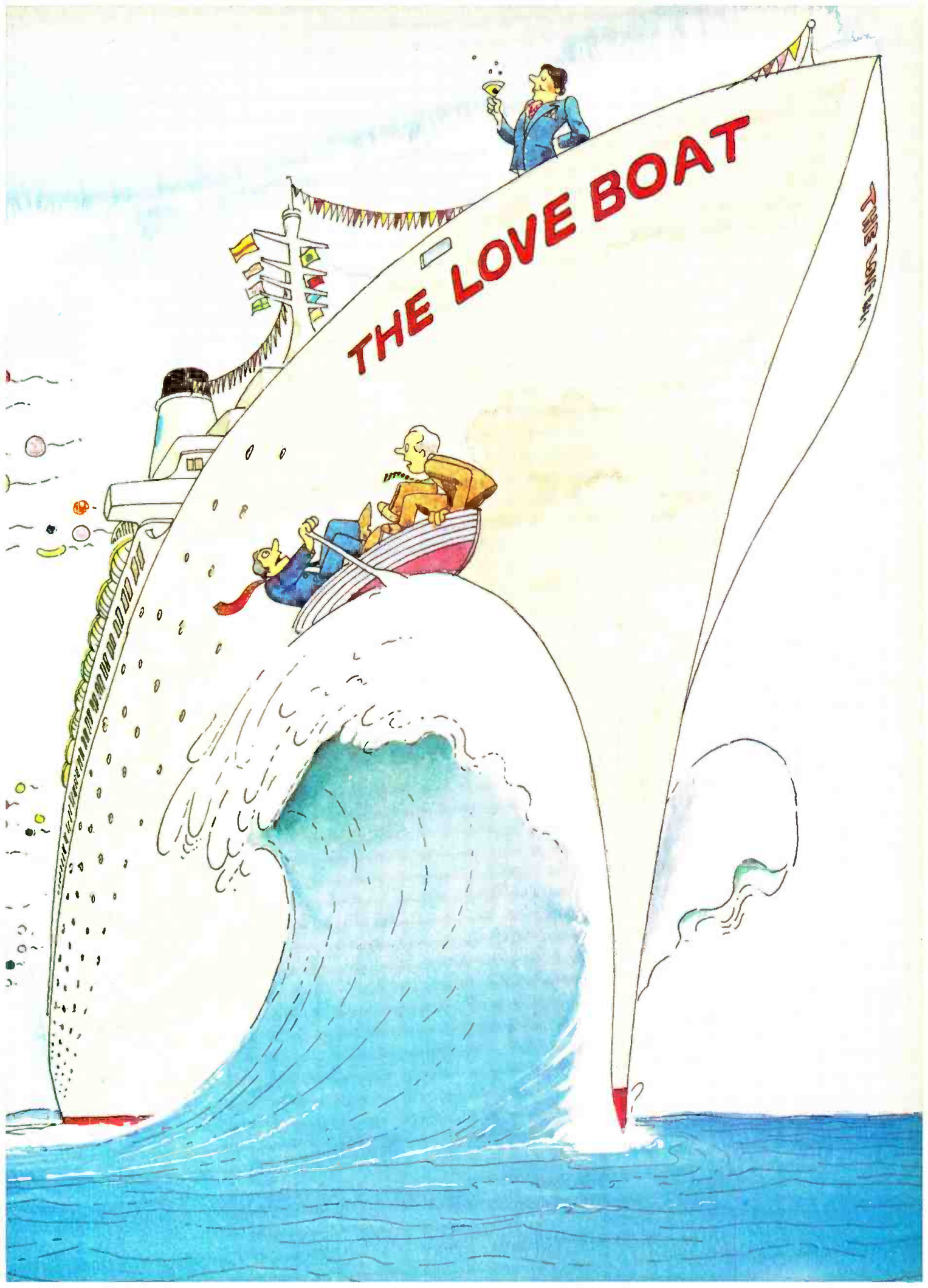
THE FUGITIVE

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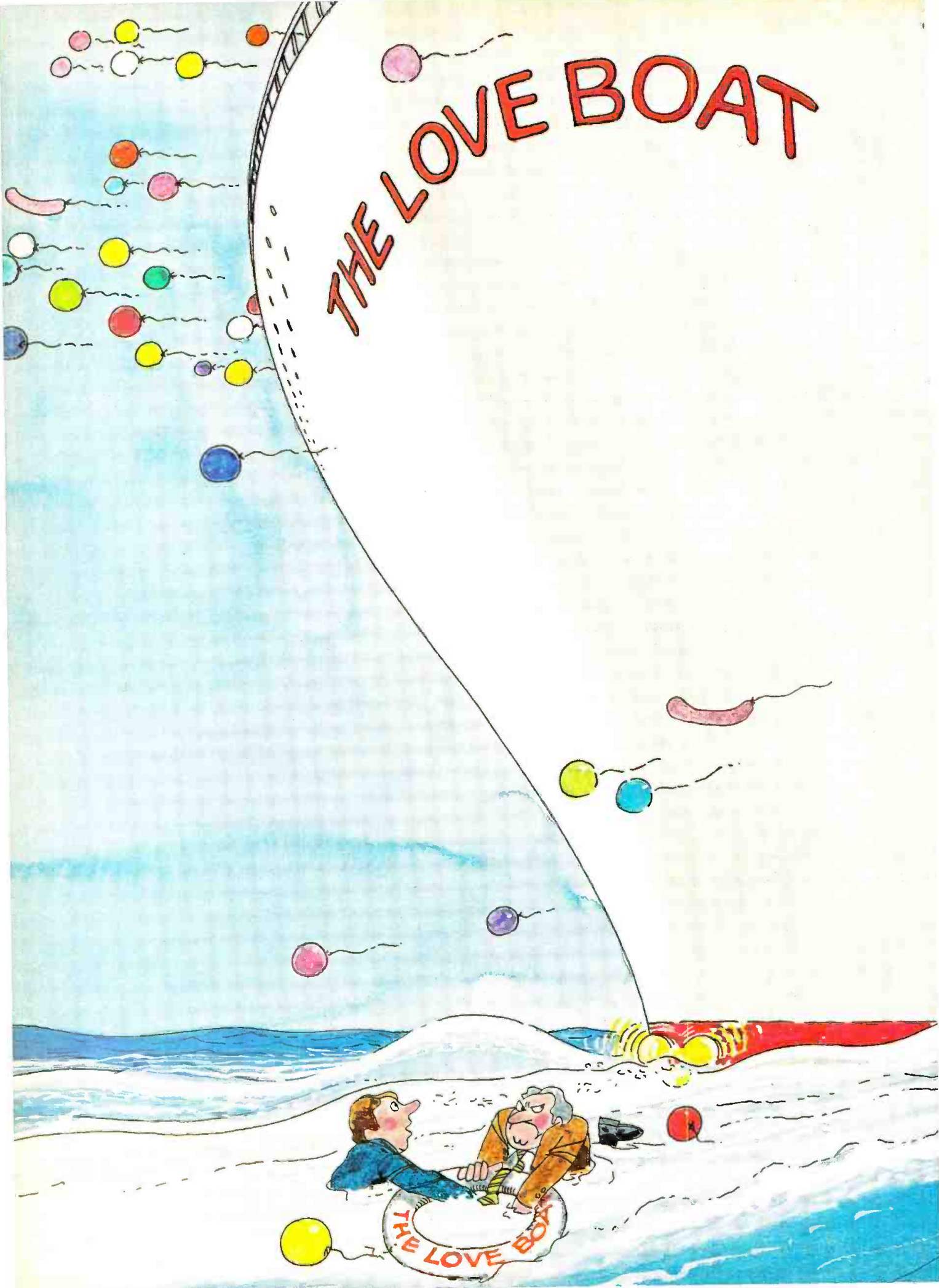
New Zayre radio fare. Jerry Stiller and Anne Meara, husband and wife comedy associates, Boston, as radio spokesmen for Zayre. Duo will prepare scripts for spots highlighting Zayre holiday Nite-Lite sales. Stiller and Meara also are featured currently in spots for United Van Lines, scripts of which comedic couple also wrote (BROADCASTING, June 20).



THE LOVE BOAT

THE LOVE BOAT

THE LOVE BOAT



Where would you rather be?

Aboard THE LOVE BOAT
or left in its wake?
The choice is yours.
September '83
THE LOVE BOAT sails.



OUR 10th YEAR

WORLDVISION
ENTERPRISES INC.

**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Taft Company



citizens of Laredo. Agency: Gulf State Advertising, Houston.

Michigan State Lottery □ Two-week campaign will start on July 11 in seven markets on television and five markets on radio. Commercials in TV will run in all dayparts, and on radio from 6 a.m. to 7 p.m. Target: adults, 25-54. Agency: Yaffe Berline, Southfield, Mich.

Broadway National Bank of San Antonio □ Ongoing campaign for bank's services uses theme "Whatta ya say, the Broadway." (Former theme was "There's a way, the Broadway.") Campaign places emphasis on bank's brokerage and leasing services. Flight's schedule calls for 10-, 30- and 60-second spots, with shortest spots used

during newsbreaks, as well as morning and evening news. Longer commercials are dropped into daypart slots. Campaign runs in San Antonio only. Target: all adults. Agency: Gulf State Advertising, Houston.

Interstate Brands □ White bread will be advertised in four-week flight, scheduled to start July 11 in 15 markets. Commercials will run in all dayparts. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, New York.

New England Telephone □ Eight-week campaign will begin in late July in six markets for radio and two for television. All dayparts will be used for radio flight, with news and prime time booked for TV. Target: adults, 18 and older. Agency: Cabot Advertising, Boston.

Ad-Vantage

Generic cable. Southern California Cable Media Co-operative will launch \$1 million generic cable sales campaign in area beginning Aug. 29 with 60% prime and 40% fringe spots on local independent and affiliated TV stations. Ted Bates is handling consumer awareness effort, backed by contributions from Home Box Office, Turner Broadcasting System, Group W Cable, CommuniCom, Rogers Cablesystems, Falcon Communications, Jack Barry Cable and others.



□ **Direct union.** Rapp & Collins, New York, direct marketing subsidiary of Doyle Dane Bernbach, New York, has announced purchase of Sheldon Communications, New York, broadcast media buying company specializing in direct response. With Sheldon's estimated \$8 million billings, R&C raises its billings this year to about \$48 million, of which more than 30% is in broadcast. Shelly Hechtman, president of Sheldon, becomes vice president/director of broadcast and electronic media at Rapp & Collins. Shown in photo (left): Stan Rapp (l), president of Rapp & Collins, and Hechtman.

□ **Via satellite.** Group W Satellite Communications, Stamford, Conn., plans to introduce in October satellite service to distribute television commercials to television stations, replacing traditional mail and air freight methods. Group W intends to stimulate interest in service by offering advertising agencies free advertising spots on its Satellite News Channel. Group W Satellite believes projected facility will enable agencies to reduce their distribution costs by 25%. John Blair & Co. set up similar service, BlairSat, in fall of 1980 and suspended operations last December, saying subsidiary had operated at loss and market acceptance had not grown over period of more than two years. GWSC claims its service will provide more convenience and better quality of reproduction than BlairSat. Commercials will be fed from Stamford, Conn., between midnight and 6 a.m. weekdays and all day Saturday and Sunday. Commercials beamed to stations' earth stations will set off Sat-a-Dat machine which is hooked up to videotape recorder. Machine, which automatically turns recorder off and on, will be given free to each TV station in top 100 markets. Sat-a-Dat machines cost \$1,500 each, according to GWSC.

□ **Ad men on award board.** Forty-two top advertising executives will serve as members of International Film and TV Festival of New York's new Board of Distinguished Judges and Advisers for television advertising. Chairman of festival's new board is Ronald K. Sherman, president, Wells, Rich, Greene/East. To accommodate swelling ranks of commercial entries, festival's advertising awards categories will be restructured, under guidance of Sherman and festival president, Gerald M. Goldberg. Number of commercials entered in competition has grown from 200 in 1978, to over 2,000 in last year's festival. Goldberg said new category distinctions will include products and services, along with creative and production disciplines and techniques. Dates for 26th annual festival are Nov. 9-11, with entry deadline set for Sept. Festival office: 251 West 57th Street, New York, N.Y. 10019; (212) 246-5133.

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Donald V. West, *vice president*.
David N. Whitcombe, *vice president*.
Jerome H. Heckman, *secretary*.
Philippe E. Boucher, *assistant treasurer*.

The Fifth Estate Broadcasting

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

□
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Lawrence B. Taishoff, *publisher*.

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Leonard Zeidenberg, *chief correspondent*.
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Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
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assistant editors.
John Eggerton, *staff writer*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, *research assistants*.
Michael McCaleb, *editorial assistant*.

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Rufus Crater (New York)
Editorial Consultants
Frederick M. Fitzgerald (Washington)
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BROADCASTING & CABLECASTING YEARBOOK

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Joseph A. Esser, *associate editor*.
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New York
David Berlyn, *senior sales manager*.
Charles Mohr, Ruth Windsor,
sales managers.
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Tim Thometz, *sales manager*.

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Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

PRODUCTION

Harry Stevens, *production manager*.
Don Gallo, *production assistant*.

ADMINISTRATION

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Philippe E. Boucher, *controller*.
Albert Anderson.
Irving C. Miller, *financial consultant*.
Debra Shapiro, *secretary to the publisher*.
Wendy J. Liebmann.

CORPORATE RELATIONS

Patricia A. Vance, *director*.

BUREAUS

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

Kathy Haley, *bureau news manager*.
Stephen McClellan, *assistant editor*.
Vincent M. Dilling, *senior editor: radio*.
John Lippman, *staff writer*.
Marie Leonard, Mona Gartner,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, *correspondent*.
Sandra Klausner, *editorial-advertising assistant*.



Founded 1931. *Broadcasting-Teletesting* introduced in 1948. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

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Novel by
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All first-run, off-network, action-packed cartoons including: The Alvin Show, The New Adventures Of Mighty Mouse, The New Adventures Of Heckle and Jeckle, The Harlem Globetrotters, and many, many more.

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The Alvin Show © 1961 By Ross Bagdasarian

Easter Fever © 1979 Nelvana Ltd.

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Holiday Specials

half-hour specials that are sure to delight people of all ages. Including: Tom Sawyer, Sleeping Beauty, Robin Hood, Snow White, Easter Fever, and Alice in Wonderland.

8 hour programs that are specifically designed around special themes. Including: The Red Baron, Here Comes Peter Cottontail, The Mad, Mad Monsters, and The Emperor's New Clothes.



Mad, Mad Monsters © Videocraft International, Ltd.
A division of Tomorrow Entertainment MCMLXXII

distributor of animated programming.



Monday Memo

A broadcast advertising commentary from Alan Elkin, senior vice president, Seltel, New York

The computer as an independent sales tool

During this decade the computer has had a major impact on the independent TV station sales rep and the way he positions the product in the marketplace. No longer is the rep a peddler in the streets but a sophisticated and experienced marketing professional.

The new breed of independent sales rep has assimilated the computerized services of the rep firm's research, marketing and programming departments. This phenomenon leading to the genesis of the new independent sales rep is the result of an interlocking situation between the sales force and the support services of the rep firm, fostered by computer technology.

The rep firm has evolved from the days when the buy might be made on the golf course or in the neighborhood bar. I'm not suggesting that relationships aren't important, but that the computer has totally changed the modus operandi of the broadcast industry. The agencies of this decade have instant access to the data needed to develop a post-analysis.

The new independent sales rep has become a different breed of cat. This individual is sharp, innovating, intellectual and, most important, thanks to the computer, extremely knowledgeable. In fact he has evolved into a marketing expert.

The most accurate way of defining today's rep firm is that of an electronic cottage of information giving the rep person great marketing and excellent sales techniques.

Rep firms and their independent TV station clients are partners in billing, programming and information. The success of the rep sales marketing firm is directly contingent upon the success of its independent TV station clients. Together they are embarking on a voyage to educate the agencies and their clients in the proper usage of independent TV stations. They are experts who have seen and experienced the growth of independent TV stations through trial and error. Together reps and independents have created the "independent formula" of success in programming, positioning and promotion. Agencies are taking a much closer look at the strength of independents which has led to a gradual chipping away at what I call a "perception problem." The name of the TV game is programming. This has been especially true for independent stations. The television viewer watches TV programs, not TV stations. The public does not pledge an allegiance to a network affiliate or independent TV station.

Independent stations have been successful because they have had to learn how to counterprogram. They have something for every-



Alan Elkin was appointed senior vice president of Seltel Inc.'s new Independent Television Group in May 1983. Prior to joining Seltel, Elkin was vice president and national sales manager of Katz Independent Television's saber team. He also was national sales manager of special marketing while at Katz Television and was appointed a divisional vice president in 1981. His other rep sales experience includes national sales manager for Field Spot Sales, New York, and Midwestern sales manager for Field Spot Sales. In addition, he had the responsibility for local sales for WFLD-TV, the Field Communications station in Chicago. He was also Eastern sales manager and account executive for Kaiser Broadcasting in New York.

body and concentrate on airing entertainment appealing to all age groups.

Successful independent stations start out the day aiming for children early in the morning. They intensify the targeting of children early in the afternoon and many stations program for children on Sunday morning, a period that delivers large audiences for independent stations.

In the late afternoon, the independent station redirects its programming focus. It moves to bimodal programming that has family appeal, carrying forward the children's audience developed in the afternoon, and adding young adults as the homes using television increase in the late afternoon. The combination of these two audiences has, again, built huge audiences for independents.

Prime time feature films, off-beat and young-skewing comedy in late fringe time and the emphasis on weekend feature films are all prime examples of counterprogramming on an independent. The independent station is a mosaic of different programs in different dayparts designed to attract different audiences.

An independent station's promotional efforts must be intense and innovative. An independent is the little guy on the block, and

it must make a lot of noise constantly. But even more important, it must get the most bang for its promotional dollars. This means the successful independent station has had to be innovative in its promotional efforts by utilizing cross promotions, TV listings, newspapers and outdoor billboards. It has had to develop exciting print and TV promotions to support thematic feature film weeks in addition to generating viewer excitement about special features including sports, special movies and programming such as Operation Prime Time. Many independents have found that they have to protect their promotional commitments. The equation is simple—increasing audience leads to increasing dollars.

For the new independent station, partnership should be included as the fourth element in the success formula. When a rep firm reaches an agreement with a station, whether the station is a sign-on, a year old or a mature station, it must take a close look at that station from a local and national marketing standpoint.

The sign-on station presents a difficult situation for the rep firm because a cash flow must be developed. It's a formidable challenge for the rep firm to sell a station without a rating book but it can be done. Unfortunately, the only monetary gauge an agency has on cost per point and cost per thousand is ratings. Obviously a sign-on station doesn't have that. So agencies are going to have to make allowances for these sign-on stations. And I do believe that station operators are sensitive to the needs of the agencies. These factors, and the fact that in many cases, sign-on indies do well in the first book, lead me to believe that there is a mutual ground for developing a successful arrangement.

It's important for a rep firm to recognize and solve the particular problems of the sign-on independent. Over the next five years there will be approximately 60-70 new independent stations. Clearly, the aggressive rep firm will gear its philosophy and thinking to the needs of these new sign-on stations.

My conclusion is that today's sales rep firm is clearly a marketing entity. Selling time is just the tip of the iceberg, albeit a very important tip of the iceberg. It all follows in logical sequence. The successful execution of the three "P's"—programming, positioning and promotion plus partnership between the independent station and the rep firm. This success quotient has been dramatically enhanced by the use of the computer, which has enabled today's sales rep agency to become a marketing firm capable of delivering an effective message to the buying community. The message is aggressively conveyed by today's new breed of independent sales rep person. ■



Nobody delivers more original shows than we do.



No independent TV station in L.A. produces more original shows than KHJ-TV.

Because we figure a local station ought to give you local programming.

What's more, our original productions enable us to respond better to the needs and interests of the local community. (Some of our shows also happen to interest other communities, and wind up a syndication success!)

Frankly, we hope to start a trend.

Fresh new programs from independents is just what the doctor ordered. So, go ahead.

Pat us on the back.

RKO
TELEVISION

KHJ-TV 9

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This week

June 26-27—Fundraising event, including 10-kilometer run, Charlie Daniels Band concert and golf and tennis tournament, for benefit of Vincent T. Lombardi 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.

■ Indicates new or revised listing

York.

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

■ **June 29**—*American Enterprise Institute* conference, "Is the Nuclear Power Industry Getting a Fair Shake in the Media?" AEI headquarters, Washington.

■ **June 29**—*Northern California Broadcasters Association* luncheon meeting. Hyatt Regency, San Francisco.

June 30—*Advertising Club of Greater Boston* luncheon. Speaker: ABC News *Nightline* anchor Ted Koppel. Long Wharf Marriott hotel.

■ **June 30**—*National Press Club* luncheon. Speaker: Ted Turner, Turner Broadcasting System, NPC, Washington.

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 Ra-*

dio 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 Programing 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 14-16**—*National Federation of Local Cable Programers* annual convention, featuring teleconference between convention participants and panel of government and industry representatives in Washington, on First Amendment issues. Portland, Ore.

■ **July 14-17**—*Colorado Broadcasters Association's* 34th annual summer convention. Wildwood Inn, Snowmass, Colo.

July 15—Deadline for nominations for historic site designation for 1984, 75th anniversary year of *Society of Professional Journalists, Sigma Delta Chi*. Nominations to include individual or organization nominated, site recommended for marking and reason for designation based on historical facts. Information: SDX, 840 North Lake Shore Drive, Suite 801W, Chicago, 60611.

July 15-17—*Oklahoma Broadcasters Association* annual summer meeting. Shangri La, Afton, Okla.

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

Major Meetings

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

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

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

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

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

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

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 MIDEEM 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 Programing 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. Future conventions: June 8-12, 1985, J.W. Marriott, Washington, and June 14-18, 1986, Hyatt Regency Chicago, Chicago.

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.

■ **June 10-15, 1984**—*Broadcasters Promotion Association/Broadcast Designers Association* annual seminar. Caesars Palace, Las Vegas. Future conventions: June 5-9, 1985, Hyatt Regency, Chicago; June 10-15, 1986, Loew's Anatole, Dallas.

THE GREAT SPACE COASTER JUST WON A 1983 ACT AWARD!

ACTION FOR CHILDREN'S TELEVISION

ACTION FOR CHILDREN'S TELEVISION
PRESENTS AN
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CELEBRATING
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TO Sunbow Productions Inc.
FOR "The Great Space Coaster" a daily program
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prize-winning animation

Reggie Cheney June 1, 1983



THANKS TO:

New York	WPIX-TV	Baltimore	WBFF-TV	Memphis	WPTY-TV	Toledo	WTOL-TV	Columbia, SC	WIS-TV
Los Angeles	KCOP-TV	Sacramento	KRBK-TV	Birmingham	WTTQ-TV	Mobile	WPMI-TV	Ft. Wayne	WFFT-TV
Chicago	WFLD-TV	Portland, OR	KPTV-TV	Raleigh	WLFJ-TV	Fresno	KMPH-TV	Burlington	WVNY-TV
Philadelphia	WKBS-TV	Phoenix	KPHO-TV	Salt Lake City	KSTU-TV	Jacksonville	WAWS-TV	New Bern	WCTI-TV
San Francisco	KBHK-TV	San Diego	KUSI-TV	Oklahoma City	KGMC-TV	Roanoke	WDBJ-TV	Fargo	KTHI-TV
Boston	WLVI-TV	Hartford	WTXX-TV	Louisville	WDRB-TV	West Palm Beach	WFLX-TV	Madison	WISC-TV
Detroit	WKBD-TV	Cincinnati	WXIX-TV	Charleston	WVAH-TV	Green Bay	WLRE-TV	El Paso	KCIK-TV
Washington	WTTG-TV	Nashville	WZTV-TV	Norfolk	WYAH-TV	Des Moines	KCBR-TV	Charleston	WCBD-TV
Cleveland	WUAB-TV	Milwaukee	WVTV-TV	Red Lion	WGCB-TV	Spokane	KREM-TV	Columbus, GA	WSWS-TV
Dallas	KXTX-TV	Kansas City	KSHB-TV	Albany	WXXA-TV	Rochester	WUHF-TV	Binghamton	WICZ-TV
Houston	KRIV-TV	Orlando	WOFL-TV	Dayton	WTJC-TV	Champaign	WRSP-TV	San Jose	KNTV-TV
Pittsburgh	WPGH-TV	Buffalo	WUTV-TV	Greensboro	WJTM-TV	Portland, ME	WGAN-TV	Boise	KTRV-TV
Miami	WCIX-TV	Providence	WLNE-TV	Flint	WJRT-TV	Moline	WQAD-TV	Bangor	WWJ-TV
Seattle	KSTW-TV	New Orleans	WGNO-TV	Little Rock	KLRT-TV	Cedar Rapids	KWWL-TV	Lafayette	WLFI-TV
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Claster Television
(301) 825-4576

Sunbow Productions
(212) 687-2500

Stay Tuned

A professional's guide to the intermedia week (June 27-July 3)

Network television □ PBS: (check local times) *What Makes Rabbit Run?* (profile of author John Updike), Tuesday, 10-11 p.m.; *Mark Russell Comedy Special*, Wednesday, 8-8:30 p.m.; *Johnny Got His Gun* (play) [D. Trumbo], Wednesday, 9-11 p.m.; *The Michael Tecklenberg Story* (profile of a deaf student), Friday, 10:30-11 p.m.; *Norman Lear—The Creative Process* part 2, Sunday, 7:30-8 p.m.; CBS: *The Bell Jar* (movie based on book by Sylvia Plath), Saturday, 9-11 p.m.

Radio □ (check local times) NBC News: *The Rockets Red Glare: Rethinking the Unthinkable* (documentary on nuclear arms), Sunday, half hour in length; CBS Radioradio: *Great American Summer* (the top three hits from the summers of '65 through '83), July 4th weekend, six hours in length; Mutual: *Dick Clark presents Stevie Wonder... the First 20 Years* (music/interviews), July 4th weekend, three hours in length; *Loretta & Conway* (Country & Western), weekend, three hours in length.

Cable □ SPN: *Pastorale 1943* (12-part film series on Holland during WWII), Saturday, 6-6:30 p.m. [airing on consecutive Saturdays]; Bravo: *Dvorak's New World Symphony*, Monday, 8-9 p.m.; Arts: *Rigoletto* (opera) [Verdi], Monday, 9-11 p.m.; *Long Day's Journey Into Night* (play) [Eugene O'Neill], Wednesday, 9-11 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

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 SCAs 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. Speaker: National Association of Broadcasters President Edward Fritts. Paper Valley hotel, Appleton, Wis.

■ **June 29**—*Women in Communications* meeting. Holiday Inn. Center City, Chicago.

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 29-31**—*South Carolina Broadcasters Association* 35th anniversary convention. Hyatt, Hilton Head, S.C.

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. 5**—*Kansas Association of Broadcasters* sports seminar. Kansas City Royals Stadium, Kansas City, Kan.

Aug. 7-10—*CTAM '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 Communautaires du Quebec (AROC)*. University of Montreal, Quebec. Information: AROC, Case Postale 250, Succursale 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. 9-10**—Videotape editing seminar, sponsored by *JVC Co. of America* and *Convergence Corp.* Brookhollow Hilton hotel, Houston.

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 Woman at Work broadcast awards. Sponsored by Na-

tional Commission on Working Women, 2000 Street, N.W., Washington, 20036. Information: St. Steenland, (202) 872-1782.

Aug. 15-17—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur Place in the New Communications Industry." Regan Denver. Information: Chery Grund, 5594 South Pirr 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 Conference," sponsored by *Satellite Communications*. Stouffer's Riverfront Towers, St. Louis.

Aug. 22-24—*Television Bureau of Advertising/Strling Institute* performance management program experienced account executives. Georgetown Jr Washington.

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

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

September

Sept. 7-9—Second annual Great Lakes Cable TV Expo, sponsored by *Illinois-Indiana Cable TV Association* and *Michigan 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*. Informatic JVC Co. of America, 41 Slater Drive, Elmwood Park, N.J., 07407.

■ **Sept. 10-13**—*Nebraska Broadcasters Association* annual convention, celebrating its 50th anniversary. Holiday Inn Central, Omaha.

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

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 Islar, Wash.

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

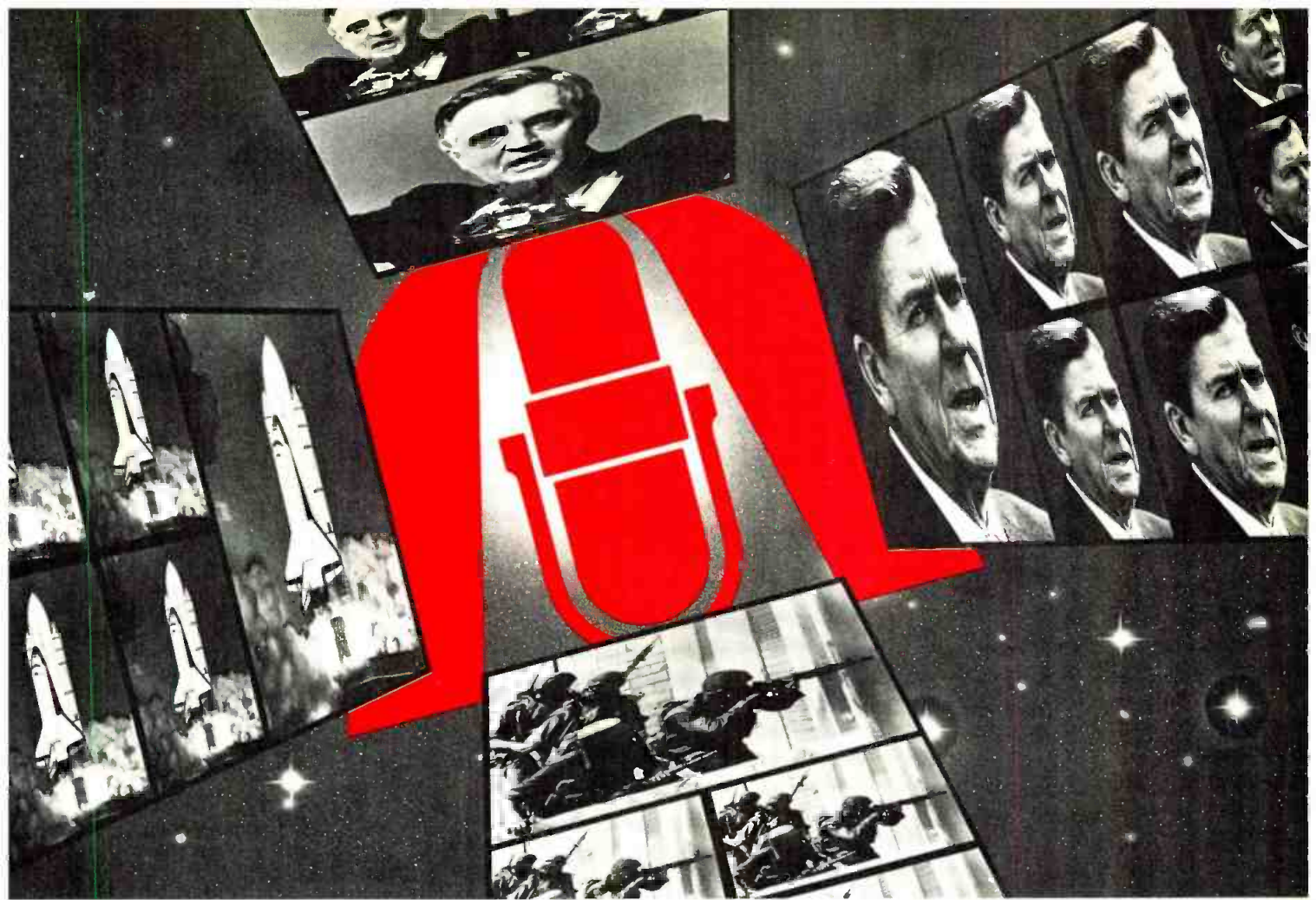
■ **Sept. 11-13**—*Nevada Broadcasters Association* fall convention. Cal-Neva Lodge, Lake Tahoe, Nev.

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 Al Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sprow, SBRTC, 6350 W. Freeway, Fort Worth 76150

Sept. 19-23—Sixth International Conference on Digital Satellite Communications sponsored by *Comsat*, *International Telecommunications Satellite Organization*, *American Institute of Aeronautics and Astronautics*, *IEEE Communications Society*, *IEEE Aerospace and Electronic Systems Society*. Phoen Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Pl



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



COMMITMENT

*How do you measure
commitment?*

Capital Cities Television Productions is now in its *sixth* year of a commitment to produce insightful reports on the major issues of our day. During that time, commercial stations representing more than 90 percent of the U.S. TV homes joined us in prime time, ad-hoc networks for programs on energy, inflation, the changing House of Representatives, America's battle with crime, the American family, and the U.S. auto industry.

TELEVISION

The 150 stations listed on this page recently telecast "Our Daily Bread", the 11th program in the Capital Cities Special Report series: "Our Daily Bread"...a richly textured documentary on the American farmer and his problems...tells so much so well and so entertainingly." Sandra Earley, MIAMI HERALD "...a stark and powerful warning that the subject of the title may become painfully scarce in years to come." Kenneth Clark, UPI "...poignant, personal stories...frightening message...capably filmed." VARIETY In September, we'll report on a problem affecting one out of five adult Americans — illiteracy. It's embarrassing to the individual and costly to us as a nation. But as this program will show, something can be done. We're grateful for the collaboration of our fellow broadcasters in this service. We think it's a pretty good measure of our mutual commitment.

KTEB-TV Ada, OK	WBKO-TV Bowling Green, KY	WOC-TV Davenport, IA	KBFB-TV Great Falls, MT	KSHB-TV Kansas City, MO	WTVJ-TV Miami, FL	KPTV-TV Portland, OR	KRON-TV San Francisco, CA	WPBN-TV Traverse City, MI
WALB-TV Albany, GA	WKBW-TV Buffalo, NY	WREF-TV Dayton, OH	WLRF-TV Green Bay, WI	KCEB-TV Kell, IL	WISN-TV Milwaukee, MN	WCAN-TV Portland, ME	KSBY-TV San Luis Obispo, CA	KVOA-TV Tucson, AZ
KALB-TV Alexandria, LA	KTWO-TV Casper, WY	KWGN-TV Denver, CO	WNCT-TV Greenville, NC	WATE-TV Knoxville, IN	WTCN-TV Minneapolis, MN	WAGM-TV Presque Isle, ME	KFTY-TV Santa Rosa, CA	KOKI-TV Tulsa, OK
KGSW-TV Albuquerque, NM	KCRG-TV Cedar Rapids, IA	WHO-TV Des Moines, IA	WYFF-TV Greenville, SC	WLYH-TV Lancaster, PA	KNOE-TV Monroe, LA	WJAR-TV Providence, RI	WJCL-TV Savannah, GA	WCFT-TV Tuscaloosa, AL
KFDA-TV Amarillo, TX	WCIV-TV Charleston, SC	WDIV-TV Detroit, MI	WHSV-TV Harrisonburg, VA	WJIM-TV Lansing, MI	WZTV-TV Nashville, TN	KHQX-TV Quincy, IL	KING-TV Seattle, WA	KWTX-TV Waco, TX
WAGA-TV Atlanta, GA	WCCB-TV Charlotte, NC	WTVY-TV Dothan, AL	RHAS-TV Hastings, NB	KTNV-TV Las Vegas, NV	WTNH-TV New Haven, CT	KOTA-TV Rapid City, SD	KCAU-TV Sioux City, IA	WJLA-TV Washington, DC
WRDW-TV Augusta, GA	WRCB-TV Chattanooga, TN	WDIO-TV Duluth, MN	KTVG-TV Helena, MT	WLEX-TV Lexington, KY	WGNO-TV New Orleans, LA	KCRL-TV Reno, NV	KELO-TV Sioux Falls, SD	WWNY-TV Watertown, NY
KERO-TV Bakersfield, CA	KVCJ-TV Cheyenne, WY	WTVD-TV Durham, NC	WGHP-TV High Point, NC	KITV-TV Los Angeles, CA	WAVV-TV Portsmouth, VA	WABO-TV Rhineland, WI	WNDU-TV South Bend, IN	WPTV-TV West Palm Beach, FL
WBAL-TV Baltimore, MD	WGN-TV Chicago, IL	KVIQ-TV Eureka, CA	KITV-TV Honolulu, HI	KCBD-TV Lubbock, TX	WNEW-TV New York, NY	WWBT-TV Richmond, VA	KREM-TV Spokane, WA	KSNW-TV Wichita, KA
WVIB-TV Bangor, ME	WCPO-TV Cincinnati, OH	KTHH-TV Fargo, ND	KTRK-TV Houston, TX	WMAZ-TV Macon, GA	KOKH-TV Oklahoma City, OK	WSLS-TV Roanoke, VA	KYTV-TV Springfield, MO	KAUZ-TV Wichita Falls, TX
WAFB-TV Baton Rouge, LA	WBOY-TV Clarksburg, WV	KFSN-TV Fresno, CA	WHNT-TV Huntsville, AL	WMTV-TV Madison, WI	WOWT-TV Omaha, NB	WHEC-TV Rochester, NY	WTOV-TV Steubenville, OH	WSBA-TV York, PA
KOUS-TV Billings, MT	WEWS-TV Cleveland, OH	WBHH-TV Fl. Myers, FL	WTHH-TV Indianapolis, IN	KEYC-TV Mankato, MN	WFTV-TV Orlando, FL	WTVO-TV Rockford, IL	KQTV-TV St. Joseph, MO	WKBN-TV Youngstown, OH
VICZ-TV Binghamton, NY	WCMH-TV Columbus, OH	KFSM-TV Fort Smith, AR	WLBT-TV Jackson, MS	WDDD-TV Marion, IL	WTAP-TV Parkersburg, VA	KOVR-TV Sacramento, CA	KPLR-TV St. Louis, MO	KYEL-TV Yuma, AZ
WTOV-TV Birmingham, AL	WOLO-TV Columbia, SC	WPTA-TV Fort Wayne, IN	WJXT-TV Jacksonville, FL	KIMT-TV Mason City, IA	WRAU-TV Peoria, IL	WNEM-TV Saginaw, MI	WNET-TV St. Louis, MO	WHIZ-TV Zanesville, OH
WVVA-TV Blufffield, WV	WLTZ-TV Columbus, GA	WCJB-TV Gainesville, FL	WJAC-TV Johnstown, PA	KOBI-TV Medford, OR	WPVI-TV Philadelphia, PA	KSBW-TV Salinas, CA	WTVT-TV Tampa, FL	
KTVB-TV Boise, ID	KOMU-TV Columbia, MO	KREX-TV Grand Junction, CO	KAJT-TV Jonesboro, AR	WMC-TV Memphis, TN	KTSP-TV Phoenix, AZ	KUTV-TV Salt Lake City, UT	WTHI-TV Terre Haute, IL	
WSBK-TV Boston, MA	WAND-TV Decatur, IL	WWMA-TV Grand Rapids, MI	KSNE-TV Joplin, MO	WTHH-TV Meridian, MS	WTAF-TV Pittsburgh, PA	KSAF-TV San Antonio, TX	KSNT-TV Topeka, KA	

Capital Cities Television Productions
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za. S.W., Washington. 20024.

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

■ **Sept. 19-28**—*Western Public Radio* radio drama production workshop, part of National Radio Training Project, funded by John and Mary R. Markle Foundation. WPR headquarters, Fort Mason Center, Building D, San Francisco, 94123.

■ **Sept. 20-22**—*Washington Journalism Center's* conference for journalists. "Politics '84: Issues and Candidates." Watergate hotel, Washington.

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 zcommunications 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, Hol Springs, Va.

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

■ **Oct. 3-5**—*Ohio State University's* third annual conference on videotext. "Videotext: Implications for Marketing III." Hyatt Regency hotel, Columbus, Ohio.

■ **Oct. 3-6**—*Southern Educational Communications Association* 15th annual conference, hosted by WKNO-FM-TV Memphis. Peabody hotel, Memphis.

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

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. 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.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 18-20—*Mid-America Cable TV Association* annual meeting. Hilton Plaza Inn, Kansas City, Mo.

■ **Oct. 18-20**—*Washington Journalism Center's* conference for journalists. "Excellence in Education: How to Achieve It." Watergate hotel, Washington.

Oct. 18-21—Eighth annual conference of *Public Service Satellite Consortium* and its subsidiary, Services by Satellite Inc. (SatServe). Washington Hilton, Washington.



Not down on fees

EDITOR: Your May 23 report of my remarks to the Federal Communications Bar Association seems to imply that I am opposed to imposition of a spectrum fee to provide funding for public broadcasting. I am not opposed to a spectrum fee and did not state that I was in my remarks to the FCBA. Rather, I emphasized the uncertainty that various spectrum fee proposals presently under consideration would be enacted by Congress. I also noted that there was additional uncertainty about the amount of spectrum fees that would result from such legislation to the benefit of public broadcasting. The continued excellent service provided by public broadcasting demands continued federal appropriations as the stable base of funding.

Therefore, I believe it is unrealistic to expect spectrum fees to provide anything more than a supplement to our federal appropriations.

Finally, I oppose the view that public broadcasting, however well funded, and from whatever sources, can fulfill the public service responsibilities for the entire broadcasting industry.—*Sharon P. Rockefeller, chairman, Corporation for Public Broadcasting, Washington.*

Travelers aid

EDITOR: We travel a great deal and are dependent upon our radio to keep us abreast of weather, any sudden road changes, etc. There are too few radio stations that give other than their call letters to identify themselves or their location.

Last summer we drove directly into a severe storm in Minnesota. The only warnings we got from the local radio stations were "PDQ Radio [no town/state mentioned]—A tornado touched down in Roostapool county and is heading southeast."

We looked at each other asking, "Do you know where Roostapool county is? What state? Near what town?" We had no answers until a strong wind swept us into a ditch. Then we found out where Roostapool county was.

Please urge stations to give (1) call letters (2) nearest town near larger well known area

(3) and as much description as possible. Had we been told the storm was 20 miles north of Faribault, Minn, and crossed route 35 we'd have caught on.—*Creola Paradise, Sioux City, Iowa.*

Bard of N Street

EDITOR: In the June 20 issue, you quote me as saying that broadcasters want the FCC to serve as something between a traffic cop and a morals or vice squad. In fact, what I said was that the commission should *not* get into the business of policing morality. In any case, I am not naive enough to think that the agency could act like something "between" a vice squad and something else. A vice squad is a vice squad is a vice squad.

It's known that a little bit pregnant is pregnant as pregnant can be. Likewise a 'little morality' is hard to define to a 'T.'

When a morals and vice squad's established, Restraint is too hard to attain. So the best part of wisdom, discretion Demands the commission refrain.

Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters, Washington.

News number

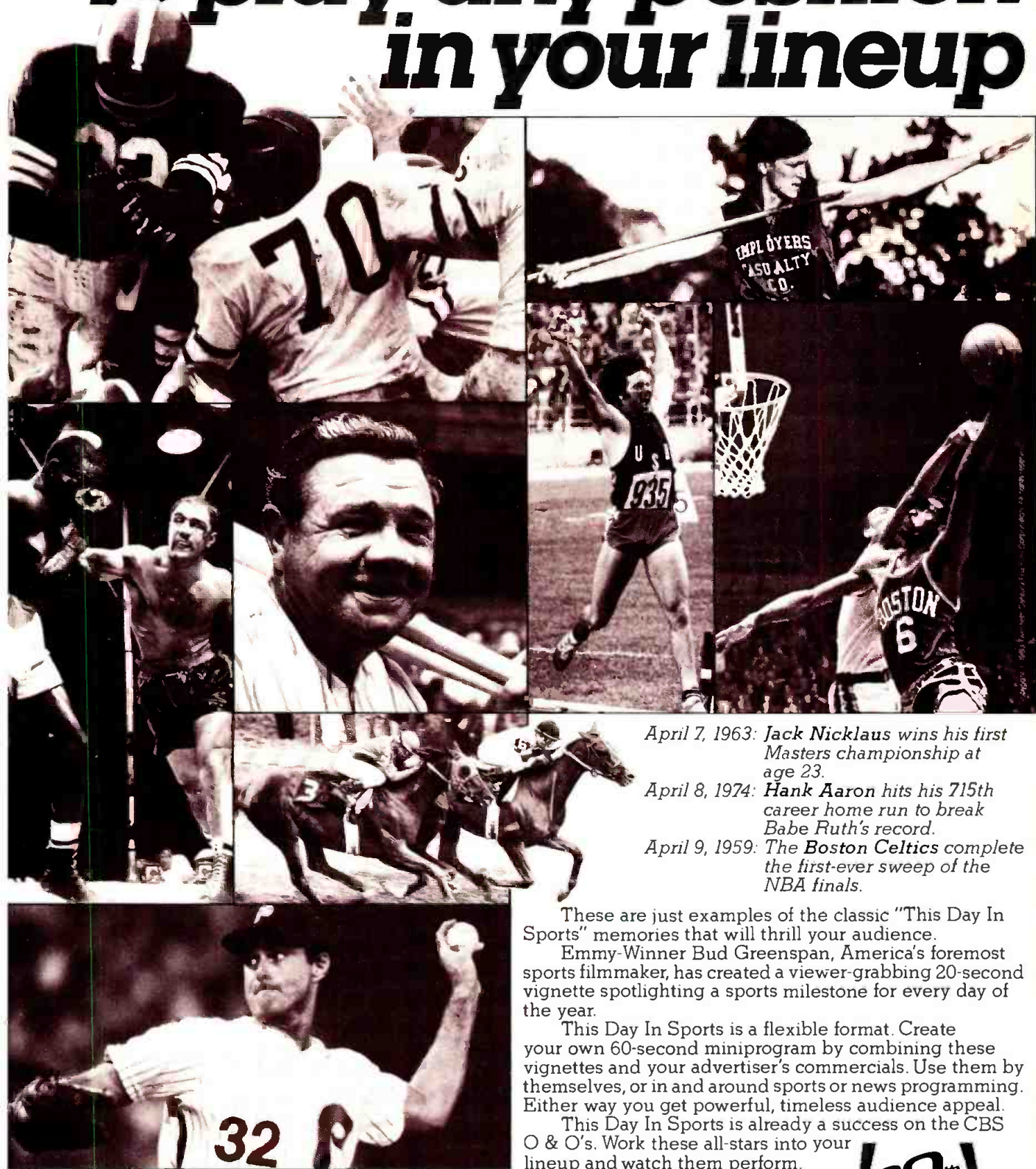
EDITOR: In recent weeks, various figures have been printed about the number of defamation cases pending against CBS News. BROADCASTING of June 13, for example, reports "57 now pending against CBS News."

For the record, there are indeed 57 such cases pending against all of CBS, but only 17 of these involve CBS News. And some of those cases have been "pending" for many years.—*Gene P. Mater, senior vice president, communications and news practices, CBS, New York.*

Agrees

EDITOR: Bouquets to Tom Durney for his May 16 "Monday Memo," "The FM Fallacy of Average Quarter-Hours." His dedication to making radio a better commercial sales vehicle should be applauded by all in advertising.—*Thom Sutton, radio advertising sales executive, Eastman Radio, Dallas.*

We've got 365 all stars to play any position in your lineup



April 7, 1963: Jack Nicklaus wins his first Masters championship at age 23.
 April 8, 1974: Hank Aaron hits his 715th career home run to break Babe Ruth's record.
 April 9, 1959: The Boston Celtics complete the first-ever sweep of the NBA finals.

These are just examples of the classic "This Day In Sports" memories that will thrill your audience. Emmy-Winner Bud Greenspan, America's foremost sports filmmaker, has created a viewer-grabbing 20-second vignette spotlighting a sports milestone for every day of the year. This Day In Sports is a flexible format. Create your own 60-second miniprogram by combining these vignettes and your advertiser's commercials. Use them by themselves, or in and around sports or news programming. Either way you get powerful, timeless audience appeal. This Day In Sports is already a success on the CBS O & O's. Work these all-stars into your lineup and watch them perform.

THIS DAY IN SPORTS

365 Twenty-Second Vignettes.



Blair's Los Angeles Management Team:

THEIR PERSPECTIVE ON SELLING SPOT TELEVISION HELPS BLAIR STATIONS GROW.



Left to right: Marc McKinney, Sales Manager, CBS Team; John Thackaberry, Vice President/Sales Manager, NBC Team; Ed Youngmark, Vice President/Sales Manager, Independent Team; Bob Manown, Vice President/Sales Manager, ABC Team; and Bob Billingsley, Vice President/Manager, Los Angeles Office.



To make it in the sprawling, 5000-square mile Los Angeles market, a television rep firm has to be big, smart and experienced. L.A. media buyers work with unusually short lead times. They want accurate buying information and they want it fast. The representative these buyers rely on most is Blair Television.

Bob Billingsley, manager of our Los Angeles office, along with Marc McKinney, John Thackaberry, Ed Youngmark and Bob Manown, who lead Blair's four sales units, are L.A.'s most experienced rep management team, with over 80 years, collectively, in sales and management. Together, they manage the solid, effective sales organization of more than fifty people who provide Blair Television client stations with L.A.'s most extensive national sales coverage. Last year alone, they did business with over 200 agencies and nearly 800 accounts in what is now the nation's third largest national spot buying center.

Our Los Angeles managers offer another dimension: a unique perspective based on immediate access to a wealth of information unrivalled in the industry. They see sales trends early and move quickly so that our station clients benefit from them. You'll find this perspective in our Los Angeles office and in Blair Television offices all across America.

Manown, Youngmark, Thackaberry, McKinney and Billingsley represent what Blair Television stands for in selling: honesty, integrity, knowledge, reliability... tough but fair negotiations. That's why when agencies and advertisers think of the leading television representative, throughout Southern California or anywhere else, the one they think of and turn to first is Blair. Because Blair delivers... for both buyer and seller.

 **Blair Television**
A division of John Blair & Company

Our perspective helps our stations grow.

Discover A Gold Mine of Country Music With the Stars!

George Jones and Johnny Cash have been making country hits for nearly thirty years; Willie Nelson and Loretta Lynn for more than twenty, and even 'new comers' like Ronnie Milsap and Crystal Gayle have spent nearly a decade on the charts.

Country music has stayed loyal to its roots. Today, country listeners have expressed an increasing interest in country music's past. Radio stations are playing more oldies than ever before, and new artists, like Ricky Skaggs and John Anderson, are using more traditional styles.

Solid Gold Country explores these connections between past and present each week in a three hour music magazine. Every week a major country star will

be on hand as a featured guest throughout the entire show to talk about their music, and additional artists are spotlighted, telling the stories behind their songs. This participation by the stars of country music themselves, and the theme sets in which the songs are presented, make each program more than just another "oldies" show.

Produced by Ed Salamon

Available on a market-exclusive, swap/exchange basis, to radio stations in the top 171 Arbitron-rated metro markets. Call The United Stations at (212) 869-7444 to reserve this program in your market.

The United Stations

AMERICA'S TARGET RADIO NETWORKS

New York · Los Angeles
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Broadcasting **4** Jun 27

Vol. 104 □ No. 26

TOP OF THE WEEK

FCC to ask for deregulation of television

At meeting this week, commission is expected to propose rulemaking looking toward loosening TV rules much the way it did radio's

Has the time come for the FCC to try to deregulate television—at least to the extent that it already has deregulated radio? The answer, according to the FCC, is yes. And at this Wednesday's agenda meeting (June 29), the commission is scheduled to issue a notice of proposed rulemaking aimed at accomplishing just that feat.

According to FCC sources, the notice will track its order deregulating radio, proposing to lift, or at least make less burdensome, its nonentertainment programming and commercial loading guidelines and its ascertainment and program logging requirements.

Also, according to those sources, the commission will seek comment on a range of options concerning each requirement, but the favored option for all but the logging requirement will be abolition.

For example, under the commission's current nonentertainment programming guidelines, TV renewal applications demonstrating that less than 5% of a broadcaster's programming has been locally originated, and less than 5% devoted to information programming, are kicked up to the full commission for review. The commission's favored option in its proposal will be to eliminate that benchmark altogether, even though it will seek comment on options only looking toward loosening those guidelines.

The same logic is expected to be applied to the commercial loading guidelines. Under the current guidelines, the Mass Media Bureau is supposed to refer renewal applications showing more than 16 minutes of commercial time per hour to the full commission for review. Under the favored commission proposal the commission will suggest that that guideline be eliminated altogether. Again the FCC will seek comment on alternatives aimed at loosening that requirement, sources said.

In a similar vein, the commission's favored approach to its ascertainment requirement will be elimination. But one source said broadcasters, under the commission's favored approach, will still have the obligation of serving their communities, and will be asked to demonstrate how they intend to do that by presenting a list of 10 issues they intend to cover.

The toughest nut to crack will be the program logging requirements. The commission's effort to eliminate that requirement for radio broadcasters failed to gain the approval of the Court of Appeals in Washington, which remanded that part of the radio deregulation decision to the commission for further consideration (BROADCASTING, May 16). At its meeting this week, sources said, the commission will propose to address the court's concern on the radio logging requirement in a further notice of proposed rulemaking the same way it will propose to address the logging requirement in its TV deregulation proposal. That is, sources said, the commission will propose that broadcasters keep logs only of programming they run addressing the issues they have defined in their issues lists. □

CPB to NPR's rescue

Board votes to find money for radio network's budget shortfall

Help is on the way for the financially troubled National Public Radio network. The Corporation for Public Broadcasting board announced last week that it is committed to work with NPR to solve the radio network's current financial crisis—a \$9.1 million budget shortfall. It remained unclear, however, just how CPB would accomplish that feat and when the rescue process would begin.

After a series of closed sessions the CPB board agreed, if necessary, to loan funds to NPR. CPB officials clearly stated they preferred making a loan to the network rather than guarantee one from another source. But corporation officials refused to reveal the amount of extra CPB funds that are available to help NPR overcome their budget deficit. CPB itself is financially strapped and is faced with further federal funding cuts.

At a press conference following the board's regularly scheduled meeting, CPB President Edward Pfister and Board Chairman Sharon Rockefeller announced CPB's plan to aid NPR, although details were sketchy. Rockefeller noted that CPB is committed to maintaining essential programs

such as *All Things Considered* and *Morning Edition*. The corporation wants to "reconfirm its commitment to programs serving specialized audiences and to programs developed by independent producers. CPB is determined to preserve the public radio interconnection system which is so important to the delivery of a variety of radio services

to the people of this country," Rockefeller said.

Responsibility for the solution, whatever it may be, however, won't be assumed solely by CPB. Both Pfister and Rockefeller repeatedly stressed that the NPR licensees will be asked to commit some of their own resources to solve the problem. They emphasized that CPB and the stations "must work together."

The gravity of the situation was under-



CPB's Landau, Rockefeller and Pfister



Other sides of the table. These are the CPB board members who met in Washington last week (clockwise from left): Lillie Herndon, Harry O'Connor, Richard Brookhiser, Ken Towery, Paul Friedlander, Fred Wacker and Doug Bodwell of the CPB staff, Mildred Morse, Kathleen Nolan, Mike Gamminc, Geoffrey Cowan (obscured), Howard White, Gillian Sorensen (obscured), Jose Rivera and CPB Executive Vice President Walda Roseman.

scored by Rockefeller. "Only within the last 24 hours have CPB and the wider community of many interested Americans been made aware, with some certainty, of the real depth of the financial problem which exists at National Public Radio. It is important to understand that CPB's own resources, and the resources of the licensees, are suffering severe financial constraints. However, all of public radio, together with CPB, must move quickly and resolutely to preserve what we all have been struggling to put into place for years," Rockefeller said. She said the corporation will preserve its other commitments to television.

Pfister said CPB has formed a special subcommittee to examine NPR's financial crisis. Its members will be Rockefeller, CPB Vice Chairman Sonia Landau and board members Karl Eller, Lillie Herndon and Harry O'Connor. Pfister predicted a solution would be in hand in 30 days. The CPB president explained they are not looking to make further cuts in staff and programming, but both the licensees and the corporation will be asked to tighten their belts.

"The corporation is persuaded that we can stabilize NPR," Pfister stated. However, some organizational changes at the public radio network will likely occur. Mainly, he said, safeguards would be put in place to protect against any future financial calamities. "We are also determined to take every step necessary to insure this will never happen again," Pfister stated. "We believe we have the facts now and it is equally imperative that the stations achieve the same level of understanding so that they never see themselves in this kind of trouble again," Rockefeller added.

Pfister insisted that CPB would not try to lessen the autonomy of NPR or intrude in programming decisions. But, he noted, the corporation will be discussing ways to establish controls. However, he said, "we are determined not to do this without the licensees."

Rockefeller and Pfister also fielded questions concerning the events that led up to NPR's financial crises. There were several factors contributing to the problem, Rockefeller said.

"There was gross mismanagement and a lack of management direction. There were unrealistic high expectations of the amount of revenues, few financial controls on the rate of expenditures, inadequate accounting systems and the board was not advised of what the financial situation was," Rockefeller stated.

Both Pfister and Rockefeller agreed that NPR's financial woes will likely draw criticism from Congress. It could affect the corporation's chances of obtaining supplemental authorization funds currently contained in legislation pending in Congress. But the CPB officials remained optimistic that Congress "would not penalize an entire institution for the mistakes of a few people."

In other CPB board actions, a resolution was adopted reaffirming the board's authority over CPB's program fund: a move originally feared by the public television community as an attempt to control actual programming decisions. A previous resolution introduced at the last CPB board meeting by Landau and board member Jeff Cowan would have required the program fund director to bring programming proposals of more than \$2 million or grants that would go toward funding programming consortiums before the board for approval. The burden would have been placed on the director to show that the grant complied with board policies.

Public television broadcasters were noticeably disturbed by the resolution. Cowan and Landau, however, introduced a substitute amendment which basically makes the board accountable for the fund. Last year the board agreed to place the fund under the office of the president. But board members remained dissatisfied with that arrangement; more specifically, they felt frustrated in their attempts to insure the fund was meeting board priorities.

The new resolution instructs the program fund director to establish mechanisms enabling the board to annually establish programming priorities that do not restrict the fund's flexibility. According to the resolution, the director also must report quarterly to the board about:

- Allocations of financial support to

each of the board-approved priority areas.

- Allocations of financial support to programs by independent producers, and by for and about women and minorities.

- Use of panels of experts in program decisionmaking.

The board's action is also a reflection of the growing discontentment among independent producers who feel shut out from access to public TV funding. The resolution also could be interpreted as a signal to the Congress, in light of NPR's mismanagement that CPB's board will be fiscally responsible.

Public TV broadcasters attending the board meeting were relieved the CPB officials toned down the resolution. It appeared said one public broadcaster, "that the board is simply saying it is serious about its programming priorities and is not asking to control programming decisions." The board is expected to make its annual review of the program fund in September.

In other action, the board agreed to allocate \$1.1 million from interest income to public television's tune-in advertising campaign and granted \$500,000 in additional funds for PBS's Station Independence Program. □

NPR's bad news gets worse

Last week saw board chairman and financial officer quit in wake of fiscal problems, and CPB comes to the rescue with promise of loans

National Public Radio's accelerating misfortune provided heightened drama last week with the resignations of its board chairman and its chief financial officer. And with a potentially fatal \$9.1 million deficit forecast for the end of NPR's fiscal year, the network's existence was still in question a week's end, despite a promise of help from the Corporation for Public Broadcasting.

Events began the previous weekend when advertisements, asking for donations to res-

cue NPR's curtailed programming operations, appeared in Sunday's *New York Times* and *Washington Post*. Purchased by "Friends of National Public Radio" and signed by several dozen influential NPR fans, including network newscasters and political figures, it was an ad hoc effort. For many NPR board, management and station members, it was a little too spontaneous. Ward Chamberlain, president of WETA-FM-TV Washington, in whose backyard one of the ads had appeared, noted that the campaign compromised the previously established principle that only stations should raise funds directly from listeners.

A more prominent drama took place on Tuesday at the NPR board meeting. Board Chairman Myron Jones had previously announced at a press conference (BROADCASTING, June 20) that "questions of members of management" would be raised. Early indications were that they would center mostly on a review of the finance department and its chief, Arthur Roberts, who appeared at the meeting with a lawyer. However, during the seven-hour closed session a confrontation developed between Jones and temporary Chief Operating Officer Ronald C. Bornstein. Making a presentation on efforts to turn around NPR's serious indebtedness, Bornstein was asked by board members to recommend how they could facilitate that effort. Included in a number of his suggestions was the remark that a change in the leadership of the board would facilitate fundraising. The positions of chairman and head of the finance/development committee were mentioned specifically.

According to board member Dr. Wallace A. Smith, Jones responded that the suggestion was out of place. "He [Jones] made a statement that he was not pleased with the relationship of the chief operating officer with the board of directors, and felt that he could not continue as chair if that was not corrected." Jones, who said he felt the chief operating officer had overstepped proper bounds with the suggestion, forced the issue to a vote of no confidence, which board member Patricia Cahill reportedly said was like being "handed . . . a gun and being told to shoot one of these two people." After the 6-1 (with four abstentions) vote went against the chairman, he resigned his board membership. Following that confrontation, the board approved the passing of the finance/development committee from Steven K. Meuche, who assumed another committee chairmanship, and also heard membership committee chairman Smith's intention to resign after Sept. 30. Donald Mullally, general manager of WILL-AM-FM Urbana, Ill., and a previous chairman of the finance committee, was elected to be interim board chairman.

The confrontation between Jones and Bornstein did not catch those in the know totally by surprise. It was suggested their conflict was created in part by Bornstein's take-charge style since assuming temporary duties May 10. The former vice president of telecommunications at the Corporation for Public Broadcasting had arranged a \$500,000 loan from CPB and hired a number of executives without consulting the

board. While that consultation is not required by corporation by-laws, it appeared to Jones as at least a breach of courtesy.

Roberts, who it was assumed would be the main casualty of the closed session, did resign but will remain through Sept. 30 as a consultant to the board. His tenure with the nonprofit corporation had been questioned increasingly since independent auditors suggested that he had "directed his staff to not pay withheld federal and state employe taxes" amounting to \$650,000. As head of the finance department he was also associated with most of the department's shortcomings found in the auditors report. After a long period of no comment, Roberts issued his own report on Monday, a thick, documented, point-by-point rebuttal of allegations previously made. The documents he provided show that former NPR President Frank Mankiewicz and many other NPR officers were informed, as far back as Dec. 8, 1982, about a developing deficit—it has been re-

ported that as late as March 14, NPR had advertised for 40 job openings—and was also informed at the same time of the tardiness in meeting tax payments.

Even with this week's resignations, it does not appear that any of the departures from NPR since the deficit was publicly revealed have been punishments for wrongdoing. Bornstein said, "My role is not to affix blame; but to fix problems."

While questions about the past continue to exert influence over events, though this week's bloodletting may have been the end of major changes, the future existence of NPR is still in question. Bornstein and several other NPR officers, including George L. Miles Jr., who was "loaned" to NPR for six months by Group W, testified before a House appropriations subcommittee on Thursday, saying that the radio network is finished unless it receives \$5 million to \$6 million dollars in the next 30 days. According to Miles, a considerable amount of

Speechmakers. "PBS, your company, has emerged this year lean and solid and financially sound. Public television is on the rise, and now we are poised and ready to move up, out and ahead," said Public Broadcasting Service President Larry Grossman before some 400 PBS members gathered for the annual public television conference in Arlington, Va., last week.

Grossman was optimistic about the future. He predicted that public television was entering "a new golden age of quality programming and expanded service—an age in which we shall be the beneficiaries as well as the best users of the varied technologies which were supposed to bury us."

Grossman noted that PBS had weathered the storm of budget cuts and doomsday predictions "that PBS was an anachronism looking for an epithet." Instead, the PBS president pointed out, "we proved it dead wrong."

"Those doomsday predictions are heard no more—not from OMB, not from the FCC, not from the press, not from the rest of the industry or the rest of the country," he said. "Today, just about everyone has come to appreciate just how badly this country does need the quality programs provided to 87 million viewers every week by public television. It's not nice to say 'we told you so.' But the fact is we told you so."

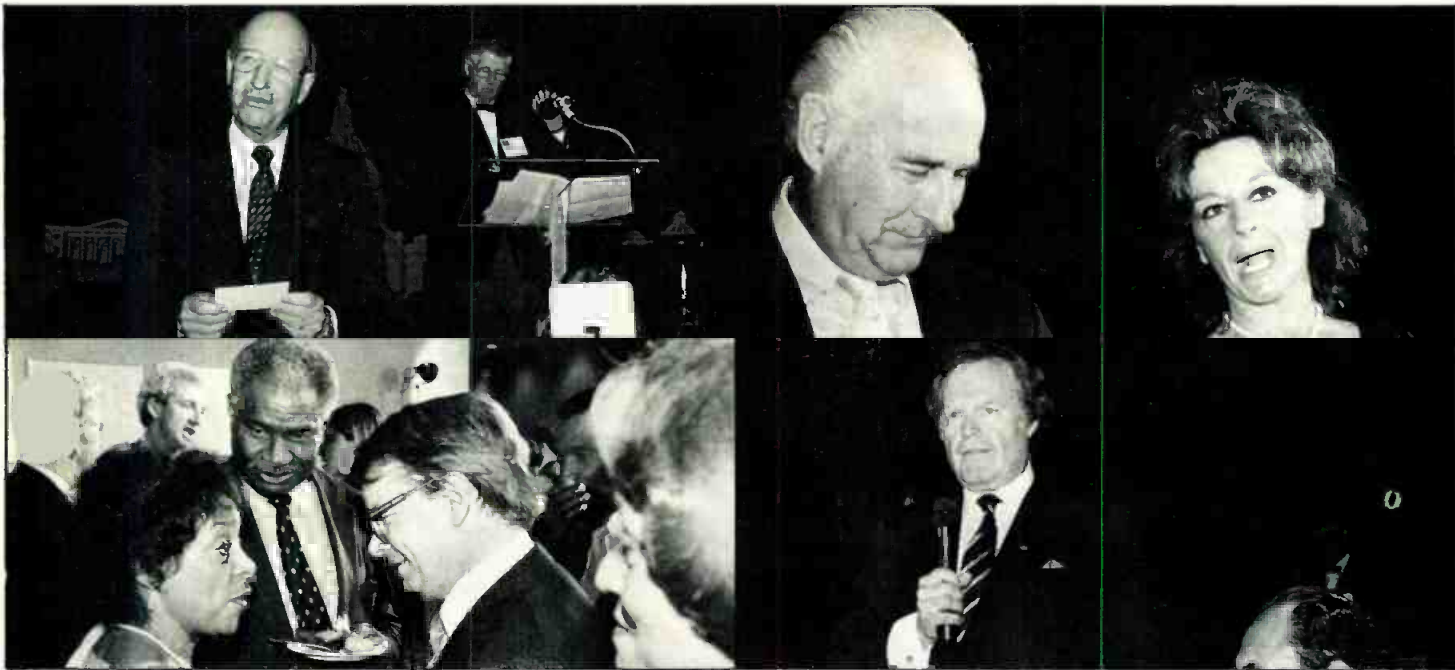
PBS Board Chairman Dallin Oaks was equally enthusiastic about public television's future. However, he urged the public broadcasting community not to be complacent. "In a year when public television at the national and local level has been notably successful in the face of great challenges, we are entitled to be optimistic, but not complacent," Oaks said.

He, like Grossman, focused on PBS's financial forecast. He stated that PBS was in sound financial condition. "Our board and its executive, finance and audit committees have policies that require us to keep our expenditures within our budget. In connection with outside auditors, the board has exercised the financial oversight necessary to assure us—as we assure you—that those policies are being followed. We have confidence in the management's judgment and practices of President Larry Grossman and his officers. That confidence includes financial matters," Oaks stated.

"Despite our optimism, we are sobered by the fact that this is a stressful season for our sister organization, National Public Radio. Our hearts go out to NPR in their adversities. We hope that those who assign the consequences will be mindful of their distinguished service in the past and their great potential for public service in the future."

There was even more encouraging news from PBS senior vice president for programming, Suzanne Weil, who predicted another successful programming season. She characterized PBS's presentation at the June press tour in Phoenix as a success. "Our message was fiesty—we're getting noisy because we are successful and confident. We've built a very strong base of programming—that reel tells the story in more ways than one. Yes, we've got a good, strong schedule next year but let's not fool ourselves—it's also very clear that we are in the silk purse business. We've gotten so good at this—you can't tell how clever our producers had to be to make something out of our very meager resources—we look positively prosperous," Weil said.

First Lady Nancy Reagan was honored by the public broadcasters at a luncheon last Friday (June 24) during the conference for her role as host of the PBS program, *The Chemical People*, which is scheduled to air in November. The two-part series deal with drug abuse. The programs represents "one of the most innovative drug abuse projects around. I am very excited about its potential." The First Lady was referring to the community outreach efforts which will be initiated by the stations airing the series. "This kind of community action makes a difference. The power of television and the power of community action makes a potent combination."



PBS celebrants. These public service stars, supporters and friends were part of a "Salute to Congress" dinner that opened PBS's conference last Thursday night. *Top left:* James Lee, chairman of Gulf Oil Corp., a major PBS underwriter. *Top right:* Producer Robert Whitehead and star Zoe Caldwell of PBS's *Medea*. *Bottom left:* Ruby Dee and Ossie Davis with

CPB President Ed Pfister. *Bottom right:* ABC News and Sports President Roone Arledge, who offered encouragement from the commercial side of the fence. Some 80-100 congressmen and senators attended the dinner and heard a well-coordinated series of entreaties for their support of the noncommercial medium.

NPR's expenses this year, \$1.5 million, were ironically incurred as a result of previous "cost saving" measures: severance fees to employees who were laid-off, and the settlement of contract obligations for canceled programs (BROADCASTING, March 14 et

seq.). The day before, Bornstein, armed with a draft of the auditors' forecast, had a long-awaited executive session with the CPB board. Because CPB had already provided the \$500,000 payroll loan and acted as guarantor (backer) of a recently obtained \$1

million bank line of credit, NPR was seeking other benefactors to help raise the additional \$4 million-\$5 million the auditors said must come very soon. Former finance/development committee chairman Meuche said as late as Monday that help: "... could be a package of things—bank loans, foundation loans, foundation grants, corporate money, station money, CPB hopefully participating." Evidently other benefactors were not forthcoming. For by Thursday, Bornstein said, "It does come down to that CPB guarantee."

When it finally came, the decision by CPB's board on Thursday evening to help was full of cautionary notes but unmistakably a commitment (see story, page 35). The board said CPB would rather provide the loans directly than act as guarantor for additional bank loans. It also said NPR's member stations would have to help out further, that the rescue operation would have to be a multiparty effort. CPB officials will talk to NPR member stations on Monday through a satellite interconnect.

If NPR can raise the \$6 million its future for next fiscal year, starting in October, may be secure, if stringent. A preliminary \$17.65-million budget (a 34% decrease from the current budget) is to be approved by the board next month. Though smaller, the budget is only for operations, saving still-existing programming from further cuts to help reduce debt.

Estimates of incoming funds for next year do not include money, totalling \$600,000, that might be available if a proposed 5.6% inflation correction is added to the federal CPB 1984 appropriation. The estimate also does not include \$1.1 million that Meuche says NPR plans to raise in grant money but that would go directly to debt reduction instead of the operating budget. □

Wirth pitches in. Representative Timothy Wirth (D-Colo.) says "Congress is continuing to pull its weight under extraordinary economic conditions, in providing aid for public broadcasting." And he hinted he is not averse to permitting public broadcasters to engage in advertising to help deal with the money crunch. But he says the continued support of corporate underwriters is needed "if the system is to continue to provide excellence to the nation."

Wirth, chairman of the House Telecommunications Subcommittee, was speaking, on Thursday, at a luncheon meeting in Washington of the Corporations in Support of Public Television, a group whose formation, he said, was appropriate, given "today's economic and political realities."

He said Congress has been trying to deal with those "realities." He said it has "consistently rejected draconian funding cuts suggested by the administration over the last two years." And he said he and Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, have introduced legislation to offset in part cuts made in public broadcasting funds over the next three years.

He also said that when his subcommittee begins considering legislation to authorize funds for public broadcasting for the years 1987 through 1989, it would review the report of the special commission created to monitor the demonstration in which 10 public television stations were authorized to sell advertising. "While there have been concerns voiced that limited advertising may change the nature of public television, that concern must be carefully weighed and delicately balanced against the need for additional funding," Wirth said.

But, he added, funds from "ancillary ventures," such as advertising, viewer support and the help Congress can provide are not enough. The underwriters are essential, he said. "If the system is to continue to provide excellence to the nation, we must continue the partnership of government, the public and our corporate friends."

Wirth was not concerned only with public television in his speech. He also touched on "the gravity of the situation at National Public Radio." He said he is "eager to do whatever may be necessary to insure that adequate safeguards are implemented so that corporate underwriters who provide the support for public radio... can feel confident in continuing" to support public radio.



The latest set of Fifth Estate bedfellows: Metromedia and HBO

Broadcaster purchases rights to air movies produced by cable service

Metromedia Inc. moved a step closer toward realizing its plans for a prime time entertainment network last Wednesday (June 22) when it finalized an agreement with Time Inc.'s Home Box Office for distribution of made-for-cable movies on commercial television. In a deal that will also involve co-production by the two companies, Metromedia will gain the right to air eight *HBO Premiere* films on its network over the next two years and it will also have the right to distribute them afterwards in worldwide syndication.

For HBO, the deal represents an opportunity to earn additional income from the movies it produces (or is having produced for it by other companies), and, in turn, to invest in the production of more movies. HBO Entertainment Group President Michael Fuchs said Metromedia will pay a flat fee for the right to air each movie on its network and another fee for the syndication rights. HBO will not receive a percentage of Metromedia's earnings from syndication of the movies, said Fuchs, and although it believes Metromedia has the "best chance" at launching a fourth network of any of a number of companies involved, it is "not a venturer" in that attempt.

The selection of movies for broadcast on the Metromedia network will depend in part on whether HBO owns the right to syndicate each film commercially. To finance the production of some of its movies, HBO has allowed other companies to buy their television syndication rights, said Fuchs, but now that it has forged its alliance with Metromedia, it is likely to be much more interested in acquiring syndication rights.

Fuchs would not disclose how much Metromedia would pay for each of the movies it decides to distribute, but said HBO is "quite pleased with the economics of the agreement." What's more important for HBO, however, he said, is the precedent set in establishing "a sequential pattern" of moving made-for-cable programming from pay TV or cable TV to commercial TV.

HBO is said to have spent about \$3.5 million on each of the made-for-cable films it has produced so far. It premiered the first of those, *The Terry Fox Story*, in June and plans to air another, *Right of Way*, starring Jimmy Stewart and Bette Davis this fall. Metromedia has agreed to acquire the broadcast rights to both those movies and the rights to a third, *The Cold Room*, starring George Segal, that is likely to air on HBO next January.

Other movies in production or about to go into production for HBO's *Premiere* series are *Far Pavilions*, a six-hour mini-series based on the novel of the same name by M. M. Kaye; *Drew*, starring Kirk Douglas and James Coburn; *To Catch A King*, starring Jodie Foster and Michael Ontkean and to be

filmed in Paris, and *Sakarov*, starring Jason Robards and set to start production in October.

In separate interviews, both Fuchs and Robert Bennett, president of Metromedia Broadcasting and Production, indicated that the two companies forged their alliance in part because they share a similar style of doing business. "We're both big, aggressive companies and we felt the chemistry worked quite well," said Fuchs, while Bennett described the alliance as "a combination of two very vibrant, exciting companies."

HBO talked to a number of syndicators about distribution of its movies on commercial TV, said Fuchs, but chose Metromedia because it was "the most aggressive." Metromedia was not the only company that offered to pay for two commercial windows for the movies, one of them for a network run and the other for syndication, he said.

Under the agreement, Metromedia's first window on each of the HBO movies to which it obtains rights will open as soon after the film's first run on HBO as Metro-

media wants it to, said Bennett. That window, permitting "two or three runs" in the span of about a month, is meant for broadcast on Metromedia's prime time movie network, which it hopes to launch in the first quarter of next year.

Following a second run on HBO, usually about 18 months after its premiere, the domestic syndication window would open, said Bennett, although Metromedia will probably pre-sell those rights to stations prior to the opening of the window. In overseas markets, said Bennett, the movies could be sold as soon as Metromedia acquires their rights.

Fuchs would not disclose what kind of arrangements the two companies have made for co-producing movies except to say that the two companies are interested in working with one another and that their cooperation would be "more than simply creative."

On the "fourth network" front, Metromedia continues its efforts to acquire theatrical films for a movie network that would start out offering features once a month and later, if possible, move to once-a-week distribution. The company is also working toward launch of a daily, prime time, hour-long newscast, which Bennett said will perhaps be ready by next spring. □

Sweeps: 3 networks, 3 sets of results

Closest ratings race in recent past finds different numbers generated by the three competitors

Everybody knew the May sweeps race this year was the closest in memory (BROADCASTING, May 30), but it turns out to have been closer than anybody thought. It was so close, in fact, that when the three networks finished adding up Arbitron's market-by-market ratings last week, they produced three different rankings.

■ By NBC's count, NBC was first, CBS second, ABC third.

■ By CBS's count, CBS was first, NBC second, ABC third.

■ By ABC's count, NBC was first, ABC second, CBS third.

The networks never reach identical home viewing totals in their sweeps arithmetic, but usually the differences are not big enough to affect rankings.

Presumably they did so this time because the gaps between them were so small that even a relatively little swing, mathematically, could alter the outcome. In the earlier figuring based on Nielsen's network ratings for the period, for instance, the gap between first place (won by CBS on that basis) and third place (ABC) was two-tenths of a rating point. That's a difference of about 166,600 homes between top and bottom.

The variations are usually attributed to a number of possibilities—as they were this time. One was the possibility of mechanical errors in the process of copying, rounding and adding so many numbers by hand or punching them into computers.

The networks do this chore in different

ways. CBS and NBC work from the individual market reports, extracting the figures by hand. NBC then punches them into a computer; CBS adds them by hand. ABC doesn't work from the individual books; it gets computer tapes from Arbitron, each program is coded according to network and a computer takes over.

There is another difference that invariably affects the results to some extent: CBS and NBC always include the ratings of any local programming that pre-empts network shows; ABC eliminates the local program ratings. This has rarely if ever been decisive in past sweeps, however, and it certainly could not account for the differences between NBC's and CBS's tallies in the current one.

Others suggest that there are variations among the networks in the way they define "secondary" affiliates and treat the ratings of those stations.

In any case, here are the results the networks get:

■ CBS said its calculations showed the CBS lineup ahead of NBC's by 4,000 homes per average prime time minute, 12,607,000 to 12,603,000, with ABC third at 12,318,000.

■ NBC said its arithmetic put NBC ahead of CBS by 87,000 homes, 12,624,000 to 12,537,000, with ABC third at 12,334,000.

■ ABC's put NBC on top with 12,704,000, but with ABC second at 12,337,000 and CBS 14,000 behind at 12,323,000.

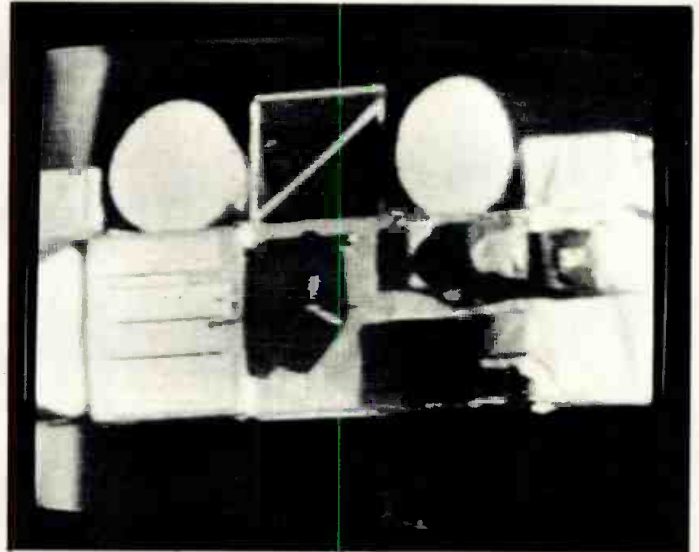
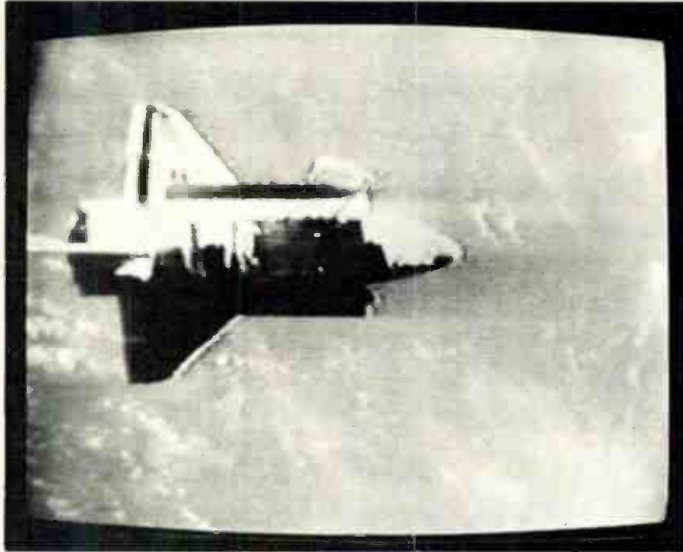
On one thing, however, they were solidly agreed: Though they came up with different three-network totals, in each case they were almost exactly 4.8% higher than their May

1982 sweeps counterparts, reflecting average-minute viewing gains ranging from 1,696,000 homes (ABC's count) to 1,727,000 (NBC's) and 1,728,000 (CBS's).

P.S.: Arbitron officials said they have done no network-by-network compilation

that could be used as a yardstick to measure the conflicting findings of the networks. And it was not yet clear whether Nielsen's market-by-market measurements would be subject to similar differences in network calculations, but indications were that the vari-

ations would be less severe. CBS had not done its Nielsen arithmetic, but NBC and ABC had, and their figures, though different, agreed that NBC was first, CBS second and ABC third, with three-network gains in the 3%-3.6% range. □



ABC News photos by Bruce Reedy

Playing to the cameras. The six-day flight of the space shuttle Challenger, which ended with a perfect landing at Edwards Air Force Base in California last Friday morning, was particularly good television. It was made so by the West German Shuttle Pallet Satellite (SPAS), a "reusable platform" containing experiments and a television camera capable of sending live pictures to earth. Using the "remote manipulator arm," Challenger released SPAS (picture at right, taken from Challenger) into space last Wednesday. During its 10-hour flight alongside Challenger, SPAS automatically conducted some of its experiments and photographed the shuttle (picture at left) using a Hasselblad still camera, a 16 mm motion picture camera and the television camera.

Of equal interest to many media watchers was Challenger's deploy-

ment of Anik C-II, a Telesat Canada fixed communications satellite that United Satellite Communications Inc. plans to use this fall to offer a five-channel direct broadcast satellite service in the Northeast. Ten hours after blast-off, Challenger released the satellite from its cargo bay. A rocket attached to the satellite (the payload assist module) boosted it into an elliptical transfer orbit and a smaller rocket placed it into its permanent geostationary orbit. From its position 22,300 miles above the earth, according to USCI, it will be able to send pictures to earth stations with antennas as small as 1.2 meters (four feet) in diameter. Twenty-six hours into the flight, Challenger deployed a second communications satellite, Palapa-B, which will provide telecommunication services to the many islands of Indonesia.

IAST is the latest entry in the DBS equation

Murdoch-based company is third to stake out new medium along with Comsat and USC

Inter-American Satellite Television may be the spoiler in the burgeoning direct broadcast satellite business. While United Satellite Communications Inc. and Comsat's Satellite Television Corp. try to position themselves to grab the lion's share of what all agreed is a limited DBS market, IAST is quietly putting together an organization and a service that could snatch a big enough share of the rural and suburban market to make a tough business tougher for its well-publicized competitors.

Backed by Australian media entrepreneur Rupert Murdoch and headed by former pay television equipment executive William Kommers, IAST plans to offer a five-channel nationwide service through five transponders on Satellite Business Systems' SBS III, a 10-transponder satellite launched aboard the space shuttle last fall.

IAST, which has been reluctant to share

details of its service, has not set a date for the launch of the service, but under terms of its six-year, \$75-million lease with SBS, it takes over its five transponders and makes the first monthly lease payment of \$1,095,000 on Sept. 1. Writing checks of that size, says IAST Vice President Dan Klein, is a good incentive to launch the service and start the flow of revenues "as soon as possible."

The market the three companies are chasing is the millions of homes beyond the reach of cable systems. A study commissioned by STC in 1980 estimated that there will be between 34 million and 39 million of them in 1984 and between 20 million and 34 million of them by 1990. Of these, says IAST President Kommers, between seven and 10 million can be counted on to subscribe to one of the satellite services.

The FCC last year granted construction permits to eight companies, including STC, enabling them to launch high-power direct broadcast satellites operating in the dedicated DBS band (12.2-12.7 ghz) beginning

in 1986. So far, only STC has acted on its construction permit, hiring RCA to begin building its high-power satellites.

Seeking to get a jump on the market, United Satellite Communications Inc., backed by General Instrument and Prudential Insurance Co. of America, proposed to offer a five-channel service in the Northeast this fall over Anik C-II, a medium-power Telesat Canada satellite operating in the fixed satellite band (11.7-12.2 ghz). (The satellite was placed in orbit last week by the space shuttle Challenger.)

STC responded to the competitive threat, magnified perhaps by stories on USCI in the *Washington Post* and *Fortune*, with plans to move up its entry into the market by two years. Mimicking USCI and IAST, STC announced last month it would launch in late 1984 a five-channel service in the Northeast using SBS IV, scheduled to fly in August 1984. STC also reconfigured its high-power system to increase the number of channels from three to six and the size of the initial service area from the Eastern time zone to

Presidential view. The Reagan administration has endorsed legislation introduced in the House to deregulate radio and television. The administration's position on the bill (H.R. 2382), introduced by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.), was expressed in a statement by Acting Assistant Secretary of Commerce for Communications and Information Susan Stuebing. The statement, submitted to the House Telecommunications and Information Subcommittee, which is considering the measure, restates the support Commerce's National Telecommunications and Information Administration has expressed for the Tauke-Tauzin bill introduced in the last Congress. But NTIA disclosed the statement was cleared through the Office of Management and Budget, which indicates the administration generally supports the bill's provisions. The bill would eliminate the current comparative-renewal process and extend to television the deregulatory measures the FCC has already applied to radio.

the eastern half of the country.

(Although STC and USCI are still publicly competitors, reports last week were that the two satellite broadcasters are in the midst of serious merger discussions ["Closed Circuit," June 20]. The impetus behind the talks, according to one source, is Prudential, which would feel more comfortable pouring its money into a Comsat subsidiary than a company comprising General Instrument and a number of entrepreneurs. Neither USCI nor STC will comment on the reports.)

IAST's big advantage over its competitors is its coverage area. It is the only one proposing to serve the entire country with its initial service, giving it access to virtually every home, apartment building and condominium in the country. But the expansive service area is also a drawback. The power emanating from IAST's medium-power transponders will be spread so thinly that six-foot dishes will be needed to receive it. A rule of thumb in the satellite broadcast business: the larger the dish, the smaller the potential market. Many consumers in urban and close-in suburban areas will be unwilling or unable to install six-foot dishes. Because the transponder power of the proposed STC and USCI services is concentrated on a smaller area, smaller dishes can be used to receive them. The same consumer who rejected the IAST dish as too large may readily accept STC's two-foot or two-and-a-half-foot dish or USCI's four-foot dishes.

But there's nothing wrong with the rural market. As a matter of fact, that's where the bulk of the non-cabled homes are and always will be. To the extent that IAST is successful in signing up homes in the market, STC and USCI, together or in competition with each other, will suffer. Both are counting on capturing a big portion of it.

As it stands now, IAST may have an edge on its competitors in marketing to the rural areas. It is in the midst of discussions (or

may already have made a deal) with Universal Cooperatives Inc., a large Minneapolis-based farm cooperative that supplies a wide range of products to 27 regional cooperatives and four regional consumer cooperatives throughout the country. The regional cooperatives, in turn, supply more than 6,000 local retail cooperatives. Should Universal, which has annual sales of approximately \$300 million, agree to act as IAST's marketing and distribution agent, IAST will have solved major problems facing all prospective PBS operators and established a firm foothold in the rural market. IAST's Klein declined to comment on the status of the negotiations.

Because of the size of its dishes, IAST may run into competition not only from STC and USCI, but also from so-called "backyard" earth station dealers, who sell earth stations with six-foot to 12-foot antennas that can pick off scores of cable programming services from such C-band fixed satellites as Satcom III-R and Westar V. Rick Brown, head of SPACE, a group that represents the backyard earth station manufacturers and dealers in Washington, estimates that there are between 150,000 and 200,000 backyard dishes in place. And, he said, the number is growing at a rate of 20,000 a month. Although an average C-band earth station costs between \$2,500 and \$3,000, he said, it can be a bargain compared to any of the DBS services now on the board since it can receive many more services—essentially every cable service now available.

The C-band earth station doesn't necessarily have to cost the consumer more. Omega Satellite Products, according to Merle Frey, vice president of the Indianapolis-based firm, will be offering to rent earth stations with eight-foot-by-nine-and-a-half-foot elliptical dishes (with offset feeds) for \$39.95 a month and a one-time installation charge of \$250. The earth stations, manufactured by Birdview Satellite Communications Inc., Chanute, Kan., will feature a 24-channel receiver and hand-cranked polar mount, permitting access to all the transponders on all the C-band satellites. Omega's monthly rental fee is comparable to what the DBS operators are expected to charge.

Until the three early-entry DBS operators reveal their programming plans, it will be difficult to assess their relative strength in the competitive marketplace. Little is known at this point. They each have five channels and each has proposed essentially the same general package: movies, sports, news and a smattering of specialty programming. IAST is expected to broadcast some programs aimed at the farmers and ranchers, who will make up the primary portion of its market. It's presumed that many of the channels will be filled by existing cable programming services. Representatives from the three companies were at the National Cable Television Association convention in Houston earlier this month, and it's a safe bet they were not there to buy coaxial cable. "Deals are being made as we speak," says Klein. "And as soon as the entire programming issue is settled, [the programmers] will make a formal announcement in concert with us." □

Taft-Zenith teletext premieres in Cincinnati

Companies announce plans for consumer marketing of latter's decoders over former's TV station

Beginning on July 15, Cincinnatians with late-model Zenith television sets will be able to walk into any of nine area stores and buy a Zenith teletext decoder for around \$300. The slim set-top box will enable them to receive Electra, a 169-page teletext magazine broadcast by WKRC-TV Cincinnati.

"It's historic," said Dudley S. Taft, president, Taft Broadcasting Co., owner of WKRC-TV, at an elaborate press conference last Thursday. "Cincinnati will literally become the first American city where the consumer can purchase teletext receiving equipment. . . . Although teletext is seen in 14 other countries, it has, until now, existed only on an experimental basis in the United States."

The presence of teletext decoders on store shelves next month is the result of a five-year agreement between Taft and Zenith announced last January (BROADCASTING, Jan. 10). Under the pact, Taft promised to broadcast the service and Zenith promised to supply the necessary decoders. "We have been able to avoid the dilemma of which comes



Taft's Electra service on Zenith decoder/set



Taft

first," Taft said, "the program service or receiving equipment."

For its service, Taft has adopted the World System Teletext (WST) standard, developed by British broadcasters and equipment manufacturers. The Taft-Zenith deal should give WST a boost in its uphill fight with the North American Broadcast Teletext Specification (NABTS) to become the de facto national teletext standard. CBS-TV and NBC-TV have adopted NABTS for their nascent national broadcast service.

According to Taft, WST is the only practical standard. "This is the only system with a proven performance record—it's been in use in the United Kingdom for six years—and it is the only system for which the receiving equipment exists." Broadcasters who wait for practical and low-cost NABTS equipment, he said, run the risk of following cable and telephone companies into the electronic publishing business. NABTS decoders currently cost \$3,000, he said. WST is also "more rugged" than NABTS—that is, less susceptible to interference.

Neither Taft nor the several Zenith representatives at the press conference would predict how many decoders would be sold, but it's a safe bet that the number will be minute relative to the 700,000 homes in the Cincinnati market. The biggest problem is that the decoders are only compatible with 1982 and 1983 Zenith television sets, and, according to Robert B. Hansen, senior vice president and group executive, Zenith, there are only between 20,000 and 30,000 of the sets now in Cincinnati homes.

The decoders, built around a \$58 Mullard circuit board, connect to the Zenith sets through a single "Redi-plug" cable and feed RGB signals to the set. The list price of the decoders including installation is \$325, but, according to Taft and Zenith officials, the units should be available for less than \$300.

The introduction of the decoders next month will be backed by a marketing campaign—"A touch of the future today"—and the presence of a large Zenith mobile van that will roll around the city demonstrating

the service to consumers and retailers.

Cable subscribers in the areas that purchase the decoder will get a bonus. Satellite Syndicated Systems is offering a teletext magazine as a pay service to cable subscribers over the vertical blanking interval of superstation WTBS(TV) Atlanta and, according to Terry Connelly, Taft's vice president of television news, the Zenith decoders will be able to receive the service.

As an ABC affiliate, WKRC-TV broadcasts certain network programs with captions for the hearing impaired that require a decoder to be received and displayed (the captioning service, provided by the National Captioning Institute, uses a different system and a separate portion of the vertical blanking interval). So hearing-impaired WKRC-TV view-

ers don't have to buy two boxes to receive Electra and the captions, the station is transcoding the captions to the WST standard so they can be received on the Zenith decoders.

According to Connelly, the cost of becoming a teletext broadcaster is not great. Taft spent \$175,000 for the necessary origination and transmission equipment, he said, but the cost to the average broadcaster with less ambitious plans would be \$50,000 to \$70,000.

Taft is hoping other broadcasters will follow its lead. "Teletext is a natural extension of our activities as broadcasters," said Taft. "It utilizes both the news gathering resources of local stations and an existing asset, the unused portion of the station's television signal. We are convinced the time is right for broadcasters to get involved in teletext." □

Dennis Colino: an American at the controls of Intelsat

Former Comsat executive wins close race for director general's chair; sees need for tighter priorities for organization; finds Orion satellite application particularly troubling

The International Telecommunications Satellite Organization has chosen an American, Richard Colino, as its next director general. The final vote of the board of governors, on Friday, June 17, was "unanimous," but came only after five tallies during which Colino's growing and finally overwhelming strength persuaded four other candidates to withdraw. But Colino feels the election, capping an intensive campaign which took him virtually around the world, has resulted in a rededication on the part of the world organization in itself.

An irony in Colino's election by the 27-member board of governors, meeting at Intelsat headquarters in Washington, is that it comes at a time when the world organization of 109 members is troubled by the application of an American company, Orion Satellite Corp., for FCC authority to establish a private transatlantic communications satellite service. It is a service Colino feels would cause serious economic harm to Intelsat. And he appears determined to turn his energies to ending such a threat. "It's got to be stopped dead in the water," he said of the Orion proposal. "It's cherry-picking and cream-skimming. It's not competition."

Colino's election to succeed Santiago Astrain, of Chile, the only chief executive officer the organization has known since it was established in 1964, was not surprising. As an executive of the Communications Satellite Corp. for 14 years, during which he helped bring Intelsat into existence and later served as chairman of its board of governors, he is well known and highly regarded in the international telecommunications satellite community. What's more, as the U.S.'s candidate, he was assured, in Intelsat's system of weighted voting, of 24% of the total vote going in.

Still, election required a two-thirds majority. And that proved difficult to nail down, as

an Algerian, a Canadian, an Australian and a Thai remained in the contest through balloting that did not end until 8:30 p.m. By that time, Colino, who had achieved 42% of the total, as cast by nine of the 27 governors on the first ballot, had picked up 70% of the total, as cast by close to 20 of the governors. At that point, the other candidates withdrew and expressed their support for Colino, and the board, acting on a motion by the Canadian governor, made the election by acclamation.

To some observers, the pattern of the voting bore out speculation of the past several months that the French were determined to block Colino's election and secure the director general's post for the Canadian, Jean Claude Delorme, president and chief executive officer of Teleglobe. France was the only European country that failed to vote for Colino. And on the fourth ballot, one ballot after Delorme had indicated he was prepared to withdraw, his total jumped to 27%, his high point for the day, after all of the Arab states voted for him. At that point, the Algerian, Abdelkader Bairi, Algeria's director general for telecommunications, who had been in second place in the voting, appeared, in the view of one observer, to have been "a stalking horse." (The other candidates were Randolph Payne, of Australia, and Sribhumi Sukhanetr, of Thailand). Still, Colino's total had inched up to a point just short of the necessary two-thirds.

The election climaxed a campaign that, in its own way, made even an American presidential contest look pale in comparison. Beginning late last year, Colino, who now heads his own Washington-based communications and broadcasting consulting firm, travelled 146,000 miles visiting 46 countries. But he says it wasn't his idea. "Delorme set the pace. He went everywhere. So off I went." (Most of his expenses were paid by Comsat, the U.S. signatory to and shareholder in Intelsat, and the government.) Then he added: "There's one thing those folks [presumably, his opponents] don't realize. I'm as intense as the next fellow."

For all of that, Colino feels that, if the

CBS clarification. CBS News said Friday afternoon that it "has been assured of the necessary financial and personnel resources to continue the caliber of journalism that so well serves its public while advancing its competitive position."

The one-sentence statement capped a week of newspaper stories saying CBS/Broadcast Group management had mandated a \$12-million budget cut for CBS News, on top of a \$7-million cut absorbed earlier this year; that CBS News coverage was already beginning to suffer and that newsmen's morale was low in fear that CBS News's professionalism and reputation were headed down the tube.

What the statement meant, a high CBS News source said, was that "there isn't going to be any \$12-million cut. The word was to watch expenses and save where we can," he said. "This story has been entirely overblown," he added.

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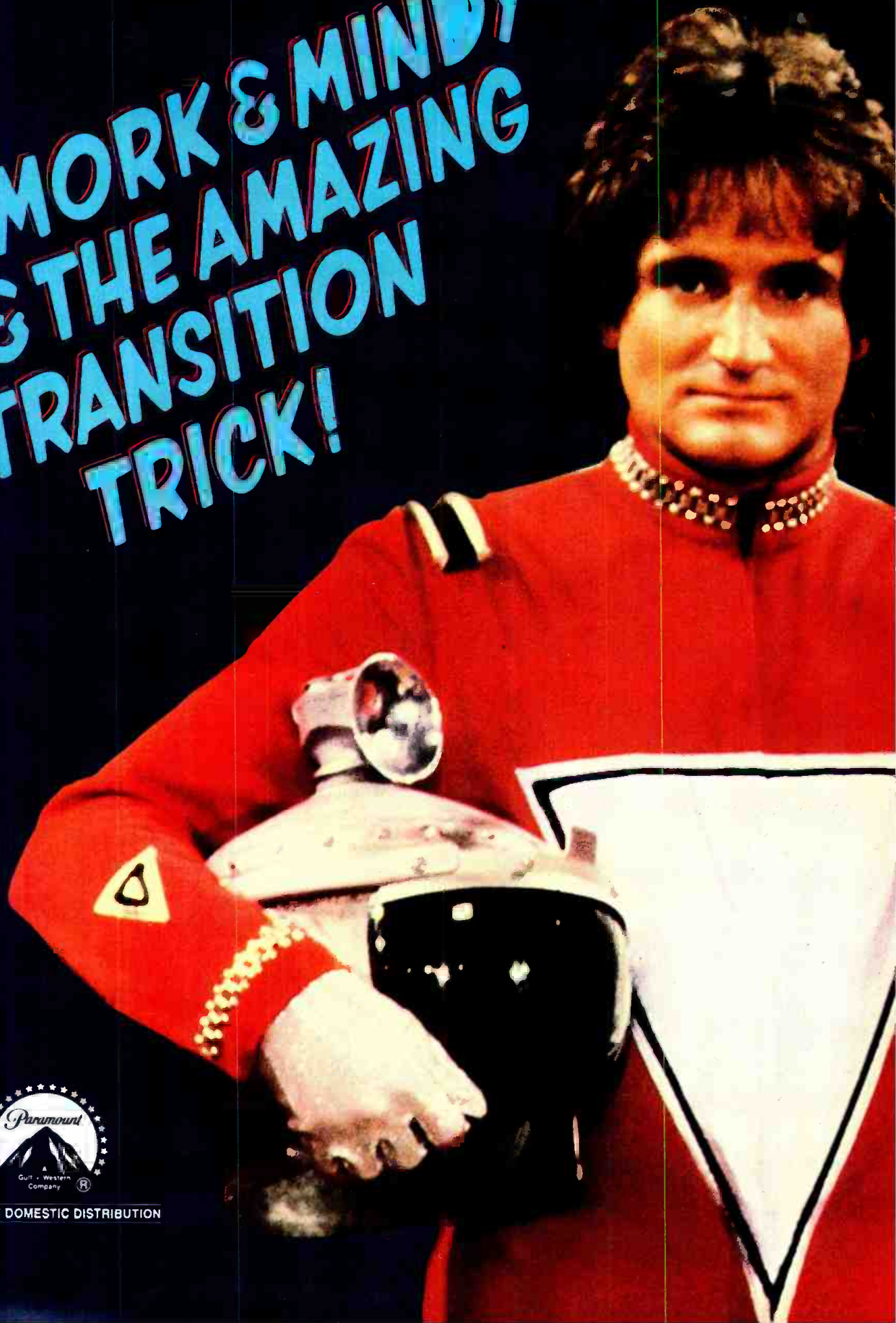
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Up 57% in Women 18-34
Up 59% in Men 18-34
Up 48% in Women 18-49

Up 52% in Men 18-49
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Up 7% in Kids

How does the Man from Ork do it? The same way **Happy Days Again** does – by attracting exactly the right viewer profile for syndicated success. **

	TOTAL WOMEN	WOMEN 18-49	TOTAL MEN	MEN 18-49	TEENS	KIDS	OVER 50s
MORK & MINDY	30%	22%	21%	19%	18%	31%	19%
HAPPY DAYS	30%	23%	21%	16%	21%	28%	22%

As predicted, **MORK & MINDY's** audience has the same high percentage of Young Adults and low percentage of over-50s that makes **Fonzie** and friends a long-running smash-hit!

Every Independent's Transition Magician

MORK & MINDY

process had been political, the effect of the competition has been to "depoliticize" the organization. "The real focus has been on Intelsat, on the part of the entities that make it up," he said. "The organization has been examining itself. The telephone people, foreign office people, others. They have questions. You have questions. There is a sense of commitment to Intelsat. Intelsat hasn't had this focus on itself for a long time."

Colino's appointment must be confirmed by the Intelsat Assembly of Parties—representing the governments of the organization's 109-member countries—at its next meeting, in Washington, in October. But that is regarded as a formality, and on Dec. 31 Colino will begin his six-year term as chief executive officer of the organization that owns and operates the global satellite system used by countries around the world for international communications and by 25 countries for domestic communications. The organization has a 550-member staff and an investment in the space segment of its system that now totals some \$2.3 billion.

Colino has been pointing to this moment for a long time. As a young attorney with the FCC in 1962, he served as spokesman on U.S. delegations which negotiated the interim agreements establishing Intelsat two years later. And during his service with Comsat, he helped draft the "definitive arrangements" bringing Intelsat into existence in its present form, in 1973. He did more, too: At Comsat, he developed and then headed the staff responsible for all dealings with Intelsat (and at a time when Comsat managed the world organization), served as alternate U.S. representative to Intelsat from 1965 until 1973, when he became the U.S. governor on the then brand new board of governors and, after a one-year term as vice chairman, was elected chairman, in 1976. During those years, Colino held a number of senior posts with Comsat, completing his tour in 1979 after three years as head of the International Operations Division, now known as the World Systems Division, Comsat's largest business unit.

With that background, Colino has some firm views on the steps he feels Intelsat should take, and he expressed a number of them in an interview and later in a news conference. "Intelsat will have to set tighter priorities," he said. And its primary emphasis, he said, should be on international service, all forms of international service—telephone, high speed data, television, cable television distribution." A lesser priority would be domestic service, a function he said is an important one for the developing countries that make use of it. But he noted that some, like Brazil, are shifting from dependence on Intelsat to providing their own communications satellite service. And while that would provide benefits for the countries involved, Intelsat would expect to continue to earn revenues by filling out their service needs. As a third priority, he listed providing service to an organization like Inmarsat, "if Inmarsat wants the service and will pay a reasonable price." Times have changed, he said, from "four or five years ago, when Intelsat had to do everything," even, he indicated, at little or no profit.

Colino also said that, after a decade of rapid expansion—in terms of members and services—it is essential that Intelsat improve its productivity, "to get more use out of Intelsat satellites," so that it can provide new services. Until three years ago, he noted, Intelsat offered only point-to-point service. "There are many opportunities in high-speed data, telephony and television," he said. World-wide cable television is another



Colino

service he feels Intelsat can provide. He acknowledged there is not yet a demand for such a service, but that doesn't dampen his enthusiasm. "We have to be more market-oriented," he says. Not that Intelsat is doing poorly today. It is generating \$400 million in revenues, expects that to increase to \$600 million by 1986, after which the business services it has begun offering will, Colino believes, produce several hundred million dollars more.

Along with greater productivity, Colino wants to see the reliability of the Intelsat system, which he ranks at above 99%, improved further—while lowering its cost. It can be done, he said, but it "requires a lot of complex technology and a very sophisticated operation." That kind of finely-honed system, he said, is the response Intelsat can make to the competitive threat—he called it "challenge"—of new telecommunications technology like fiber optic submarine cable.

While Colino says he welcomes the competitive "challenge" presented by new technology, he becomes as exercised as any old Intelsat hand at mention of the Orion proposal. Terms like "cream skimming" and "cherry picking" tumble out of him, as does the charge that Orion, promoted by its backers as a means of enabling companies and governments to establish their own telecommunications links between the U.S. and Europe, through the purchase of Orion transponders, "does not offer anything new." Orion distinguishes the two organizations by saying it would offer private service while Intelsat offers public service—a distinction

Colino calls "pure pap." "Two companies can use Intelsat transponders to talk to each other," he said. "What's the difference between a 99-year lease and ownership?" he asked.

But Colino seemed particularly concerned over the impact an Orion-type operation could have on the system that, he noted, was established as a "cooperative" to serve all countries on an average cost pricing basis. Orion's approach is different, he said, offering this analogy: Orion is the customer that says to the regulatory authorities, "We want to run a bus along [Washington's heavily traveled] K Street in rush hour. We'll charge only 75% of the present charge." Any entrepreneur that can get that advantage makes a lot of money." Colino, continuing the analogy, said Intelsat would be left with its present obligation of serving all routes in Washington, lightly as well as heavily traveled ones, 24 hours a day, seven days a week while competing for customers on K Street during rush hour. "Averaging costs over the whole system," Colino said, "guarantees I'll be 25% higher than the other guys on K Street."

Those who believe Intelsat needs competition, Colino said, "do not understand what a cooperative is." "It's not supposed to make money or be a monopoly. When it gets those revenues, it reduces charges"—and it has from \$2,700 on a monthly basis in 1965 to \$390 this year. But if the U.S. wants to permit the emergence of an Orion, he offered some advice: It should obtain the consensus of its partners in Intelsat. And if those partners were to agree, he added, they should also change the "assumptions" under which Intelsat operates and allow it several years to make the changes. "But I don't think that will happen," he said. "It says to the developing countries, 'Here's your opportunity to subsidize the industrial countries of the world.'"

Colino feels the Intelsat agreements provide an answer to those calling for competition in international communications satellite service. Those agreements, which he called "prescient," can accommodate relationships with any kind of signatory established in a country to provide a link to the international organization. It can be a government monopoly or a private entity. Thus, competition can occur among parties within a country. "If you want competition," Colino said, "don't get it by trying to destroy Intelsat."

Intelsat has already made it clear, in a resolution adopted by the signatories and in a letter to the State Department, it opposes the Orion application. And Colino, who shares its view Orion would cause it "significant economic harm," said, in answer to questions, he would speak out in opposition to the Orion application in virtually any forum, although, as the head of an international organization, he appeared to feel ambivalent about appearing before Congress. "There are a lot of ways to get the message across without appearing before the Senate," he said. In any case, he was determined to make clear he had not been named director general of Intelsat to preside over its dissolution. □

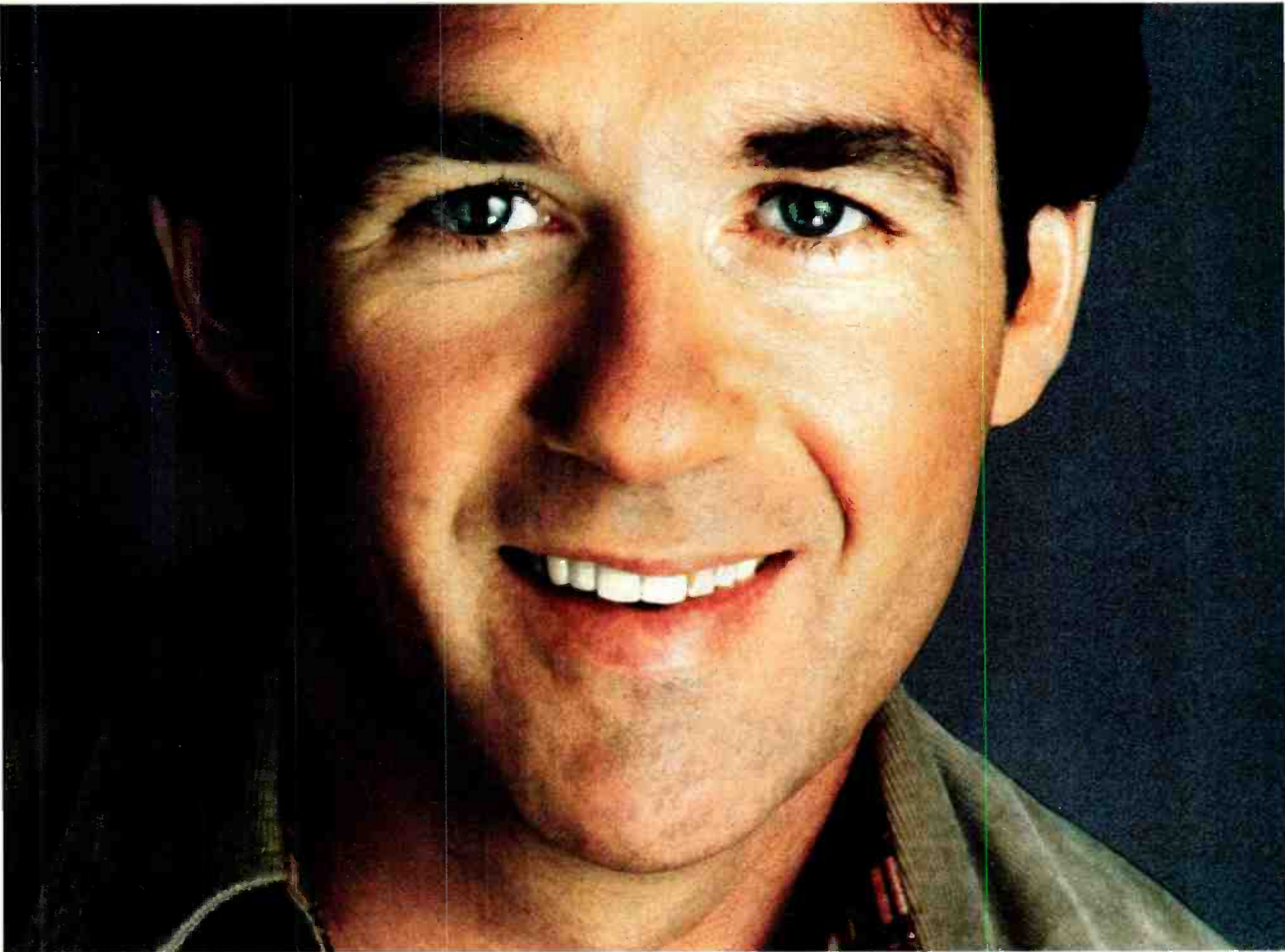
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Independent TV: It's come a long way

The country's non-affiliated stations are doing very well these days, with more and better programming translating into more viewers and, finally, a prospering bottom line

Independent television stations are on a roll these days, growing in number and importance, in audience and advertiser acceptance and, therefore, in revenues as well, and they're shooting for a one-fourth share of all TV station time sales no later than next year.

In 1982, independent TV's time sales—national spot and local—reached an estimated \$1.648 billion, up 22% from the year before. This year they are expected to total about \$1.92 billion, a gain of 16%. Next year, independents are looking for at least a 15% gain, taking them to \$2.216 billion, 25% of the projected industry total. In time sales revenues, that would make them the equivalent of a network lineup. By 1990 they hope to be getting 28% of a \$16.587-billion pie (see table).

These projections were developed for BROADCASTING by the Association of Independent Television Stations. They assume

continuation of current basic industry trends and are described by INTV officials as conservative in all respects.

The stand-out trend among independents in recent years has been growth, not only in revenues but conspicuously in number of stations. The increasing number of major group broadcasters attracted to the field and steadily rising prices being paid for independents in the marketplace (see story page 63). In its latest census, completed last month, INTV counts 179 "true commercial independents," meaning that this count excludes religion-oriented and other independents that do not sell time (see pages 64 and 66).

By the end of this year, says INTV President Herman Land, the number could reach or pass 200. In the past 18 months alone, more than a score of markets have gotten their first independents—and others have seen their second, third or fourth independents go on the air. And the land rush continues. By INTV's count, 29 construction permits are currently outstanding—and almost by definition, new stations these days tend to start out independent.

The land rush and the accelerating flow of revenues should not be interpreted as mean-

ing that an independent is an automatically profitable business. For almost half of them, in fact, it is still unprofitable.

In 1980, the last year for which the FCC collected financial data from stations, 45% of the independents were pronounced unprofitable—and two-thirds of those losers put their losses at more than \$400,000 that year. Given the number of stations that have gone on the air since then, plus the experience that—with a few exceptions—new stations need at least a year or two to find the black, leaders estimate that the loss ratio is still around 45% and perhaps a bit higher.

The profits can be pretty good when they come, of course. Of 1980's money-makers, 70% reported profits of \$1 million or more, and over 25% of those had profits ranging between \$5 million and \$15 million.

INTV hopes to add impetus on the road to revenues and profits with a major study whose full details will be presented to advertising agencies at a breakfast meeting in New York tomorrow (June 28). The study, done for INTV by the Simmons Market Research Bureau and previewed for INTV members at their convention five months ago (BROADCASTING, Jan. 24), stresses that

Looking ahead: Independent time sales, 1975-1990

Here are the Association of Independent Television Stations best current estimates of how TV station time sales will go, year by year, through 1990. INTV, which developed them for BROADCASTING, emphasized that they are conservative projections but, being based on assumptions that current basic trends will continue without major change, are subject to revision if major trend changes do occur. They also deal with time sales alone (national spot and local), since that is the basis on which the FCC reported revenues through 1980, when it stopped altogether. The two columns at the left are projections of the national spot and local time sales of all TV stations and the year-to-year percentage gains they represent. The three columns at right offer similar projections for independent stations, along with the share of the total that these represent. Figures for 1975 and 1980 are the FCC's; the others are INTV projections from that base, taking into account data from the Television Bureau of Advertising, Blair Television and INTV's own research.

	All stations' spot and local sales	% increase	Independents' spot and local sales	% increase	% of total
1975	\$2,565,000,000	9	\$401,000,000	17	16
1980	5,471,000,000	12	1,087,000,000	23	20
1981	6,275,000,000	15	1,351,000,000	24	22
1982	7,197,000,000	15	1,648,000,000	22	23
1983	7,989,000,000	11	1,920,000,000	16	24
1984	8,868,000,000	11	2,216,000,000	15	25
1985	9,843,000,000	11	2,532,000,000	14	26
1986	10,926,000,000	11	2,867,000,000	13	26
1987	12,128,000,000	11	3,245,000,000	13	27
1988	13,462,000,000	11	3,673,000,000	13	27
1989	14,943,000,000	11	4,118,000,000	12	28
1990	16,587,000,000	11	4,616,000,000	12	28

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independent and affiliated-station audiences do not differ significantly in key socio-economic demographics or in product-usage characteristics.

In short, the report asserts, the proportion of \$35,000-household viewers—or of college graduates, or people who have bought a car the last two years, or who drink imported wine, or eat frequently at fast-food restaurants, or whatever—is substantially the same in independent station audiences as in affiliated station audiences.

"With upscale viewers," INTV's presentation maintains, "independent stations perform as well or better than affiliates in all dayparts—and in virtually all of some 500 product/service usage categories as well."

On top of that, the presentation continues, "independent counterprogramming delivers a significant advantage in audience composition" for adults aged 18-49 in all dayparts except prime time, for adults 25-54 in late afternoon, early fringe and prime access and for men 18-plus in prime time and late fringe.

INTV hopes to use the study not only in selling independents against affiliates but also, through its product-usage findings, to attract advertisers into dayparts they haven't tried before. The study found audience composition levels so evenly distributed, not only between affiliates and independents but also across most dayparts, for so many product categories, that INTV hopes to show advertisers that they can often benefit by using dayparts that in the past they have avoided in the belief that not enough of their key prospects would be watching.

As one example, INTV notes: "Advertisers seeking men once saw late-evening news as the prime choice. Now there's a positive alternative that offers big benefits— independent stations after 8 p.m."

The study also found that in markets with both affiliates and independents, there is almost no such thing as an "affiliate viewer" or an "independent viewer." On a total day basis, the results show, four out of five adult viewers watch both affiliates and independents. This sort of duplicated viewing, INTV asserts, has become "the rule."

INTV also hopes the study will help get rid of some of the restrictions that many agencies still impose on their buying—restrictions that theoretically apply to all spot buys but seem to hit independents far more often

than affiliates. There is less of this now than there used to be (see story, page 71), but leaders say virtually all agencies have at least one hurtful restriction, usually some sort of minimum rating requirement.

To illustrate the problem—and show that advertisers can solve it to their own advantage—INTV compares what it calls two "actual aired schedules." At no difference in cost, one campaign achieved 428 gross rating points and the other 563 GRP, by increasing the independent share from 12% of the total to 42%. In the process, INTV calculates, average frequency was increased by 22.4%, and effective reach by 16.5% and 33.2%.

"The bottom line," says an INTV summary, is that "restricted buying guidelines also restrict advertising results. Increased use of independent stations will enhance overall effective reach while providing the same audience quality, both demographically and among product users, as affiliates." It calls upon advertisers and agencies to "open up buying guidelines to select the most efficient program alternatives among all dayparts and stations to deliver the greatest exposure value."

In other words: Give independents a fair shake—and a fair try.

The study was conducted by Simmons in 38 major markets where independents and affiliates compete. There were 115 affiliates and 60 independents in the markets. The survey covered 10,175 adults aged 18 and over. Viewing is reported by average half-hour within each of nine major dayparts (daytime, late afternoon, early fringe, prime, prime access, late fringe, late evening, weekend and total day), and cross-tabulations are available for 24 demographics, 500 products and services and 3,000 brands, plus buying styles, psychographics and media habits.

"People watch programs, not stations." That is another of the presentation's messages. It has long been a familiar cry among independents—and it brings to mind what independents almost certainly consider the most serious concern facing them today: the FCC's proposal to repeal its rules banning network participation in the ownership of nonnetwork-produced programs and in the syndication of programs in the U.S.

The networks devoutly want repeal—and the independents (and program suppliers) devoutly want the rules kept intact.



Land

The networks contend they need—and are entitled to—freedom to compete in the program business without restraints that apply to them alone. Independents contend that what the networks really want is to put a crimp in the competition they're getting from independents, and that they would do this by denying or limiting independents' access to the kinds of off-network programs that independents say have been their salvation.

Actually, INTV President Land says, much of the independents' progress over the years has stemmed from "regulatory encouragement."

"Success didn't just happen," he says. "It took effort to build a marketplace. But the regulatory environment has been good, [based on] desire and need for an alternative to the networks."

Land ticks off some of the highlights. The all-channel law put UHF reception into every new TV set. The FCC pushed insistently for better UHF reception. The FCC's prime time access rule put the networks out of action for a half-hour each evening and, with the network syndication and financial interest rules, helped the independents establish "strong anchor positions early in the evening."

PTAR no longer seems in danger of repeal, but the commission's proposal to lift the two other bans has created widespread concern among the independents. Land says he gets far more calls about this from his members than about any other subject.

Both sides have amassed large quantities of ammunition that go to the heart of the independent business.

One of the items in the networks' arsenal is a study that seems, on its face, to support the network claim that the programming at issue in the FCC proceeding has not, repeat not, been a factor in the growth of independents and therefore is irrelevant to the outcome.

This is a tracking of ratings, compiled by NBC, to show that since 1971—just before the syndication and financial interest rules went into effect—all the real growth in independents' share of audience has come from new and improved UHF facilities and better UHF reception, not from the independent V's.

If post-rules programs had been vital to the independents' gains, according to this argument, the old-line, "classic" VHF independents—well established and for the most part in the forefront of buying big off-network hits—should have shown a sharp rise in audience share after the rules took effect. Yet, in fact, the networks contend, Nielsen ratings in the top 20 markets show that the average VHF independent has done no better than hold its own—and that in both early fringe, the most lucrative daypart for independents, and late fringe its share has actually declined.

Thus, according to the NBC compilation, the average independent V in the top 20 markets went from a 23.5 share in early fringe in 1971 to a 22.5 share in 1976 and a 21.0 share in 1982 (shares are from Nielsen figures for February of each year). In late fringe, the average independent V in the top 20 markets went from 16.3 in 1971 to 12.3 in 1976 and

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back as far as 13.8 in 1982. Actually, according to these figures, the 13.8 average in 1982 was a 10th of a point below the average in 1966.

On the other hand, this study shows, the average UHF independent in the same markets rose from a 7.4 share in early fringe in 1971 to a 10.6 in 1976 and a 13.5 in 1982, while its late-fringe shares went from a 3.2 to a 3.3 and, in 1982, a 7.1.

By these figures, between 1971 and 1982, the average independent V's share declined 10.6% in early fringe and 15.3% in late fringe, while corresponding U's shares increased 82.4% and 121.9%.

In fact, the figures say, during five years (1966-1971) before the rules went into effect, the average independent V increased its share by 8% in early fringe and by 17% in late fringe, and declines set in after they were adopted.

INTV hoots at this approach. Howard Kamin, INTV marketing vice president, dismisses the "average-station" argument as "sophistry of the highest order," because the lower ratings of newer stations "depress the averages." This approach, he argues, "masks an indisputable trend—-independent stations' ratings are significantly higher and network affiliates are down."

Using the same 20 markets and the same end dates (1966 and 1982), Kamin says that the number of independent V's increased to 17 from 15, and the number of independent U's to 30 from six, and he cites ratings data to show that independents' gross share increased 147% on a total-day basis, and by 128% in early fringe and 114% in late fringe.

Kamin also cites a study INTV did early this year comparing ratings and shares of independents with those of affiliates in 37 markets that had independents in 1972. In those 37 markets, according to the analysis, on a 9 a.m. to midnight basis, the gross household rating of independents rose 40% between 1972 and 1982, while the affiliates' gross household rating declined by 11%; the independents' share grew by 31% and the affiliates' share declined by 15%; the average independent station rating went up 2%, from a 4.1 to a 4.2 (held down, INTV says, by lower ratings of the 20 new UHF stations that went on the air in the interim), while the average affiliate rating dropped 11%, from a 9.7 to an 8.6.

"Undoubtedly," Kamin says, "increased competition from cable and the growth in independent stations from 51 in 1972 to 71 in 1982 accounts for this loss in affiliate rating and share." And he feels that "the affiliates' aggressive thrust" for repeal of the rules "is not a reaction to cable but an attempt to blunt the threat that independents represent to the networks."

That argument, like the debate over the rules, is not likely ever to be settled to everybody's satisfaction. But quite apart from the argument and the rules, many independents see programming as a specially promising area these days. They cite the increasing number and success of ad hoc networks in particular and predict that, as one put it, "you're going to see a lot of change taking place in the next year or two as a result of programming." As the INTV presentation says: "People watch programs, not stations." □

Programming: the crucial element in the equation

Independent stations are finding innovative solutions to the never ending problem of how to fill the schedule

For independent television station operators, programming is likely to represent the area of most frustrating yet exhilarating challenge in the coming decade. Traditional supplies of off-network series and movies are dwindling as cable's influence grows, and although alternatives are being developed in original syndication and expanded local programming efforts, those, especially the former, bring with them far greater risk than most independents have ever had to face.

In the past year, barter has grown dramatically as a means for financing both original and off-network programming and introduced a new twist into an independent programmer's equation for assembling a lineup that works. Programmers must exercise far greater caution in choosing among barter programs today or find themselves faced with a serious shortage of advertising inventory.

Despite the uncertainties in such a changing landscape and the threat of regulatory changes that independents believe would seriously undermine what remains of their future supply of off-network programming, station operators contacted in recent weeks seemed overwhelmingly optimistic about their future. Managers at the helm of stations in markets of every size maintain that the key to their success in the past and present—the flexibility to counterprogram network affiliates and the willingness to experiment—will be even more important as their key to success in the future.

Although its effects are not likely to be significantly felt for several years, the most important trend under way in independent programming is investment in first-run syndicated fare. Metromedia Inc., which last week announced plans to co-produce original movies with Time Inc.'s HBO for airing on a prime time entertainment network (see "Top of the Week"), is leading the way in clearing and producing first-run programming. In addition to giving major-market clearances to new episodes of MGM/UA's *Fame* and D.L. Taffner Ltd.'s *Too Close For Comfort*, the company is the largest equity partner in The Bennett Group's *Breakaway*, owner of 25% of TeleRep Program Enterprises' *Starsearch* and a partner in MGM/UA-InterMedia Entertainment's *Thicke of the Night*.

At Metromedia's WNEW-TV New York, eight of 10 new programs to go on the air this fall will be first run, according to John Von Soosten, vice president and program manager. That compares with three new first run vehicles and two new off-network series added last fall.

The push toward more first-run programming is in part hedge against the possibility of repeal of the FCC's financial interest and syndication rules, according to Robert Ben-

nett, president of Metromedia Broadcasting and Production, but it is also part of a drive for higher ratings. *Fame* has a good chance at averaging a 10 rating on most stations set to carry it, he said, and that is double what many independents capture now in prime time. If *Thicke of the Night* is a hit, Metromedia and stations airing it will have a 90-minute block five days each week in which to sell advertising at premium rates. "*Thicke* isn't a program," said Bennett, "it's a day-part."

Although Von Soosten and many other programmers regard the growth of first-run series on independent stations as a "healthy trend," there is nonetheless considerable concern among programmers about the risks involved. Unlike network affiliates, independents must fill an entire program day, every day, with fare they have purchased from a variety of sources. The shrinking supply of successful off-network series "is a serious problem," said Lucie Salhany, vice president for programming, Taft Broadcasting and Cable, while the risks involved in first-run production "are tremendous." To be able to develop first-run programming on their own, independents will have to band together into a variety of buying and production consortiums, she said.

Still, independents are facing the challenge of tremendous change in their programming sources from a position of strength. According to figures from A.C. Nielsen Co., compiled by the Association of Independent Television Stations, the average prime access audience share for independent stations in the top 20 markets grew six points from February 1979 to February 1983, while the average combined share of affiliated stations dropped eight points. In early fringe, independents in those markets gained four share points on average while affiliates lost five and in late night, independents gained six points while affiliates lost 13. In prime time, where independents are just beginning to make headway, their average gain was one point, while affiliates' loss was five points.

Better selection and promotion of prime time movies, improved prime time newscasts and increased use of specials, such as movies from Operation Prime Time and the SFM Holiday Network are most often cited by programmers as the source of higher ratings. Alan Bell, vice president and general manager at Cox Broadcasting's KTVU(TV) Oakland, Calif., believes the use of prime time specials by independents will increase substantially in the coming years. "Independents are ready to try things," he said.

Despite the risk, greater use of original programming will help further blur the difference between independent and affiliate stations in the viewers' minds in the coming years, said Bell. "We are seeing a process of equalization get under way."

While the major effects of buying consortiums, networking attempts and co-produc-

Saluting

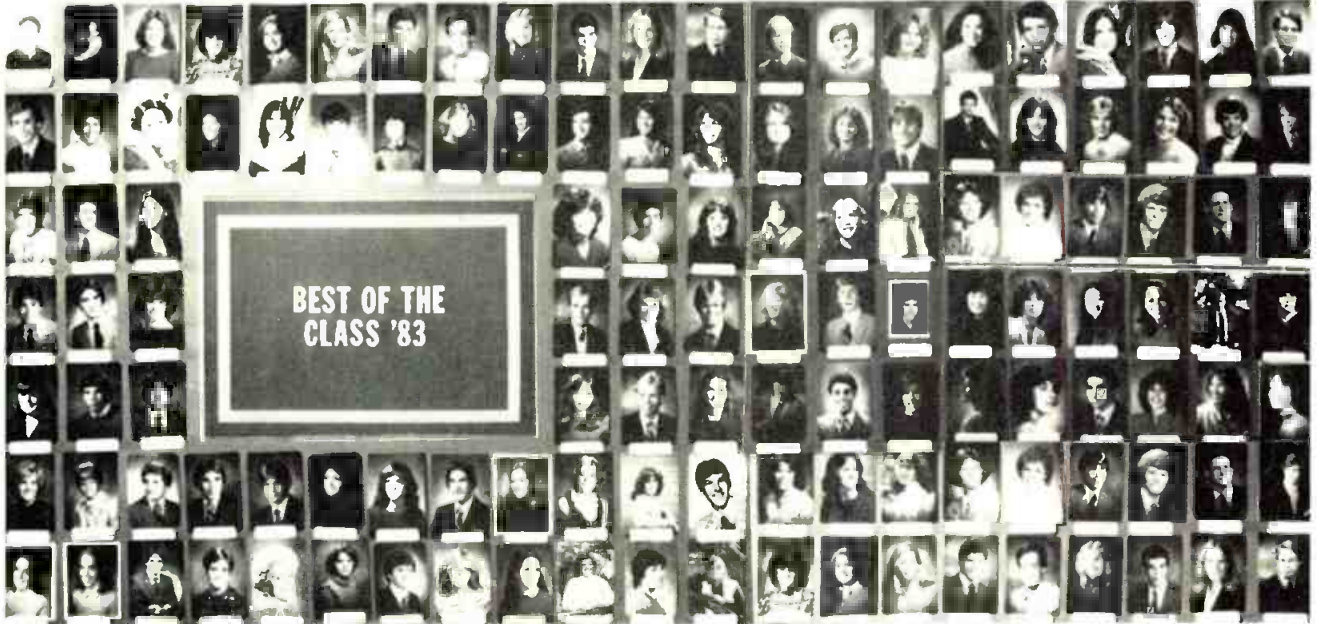
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WJIM-TV recently held a "bash" at the WJIM Country House Outdoor Patio Studio for honor students from high schools in the mid-Michigan area served by the station. Ceremonies included taping a series of public service announcements

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The perils of programing. As the challenge of acquiring programing grows at independents generally, it is an even stickier problem for a new crop of stations establishing their coverage in areas outside markets defined by Arbitron and Nielsen. Many syndicators refuse to sell to or are restricted from selling to such stations because of exclusivity agreements with nearby larger stations. At the same time, national rep firms and advertisers tend to avoid such stations because of their inability to get regular ratings information.

At KICU-TV San Jose, Calif., John Davison, vice president/general manager, has tried to overcome the problem by establishing a strong local identity for the station, which underwent an ownership change in 1980. There is a half-hour of local news at noon and 10 p.m., each followed by half-hour reports from Independent Network News, a half-hour weekly sports-talk program and *Classifieds*, a series of regular, two-minute features in which local young people describe their credentials and the kind of jobs they are looking for. The station filed an antitrust in late 1980 against program distributors and a number of stations in nearby San Francisco for allegedly preventing KICU-TV from acquiring programing, said Davison. The case is currently waiting for a court date.

Bill Varocha, who three months ago put VHF drop-in WCEE-TV Kell, Ill., on the air, said the station is doing a good local business. With a staff of 22, including a news department of two, the station airs a half-hour of local news at 9 p.m. each day, followed by national news from INN. It broadcasts syndicated agricultural news at 7 a.m. and noon and CNN Headline News at 7:30 p.m.

WCEE-TV is the first station to serve southern Illinois locally, according to Varocha. Its signal reaches St. Louis, Evansville, Ind., Springfield, Ill., Terre Haute, Ind., and Paducah, Ky., and with a Chicago Cubs-New York Mets broadcast, in a Nielsen coincidental survey, it captured a 5 rating/13 share in the counties where those cities are located, according to Varocha.

tion ventures are not likely to be visible on most independents for a year or two, another change in their programing makeup—the expansion and improvement of news programing—is already apparent. KTVU's 10 p.m. newscast tied ABC owned-and-operated KGO-TV's 11 p.m. newscast during the recent May ratings sweeps, and according to a newly completed Nielsen study, the audience for WPIX Inc.'s *Independent Network News* grew 20% during the past year. INN's audience... grew 19% between February 1982 and February 1983. More than half of the nightly newscasts' audience (53.6%) is located in A counties, according to the survey, which is based on figures from Nielsen's National Television Index, and that audience has a high concentration of highly educated, upper income viewers.

"Viewers are beginning to understand that no matter where they are, they can turn on the TV at 10 p.m. and get world news," said Bill Swing, news director at KPTV(TV) Portland, Ore. "They know independents have a network."

Stations in smaller markets are following the example of those in the top markets and installing local news departments, according to many programers, while in larger markets, stations are adding half-hour noon newscasts and prime time updates.

Independents have discovered they can counterprogram with news as well as entertainment programing, said Paul Davis, news director at WGN-TV Chicago. In addition to

its prime time newscast, WGN-TV plans to launch an hour of news at noon in late August and is considering adding a half hour of news at 6 a.m.

Satellite-fed national news from INN, INDX, the cooperative that replaced the Independent Television News Association and Turner Broadcasting System's CNN Headline News, have helped make independent newscasts more competitive with those of the three major networks, said Jeff Wald, news director at KTLA-TV Los Angeles. In addition, Wald and other news directors note increased investments in equipment and staffs. "There's a sophistication that wasn't there five years ago," said John Corporan, president of INN and vice president for news at WPIX Inc.

Metromedia has its own plan for a national newscast in the works, beginning with the supply of individual news segments to subscribing stations, much in the manner of the conventional network electronic feeds. Sometime in early 1984 that will become a discrete program of its own, probably starting as a half hour programed during the 10-11 p.m. period. Metromedia's Kevin P. O'Brien, vice president and general manager of WTTG(TV) Washington, where the program will be based, anticipates that Metronews will differ markedly from newscasts of the three major networks, which he says have an Eastern orientation and a certain negativism. Metronews, instead—under the direction of Mark Monsky, president of Me-

tromedia Television News—will be a "consensus, collective process with diverse contributions from all areas of the country."

While independents are building stronger prime time lineups and strengthening news operations, they are also effecting changes in early fringe, where many stations in the past year have replaced cartoons and other children's fare with programs for a broader audience. RKO General's WOR-TV New York and KHJ-TV Los Angeles are among stations to have taken that route, according to television president Pat Servodidio, who said the move resulted in a 70% ratings gain in New York. According to spokesmen at the INTV who have observed the trend away from children's fare nationally, adult fare in early fringe provides for a much more steady revenue stream to stations than does children's programing, which is highly profitable primarily in the months just before Christmas.

The growth of barter syndication has increased the number of programs available to independents but it has also reduced their supply of advertising inventory. Lexington Broadcast Services, perhaps the fastest growing barter syndicator, announced last week it has sold more than half of its inventory of 10,000 30-second spots in 23 series set to begin airing this fall. With inventory in *Fame, Too Close for Comfort* and *Breakaway*, as well as a number of other first-run and off-network programs, specials and movies, LBS anticipates its sales will reach \$120 million for the 1983-84 season.

"Barter syndication is fine as long as the product is right," said Von Soosten, who maintains stations must begin to plan more carefully to avoid an imbalance between barter programs and those sold for cash.

Despite the challenges of their changing environment, independents maintain they are well positioned to face increased competition from other media in the future. Increased reliance on co-productions and locally-produced fare will free stations from relying totally on syndicators, said Von Soosten. "It will put us more in the driver's seat."

According to many independent station operators, the key to success in a changing media mix is flexibility. "Having spent 10 years at an affiliated station I can tell you it is like being a passenger in a plane traveling in the fast lane," said KTVU's Bell. "At an independent, the control of all those buttons and instruments depends on you." There is "a feeling of steering the plane yourself," he said. "You really do make it all happen."

WTTG's O'Brien has his own vision of the programing future. "It's my opinion that in



Bell



Davis



Swing



Von Soosten



Simon



Bennett



O'Brien

10 to 15 years the network-affiliate relationship will cease to exist. Networks will become program services with their own transponders, with stations bidding to carry their programming. The day must come when networks can no longer afford to pay their affiliates for program carriage. Eventually, all commercial stations will be independents. Indeed, you see it happening today; all independents are secondary affiliates of networks, in every market.

"Another indication," O'Brien said, is "when a major affiliate, like WJLA-TV Washington, goes out and purchases the Paramount Portfolio 10 movie package for enormous sums of money. That is not to be used in early fringe, I assure you." □

Rising price of independents

Major-market independents sell at figures approaching those of network affiliates; biggest trade yet: unaffiliated KTLA

The days are over when independent television stations up for sale were equated with lemons hidden on the rear lot of a used-car dealer and pushed out only when a naive buyer came along. Today, an independent station on the market is more likely to be rolled out with the traditional luxury models—the network affiliates—and sold for top dollar. And nobody is suggesting that the buyers are naive.

Broadcasters and analysts cannot put their finger on the exact date, but most agree that since the mid-1970's the trading value of an independent station has been steadily rising until, according to one broker, it has reached "virtual parity" with network affiliates in the major markets. The surge is attributed, in part, to the larger audiences independent stations are winning and consequently the higher cash flows they are generating.

In this year alone, over \$463 million worth of independent station sales have either been proposed to or approved by the FCC. Moreover, that figure does not include the \$245-million sale of Golden West Broadcasters' KTLA-TV Los Angeles—to date the most ever paid for any television station. This year's dollar volume does include the four of five Field Communications' independent stations, all in major markets, that have been parceled out to separate buyers.

There is a consensus among broadcasters and those who follow or facilitate station trades that the selling value of independent stations has increased for three principal reasons. The first is location. Large cities represent reservoirs of consumption, and a television station—any kind of television station—is the surest way to reach them. The second is programming, or more specifically counterprogramming, which is cited as key to independent success. The third is commercial inventory, which is beginning to be viewed as an independent's premium asset, surpassing in some time periods the value of network affiliate compensation.

Behind these reasons is a belief among broadcasters that the public and the advertising community have gone far in shedding their prejudices against independent television stations as fuzzy signals on the UHF band.

Station broker Ted Hepburn thinks the watershed year was 1976, "because the advertising industry discovered independents." The economy was pulling out of its 1974-75 recession, he noted, and "there was so much money being spent on TV that the network affiliates couldn't raise the rates fast enough . . . All the agencies by sheer necessity had to go to the independents that they had never gone to before."

The difference today, Hepburn says, is that independents are "now part of the advertising campaigns instead of being an afterthought."

As the reach of independents expands, so does their value. And that expanded reach, broadcasters say, is partly due to cable. Don Curran, president of Field Communications, says the increasing strength of independents is "due to cable as much as anything else. Cable operators can only carry one ABC, CBS or NBC affiliate, but they're going to carry every independent they can get their hands on because of the diversity of the programming and schedule."

To illustrate the increase in the value of independent stations, the Field group is a case in point. The parent company, Field Enterprises, first got into broadcasting when it acquired a 50% interest in what is now WFLD-TV Chicago (ch. 32) in 1965 for \$2 million, and then in 1970 it exercised an option and purchased the balance for another \$2.5 million. In 1976, it bought the remaining 77.5% of Kaiser Broadcasting Co., a group of four UHF's, for \$42,625,000 (Field already owned 22.5% of Kaiser). Early this year Field closed the first of its station divestitures by selling WFLD-TV to Metromedia for \$136 million. The collective total for the sale of Field's other three independents is \$140 million. It is currently working on a deal to sell the last property, WKBS-TV Philadelphia. Brokers have pegged its price in the \$40-\$50-million range.

"The basic reason is that the public perceives independent television, more than ever before, as an alternative viewing" source, explained Ro Grignon, executive vice president, television, for Taft Broadcasting Co. Taft this year traded its NBC affiliate, WGR-TV Buffalo, N.Y., plus \$70 million for independent WCIX-TV Miami, owned by General Cinema Corp. Grignon, in reply to a question about why some companies were pulling out of television station ownership (Field, Ziff-Davis, General Electric, Dun & Bradstreet), says: "I just don't know their reasons for getting out. Our reasons for getting in are [that] if you can get an independent station in a large market, clearly you can make a great deal of money."

According to Grignon, the money can be made "because you have more availabilities and you don't have a network to program around." In the same breath, Grignon stressed he is not antinetwork (Taft owns four affiliates and three independents), but he said that network compensation to affiliates sometimes could not be as rewarding as

owning all the commercial inventory.

John Reidy, a vice president with Drexel, Burnham, Lambert in New York, says he is not surprised at the high prices independent stations—and network affiliates—are bringing in the market today. Applying an average of a 10-times-cash-flow multiple to a station that is earning anywhere from \$5 million to \$20 million automatically generates a \$50 million to \$200 million price tag, he noted.

"As far as the independents go," Reidy says, "obviously they have blossomed to some extent as the prime time access rule and syndication rules have given them a lock on strong syndicated product." He added, however, that the steady supply of quality off-network programming like *M*A*S*H* (an "enormous boost" to independents) is drying up. In the future, he believes, "earnings of independent stations are going to grow much more in line with the earnings growth of network affiliates."

Media analyst Alan Gottesman of L.F. Rothschild, Unterberg, Towbin, said independent stations, in terms of earning potential, are in "the steep part of the growth curve." Over time, the growth curve levels off and so does a station's earnings.

He also agreed independents have "been assisted by carriage on cable systems where many of them that are UHF's are not suffering as much from the reception problem."

Although nobody is saying an independent station is on its way to surpassing a network affiliate, it is noted the gap between the two is closing. "It wasn't unusual back in the early 1970's," Hepburn said, "that a network affiliate might sell for 10 times cash flow and an independent might sell for six times. Now an independent, everything being equal, will bring basically the same multiple." Depending on the market, Hepburn added, that multiple can range anywhere from seven to 12.

The growth in independents' audience levels, noted Barry Kaplan, a securities analyst with A.G. Becker, "has increased their franchise value considerably." The audiences have been built, he added, on the independents' ability to buy syndicated programming. "Among UHF independents," he also said, "a lot of it was strengthening their signals to get wider coverage." Together, this has caused the value of independents "to have risen a little faster than network affiliates."

Washington station broker Jim Blackburn observed that "a number of independents that weren't profitable or even on the air five years ago are profitable now." The big advantage independents have going for them, he believes, is owning their commercial inventory. The networks, he said, compensate affiliates for the advertising time they sell "at only a fraction" of what they charge for it.

Blackburn also explained that the operating overhead for independent stations is higher than for network affiliates because they have to buy their own programming on top of supporting a news staff. Independents must "reach a higher level of revenue before you either break even or reach a corresponding profit margin to a network affiliate. What you're seeing in the larger markets over the past five years is that many of the independents are able to do just that." □

An Index to Independents

The following is a list of the commercial independent television stations in the United States and Puerto Rico. The material was compiled by BROADCASTING researchers with help from the Association of Independent Television Stations. It differs from INTV's count in that it includes stations in Puerto Rico and some other markets and includes stations not yet on the air (indicated by an italic entry). An asterisk before a station denotes subscription programming. NA means that information was not available.

City	call/channel	licensee	rep	City	call/channel	licensee	rep
Aguadilla, P.R.	WOLE-TV, ch. 12	Western Broadcasting Corp. of Puerto Rico	NA	Columbus, Ohio	WTTE, ch. 28	Commercial Radio Institute Inc.	NA
Aguadilla, P.R.	WVEO, ch. 44	Video Empresas Del Oeste Inc.	NA	Concord, Calif.	KFCB, ch. 42	First Century Broadcasting Inc.	none
Albany, Ga.	WJFT-TV, ch. 19	Southwest Broadcasting Inc.	NA	Cookeville, Tenn.	WKWR-TV, ch. 28	Joseph P. Williams	none
Albany, Ga.	WTSG, ch. 31	Gordon Communications Co.	Adam Young	* Corona, Calif.	KBSC-TV, ch. 52	Oak Broadcasting Systems Inc.	none
Albany, N.Y.	WXXA-TV, ch. 23	Albany TV 23 Inc.	Petry	Corpus Christi, Tex.	KORO, ch. 28	Teicorpus Inc.	Spanish International
Albuquerque, N.M.	KGSW, ch. 14	Galaxy-Southwest Television	Avery-Knodal	Crossville, Tenn.	WCPT-TV, ch. 20	WCPT-TV Inc.	none
Albuquerque, N.M.	KNAT, ch. 23	Carson Communications Corp.	Seltel	Dallas	KXTX-TV, ch. 39	Continental Broadcasting Network Inc.	Katz
Alexandria, La.	KLAX-TV, ch. 31	Cypress Communications Corp.	NA	* Dallas	KTWS-TV, ch. 27	Telecommunications Inc.	Spot Time
* Allentown, Pa.	WFMZ-TV, ch. 69	Maranatha Broadcasting Co.	Spot Time	Denison, Tex.	KOAV, ch. 20	Broadcast Affiliates Inc.	NA
Amarillo, Tex.	KJTV, ch. 14	Ray Moran	Seltel (7/1)	Denver	KTMX-TV, ch. 31	Centennial Broadcasting Corp.	MMT
Anaheim, Calif.	KDOC-TV, ch. 56	Golden Orange Broadcasting Co. Inc.	none	Denver	KWGN, ch. 2	Tribune Broadcasting Co.	Petry
Anchorage	KTBY, ch. 4	Totem Broadcasting Corp.	NA	Des Moines, Iowa	KCBR, ch. 17	The Independence Broadcasting Corp.	Avery Knodal
Angola, Ind.	WXJC-TV, ch. 63	James A. Chase	Creative Comm.	Detroit	WGPR-TV, ch. 62	WGPR Inc.	Spot Time
* Ann Arbor, Mich.	WHTT, ch. 31	Satellite Television Systems Inc.	none	Detroit	WKBD-TV, ch. 50	Field Communications	Katz
Appleton, Wis.	WBUO-TV, ch. 32	Appleton Midwestern Television Ltd	NA	Detroit	WXON, ch. 20	WXON-TV Inc.	none
Arecibo, P.R.	WATX-TV, ch. 54	Arecibo Video Corp.	Schellenberg/Kirwan	El Paso	KCIK, ch. 14	Cristo Rey Corp.	Adam Young
Asheville, N.C.	WHNS, ch. 21	Harry J. Pappas	Katz	El Paso	KEHB-TV, ch. 26	Paso Del Norte Broadcasting Inc.	Charles Curran
Ashland, Ky.	WTSE, ch. 61	Tri-State Family Television Inc.	none	Enid, Okla.	KEQO, ch. 20	Red Carpet Country TV Broadcasting	none
Atlanta	WANX-TV, ch. 46	Continental Broadcasting Network Inc.	Katz	Evansville, Ind.	WAFV, ch. 44	Family Television Inc.	NA
Atlanta	WATL-TV, ch. 36	WATL-TV Inc.	Seltel	Fairbanks, Alaska	KATN-TV, ch. 13	Alaska 13 Corp.	Seltel
* Atlanta	WTBS, ch. 17	Turner Broadcasting System	Turner	Fargo, N.D.	KVNJ-TV, ch. 15	Fargo Broadcasting Co. Inc.	Spot Time
* Atlanta	WVEU, ch. 69	Broadcasting Corp. of Georgia	none	Fayetteville, N.C.	WFCT, ch. 62	Fayetteville Cumberland Telecasters Inc.	NA
Atlantic City	WWAC-TV, ch. 53	Atlantic City Television Corp.	Spot Time	Fayetteville, N.C.	WKFT, ch. 40	Fayetteville Television Inc.	none
* Aurora, Ill.	WPWR-TV, ch. 60	Metrowest Corp.	none	Florence, Ala.	WTUK, ch. 26	Alabama Management Co.	NA
Austin, Tex.	KBVO, ch. 42	Austin Television	none	Fontana, Calif.	KTBN-TV, ch. 40	Trinity Broadcasting Network	none
Baltimore	WBFF, ch. 45	Chesapeake Television Inc.	Adam Young	* Fort Lauderdale	WKID, ch. 51	OAK Television of Fort Lauderdale Inc.	OAK TV
* Baltimore	WKJL-TV, ch. 24	Look and Live Industries	none	Fort Wayne, Ind.	WFFT-TV, ch. 55	Great Trails Broadcasting Corp.	Seltel
* Baltimore	WNUV-TV, ch. 54	New Vision Inc.	none	Fort Wayne, Ind.	KTXA, ch. 21	KTXA-TV Channel 21 Inc.	Seltel
Bay City, Mich.	WVCI, ch. 61	Vistacom Inc.	NA	Fort Worth	KTVT, ch. 11	Gaylord Broadcasting Co.	TeleRep
Beattyville, Ky.	WLJC-TV, ch. 65	Forest Drake	none	Fresno, Calif.	KAIL, ch. 53	Trans-America Broadcasting Corp.	none
* Birmingham, Ala.	WTTO, ch. 21	Chapman Radio and Television Corp.	Katz	Grand Rapids, Mich.	WWMA-TV, ch. 17	Television 17 Ltd. Inc.	Adam Young
Bloomington, Ill.	WBLN, ch. 43	Grace Communications Corp.	Unirep	Green Bay, Wis.	WLRE, ch. 26	TV-26 Inc.	Adam Young
Bloomington, Ind.	WTTV, ch. 4	Teleco Indiana Inc.	TeleRep	Green Bay, Wis.	WLUK-TV, ch. 11	WLUK Inc.	H.R. & P
* Boston	WQTV, ch. 68	Boston Star Broadcasting	Spot Time	Greensboro, N.C.	WGGT, ch. 48	Guildford Telecasters Inc.	Petry
Boston	WSBK-TV, ch. 38	New Boston Television Inc.	Storer	Greensboro, N.C.	WLXI-TV, ch. 61	Consolidated Broadcasting Corp.	none
Boston	WXNE-TV, ch. 25	Christian Broadcasting Network	Seltel	Greensburg, Pa.	WPCB-TV, ch. 40	Western Pa. Christian Broadcasting	none
Boulder, Colo.	KTVJ, ch. 14	Boulder Telecasting Corp.	none	* Greenville, S.C.	WGGG-TV, ch. 16	Carolina Christian Broadcasting Inc.	none
Buffalo, N.Y.	WUTV, ch. 29	Whitehaven Entertainment Corp.	Katz	Greenwood, S.C.	WGCG-TV, ch. 48	Metro Communications South Inc.	NA
Burlington, N.J.	WKBS-TV, ch. 48	Field Communications	Katz	Guasti, Calif.	KBSA, ch. 46	HBI Acquisition Corp.	NA
Caguas, P.R.	WKBM-TV, ch. 11	American Colonial Broadcasting Corp.	Cadena Perez-Petty	Hanford, Calif.	KFTV, ch. 21	Spanish International Communications	Spanish International
Cambridge, Mass.	WLVI-TV, ch. 56	Gannett Co.	TeleRep	Hardeeville, S.C.	WTGS, ch. 28	Business, Minority Coalition Broadcasters	none
Canton, Ohio	WDLI, ch. 17	David Livingstone Missionary Foundation	none	Henderson, Nev.	KVVU-TV, ch. 5	Carson Broadcasting Corp.	Seltel
* Canton, Ohio	WOAC, ch. 67	Media Central	none	Hickory, N.C.	WHKY-TV, ch. 14	Catawba Valley Broadcasting Co. Inc.	Spot Time
Charleston, W.Va.	WVAH-TV, ch. 23	West Virginia Telecasting Inc.	Seltel	Honolulu	KHAI-TV, ch. 20	Media Central Inc.	NA
Charlotte, N.C.	WCCB, ch. 18	WCCB-TV Inc.	Katz	Honolulu	KIKU-TV, ch. 13	Mid Pacific Television Associates	Adam Young
Chattanooga	WRIP-TV, ch. 61	Prime Time Television Inc.	Seltel	Honolulu	KSHO, ch. 26	Gayna Kea Broadcasting Co.	Spot Time
Cheyenne, Wyo.	KLWY, ch. 27	The Chrysostom Corp.	Seltel	Houston	KHTV, ch. 39	Gaylord Broadcasting Inc.	TeleRep
Chicago	WBBS, ch. 60	Miyares Marcelino	Charles Curran	Houston	KTXH, ch. 20	Channel 20 Inc.	Seltel
Chicago	WCIU-TV, ch. 26	Weigel Broadcasting Co.	Spanish International	Houston	KRIV-TV, ch. 26	Metromedia Television Inc.	Metro TV Sales
Chicago	WFLD-TV, ch. 32	Metromedia	Katz	Indianapolis	WHMB-TV, ch. 40	LeSea Broadcasting Corp.	Spot Time
Chicago	WGN-TV, ch. 9	Tribune Broadcasting Co.	Blair Television	Indianapolis	WSMA, ch. 59	Indianapolis Television Corp.	NA
* Chicago	WSNS, ch. 44	Video 44	none	Jackson, Tenn.	WUAA, ch. 16	Golden Circle Broadcasting Inc.	none
* Cincinnati	WBTL, ch. 64	United Cable Corp.	Adam Young	Jacksonville, Fla.	WAWS, ch. 30	Malrite of Jacksonville Inc.	Katz
Clarksburg, W. Va.	WLYJ, ch. 46	WLYJ	none	Jacksonville, Fla.	WXAO-TV, ch. 47	WXAO-TV Inc.	Adam Young
* Clearwater, Fla.	WCLF, ch. 22	Christian Television Corp.	none	Johnstown, Pa.	WJNL-TV, ch. 19	Leon A. Crosby	none
Cleveland	WCLQ-TV, ch. 61	Cleveland Associates Co.	Adam Young	* Joliet, Ill.	WFBN, ch. 66	Focus Broadcasting Co.	none
* Cocoa, Fla.	WTGL-TV, ch. 52	Good Life Broadcasting Inc.	none	Kalamazoo, Mich.	WLLA, ch. 64	Channel 64 Inc.	none
Columbia, S.C.	WCCT-TV, ch. 57	Carolina Christian Broadcasting	none	Kansas City, Mo.	KEKR-TV, ch. 62	Choice Channel of Kansas City Inc.	NA
Columbus, Ga.	WXTX, ch. 54	Columbus Family Television Ltd.	none				

BROADCAST GROUPS	NET WEEKLY CIRCULATION
1. METROMEDIA-TV	17,939,000
2. ABC-TV	16,191,000
3. CBS-TV	16,014,000
4. NBC-TV	15,354,000

THE CREAM ALWAYS RISES TO THE TOP.

In just a few short years, Metromedia has grown to become the number one Broadcasting Group in Net Weekly Circulation.

In fact, today, more than one of every five families watches a Metromedia Television Station.

The reason is simple. Metromedia prides itself on offering its viewers innovative programming that not only entertains but enlightens. Diversified programming that covers everything from the problems of the day to great movies of the past.

Metromedia is proud of its position among all Broadcasting Groups (not just the network O&O's). And we will continue to search out the kind of programming that will be sure to keep us the industry leader.

METROMEDIA TELEVISION

New York, Ch. 5, WNEW-TV • Los Angeles, Ch. 11, KTTV • Chicago, Ch. 32, WFLD-TV • Boston, Ch. 5, WCVB-TV
Washington, D.C., Ch. 5, WTTG • Houston, Ch. 26, KRIV-TV • Cincinnati, Ch. 19, WXIX-TV

City	call/channel	licensee	rep	City	call/channel	licensee	rep
Kansas City, Mo	KSHB-TV, ch 41	Scrpps-Howard Broadcasting Co.	Blair	Ponce, P.R.	WSUR-TV, ch 9	American Colonial Broadcasting Corp	Cadena Perez-Perr
Lafayette, La	KADN, ch 15	KADN Broadcasting Inc.	Unirep	Portland, Ore.	KPTV, ch. 12	Oregon Television Inc.	TeleRe
Lake Charles, La.	KVHP, ch. 29	Lake Charles Electronic Media Inc.	none	* Portsmouth, Va.	WYAH-TV, ch. 27	Continental Broadcasting Network	TeleRe
Lansing, Mich.	WFSL-TV, ch. 47	F & S Communications/News Inc.	Adam Young	Poughkeepsie, N.Y.	WTBY, ch. 54	Trinity Broadcasting of New York	non
Las Vegas	KRLR, ch. 21	DRES Media Inc.	NA	Prescott, Ariz.	KUSK, ch. 7	KUSK Inc	Unire
Lawton, Okla.	KGPC, ch. 45	Great Plains Country Television	none	Providence, R.I.	WSTG, ch. 64	Channel 64 of New England Inc	non
Leesburg, Fla.	WTYE, ch. 55	Sharp Communications Inc	none	Raleigh, N.C.	WLFL-TV, ch. 22	Family Television Corp	Selte
Linden, N.J.	WNJU-TV, ch. 47	WNJU-TV Broadcasting Corp	none	* Reading, Pa.	WTVE, ch. 51	Henry N. Aurandt	non
Lorain, Ohio	WUAB, ch. 43	Gaylord Broadcasting Co. of Ohio	TeleRep	Red Lion, Pa.	WGCB-TV, ch. 49	Red Lion Broadcasting Co.	Spot Time
Los Angeles	KCOP, ch. 13	Chris-Craft Industries	TeleRep	Reno	KAME-TV, ch. 21	Page Enterprises	Adam Young
Los Angeles	KHJ-TV, ch. 9	RKO General Inc.	Blair	Reno	KREN-TV, ch. 43	High Country Broadcasting Inc	NA
Los Angeles	KMEX-TV, ch. 34	Spanish International Communications	Spanish International	Richmond, Ind.	WKOL, ch. 43	Trinity Broadcasting of Indiana	non
Los Angeles	KTLA, ch. 5	Golden West Television Inc.	Petry	Richmond, Va.	WRLH-TV, ch. 35	Television Corp of Richmond	Selte
Los Angeles	KTTV, ch. 11	Metromedia Stations,	Katz	Richmond, Va.	WRNX, ch. 63	National Capital Christian Broadcasting Inc	non
Los Angeles	KWHY-TV, ch. 22	Harnscope of Los Angeles Inc.	none	Rochester, Minn.	KGLT, ch. 47	L E O Broadcasting	Selte
* Louisville, Ky.	WDRB-TV, ch. 41	Cowles Media Co.	Petry	Rockford, Ill.	WQRF-TV, ch. 39	Marv Palmquist	Avery-Knode
Louisville, Ky.	WGRB, ch. 34	Green River Broadcasting Inc	none	Roseburg, Ore.	KPIC, ch. 4	South West Oregon Television Broadcasting	Kat
Lubbock, Tex.	KJAA, ch. 34	Troy Raymond Moran	Selte (7/1)	Sacramento, Calif.	KRBK-TV, ch. 31	Koplar Communications of California Inc	TeleRep
Manassas, Va.	WTKK, ch. 66	National Capital Christian Broadcasting	none	Sacramento, Calif.	KTXL, ch. 40	Camellia City Telecasters Inc. 21	MMT
Manon, Ill.	WDDD-TV, ch. 27	Channel 27 Inc.	Spot Time	* Salem, Ore.	KECH, ch. 22	Greater Williamette Vision Ltd	Adam Young
Marlborough, Mass	WGTR-TV, ch. 66	66 Corp.	none	Salinas, Calif.	KCBA, ch. 35	Sainte Broadcasting Co.	Spanish International
Mayaguez, P.R.	WORA-TV, ch. 5	Telecinco Inc.	Caballero Medea	Salt Lake City	KSTU, ch. 20	Sprngfield Television of Utah	TeleRep
Melbourne, Fla.	WMOD, ch. 43	Southern Broadcasting Corp.	Adam Young	San Antonio, Tex.	KWEX-TV, ch. 41	Spanish International Communications	Spanish International
Memphis	WMKW-TV, ch. 30	Television Corp. of Memphis	Selte	San Bernardino, Calif.	KSCI, ch. 18	Global Television Inc.	Charles Curran
Memphis	WPTY-TV, ch. 24	Delta Television Corp.	Petry	San Diego	KUSI-TV, ch. 51	University Television Inc.	Katz
Miami	WCIX-TV, ch. 6	Taft Broadcasting Co.	TeleRep	San Francisco	KBHK-TV, ch. 44	UTV of San Francisco Inc.	Katz
Miami	WDZL, ch. 39	39 Broadcasting Ltd.	Katz	San Francisco	KDTV, ch. 14	Behia de San Francisco Television Co.	Spanish International
Miami	WHFT, ch. 45	Trinity Broadcasting of Florida Inc.	Spot Time	* San Francisco	KTSF, ch. 26	Lillian L. Howell	none
Miami	WLTV, ch. 23	Spanish International Communications	Spanish International	San Francisco	KTZO, ch. 20	Pacific FM Inc.	Blau
* Milwaukee	WCGV-TV, ch. 24	B & F Broadcasting Inc.	Katz	San Jose, Calif.	KICU-TV, ch. 36	Ralph C. Wilson Industries Inc.	Selte
Milwaukee	WVCY-TV, ch. 30	Wisconsin Voice of Christian Youth Inc.	none	San Jose, Calif.	KLXV-TV, ch. 65	Donald Thomson	NA
Milwaukee	WVTV, ch. 18	Gaylord Broadcasting Co.	TeleRep	San Jose, Calif.	KSTS, ch. 48	National Group Television Inc.	none
* Minn.-St. Paul	KMSP-TV, ch. 9	United Television Inc.	Blair	San Juan, P.R.	WKAQ-TV, ch. 2	Telemundo Inc	none
Minn.-St. Paul	KTMA-TV, ch. 23	Buford-Beaudoin Television of Minnesota	NA	San Juan, P.R.	WRWR-TV, ch. 30	La Fe Del Progreso Broadcasting Corp.	none
Minneapolis-St. Paul	WFBT-TV, ch. 29	Channel 29 Television Inc	Adam Young	San Juan, P.R.	WSJM-TV, ch. 24	JEM Communications Inc.	NA
Mobile, Ala.	WMPV-TV, ch. 21	Mobile-Pensacola Broadcasters Inc.	none	Sandusky, Ohio	WGGN-TV, ch. 52	Wayside Temple	none
Mobile, Ala.	WPML, ch. 15	Hess Broadcasting	Selte	Santa Rosa, Calif.	KFTY, ch. 50	Sonoma Broadcasting Inc.	none
Modesto, Calif.	KCSO, ch. 19	Sainte Broadcasting Corp.	Spanish Int' Sales	Schenectady, N.Y.	WUSV, ch. 45	Union Street Video Inc.	NA
Montgomery, Ala.	WMCN-TV, ch. 45	Life Anew Ministries Inc.	NA	Scranton, Pa.	WSWB, ch. 38	SWH Associates	none
Mount Vernon, Ill.	WCEE, ch. 13	Pyramid Broadcasting Corp of Illinois	none	Sierra Vista, Ariz.	KCCA, ch. 58	Sierra Vista Television Inc	NA
Myrtle Beach, S.C.	WGSE, ch. 43	King Communications Inc.	NA	* South Bend, Ind.	WHME-TV, ch. 46	Leslie Broadcasting	Spot Time
Nampa, Idaho	KTRV, ch. 12	Peyton Broadcasting Ltd.	Petry	Spokane, Wash.	KAYU-TV, ch. 28	KAYU-TV Partners Ltd.	TeleRep
Nashville	WZTV, ch. 17	Reel Broadcasting Co.	Katz	Spokane, Wash.	KSKN, ch. 22	Broadcasting Vision Television Ltd.	none
New Orleans	WGNO-TV, ch. 26	Greater New Orleans Television Inc	Selte	Springfield, Ill.	WRSP-TV, ch. 55	Springfield Independent Television Co Inc	Selte
New Orleans	WULT-TV, ch. 20	Video Entertainment Corp.	NA	Springfield, Mo.	KSPR, ch. 33	Springfield Television Associates Ltd	Selte
New York	WNEW-TV, ch. 5	Metromedia Inc.	Katz	Springfield, Ohio	WTJC, ch. 26	Miami Valley Christian Television Inc.	none
New York	WOR-TV, ch. 9	RKO General Inc.	RKO Television Reps	St. Cloud, Minn.	KXLI, ch. 41	L.E.O. Broadcasting Inc.	Selte
New York	WPIX, ch. 11	WPIX Inc.	TeleRep	St. Louis	KDNL-TV, ch. 30	Miami Valley Broadcasting Corp.	MMT
* Newark, N.J.	WWHT, ch. 68	WWHT Inc.	none	St. Louis	KNLC, ch. 24	New Life Evangelistic Center Inc.	none
Newark, Ohio	WSFJ, ch. 51	Christian Television of Ohio	none	St. Louis	KPLR-TV, ch. 11	Koplar Communications Inc.	TeleRep
Newport, Ky.	WXIX-TV, ch. 19	WXIX Inc.	Petry	St. Petersburg, Fla.	WTOG, ch. 44	Hubbard Broadcasting Inc.	Petry
Nogales, Ariz.	KZAZ, ch. 11	Roadrunner Television Ltd.	Selte	Stockton, Calif.	KSCH-TV, ch. 58	William H. Schuyler Co. Inc.	none
Norfolk, Va.	WTVZ, ch. 33	Television Corp. of Virginia	Katz	Suring, Wis.	WSCO, ch. 14	Northeastern Wisconsin Christian TV	none
North Pole, Alaska	KJNP-TV, ch. 4	Evangelistic Missionary Fellowship	none	Syracuse, N.Y.	WFWY, ch. 43	Filmways Communications of Syracuse Inc.	NA
Oakland, Calif.	KTVU, ch. 2	Miami Valley Broadcasting Corp.	TeleRep	Syracuse, N.Y.	WKAF, ch. 62	Great Onondaga County Telecasting Corp.	NA
Ocala, Fla.	WBSP, ch. 51	Big Sun Television Inc.	NA	Tacoma, Wash.	KSTW, ch. 11	Gaylord Broadcasting Co.	TeleRep
Oklahoma City	KAUT, ch. 43	Golden West Broadcasters	Petry	Tacoma, Wash.	KCPQ, ch. 13	Kelly Television Co.	Selte
* Oklahoma City	KGMC, ch. 34	Seraphim Corp.	Selte	Tampa, Fla.	WFTS, ch. 28	Family TV Corp.	Selte
Oklahoma City	KOKH-TV, ch. 25	Blair Broadcasting of Oklahoma	Blair	Thief Rvr. Falls, Minn.	KKAQ, ch. 10	Olmstead Broadcasting Inc.	none
Oklahoma City	KSBI, ch. 52	Satellite Broadcasting Co.	NA	Tulsa, Okla.	KBJH, ch. 47	Church of the Christian Crusade	NA
Oklahoma City	KTBO-TV, ch. 14	Trinity Broadcasting of Oklahoma City	TBN	* Tulsa, Okla.	KGCT-TV, ch. 41	Green Country Inc.	none
Opelika, Ala.	WSWS, ch. 66	RCH Broadcasting Inc.	Unirep	Tulsa, Okla.	KOKI-TV, ch. 23	Tulsa 23, A Limited Partnership	Katz
* Orlando, Fla.	WOFL, ch. 35	Meredith Corp.	MMT	Vancouver, Wash.	KPDJ, ch. 49	Columbia River Broadcasting	MMT
Oxnard, Calif.	KTIE, ch. 63	Thorne Connelley	NA	* Vineland, N.J.	WRBV, ch. 65	Renaissance Broadcasting Corp.	none
Paterson, N.J.	WXTV, ch. 41	Spanish Int'l Communications	Spanish Int'l Sales	Visalia, Calif.	KMPH, ch. 26	Pappas Telecasting Inc.	Katz
Philadelphia	WPHL-TV, ch. 17	Providence Journal Co.	Petry	* Washington	WQDR, ch. 50	Channel 50 Inc.	none
Philadelphia	WTAF-TV, ch. 29	Taft Broadcasting Co. of Pennsylvania Inc.	TeleRep	Washington	WDCA-TV, ch. 20	Taft Broadcasting Co.	TeleRep
* Philadelphia	WWSG-TV, ch. 57	Channel 57 Corp.	none	Washington	WTTG, ch. 5	Metromedia Inc.	Katz
Phoenix	KNXV-TV, ch. 15	New Television Corp.	Adam Young	Waterbury, Conn.	WTXX, ch. 20	Oppenheimer	MMT
Phoenix	KPHO-TV, ch. 5	Meredith Corp.	MMT	West Chicago, Ill.	WBBS-TV, ch. 60	Hatco-60	Charles Curran
Phoenix	KTVW-TV, ch. 33	The Seven Hills Television Co.	Spanish International	West Monroe, La.	KNAN-TV, ch. 39	Carolina Christian Broadcasting Inc	none
Pittsburgh	WPGH-TV, ch. 53	Meredith Corporation	MMT Sales Inc	W. Palm Beach, Fla.	WFLX, ch. 29	Marlite Communications	Petry
Pittsburgh	WPTT-TV, ch. 22	Commercial Radio Institute Inc.	Adam Young	* Winston-Salem, N.C.	WJTM-TV, ch. 45	TVX Corp of North Carolina	Selte
Ponce, P.R.	WLUZ-TV, ch. 7	Ponce Television Corp.	none	Worcester, Mass.	WSMW-TV, ch. 27	Sibos Inc.	none

WPMI

MOBILE • PENSACOLA

TV 15

NOW THAT'S REALLY INCREDIBLE

GULFCOAST UHF STATION IS MAKING TELEVISION HISTORY—

In March of 1982, WPMI became the first commercial UHF station in the previously all VHF Mobile-Pensacola market. Just over one year and four books later the station has gathered an incredible following and, according to the May ARB, some incredible numbers.

THE INCREDIBLE FIGURES

TIME	SHOW	MAY '83 ARB	
		RATING	SHARE
12 NOON	RAWHIDE	5	15
5 P.M.	CHARLIE'S ANGELS	12	26
6 P.M.	STAR TREK	15	23
7 P.M.	GUNSMOKE	11	17
8 P.M.	PRIME MOVIE	7	11
10:15 P.M.	WILD WILD WEST	5	10

INCREDIBLE WEEKENDS

Since our first rating book WPMI has been number one on Sunday afternoon and we have significant Saturday numbers, too.

INCREDIBLE PROGRAMMING

WPMI owns over 2,000 movies plus Chips and B.J. and the Bear for the Fall of 1983. Proven programming that will continue incredible ratings.

INCREDIBLE BUYS

Mobile-Pensacola is a totally new television market with the addition of WPMI. For information on how you can get some incredibly effective buys
Contact Bob Spielman at 205-433-1500.

MILT DE REYNA, President

Represented by SELTEL

Superstations: an independent phenomenon

One of the bigger success stories of recent years is how some local TV stations got up on a bird to send their movies and sports to homes across the country

Why would a viewer in Los Angeles, Miami or Podunk, wish to watch an independent television station from Atlanta, New York or Chicago—the three so-called “national” superstations, WTBS(TV), WOR-TV and WGN-TV? Whatever the reasons, and several are cited, thousands of cable system operators around the country supply their subscribers with those signals and pay a carriage fee for the privilege.

The national superstation phenomenon first got off the ground in late 1976 when Ted Turner put his Atlanta station, then known as WTCG, on an RCA bird which transmitted the station's signal to four cable affiliates with a total of fewer than 20,000 subscribers. Today, seven years later, WTBS is carried by more than 5,200 affiliates with a subscriber base of 25 million. WGN-TV was first brought to cable operators around the country about two years later by resale common carrier United Video, based in Tulsa, Okla. United now claims that the WGN-TV signal is carried by some 4,300 cable affiliates with a universe of about 10 million. Less than a year after WGN-TV went up on the bird, Eastern Microwave Inc., a resale common carrier subsidiary of Newhouse Newspapers, began transmitting the signal of WOR-TV New York to affiliates via Satcom I in April 1979. EMI now claims about 675 cable affiliates with about 5 million subscribers (those figures do not include the 8 million viewers capable of receiving the WOR-TV signal over the air in the New York ADI).

And though the three are commonly referred to and thought of as national superstations, a distinction has to be made between the WTBS operation and those of WGN-TV and WOR-TV, as executives with the last two are quick to point out. WTBS licensee, Turner Broadcasting System, is the only one of the three actively to promote its station as a superstation. And it is also the only one with a national, as well as a local, advertising rate card. The other two stations claim not to promote themselves nationally in any manner and refer to themselves as “passive” superstations.

“We are concerned only with our local market, Chicago,” said WGN-TV's Jim Ellis. “We have no control over and derive no income from” United Video's promotion of the station nationally, he said. Essentially, WGN-TV and WOR-TV take that stand to avoid the hefty program costs that would come with active promotion of those stations as national program delivery vehicles. “We don't want to have to pay national rates to program suppliers,” Ellis explained.

Jim Marino, acting vice president of WOR-



TV, echoed the position put forth by Ellis. “We look to serve our own community,” he said, noting that if common carriers such as United and EMI wish to distribute television signals nationally for profit, “that's their option. But there is no relationship between us and our carrier.”

All three of the superstation operations are said to be profitable. And though WTBS generates most of its income from the sale of national advertising (revenues for 1983 are expected to be between \$125 million and \$130 million), United Video and EMI derive all of their earnings from carrying charges levied upon cable affiliates who elect to make room on their systems for the WGN-TV and WOR-TV signals. EMI charges cable operators 10 cents per subscriber per month (with a minimum \$100 and maximum \$3,000 monthly charge) for the WOR-TV signal, with a 15% discount for payment in advance and a discount structure for MSO's that tops out at about \$38,000 for 700,000 subscribers. United Video and Southern Satellite Systems, the common carrier authorized to transmit WTBS nationally, also charge 10 cents per basic subscriber per month with various discounts for MSO's, payment up front and the like.

Unlike the licensees of WGN-TV and WOR-TV, however, TBS aggressively markets its station to cable operators. In line with that effort, TBS pays affiliates making room for the Atlanta-based superstation an initial 25 cents per subscriber (up to \$10,000) for promotional purposes. On top of that, TBS runs what is called an “ongoing maintenance marketing program,” which provides an additional 16 cents per subscriber per year to affiliates to promote WTBS.

In addition to those two promotional programs, a third plan was initiated earlier this year to assist cable operators with the newly imposed copyright royalty fees, which took effect in March, and to spur the growth of CNN Headline News. That plan offers affiliates carrying all three TBS program services—WTBS, Cable News Network and CNN Headline News—\$1 per subscriber per year for up to three years.

As to the appeal of these three stations across the nation, it would appear to boil down to the attractiveness of the programming that independents are known for—local sports, movie packages and off-network fare.

“WOR-TV has carved a niche for itself as the independent with the greatest amount of live local sports programming,” said Pat Servodidio, president of RKO's television division. And that may be the greatest appeal of the station nationwide, he suspects, although the station has been “aggressively” acquiring other program fare as well over the last 10 months, including movie packages and relatively new syndicated programs.

Arthur Perkins, general manager of EMI, also believes that WOR-TV sports programming is perhaps the largest attraction to the station. “They have more sports than any other independent in the country, bar none,” he said. The station carries the games of no fewer than seven professional sports teams, including the New York Mets baseball club, three professional hockey teams—the New York Rangers, New York Islanders and New Jersey Devils, the New York Cosmos soccer team and two basketball teams—the New York Knicks and New Jersey Nets.

WTBS and WGN-TV both carry the games of two professional sports teams. WTBS carries baseball's Atlanta Braves and basketball's Atlanta Hawks, both owned principally by Ted Turner. WGN-TV's big sporting attraction is the Chicago Cubs baseball team and the station carries some Chicago Bulls basketball games as well. Both stations also provide extensive coverage of college sports, WTBS perhaps a little more so with its carriage of NCAA football and basketball games, with a smattering of other events, such as track and field. WGN-TV carries some basketball games played by DePaul and Loyola universities, as well as a few Big 10 conference games.

Though some would argue that the appeal of a local sports team usually does not transcend its own market, Bob Wussler, president of WTBS, argues that the superstations, by providing a steady diet of Braves, Mets or Cubs games, enable viewers around the country to develop a relationship with a second or third “home” team. “We're making it possible for viewers to develop” loyalties with additional teams, he said. “They get to know our players and announcers, and they become involved with the team.”

Are superstations any more valuable because their signals are transmitted nationwide? Ted Turner likes to think so. He has estimated that WTBS may be worth as much as \$500 million on the trading block—considerably more than the widely used formula of 10 times cash earnings would indicate. Wussler said that WTBS should earn a profit of between \$35 million and \$40 million this year on revenues of perhaps \$130 million.

RKO's Servodidio assumes that WOR-TV is worth “\$200 million plus.” but did not care to get any more specific than that, other than to say that, located in the country's largest market, the station should be worth more than WTBS. Roy Bliss, executive vice president, United Video, which carries the WGN-TV signal nationwide, suggested that the station's status as a superstation has “dramatically enhanced its value,” and that it is probably worth considerably more than the \$200 million he suggested the station was worth “before we ever heard of satellites.”

Despite the success that EMI, United Vid-

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eo and Southern Satellite have had marketing the three superstations to cable affiliates, and the success that TBS has had in selling time to national advertisers, there does not appear to be room for a fourth superstation to survive. A case in point is KTVU(TV) Oakland, Calif., which covers the San Francisco Bay area. That station was actually the third to be put up on the Satcom I bird and marketed as a superstation, by Satellite Communications Systems Inc., a joint venture between Southern Satellite Systems and Holiday Inns Inc. The signal was launched in December of 1978 and was, for the duration of its time on the bird (about two years), a passive superstation in the sense that KTVU did nothing to promote itself actively as a national program service. SCS did not succeed in marketing KTVU to the cable industry, and eventually the transponder space was sold to Warner Amex Satellite Communications for the purpose of distributing one of its program services.

Those in the business of distributing superstations as well as those outside the business appear to agree that the market is saturated. The copyright liability of importing additional distant signals is cited as one reason, as well as the fact that the cable industry has more than enough of the types of programming generally offered by such stations to choose from.

United Video's Bliss suggests there's "no chance" of another independent making it as a superstation. "It's very difficult to enter the market," he said, noting that the primary cable satellite, Satcom III-R is filled to capacity. And most of the larger cable systems around the country, he said, are importing the maximum distant signals they are allowed to carry without being assessed the 3.75% of gross revenues per signal that's prescribed by the Copyright Royalty Tribunal ruling that went into effect in March. (The NCTA is challenging that ruling, although a decision is not expected before some time this fall at the earliest.)

EMI's Perkins agreed, suggesting that "it would be a long haul" for additional superstations to be competitive. With the existing copyright situation, he said, cable operators would be reluctant to make room for additional distant signals, particularly in larger markets, "until they get significant rate increases." He also cited current transponder rates—about \$150,000 a month—as another



Bliss



Servodidio

negative factor.

John Tagliaferro, president of the Hughes Television Network, a New York-based resale carrier, said: "I don't see any great need or demand for an additional superstation," given the three that are already in business, in addition to the various regional and national sports networks and other cable satellite services offering movies and syndicated programming (CBN and the Modern Satellite Network, for example).

Robert Wold, chairman of the company that bears his name and that is involved extensively in the business of leasing transponder time to occasional and part-time users, said, "we've thought about" launching a fourth superstation, but the state of affairs has dissuaded him from doing so at the present time. Wold said that the cost of launching and maintaining a new superstation operation would amount to perhaps \$2 million a year, and require between a 15-million and 20-million subscriber universe just to break even. And at this stage, he added, such a project does not appear feasible given the limited channel capacity on cable systems nationwide.

And though the number of players in the superstation game appears to be limited to three, each of those players sees room for substantial growth within their services. Wussler of TBS noted that company projections call for WTBS to be available in about half of all U.S. TV households within the next two or three years, or, in other words, 42 million homes by no later than 1986.

EMI's Perkins predicts that by that time, WOR-TV should be in as many homes as WTBS is now—more than 25 million. And

United Video's Bliss said that WGN-TV will be in perhaps 12 million homes, up 2 million, by year's end.

As to how long the superstation phenomenon will last, it's anybody's guess, but the existing players remain optimistic. As Bliss put it, "everything is sensitive to time, particularly in the rapidly changing environment of communications." Nevertheless, he sees the superstation business as a viable one for "at least five more years, probably 10. But if you had to look 20 years down the road, which in any case is hard to do, I just don't know."

Superstations aren't the only broadcast signals carried by cable systems. Apart from local signals that cable systems carry to abide by the FCC's must-carry rules, many systems carry the signals of independent stations within a region that may encompass six or seven states.

The effect of that carriage appears to be of greatest benefit to independent UHF stations, which thereby achieve parity with the strongest and clearest of the VHF stations seen on the same system.

UHF stations carried on cable, said Eugene McCurdy, president and general manager of WPHI-TV Philadelphia, a UHF independent, "get signal tuning and tuning parity." And despite the fact that an individual channel on cable faces more competition given the greater number of channels the viewer has to select from, McCurdy said that "our viewing goes up dramatically on cable."

Greater viewing seems to be the extent of the benefits of carriage on cable for independents, although spot advertisers do perhaps receive a "bonus" of extra viewers that they don't have to pay for when advertising on a station carried by regional cable systems. However, that can also work against an advertiser who does not have distribution outlets beyond the market he is looking to advertise in.

But for example, packaged goods advertisers, said McCurdy, which tend to have distribution outlets extending well beyond the core market they're directing their spots to, "know they are getting a bonus they don't have to pay for, and in that sense we do promote the excess viewership." Direct response advertisers were also cited by McCurdy as a group that benefits from the extended cable viewership.

VHF stations also enjoy the extended coverage. "It's important," said Bob O'Connor, vice president and general manager, WNEW-TV New York, "especially for our 10 p.m. news when we're covering state issues." O'Connor noted that WNEW-TV is carried by systems that reach all the way up to New York's Canadian border, as well as the surrounding states of Pennsylvania, Connecticut and New Jersey. But he added that the extended coverage "is not a selling point," for his station, because advertisers "are really looking for the core New York market."

In the final analysis however, cable carriage for a VHF station with a strong signal is not that significant. "It's nice that a lot of additional viewers have a chance to see our station," said Alan Bell, vice president and general manager of KTVU(TV) San Francisco, "but it never affects anything that I do." □



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Advertising: Agencies and reps find growing favor with indies

With new sources of programming independents are attracting greater share of spot dollars

Agency and advertiser perception of the quality of independent stations, according to agencies and national representative firms, has improved appreciably over the past five years. The improvement is linked directly to improved programming which has resulted in bolstered ratings. One key element in the indies' ascendancy was the prime time access rule. Representatives and agencies agree that the availability of strong off-network shows, which the rule denies network affiliates, enabled independents to compete strongly with affiliates in that time period. More recently, the growth of ad hoc networks has added to the growing pool of ratings-attracting programming.

In addition to programming, another factor powering the independents' growth in advertising has been the availability of research material pointing to the demographic acceptability of independents on the same level with affiliates.

Don Robinson, president of Independent TV Sales, a division of Katz Communications, noted that the independents' appeal to advertisers has been strengthened by the policy of a large number of such outlets to reduce the number of commercials in prime time.

"As a result, we have less clutter," he pointed out. "Many indies have cut back on the number of interruptions. This all makes for less clutter and for better value in terms of audience identification."

Robert (Buck) Buchanan, executive vice president of J. Walter Thompson Co. and director of U.S. media operations, said that although Thompson never has felt there was "a stigma" attached to independents, the agency has been increasing its investment in recent years.

"It was the availability of many outstanding off-network programs of quality," he reported. "And the increase in network television prices made spot TV attractive, particularly in the larger markets."

Alan Elkin, senior vice president in charge of independent stations at Seltel Inc., stressed that agencies can play a key role in educating their clients on the values of independents. Elkin believes there has been considerable progress achieved among agencies but added that representatives' salespersons must redouble their efforts in putting access to agencies that the independent delivers sizeable audiences of quality at equitable rates.

Reps acknowledge that independents still are regarded as "second class citizens" in the eyes of some advertisers. The skeptics don't openly proclaim they are anti-independent but they set up requirements that representatives consider "unreasonable." For example, they may insist on prime time news, although many independents do not have such programming, or require a minimum rating of

12 in prime time. Bonita LeFlore, vice president and manager of spot TV for N W Ayer, said Ayer will consider an independent if the program has a minimum of a two rating. She believes the notion of a "stigma" attached to independents today "is almost nonexistent."

She applauded the upgrading of independents in recent years, saying it contributes to "a healthy environment" and should put pressure on the networks to upgrade their own programming. LeFlore believes one independent station time period that should be strengthened is daytime.

LeFlore suggested that independents broaden their efforts in programming via national and regional ad hoc networks as a means of attracting more advertising.

James R. Kelly, senior vice president and general sales manager, Blair Television, said acceptability by agencies of independents has grown considerably over the past five years. He attributed this change in attitude primarily to the improved programming. However, Kelly pointed to daytime and prime time as two areas in which independents need to work to achieve parity with affiliates. He noted that Blair set up separate sales teams to sell independents in 1981 and this move, he said, "has paid off."

One problem facing some independent stations coming on the air and even some established outlets is the scarcity of national representatives. The number has dwindled from 23 to 16 in the past two years because of the high cost of operating a national selling organization.

This has not, however, discouraged the start of a new rep firm specializing in independent TV stations—National Independent Specialists, formed by Adam Young Inc. and manned with a staff separate from the parent firm.

Heading up the new venture as president will be Dick Maloney, who spent more than 12 years with Metro TV Sales, both as vice president and Eastern sales manager. He left Metro earlier this year after Metromedia decided to abandon its representative operation and parcel out its stations to outside firms.

Maloney is confident there is an opportunity for success for a knowledgeable, hard-hitting rep in the independent field. With the dearth of rep firms, the start of new independent TV stations and the move into the indie field by some of the major reps, there will be holes that need to be filled, according to Maloney.

He echoed other executives in saying that programming is the linchpin for independent success and said independents over the next few years will be strengthening their efforts both in the national and local program spheres. He envisioned more production to fill local community needs from the independents. This, in turn, he said, will lead to greater advertiser acceptance.

Maloney said National Independent Specialists is expected to be operational by mid-July, with offices initially in New York, Los Angeles and Chicago. At the outset it will



LeFlore



Robinson

represent the 16 independent stations in the Adam Young portfolio.

Maloney's optimism is not shared by all reps. Robinson of Independent TV Sales, for example, noted that the rep business is capital-intensive and said that the trend seems to be away from new firms. He suggested that in the future the television representative business may veer toward representation of two stations in a market, a practice common in radio.

A spokesman for Harrington, Righter & Parsons, which represents 33 stations, all network affiliates, indicated the HR&P has not closed the door to independent stations. But he said that "we're going to be very careful" in deciding whether to accept such a station, particularly in gauging whether such an affiliation would be profitable.

The direction in which independents have been moving indicates considerable opportunity for growth, according to Yolana Toro, director of local broadcast for BBDO, New York. She cited two factors contributing to indie ascendancy: the upgrading in programming and the increased availability of independents on cable.

She said BBDO and its clients do not discriminate against independents, saying "a rating point is a rating point." She said advertiser investment on independents has grown steadily and said while some clients impose restrictions on the types of programming in which they will advertise, that applies to affiliates as well as independents. □

State-of-the-cable services emerges from Cable Day panel

Women in Cable-sponsored event held in Los Angeles joins on dais representatives from HBO, Showtime, Movie Channel, MTV, Playboy, Disney, CHN, Daytime

The Playboy Channel plans to produce 36 made-for-pay-television motion pictures a year, at an average cost of \$1 million each, with the first scheduled to air this October. Playboy Channel President Paul Klein told reporters at the Beverly Hilton hotel in Beverly Hills, Calif., last Tuesday (June 21) the pay cable service currently has four such films in various stages of production.

Speaking during a panel session of Cable Day, sponsored by Women in Cable, Klein said the emphasis on original movies is designed to differentiate the channel's programming and insure high quality. The films will be released theatrically following exhibition on The Playboy Channel and financed through co-production deals, he explained.

The adult-oriented service, which has about 500,000 subscribers, is also planning a series entitled *Ms. Playboy*, designed to attract female viewers to the channel. Klein said The Playboy Channel currently experiences an 8% monthly churn rate, estimating that about 15% of cable subscribers in a given franchise agree to sample the service. In a reference to Playboy's recent legal difficulties in Cincinnati, where a grand jury has handed up an obscenity indictment against two Playboy films, Klein predicted, "Cincinnati will change, just as Boston changed." He said the service has trouble with about 85% of the city councils it approaches concerning possible carriage on local systems.

At the other end of the spectrum, The Disney Channel's president, James Jimirro, cited a study indicating a third of nonsubscribing households did not want R-rated programming in their homes, adding that his pay service's goal was to meet "a tremendous unserved need" for "wholesome family programming." He claimed that many of the most popular programs in the Disney library, such as *The Living Desert*, couldn't be "given away" to the broadcast networks during recent years. Jimirro said the 10-week-old channel has so far exceeded growth projections, reaching 200,000 subscribers by mid-June on about 700 systems. The executive said it would probably be spring of 1985 before The Disney Channel would reach the two million subscriber level, at which point it expects to break even.

Michael Fuchs, president of the Home Box Office Entertainment Group, defended HBO's use of nonunion overseas talent for the production of much of the pay cable net-

work's original programming, declaring it is "not interested in making \$2 million, 19-day television movies like the [broadcast] networks." He said HBO often needs to go outside the U.S. to obtain co-production financing in order to budget its films and series, acknowledging that "the union situation" and costs in this country "are a factor" in its decisions as well.

"I say our production quality is going to be finer than the networks, and I don't care if we have to get the money from Saudi Arabia," Fuchs maintained. "The consumer doesn't care or know" where a program is produced. He also said that producing made-for-pay movies is often more cost-efficient than buying theatricals already produced by the studios.

Addressing the same issue, Showtime's programming vice president, Greg Nathanson, said his pay cable service goes outside the U.S. "mostly to get co-financing," noting that American unions are showing a willingness to make special arrangements in order to shoot cable programs in this country. He said only two of six original series made for Showtime are currently foreign-produced.

Nathanson said *Paper Chase*, canceled by CBS and picked up by Showtime, is now Showtime's most successful program but added, "It is not our ambition—not our future—just to take [discontinued] network shows." Showtime's goal, he said, "is to build a viewership with series and special programming."

Robert W. Pittman, executive vice president and chief operating officer of Warner Amex Satellite Entertainment Co., said WASEC's The Movie Channel has no plans to introduce original series or specials to its all-movie lineup, contending it remains "the perfect complement to other pay TV services."

Pittman estimated The Movie Channel's monthly churn ranges from 3.5% to 4.5%. Showtime's monthly churn, according to

Nathanson, is from 3% to 4%, while Fuchs pegged HBO's churn level at 3% and Cinemax's at 5% to 6% a month. Fuchs claimed most utilities have a disconnect rate of about 2% a month; thus he expects 3% to be about the lowest likely churn level.

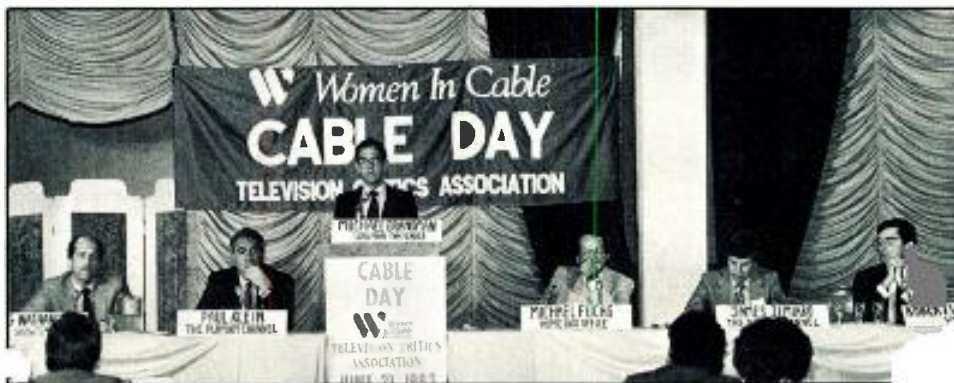
During a separate session, the vice president of programming for Hearst/ABC's Daytime basic cable service, Mary Alice Dwyer-Dobbin, said the venture's recently announced merger with the Cable Health Network (BROADCASTING, June 20) would allow both programming services a better chance of reaching their target audiences and advertisers. She said both Daytime and CHN have begun experimenting with segment lengths and dayparts as a means of maintaining high viewer interest.

In a separate announcement, principals involved in the merger announced that Dwyer-Dobbin will retain her title when the new company, Hearst/ABC-Viacom Entertainment Services (HAVES), is formed. Bruce Johnson, president and chief operating officer of CHN, will keep that position as head of the new firm. The merger is subject to completion of a definitive agreement and approval by the boards of directors of Hearst, ABC, Viacom, Hearst/ABC Video Services and Cable Health Network.

Also questioned during last week's panel was John A. Schneider, president and chief executive officer of Warner Amex Satellite Entertainment Co., who defended WASEC's decision to begin charging cable operators a fee for its Music Television, an advertiser-supported service reaching 12 million homes.

"A dual stream of revenue was required," Schneider insisted, because advertiser support for MTV "was substantially less than we had anticipated on a short and long-term basis." In order to achieve a "network look," he said, substantial sums have been spent on enhancing production quality. Although revenues have increased three to four times what they were in 1982, said Schneider, MTV has high overhead costs associated with technical staff, on-air personalities, uplinking and producing 26 rock concerts each year.

Schneider declined to estimate per-hour



Nathanson, Klein, Lorimar moderator Michael Brandman, Fuchs, Jimirro, Werner

rograming costs for MTV or Nickelodeon, but others on the panel did. Kay Koplovitz, resident of the USA Cable Network, said costs ranged from \$200 to \$50,000 per hour; Bruce Johnson said Cable Health Network spends between \$15 and \$20,000 per hour, and Robert Wussler, executive vice president of the Turner Broadcasting System, estimated costs for WTBS(TV) programing ranged from \$100 to \$1 million an hour while the average cost of programing on Cable News Network is about \$5,500. The ABC/Hearst representative declined to comment, other than to say program costs "are negotiable."

Lloyd Werner, senior vice president for sales and marketing, Group W Cable, said his company's recently announced Sports Channel (BROADCASTING, June 20) would "probably not" sell programing to multipoint distribution systems, while the representatives from USA Cable Network, CNN, WTBS, MTV and Nickelodeon said they probably would.

Reflecting on the difficulty of a new basic channel being added to the more than 50% of the cable systems that remain limited to 12-channel capacity, Werner said: "It's a serious problem that the cable operators are going to have to do something about." There is no

reason why 60 or 80-channel systems cannot now be filled with programing, said Werner, and cable operators ought to fulfill that promise if a system with that much capacity is built.

Koplovitz contended that the future of basic cable is assured, predicting that the industry's advertising revenues will grow from \$312 million this year to \$3 billion in 1990. By the end of the decade, she added, the three commercial broadcast networks should expect at least \$20 billion a year in advertising revenues.

In that same vein, Turner's Wussler said basic cable is still "a cost-per-thousand business" and that advertisers are still reluctant to pay premiums for narrowly targeted audiences. CHN's Johnson estimated a basic cable service needs a minimum of five million subscribers in order to be economically viable.

Many of the executives returned during late afternoon for a live call-in show, sponsored by Women in Cable and carried nationwide by C-SPAN. The three-hour program was moderated by C-SPAN President Brian Lamb. C-SPAN will present other taped highlights from Cable Day beginning at noon (NYT) July 3. □

programing that is simply breathtaking in scope." The cable executive referred to the 1980's as "the decade that blew the lid off conventional television programing."

Wheeler said cable's success can be measured in various ways, including the addition of 400,000 new subscribers each month, compared to 250,000 per month 18 months ago. He noted that subscriber totals for major program services have enjoyed growth rates ranging from 10% (USA Cable Network) to 380% (Music Television) during the past year. Wheeler cited other research suggesting cable households tend to watch less broadcast network programs and be more affluent than noncable homes.

As cable grows, Wheeler contended, the broadcast networks are gradually losing their market dominance.

"For the 52 weeks of this 'true' viewing year, from September 1982 to August 1983, we estimate the networks' share will have plummeted to only 76% of total viewing," he predicted, "an astounding 14% drop in only four years."

"Even the way broadcasters count their seasons says a lot about the way they view the world. Their head-in-the-sand attitude won't allow them to count an entire four-month period where they program reruns. That's what all of us know as 'summer.' I don't know about you, but I still watch TV in the summer and so do a lot of people with cable. In fact, the cable services are launching spirited campaigns to attract those summer viewers, and this competition will force the networks to bring better summer programs to the people." □

Wheeler assails cable doomsayers

NCTA president tells critics that cable's failures are overreported and good news is underreported

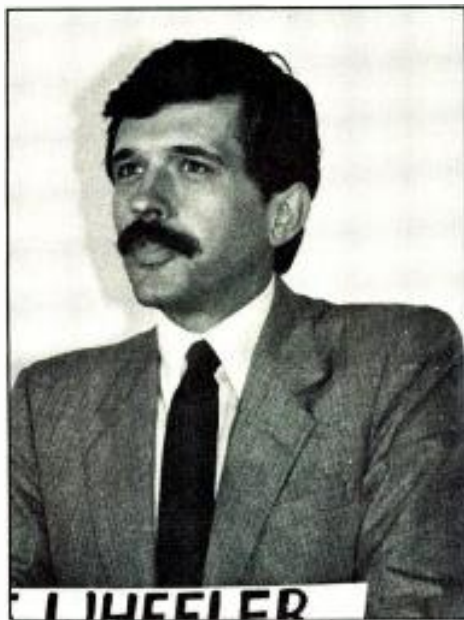
National Cable Television Association President Thomas E. Wheeler accused network executives of using bombast and hyperbole "to divert attention from their miserable programing records" while suggesting the nation's television critics have "overcovered and underreported" the cable television industry's programing shake-out. His remarks were made during Cable Day in Beverly Hills, Calif., last Tuesday (June 21).

Addressing more than 100 critics attending a day-long series of presentations jointly sponsored by Women in Cable and the Television Critics Association at the Beverly Hilton hotel, Wheeler contrasted the performance of over-the-air television with recent developments in his own industry.

"Television network executives relying on bravado apparently are fooling themselves into believing that the unstoppable trend toward cable is only a myth," said Wheeler, pointing out that 46 network series were canceled during the 1982-83 prime time season. "This demonstration of wishful thinking reminds all of us of the adage that those who ignore the lessons of the past are bound to repeat their mistakes." He said the rising number of series pink-slips leads him to believe that "the shake-out in network television programing has gone from catastrophic to downright unbelievable."

Wheeler downplayed the significance of the failure of CBS Cable and The Entertainment Channel and blamed the press for suggesting that their demise was a prelude to the failure of all other "new" services.

"The glitter and tinsel of CBS's lavish parties was never adequately compared to the



Wheeler

detailed, painstaking planning of services that are here for the long haul," Wheeler maintained. "Just as no one knew what The Entertainment Channel was all about in terms of its image, everyone knows to whom Black Entertainment Television is targeted."

The real cable programing story, as Wheeler sees it, is its continued expansion and evolution.

"In just seven years since the first satellite delivery of Home Box Office you have seen all the shibboleths about programing beyond recognition," he said. "From one cable service in December 1975, to 42 video services in 1983 you have seen a parade of

Tinker expresses guarded enthusiasm about NBC's recent ratings progress

Network president points to trouble spots in schedule, reflects on past season's programing, for press tour

"Our goal is still parity," NBC President Grant Tinker told television reporters June 18 in Los Angeles during a news conference at the Century Plaza hotel. "I'm out not to be number three."

Tinker said he is pleased by NBC's recent ratings progress but admitted "being number one is still a ways away." He thanked the more than 100 critics participating in the Consumer Press Tour for their support of NBC programing, saying, "You're probably more patient with us than we have been with ourselves."

As he said to the affiliates meeting in May, Tinker singled out daytime and news programing as areas on the schedule in particular need of help. "Daytime is a nightmare," he admitted, "but it's not going to continue to be one." Tinker said clearances are improving and intensive promotion should help that daypart.

Tinker said the ratings for *Nightly News*

and *Today* are "not acceptable," but discounted rumors that NBC News President Reuven Frank and division vice president Tom Pettit were on their way out. "We are not hanging Reuven and Tom out to dry," Tinker said flatly. He suggested Frank had inherited many of the division's problems and that it would take time to see results of new efforts. "We are very competitive [in news] in every way except in the results we're getting," Tinker contended.

As for *The Tonight Show*, the NBC executive said, "We do not consider it any kind of emergency," but acknowledged his promise to the affiliates last month that there would be discussions with host Johnny Carson about ways to "freshen" the long-running program.

Tinker said he is "a little disappointed" that viewers did not respond in greater numbers to NBC's Thursday night line-up during the 1982-83 season. "I thought it would work" as the touted "best television on television," he continued. "It did not."

When several critics suggested NBC was going too far away from a "quality" schedule, Tinker emphasized: "It is not a crime to have something for everybody."

Asked about programing strategies of the other networks, Tinker conceded the strengths of ABC's sports programing but said he thinks CBS's three movie nights next fall represent "a certain bankruptcy in development."

Reflecting on the success of mini-series last season, Tinker said there's a danger of doing too many, but a few may be used as "loss leaders" in order to pump excitement into network programing, help affiliates during sweep periods and bring disenchanted viewers back to network viewing.

Tinker said he could not comment on the substance of meetings between network representatives and the Justice Department concerning the consent decree signed several years ago affirming the network's departure from the television syndication business.

As for children's programing, Tinker said, "We don't do enough for kids," but said "NBC would like to do a lot more. Our problem right now is that until we get more competitive, we probably won't be able to do more." In the long run, Tinker admitted to the critics, television may have had a negative impact on children, insofar as it is a passive medium that takes time away from reading, socializing and other activities. □

Telepictures forms new production unit

Telepictures Corp. is intent on "becoming a major supplier of original programing to networks, pay television, station consortia and other distribution systems" through its new production unit, Telepictures Productions, headed by independent television producer Frank Konigsberg (BROADCASTING, June 20).

"Together, we will build a successful production organization that is in the forefront of innovation," predicted Konigsberg,

whose production firm, The Konigsberg Co., is incorporated in the new venture. "I am looking forward to the opportunity of producing quality programing in an atmosphere of creativity and freedom."

Michael Garin, president and chief operating officer of Telepictures Corp., told reporters that the new production firm will offer independent producers "a variety of relationships ranging from straight distribution and co-production to multiproject and exclusivity agreements."

The new unit will be headquartered in Beverly Hills, Calif. The parent company has offices there and in New York.

In an unrelated development, Telepictures Corp. announced last Monday (June 20) it has agreed in principle to acquire Midwest Television Co.'s KMID-TV Midland, Tex. (see "In Brief"). Telepictures Corp. is principally engaged in distribution of feature films and television programs for worldwide television, pay TV and nontheatrical sales. Its newly formed publishing venture published *Muppet Magazine*. Among first-run programs syndicated by Telepictures are *People's Court* and *Newscope*. □

ABC tops list of winners of Daytime Emmys

Network wins 15, followed by NBC with 10 and CBS with eight

ABC walked away with top honors in the Daytime Emmys awards competition, winning 15 awards and outdistancing both NBC (10) and CBS (eight). The 10th annual awards, presented by the National Academy of Television Arts and Sciences, were given in ceremonies at the Sheraton Center in New York.

Agnes Nixon, creator of *One Life to Live* and *All My Children*, bestowed the Trustees award to Robert E. Short, daytime programmer for Procter & Gamble.

A list of winners follows:

Production

William Bell, H. Wesley Kenney, Edward Scott □ Outstanding daytime drama series. *The Young & the Restless* (CBS).

Bob Stewart, Anne Marie Schmitt, Sande Stewart □ Outstanding game or audience participation show. *The \$25,000 Pyramid* (CBS).

Russell Morash □ Outstanding talk/service series. *This Old House* (PBS).

Peter Barsocchini □ Outstanding variety series. *The Merv Griffin Show* (SYN).

Performers

Robert Woods □ Outstanding actor in daytime drama series. *One Life to Live* (ABC).

Dorothy Lyman □ Outstanding actress in daytime drama series. *All My Children* (ABC).

Darnell Williams □ Outstanding actor in a supporting role in daytime drama series. *All My Children* (ABC).

Louise Shaffer □ Outstanding actress in a supporting role in daytime drama series. *Ryan's Hope* (ABC).

Betty White □ Outstanding hostess in game or audience participation game show. *Just Men!* (NBC).

Phil Donahue □ Outstanding host in a talk/service series. *Donahue* (SYN).

Leslie Uggams □ Outstanding hostess in a variety series. *Fantasy* (NBC).

Cloris Leachman □ Outstanding performer in children's programing. *The Woman Who Willed a Miracle* (ABC).

Directing

Allen Fristoe, Norman Hall, Peter Miner, David Pressman □ Outstanding direction of entire daytime drama series. *One Life to Live* (ABC).

Mark Breslow □ Outstanding individual direction of a game or audience participation show. *The Price is Right* (CBS).

Glenn Swanson □ Outstanding individual direction for a talk/service series. *Hour Magazine* (SYN).

Dick Carson □ Outstanding individual direction of variety series. *The Merv Griffin Show* (SYN).

Writing

Claire Labine, Paul Avila Mayer, Mary Ryan Munisteri, Eugene Price, Judith Pinsker, Nancy Ford, B.K. Perlman, Rory Metcalf, Trent Jones □ Outstanding writing of daytime drama series. *Ryan's Hope* (ABC).

Children's programing

Robert Keeshan, Jim Hirschfield and William Hanna, Joseph Barbera, Gerald Baldwin [a tie] □ Outstanding children's entertainment series. *Captain Kangaroo* and *Smurfs* (CBS and NBC, respectively).

Dulcy Singer, Lisa Simon □ Outstanding children's informational/instructional series. *Sesame Street* (PBS).

Dick Clark, Preston Fischer, Joanne A. Curley, Sharron Miller □ Outstanding children's entertainment special. *The Woman Who Willed a Miracle* (ABC).

Tom Robertson □ Outstanding children's informational/instructional special. *Winners* (SYN).

Joel Hefler □ Outstanding informational programing—short form. *In the News* (CBS).

Sharron Miller □ Outstanding individual direction in single episode of series or special. *The Woman Who Willed a Miracle* (ABC).

Arthur Heinemann □ Outstanding individual writing in children's programing. *The Woman Who Willed a Miracle* (ABC).

Elliot Lawrence □ Outstanding music composition/direction for single episode of a series or special. *Sometimes I Don't Love My Mother* (ABC).

Terry Meade □ Outstanding cinematography for single episode of series or special. *The Shooting* (CBS).

Scott McKinsey □ Outstanding film editing of a single episode of series or special. *The Shooting* (CBS).

Ilse Agopian □ Outstanding individual associate direction/video-tape editing. *Young People's Specials* (SYN).

Victor Dinapoli □ Outstanding individual art direction/scenic design/set direction. *Sesame Street* (PBS).

Gerri Briosio □ Outstanding individual graphic design. *Sesame Street* (PBS).

Religious programing

Elwood E. Kieser, Mike Rhodes, Terry Sweeney □ Outstanding achievement in religious programing—series. *Insight* (SYN).

Elwood E. Kieser, Mike Rhodes, Terry Sweeney and Helen Marmor □ Outstanding achievement in religious programs—specials [a tie]. *The Juggler of Notre Dame* and *Land of Fear Land of Courage* (SYN and NBC, respectively).

Lois Nettleton □ Outstanding individual achievement in religious programing—performers. *Insight: A Gun for Mandy* (SYN).

Edwin Newman □ Outstanding individual achievement in religious programing—performers. *Kids, Drugs and Alcohol* (NBC).

Scott McKinsey and Ed Williams □ Outstanding individual achievement in religious programing—film editing [a tie]. *Insight: Every 90 Seconds* and *Land of Fear, Land of Courage* (SYN and NBC, respectively).

Others

Howard Zweig, Henry Enrico Ferro, Diana Wenman, Jean D'Adario, Lawrence Hammond, Robert Ambrico, Trevor Thompson, Vincent Senatore, Robert Ballairs, Thomas French, Richard Westlein, Len Walas, Fran Gentler, Kathryn Tucker-Bachelder, Roger Hoenelt, Barbara Woods □ Outstanding technical excellence in daytime drama series. *All My Children* (ABC).

William Mickley, William Itkin, Donna Larson, Donald Gavitt, Robert Griffin, Carol Luiken, Sylvia Lawrence, Scott Hersh, Richard Greene, Robert Chul, Teri Smith, Sid Ramin □ Outstanding design excellence in daytime series. *All My Children* (ABC).

Dick Clark, Larry Klein, Barry Glazer □ Special classification of outstanding program achievement. *American Bandstand* (ABC).

Hal Linden □ Outstanding special classification of outstanding individual achievement—performers. *FYI* (ABC).

Michael Bronson, Clemente D'Alessio and Samuel Eilert □ Outstanding program achievement in the performing arts—producers [a te]. *Hansel and Gretel: Live from the Met and Zubin and the I.P.O.* (PBS and NBC, respectively).

Jay David Saks □ Outstanding individual achievement in any area of the performing arts—audio. *Hansel and Gretel: Live from the Met* (PBS).

Zubin Mehta □ Outstanding individual achievement in the performing arts—performers. *Zubin and the I.P.O.* (NBC).

Technical crafts

Dick Schneider □ Outstanding achievement in the coverage of special events—producers. *Macy's Thanksgiving Day Parade* (NBC).

Terry Rohnke, Mike Bennett, Carl Eckert, Eric Eisenstein, Barry Frischer, Bill Goetz, Steve Gonzalez, Dave Hagen, John Hillyer, Gene Martin, Don Mulvaney, John Pinto □ Outstanding individual achievement in the coverage of special events—technical direction/electronic camerawork. *Macy's Thanksgiving Day Parade* (NBC).

Robert Ryan □ Outstanding individual achievement in cinematography. *Lorne Greene's New Wilderness* (SYN).

Les Brown □ Outstanding individual achievement in film editing. *Lorne Greene's New Wilderness* (SYN).

John N. Castaldo □ Outstanding individual achievement in audio. *Donahue* (SYN).

Jack Urbont □ Outstanding individual achievement in musical composition/direction. *Lorne Greene's New Wilderness* (SYN).

Nicholas Hutak □ Outstanding achievement in lighting direction. *Remote: Franconia Notch* (CBS).

Ratings Roundup

With all but two hours of its schedule devoted to reruns, CBS-TV won the prime time ratings for the week ending Sunday, June 19, averaging a 13.1 rating/25.7 share. NBC-TV, which aired six-and-one-half hours of original programming, finished second (12.2/23.8), while ABC-TV, which included three hours of major league baseball and two hours of USFL football in a total of seven hours of original programming, finished third (11/21.6).

Monday Night Baseball on ABC averaged a 9.8 rating/18 share, finishing behind CBS's series lineup as well as NBC's made-for-TV movie, *Bare Essence* (13.5/24). A documentary, *Body Human: The Living Code* (11.8/24) contributed to an overall 15.2/28.3 for CBS that night.

The week's highest-rated original program was a Barbara Walters special (15.8/28), aired Tuesday on ABC, but the network came in second that night overall (13.5/25.1) behind NBC (14.7/27.4), which ran reruns of its series lineup.

On Friday, a United States Football League game averaged a 4.8/10 and contributed to a 5.8/12 average on ABC for the night. NBC won the night, averaging a 14/28.6 with a lineup that included a rebroadcast episode of *Eischied* (15.3/30), a series it has revived for summer replacement.

CBS won Monday, Wednesday, Thursday and Sunday while ABC won Saturday. CBS had 13 programs in the top 30, NBC had 11 and ABC had seven. In the evening news ratings, CBS was first (10.9/25), followed by NBC (8.6/20) and then ABC (7.7/18).

ACT announces award winners

KGO-TV San Francisco and WBZ-TV Boston were the commercial television winners at Action for Children's Television's annual awards ceremonies.

At Boston festivities marking the organization's 15th birthday, KGO-TV received an award for *Dudley's Diner*, which ACT said takes a "kids-eye look at the world with wit and wisdom," and WBZ-TV won for *Superkids*, which ACT praised for "exploring the activities that make all children super kids."

There were four cable TV prize winners. Home Box Office was honored for "acknowledging the pay movie channel's young audience" with *Fraggle Rock*, and *Learning Corporation of America Short Stories Series*. JBC Productions' *Kids View* was praised for letting young reporters "give a fresh twist to an interview format." Warner Amex Satellite Entertainment Co.'s Nickelodeon service was given an award for *Livewire*, *Kids' Writes*, *Pinwheel* and *Against the Odds*. Youth Vision Inc. was honored for its *Youth Vision Series*, which ACT called a "creative anthology by and for young people."

Public broadcasting awards went to the Agency for Instructional Television's *Give and Take*, the Educational Film Center's *Powerhouse*, Family Communications Inc. for *Mister Roger's Neighborhood* and TVOntario, Toronto, for *The Music Box*.

ACT's Corporate Honor Roll award went to Kellogg Co. for financing the new public TV series *Reading Rainbow*, and special awards were given to the John and Mary R. Markle Foundation, the National Captioning Institute and the Public Broadcasting Service.

The winners in ACT's first TV/radio health spot competition were ABC-TV, for health and nutrition "commercials;" The American Dental Association, for *Chewing Tobacco and Don't Get Bad Mouthed*; Baron Productions, for *From Me to You PSA's*; Capital Cities TV Productions, for *Leadfoot*; KATU-TV, Portland, Ore., for the *Great Kids* community PSA campaign, and Professional Media Services and Planned Federation of America, for *Male Involvement in Family Planning*. □



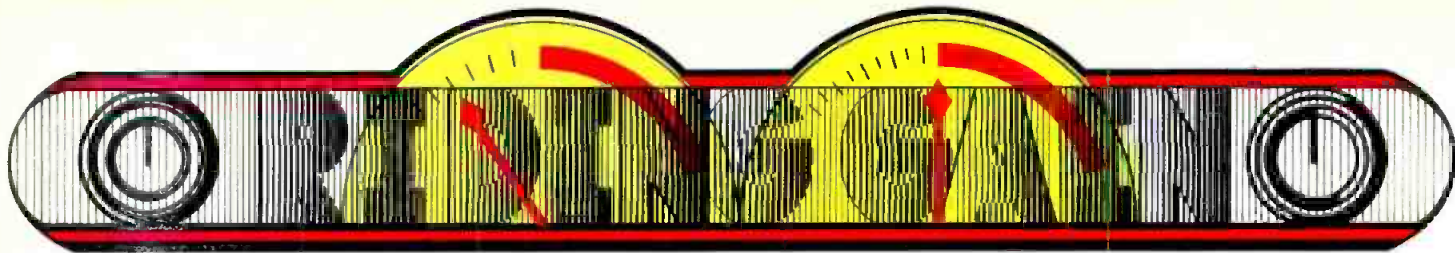
Goldilocks. Action for Children's Television bestowed three awards on institutions most responsible for making TV bearable for America's young audiences. L-r: Jane Norman of the National Captioning Institute accepting the Sharing Bear; Peggy Charren, ACT president, holding the Daring Bear, presented to the John and Mary Markle Foundation, and Larry Grossman, Public Broadcasting Service president, accepting the Caring Bear.

The First 20

1.	<i>Newhart (R)</i>	CBS	17.9/31
2.	<i>Knight Rider (R)</i>	NBC	17.7/35
3.	<i>Trapper John, M.D. (R)</i>	CBS	17.4/31
4.	<i>A-Team (R)</i>	NBC	17.3/35
5.	<i>Cagney & Lacey (R)</i>	CBS	17.2/31
6.	<i>Hill Street Blues (R)</i>	NBC	17.1/33
7.	<i>M*A*S*H (R)</i>	CBS	17.1/31
8.	<i>Jeffersons (R)</i>	CBS	16.7/31
9.	<i>Archie Bunker's Place (R)</i>	CBS	16.1/28
10.	<i>Barbara Walters Special (S)</i>	ABC	15.8/28
11.	<i>60 Minutes</i>	CBS	15.7/36
12.	<i>Simon & Simon (R)</i>	CBS	15.7/29
13.	<i>Magnum, P.I. (R)</i>	CBS	15.3/31
14.	<i>Eischied (R)</i>	NBC	15.3/30
15.	<i>ABC Sunday Night Movie: "Telefon" (R)</i>	ABC	15.1/27
16.	<i>Remington Steele (R)</i>	NBC	14.7/26
17.	<i>Love Boat (R)</i>	ABC	14.6/29
18.	<i>Family Ties (R)</i>	NBC	14.6/29
19.	<i>CBS Saturday Night Movie: "Love & Bullets" (R)</i>	CBS	14.4/29
20.	<i>Cheers (R)</i>	NBC	14.4/26

The Final Five

68.	<i>Bring 'Em Back Alive (R)</i>	CBS	6.8/14
69.	<i>Seven Brides For Seven Brothers (R)</i>	CBS	6.6/15
70.	<i>Voyagers (R)</i>	NBC	6.6/15
71.	<i>Monitor</i>	NBC	5.9/12
72.	<i>USFL Football Special: "Chicago vs Birm/L.A. vs N.J." (S)</i>	ABC	4.8/10



Clear choice

The Clear Channel Broadcasting Service has launched an all-out offensive to defeat the Senate daytime broadcasting bill, S. 880 (BROADCASTING, June 13). The bill would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as the expanded operations wouldn't cause objectionable interference to the groundwave signals of existing AM stations or be inconsistent with international agreements. Three weeks ago the Senate Commerce Committee approved the measure introduced by Senator Larry Pressler (R-S.D.). The bill now goes before the full Senate for consideration. According to the legislation the FCC would be charged with setting the power levels during the hours of expanded operation. Applications for changes in operating hours would be considered minor changes. The bill would no longer require daytimers to demonstrate that their area is underserved or that no FM channel is available when they apply for expanded hours or full-time licenses. In addition, the legislation would bar the FCC from putting daytimers at a comparative disadvantage when applying for a new full-time license in the area, as long as the broadcaster agrees to give up the daytime station if the application is approved.

According to CCBS counsel, Russell Eagan, of Kirkland & Ellis, Washington, clear

channel stations oppose the measure because it only protects groundwave service. Eagan charged that the measure would "wipe out" skywave service for substantial periods. He complained about the Commerce Committee's failure to hold hearings on the bill. The committee solicited comments from the broadcasting industry but did not hold hearings. However, Eagan maintained that CCBS was never notified about filing comments with the committee. He noted that the FCC is currently engaged in a rulemaking proceeding on expansion of daytime broadcasting hours and said it is an issue for the commission to decide.

The Association for Broadcast Engineering Standards also registered a protest about the bill with Senate Majority Leader Howard Baker (R-Tenn.). "The measure was acted upon without prior consideration by the Subcommittee on Communications, without hearings, and without the views of the broadcasting industry having been adequately invited or considered. ABES, a trade association of AM and FM broadcast stations, urges you to prevent S. 880 from going to the floor of the Senate in its present form or, if so presented, that you permit an adequate substitute bill to be presented in its stead," ABES said in a letter to Baker. The letter also criticizes the measure and charged that it would "result in the widespread destruction of valuable AM services in the early morning and evening hours throughout the nation."

Helping hand

Hoping to bridge the gap between job seekers and employers this summer is ABC's WLS(AM) Chicago, which launched a public affairs program yesterday morning (June 26) called *Working*. The one-hour show, which airs from 6:30 to 7:30 a.m., will focus on job vacancies in the area. In addition, the program provides free professional consultations via telephone from national business writer and career specialist Dr. Whitt N. Schultz. Listeners are invited to call and discuss career related information.

Olympic activities

One-minute vignettes highlighting "little known, but noteworthy" facts about past summer Olympic games are being produced and distributed by the newly formed Radio Entertainment Network of Pasadena, Calif. The series, called *The Olympic Minute*, airs twice each weekday. To date, the network has cleared stations in 34 out of the top 100 markets, on a bartered basis, and 32 markets outside the top 100, on a cash basis.

Plans call for the series to run through July 27, 1984, one day prior to the start of next year's summer Olympic games from Los Angeles. Narrator for each feature is Joseph Bonti, an anchor for the Cable Health Network. Company officials say they are close to signing a national advertiser for the continuing series. All scripts must meet the approval of the Los Angeles Olympic Organizing Committee, according to a committee spokesman.

□

Also on the Olympics front, a daily series concentrating on both the winter and summer Olympics will debut over the Mutual Radio Network next Monday (July 4). *Olympics '84* will consist of two daily (Monday-Sunday) five-minute reports or commentaries hosted by former American Olympic gold medalists and coaches. According to Mutual, they will report on week-to-week preparations for both the winter games, to take place in Sarajevo, Yugoslavia, and the summer events. Host for the first series will be professional skier Billy Kidd, the first American man ever to win an Olympic skiing medal. Thus far, over 100 stations have cleared the broadcast.

Praise for the President

The National Radio Broadcasters Association will present President Reagan with a special award on July 14 "in recognition of the president's superlative use of radio in communicating with the American public."



First cast. CBS Radio has donated a tape of the first transmission of its RadioRadio Network to the archives of the Museum of Broadcasting in New York. The two-minute newscast, anchored by Ron Ellis, aired on April 26, 1982, at 12:50 a.m. NYT. The presentation occurred during the biannual RadioRadio affiliates board meeting. Pictured in front of the museum are (l-r): Larry Copper, director of news, RadioRadio; Robert Kipperman, vice president and general manager, RadioRadio, and Robert Batscha, president of the Museum of Broadcasting.

The award will be in the shape of a 1930's radio microphone and will be presented by NRBA President Sis Kaplan during a special ceremony in the Oval Office of the White House.

Summer tunes

The United Stations is planning to launch a series of profiles of four new music groups. *Hot Summer Rock* is scheduled to air on consecutive weekends beginning next month. Each hour-long program will feature music along with group members talking about their songs and careers. The groups slated to air are: The Tubes (July 22-24); A Flock of Seagulls (July 29-31); Def Leppard (Aug. 5-7); and Stray Cats (Aug. 12-14). The series will be sponsored by Atari.

Newest in N.J.

New York radio executives are awaiting word about the format of Malrite Communications' newly acquired WHTZ-FM (formerly WVNJ-FM) Newark, N.J. Company officials say the station will have a "mass appeal" contemporary hit sound supported by a major promotion budget. Malrite's first managerial move for the New York area station was to name Dean Thacker general manager. He was formerly station manager for the company's Cleveland album rocker, WMMS(FM). Gary Fischer, formerly general sales manager, WABC(AM) New York, will be general sales manager. Scott Shannon, operations manager, WRBQ-AM-FM Tampa, Fla. will be program director for WHTZ-FM.

Economics on-line

Radio stations can now have access to a weekly taped interview lasting from 45 to 60 seconds with financial experts for only a 50-cent toll call. This new service, *Money Sense*, is being sponsored by the stock brokerage firm of Merrill Lynch, Pierce Fenner & Smith.

Station programers may dial 1-900-210-3030 any time Monday to record the interview. "*Money Sense* has been designed as an easy access resource to help radio stations meet their listener's needs," according to William Waters, vice president of marketing services for Merrill Lynch.

Family fight

The sins of the father need not be visited upon the sons—or the daughter, according to an initial decision by FCC Administrative Law Judge Joseph Stirmer. The decision in question granted the application of New England Broadcasting Inc. for a new FM station at Berlin, N.H.; it also granted the application of Christina and Joel Martin for a new AM in the same community. The stations will operate on frequencies that were vacated by WMOU(AM) and WXLO-FM after the FCC denied Robert R. Powell Sr. renewal for "egregious" acts of fraudulent billing.

NEB, two of whose principals, Stephen E. Powell and Deborah Powell Stever, are Powell Sr.'s children, applied for the facilities of both stations. Berlin Broadcasting Co., two of whose principals, Robert Powell Jr. and Michael Powell, are also Powell Sr.'s children, applied for both stations too, as did the Martins. The Martins protested that Powell Sr. was the true party of interest behind his children's applications, but Stirmer

disagreed. While Berlin Broadcasting's application was eventually dismissed, and the Martins and NEB agreed to pursue only one station each, Stirmer noted that Powell Sr. had not been involved in the ownership of his children's applications or in any other

manner that would make him a real party of interest.

Stephen E. Powell, Jackson, N.H., also has filed competing applications for the 13 RKO General Inc. stations (BROADCASTING, May 23).



Throwback. Nostalgia formatted WDBF(AM) Delray Beach, Fla., is, according to station president Vic Knight, one of the first stations in the country to form and maintain an 18-piece big band staff orchestra (pictured above). Knight, who also conducts the orchestra, says the band is scheduled to play several outdoor functions this summer as well as the closing banquet for the Florida Broadcasters Association annual meeting at the Boca Raton Hotel (June 26-28).

SUNDANCE BROADCASTING OF WISCONSIN, INC.

has acquired

WOKY/WMIL

Milwaukee, Wisconsin

from Surrey Broadcasting, Inc.

For \$4,750,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations



Kalil & Co., Inc.

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Belo's record buy

Dallas-based broadcaster purchases six Corinthian TV stations from Dun & Bradstreet for \$606 million

"They went at it until 4:30 in the morning sometimes," said one principal of the negotiations afterward, but after only nine working days, on June 19, the largest trade of a broadcasting group had been struck. The A.H. Belo Corp. of Dallas had agreed to pay Dun & Bradstreet \$606 million in cash for the six TV stations of its Corinthian Broadcasting Group. Excluding the failed \$500-million merger proposed by General Electric and Cox Broadcasting in 1980, the agreement surpassed by \$236 million the previous record: the \$370-million merger of Combined Communications into Gannett in 1979.

The record price was obtained less than six weeks after D&B announced on May 9 (BROADCASTING, May 16) that it was bowing out of the broadcasting business and that its stations—KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla.; KHOU-TV Houston; WVEC-TV Hampton-Norfolk, Va.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis—were on the block. In explaining the move, Dun & Bradstreet Chairman Harrington Drake said that "The long-term interests of Dun & Bradstreet will best be served by redeploying these assets into the mainstream of the business services and information industry."

Dun & Bradstreet acquired the Corinthian group from the late J.H. (Jock) Whitney, philanthropist, investor and brother-in-law of former CBS Chairman William S. Paley, in 1971 in an exchange of stock valued at \$137 million. Corinthian had originally paid \$22.75 million for five of its TV's (and an AM, which it has since spun off) in the 1950's and about \$32 million for WVEC-TV Hampton-Norfolk in 1980. A small cable system in Virginia and North Carolina was also included in the latter sale, which Corinthian will keep. All Corinthian stations, except WVEC-TV, an ABC affiliate, are CBS affiliates. All but WANE-TV are VHF's.

Belo owns *The Dallas Morning News* and seven community newspapers in the Dallas-Fort Worth area; a cable system in Clarksville, Tenn.; WTVC(TV) Chattanooga, Tenn.; KFDM-TV Beaumont, Tex.; WFAA-AM-TV and KZEW(FM) Dallas and has purchased, subject to FCC approval, KOA(AM)-KOAQ(FM) Denver for \$22 million (BROADCASTING, May 30).

James M. Moroney Jr., president and chief executive officer of Belo, said the Corinthian acquisition "is extremely attractive to Belo because it enables us to accelerate our growth objectives at least three to five years. Our game plan is very much in broadcasting and newspapers, with the broadcast-



Moroney



Huey

ing portion of it being our lead horse, so to speak."

Ward Huey, president and chief executive officer of Belo Broadcasting Corp., added that "the Corinthian group offered [us] the opportunity to get into several key markets that were our targets for some time, certainly one of which was Houston."

In 1982, Belo, a publicly traded company, had gross revenues of \$203.4 million with net income of \$23.1 million, compared to Corinthian's \$100.6 million revenue and \$47.3 million operating income. Belo revenues for the first quarter of 1983 totaled \$52.2 million, with net income of \$5.6 million, or 60 cents per share.

To conform with the FCC's multiple ownership limits, Belo will spin off three VHF stations, WTVC Chattanooga, KFDM-TV Beaumont and, according to Huey, "most probably" Corinthian's WISH-TV Indianapolis.

InterFirst Bank, Dallas, will be the lead bank in arranging the financing for Belo, which is expected to be part debt and part equity. Goldman Sachs acted as broker for the sale.

KXTV Sacramento is on channel 10 with 309 kw visual, 61.7 kw aural and antenna 1,490 feet above average terrain. KOTV is on channel 6 with 100 kw visual, 20 kw aural and antenna 1,310 feet above average terrain. KHOU-TV is on channel 11 with 316 kw visual, 47.9 kw aural and antenna 1,440 feet above average terrain. WVEC-TV is on channel 13 with 316 kw visual, 31.6 kw aural and antenna 980 feet above average terrain. WANE-TV is on channel 15 with 144 kw visual, 28.2 kw aural and antenna 830 feet above average terrain. WISH-TV is on channel 8 with 316 kw visual, 42.7 kw aural and antenna 990 feet above average terrain.

Huey agreed with some analysts' assessment that an acquisition of this size "says a lot about the future of commercial television—or at least one company's strong belief in the future of commercial television." □

NewsBeat

News pays for itself. More and more radio and TV news directors are reporting their departments as money makers in recent years. The Radio-Television News Directors Association last Monday (June 20) said its survey found 83% of TV news directors and 66% of radio news directors affirmed that their news programing "was attracting enough advertising in 1982 to pay its own way." Those figures compare with findings of an RTNDA survey in 1976 when 74% of TV news directors and 61% of radio news directors reported profitable operation. Vernon A. Stone, director of school of journalism at Southern Illinois University and chairman of RTNDA research committee, said that, except for small operations, "TV stations appeared to be putting new ad dollars back into news operations which attracted them." On other hand, Stone noted that radio stations "often appeared to be pocketing ad profits brought in by news rather than feeding them back to the news operation." □

Scholarship awards. Award of seven \$1,000 scholarships for continuance of careers in broadcast journalism has been announced by Wayne Godsey, president of Radio-Television News Directors Foundation and general manager of WTMJ-TV Milwaukee. Winner of Abe Schechter graduate scholarship, named for former NBC news executive, is Elizabeth A. Krueger, University of Wisconsin. Undergraduate winners: Tami Jo Wienczek, Drake University, Richard Cheverton scholarship; Karen Price, University of Florida, Bruce Dennis scholarship; Robin Florzak, Boston University, Bruce Palmer scholarship; Mike Machak, New Mexico State University, James McCulla scholarship; Michael A. Shochet, Ithaca College, Ben Chatfield scholarship; Harvey L. Bennett, University of Missouri, Jim Byron Scholarship. Undergraduate scholarships are memorials to deceased past presidents of RTNDA. □

TMI throws book at media. Basing its contents on papers presented at international conference it sponsored in Ditchley Park, England (BROADCASTING, Nov. 2, 1981, et seq.), The Media Institute has released its latest book, "Energy Coverage—Media Panic." In it, TMI points finger at U.S. media for allegedly failing in their coverage of 1970 energy crisis, compared with treatment afforded energy crisis by European and Japanese media. Book was edited by Nelson Smith, writer and media consultant, and TMI President Leonard J. Theberge. Published by Longman Inc., it is available in hard cover for \$25. Contact: TMI publications department, 3017 M Street, N.W., Washington 20007; (202) 298-7512.

Brewer ready to go to court over sports exclusivity

Stroh says it will take that action if talks with three TV networks over sports advertising are not resolved in its favor

Stroh Brewing Co., Detroit, has threatened to file a restraint-of-trade lawsuit against the three television networks over their long-established practice of giving advertisers exclusivity in coverage of sports events.

Officials of Stroh and the television networks have had several meetings over the past few months in efforts to arrive at a resolution. Stroh has complained about its inability to buy into certain sports telecasts because network policy grants exclusivity to advertisers buying sizable portions and gives them preference for renewals.

Stroh officials stressed that a lawsuit has not been filed and said they hoped that further discussions would preclude taking the issue to court. No further meetings have been scheduled.

Stroh said ABC offered the first option for exclusivity to United States Football League telecasts to incumbent, exclusive advertisers on its *Monday Night Football*. Anheuser-Busch is the exclusive beer sponsor on *Monday Night Football* and acquired the same right on the USFL coverage on ABC-TV. Similarly, Miller Brewing was given exclusivity on the major league baseball All-Star game on NBC-TV July 6. Anheuser-Busch and Miller Brewing for many years have had exclusive arrangements with the networks on various national sporting events.

The three networks said that new meetings with Stroh have not been scheduled. But they are discussing the matter internally and believe the issue can be resolved without court action.

Jerry Dominus, vice president, sales, CBS-TV, said: "We feel strongly that advertiser exclusivity is a legal and moral way" of doing business. He added that it is a principle that is followed in many businesses outside broadcasting.

Jake Keever, vice president, TV national sales, ABC-TV, said client exclusivity is "a tried and proved practice" dating back to radio. He said it is understandable that an advertiser may want to participate in certain sports events and added that opportunities do open up. Keever said the situation is being discussed thoroughly at the network. □

Block sale. New York-based Gulf + Western Corp. disposed of its 25% interest in General Tire & Rubber Co. in the largest block in dollar value traded on the New York Stock Exchange. G + W sold its six million shares at \$36 per share for a total of \$216,700,000. General Tire bought half the block, while the other half was picked up by various institutional investors. General Tire owns RKO General Inc.

Bottom Line

For sale. Interpublic Group of Companies Inc., New York-based advertising and marketing firm, said it filed registration statement with Securities and Exchange Commission to sell to public through Shearson/American Express Inc., 275,000 shares of common stock. In case block is quickly sold out, Shearson has option to buy 25,000 more shares. Terms will be set shortly before offering. Interpublic presently has 4,693,347 shares outstanding with 16 million shares authorized. Proceeds will be used for "general corporate purposes," it said. □

On target. Chyron Corp., Melville, N.Y.-based broadcasting equipment manufacturer, said it felt "secure" that it would reach its projected sales target of about \$17 million for fiscal year ending June 30, 1983, with net income of about \$4.2 million, or \$1.03 per share. For quarter ended March 31, Chyron reported sales increased 33% to \$4,245,000, while net income rose 4% to \$959,000, or 24 cents per share. □

Drilling dip. Chris-Craft Industries, owner of KCOB(TV) Los Angeles and KPTV(TV) Portland, Ore., and 46% of United Television Stations, which owns three TV's, declared quarterly dividend of 25 cents per share on company's preferred stock, payable June 30 to holders of record June 16, 1983. However, Chris-Craft also said operating results for third quarter ending May 31, 1983, included dry hole costs incurred by subsidiary, Chris-Craft Oil Co. Although broadcasting division achieved record earnings in third quarter, after-tax charge reduced consolidated income from continuing operations to amount less than that recorded in last year's comparable period, Chris-Craft said. □

Good deal. First Boston Corp.'s media analyst, Richard J. MacDonald, has recommended holding onto shares of Cox Communications Inc., following its announcement of purchase, subject to FCC approval, of Field Enterprises' WKBD-TV Detroit. MacDonald cited number of factors, including planned switch of national representative from Katz to Cox's TeleRep, which should add more than \$1 million in revenues to TeleRep, MacDonald said. "The synergy between the station and TeleRep plus the limited number of stations and WKBD-TV's current market position more than offsets the possible negatives that may be perceived in Detroit's long-term future," he said. □

Buy. Media analyst Alan J. Gottesman of L.F. Rothschild, Unterberg, Towbin, said in firm's June 8 letter to clients that all three networks won the May rating sweeps. Gottesman called TV household shares attracted by three networks a "virtual tie." He added "the fact that there were three strong competitors—even if the circumstances were atypical—is fundamentally bullish for the network industry." Gottesman concluded: "The price structure of this business is influenced strongly by the health of the three competitors, and, despite all the qualifications which must be applied to all the ratings data generated in May, it seems that things are pretty strong in that area, too. We continue to find the shares of ABC and CBS attractive for current purchases." □

Debenture deal. Capital Cities Communications Inc. filed registration with Securities and Exchange Commission for proposed public sale of \$200 million principal amount of subordinated sinking fund debentures, due June 15, 2013. Proceeds will be used for possible future acquisitions, capital expenditures and other general corporate purposes. Capital Cities said. Goldman, Sachs & Co. is managing underwriter. □

RCA pays off. RCA board declared quarterly dividend of 22½ cents per share on RCA common stock, payable Aug. 1 to holders of record June 13. Board also declared dividends of 87½ cents per share on \$3.50 cumulative first preferred stock, \$1 per share on \$4 cumulative convertible first preferred stock, 91¼ cents per share on \$3.65 cumulative preference stock and 53⅙ cents per share on \$2.125 cumulative convertible preference stock, all for period from July 1 to Sept. 30 and all payable Oct. 1 to holders of record Sept. 16. □

UV shares. American Stock Exchange approved listing for 2,183,679 common shares of Unitel Video Inc., New York-based videotape and live TV broadcasting service, and admitted for trading 1,400,681 shares previously traded on OTC. Unitel Video provides facilities, equipment and technical support to cable TV programming companies, advertising agencies, independent producers, national TV networks and local TV stations. □

For sale. Josephson International Inc., broadcast group owner and international talent agency, said it plans to sell \$50 million in subordinated debentures due in 2003. Sale will be managed by Wertheim & Co., Drexel Burnham Lambert, and E.F. Hutton.

House's turn on cable dereg

Telcom Subcom begins hearings on legislation to parallel Senate's S. 66; leased access, common carrier regulation remain the principal issues

The House Telecommunications Subcommittee last week continued its debate on the development of a national policy for regulating the cable industry. Subcommittee members and representatives from consumer groups, the cable and telephone industries, cable programmers and state and city regulators concentrated on two basic issues: commercial leased access and common carrier status for cable channels supplying data delivery services. Those matters are likely stall any action on the legislation.

It was the second hearing held by the subcommittee, which is trying to draft its own version of the Senate cable deregulation bill, S.66, which passed the Senate two weeks ago (BROADCASTING, May 30). Much of the controversy surrounding the Senate bill has resurfaced in the House.

A number of witnesses testified on the concept of commercial leased access. They offered a variety of solutions to insure that there is a diversity of programing and information sources—a goal Subcommittee Chairman Tim Wirth (D-Colo.) is determined to meet. Restating his concerns about commercial leased access, Wirth said: "With its abundant channel capacity, cable has great potential for helping to assure that the electronic marketplace of ideas has not only many voices, but many tongues as well. "The legislative goal is to promote diversity, consistent with protecting the economic interests of the cable industry. I would certainly hope that this subcommittee will be able to draft cable legislation that provides leased access, while assuring that the cable operator's profitability is not undermined." Wirth reportedly agrees with the basic thrust of S.66, but wants to preserve adequate commercial leased access channels.

Wirth, however, was not sympathetic to AT&T's request that cable systems be subject to the same state regulations as the phone companies when providing the same data transmission services. If cable is not regulated the phone companies want equal treatment. Wirth, however, had his own view.

"The telephone industry has argued that cable should be regulated as a common carrier by the states. The fact is, however, that telephone companies are not regulated because they transmit voice and data, but because they offer universal service as an effective monopoly. The cable industry does not have that kind of market power—and should not be regulated like the telephone industry." The subcommittee chairman also

challenged the phone companies' argument that the cable companies' data transmission services will erode their revenue base and therefore increase telephone rates for basic service. "But the numbers do not bear that out," Wirth charged. "In 1981, cable's total share of the data transmission market was less than one sixth of one percent—hardly a major threat to the telephone industry. Moreover, in 1982, private line services—the only telephone service for which cable can offer an alternative—accounted for less than two percent of Bell Operating Companies' revenues," he said.

The seriousness of drafting a national policy for regulation of the industry was stressed by House Energy and Commerce Committee Chairman John Dingell (D-Mich.), whose committee has final oversight over the legislation. "The challenge is to adopt our national telecommunications policy to incorporate and encourage new technologies while preserving the basic values of universality and affordability. The cable industry is at the core of these issues. Cable is the modern equivalent of the old twisted pair of copper wires. It promises to be the local distribution technology of the future," Dingell said.

He stressed the importance of examining the issues carefully and with an eye toward the future. "I was pleased to see in BROADCASTING magazine that the president of [the National Cable Television Association] takes a similarly broad and long range view. He and NCTA's executive vice president said that the current legislative effort is not about limited, specific, relief—like pole attachment or copyright—but is an attempt to forge a comprehensive organic statute comparable to the 1934 Communications Act or the Federal Power Act," the chairman said.

The subject of mandated commercial leased access was discussed by one panel of witnesses during the hearing. They presented a variety of views on the issue. Most agreed there is a need for preserving leased access. They disagreed, however, on how to accomplish the goal. Edward Maddox, vice president. Black Entertainment Television,

took a different stand.

Maddox insisted the solution was to repeal the FCC's must-carry rules instead of relying on mandated leased access to provide diversity. The current rules, he claimed, are discriminatory and anticompetitive. "Mr. chairman, I ask you why should black Americans be denied the right to watch Grambling [college] football or gospel music that is only available on BET and cable to protect the rights of two CBS affiliates that are transmitting the same sitcom that has no black talent and no appeal to black viewers?" Maddox asked.

He maintained that diversity cannot be achieved until the FCC's must-carry rules are repealed. "As a minority businessman, how do you propose I compete against NBC, ABC and CBS when they have access to viewers both over-the-air and by cable? Mr. Chairman, I submit the current FCC must-carry rules are anticompetitive, discriminatory and designed to kill off diversity in its infancy." Maddox explained why he thinks leased access won't work. "The reason is simple. Cable operators like any other business people respond to two things: economics and government regulation. Even if you mandated that cable operators set aside leased access channels, these channels would go to the highest bidders. The highest bidders are not likely to be the companies interested in providing diversity, nor minority companies."

Representative Al Swift (D-Wash.), however, felt differently, arguing that there is a need for the must-carry rules. Although he understood BET's predicament, Swift said, the rules are necessary to insure that local programing is in the cable mix.

Stanley Besen, Rand Corp., Washington, suggested that if Congress mandates leased access it should also regulate the access charges. Besen based his position on conclusions drawn from a study he conducted with a Rand Corp. colleague on the issue. Besen said that current access charges are discriminatory. "We estimate that the implicit charges imposed on the most popular entertainment services may be 10 or more times as large as those on news and information services," he said.

"We conclude that mandating nondiscriminatory leased access but not regulating



Singer, Maddox, Simon, Besen and Geller



Hipp, Gault, Blanz and Eidenberg

access charges would have two countervailing effects. On the one hand, some services that the operator currently provides will be eliminated. On the other, the prices of the remaining services will probably decline. Mandating leased access but not regulating access charges would result in the elimination of those services that presently pay relatively small implicit charges," Besen concluded. To require that leased access be nondiscriminatory, he said, would be insufficient. Rather, he suggested that regulation of access charges and service classes would be needed.

A better policy, still, he noted, "is to eliminate the remaining regulatory barriers to those wishing to compete with cable by using other technologies. This is an attractive alternative because it would reduce or eliminate any market power that cable systems might possess and thus reduce the need for detailed regulation. In this respect, the FCC's recent decisions regarding direct broadcast satellites and multipoint distribution services are to be applauded. But if effective competition from these sources fails to materialize and cable dominates the marketplace, some form of mandatory leased access would probably be imposed. It will, however, be a more complex arrangement than simply mandating nondiscrimination among lessees," Besen said.

Sam Simon, executive director, Telecommunications Research and Action Center, stated the need for strong mandatory requirements for leased access. He recommended that in order to insure access to cable by a diversity of services, cable operators be required to lease channels on a first-come, first-served basis. "Mandatory, nondiscriminatory access to lease cable assures a competitive marketplace in cable on a variety of levels. Leased access would also provide the opportunity for others in the community to operate cable channels as local origination cablecasting stations," Simon testified. He called for the adoption of legislation that would end monopoly control by cable operators over the editorial content of all cable channels.

Simon also criticized an NCTA study that was presented as evidence in the hearings on legislation. He maintained that the study is "not a useful policymaking tool." Instead, Simon submitted a study prepared by Professor Robert Entman, Duke University Institute of Policy Sciences and Public Affairs, which concluded that local rate regulation tended to be an effective tool for local officials to insure quality of local cable services.

Henry Geller, director of the Washington

Center for Public Policy Research, also stated a need for mandatory leased access to insure diversity. He noted that the best way

to implement the policy is to set aside channels. However, Geller maintained, the matter should be handled by the FCC.

During the hearing Wirth asked Geller if he thought mandatory leased access would be an easier method to maintain diversity rather than implementing behavioral regulations like the fairness doctrine. Geller said leased access was a better approach. He also stated his position on the subject of common carrier status for channels devoted to data transmission. There should be competition, he stated, but that doesn't mean the phone companies shouldn't conform to different regulations than cable. He cited the analogy used by NCTA President Thomas Wheeler in describing the AT&T versus cable controversy, as "you don't build the same cage for a gorilla as you do for a canary." Geller sug-

Washington Watch

International examination. National Telecommunications and Information Administration has asked FCC to launch rulemaking examining pros and cons of extending to international communications its Computer II rules deregulating enhanced services. In comments at FCC, NTIA said it wasn't necessarily opposed to extending Computer II principles to international communications, but thought it should be done, "if at all, only after an adequate record has been obtained and any necessary safeguards developed."

Rebuttal. American Legal Foundation's request that FCC revoke CBS's licenses for its O&O's for allegedly "deliberately" distorting and falsifying news in *The Uncounted Enemy: A Vietnam Deception* (BROADCASTING, Jan. 31, et seq.) should be dismissed, according to CBS in series of counterfilings at FCC. "The commission has stated that it will not take action on claims of news distortion unless accompanied by substantial evidence of deliberate distortion of significant events. ALF has clearly not met this burden," CBS said in one filing. "ALF has expressed vehement disagreement with many of the editorial judgments made during the production of *The Uncounted Enemy*," CBS noted in another filing. "Based on this disagreement, ALF would have the commission review editorial judgments concerning the conduct of interviews, the editing of interview tapes, and the overall content of the CBS News broadcast—and then take punitive action against CBS. What ALF has not done... is present any evidence that could conceivably justify commission intervention consistent with the First Amendment, the statute or the commission's own standard."

Minority moves at FCC. Number of minorities employed in management positions, or as attorneys, economists and engineers, at FCC has increased from 177 to 184 from July 1980 to April 1983. And number of minority professionals in those categories, as percentage of professional work force in those categories, has increased from 11.41% to 13.44% over same period. So said FCC Chairman Mark Fowler in letter to Representative Mickey Leland (D-Tex.), member of House Telecommunications Subcommittee. In earlier letter to subcommittee, Fowler said that between July 1980 and May 1983, number of minorities in all professional positions at FCC has increased 15.6%, from 167 to 193. Letters came in response to series of more than 100 questions Leland submitted following subcommittee's FCC oversight hearing in April.

Reconsider request. In comments at FCC, National Association of Broadcasters has supported petitions seeking reconsideration of decision deleting Berwick doctrine, de facto reallocation and suburban community policies which it said have been essential to commission's implementation of its statutory mandate to insure local service. FCC's report and order on subject, according to NAB, reflected concern over limited administrative resources and implied that rapid institution of new radio and TV service should take precedence over commission's statutory responsibilities. "The commission may not eliminate policies—policies with a firm statutory foundation—merely on the ground that they are inconvenient or expensive to carry out or that they have been used, in certain circumstances, for anticompetitive reasons," said NAB. "Instead, the only reasonable course for the commission is to reinstate the policies as modified with an eye to statutory compliance as well as administrative efficiency."

Record rental. Senate Judiciary committee unanimously passed S. 32, bill that gives copyright holders control over record rentals. According to measure, introduced by Subcommittee Chairman Charles McC. Mathias (R-Md.), music publishers and record companies would be compensated for tapes and records rented by retailers. (There is companion measure, S. 33, that would also give copyright owners control over first rental rights of videotapes.)

gested that the "canary be completely freed and the gorilla have a keeper."

William Singer, Kirkland & Ellis, Chicago, and chairman of the Cable Access Corp. here, which is charged with administering the use of access channels, stated the need for public access and argued that it should be a matter for local authorities. Determination of control of unused channels should also be left to local authorities. "I am here to argue for a broad comprehensive definition of public access and local control over public access arrangements to be freely negotiated between cities and cable applicants whether they are in existence or become so in the future. There is a proper role for federal legislation and federal preemption in the cable area, but not with respect to access," Singer said.

Representative Cardiss Collins (D-Ill.) expressed concern about cities having oversight of EEO activities in the cable industry. She claimed the industry's EEO record was dismal. Both Geller and Simon agreed that any cable legislation must assure equal employment opportunities in the cable industry.

The second half of the hearing centered around the Bell Operating Companies and AT&T's request for equal treatment. Robert Blanz, president of Mountain Bell, Denver, stated the case for equal treatment. "Regulate cable or free all of us," Blanz stated. Blanz charged that the phone companies will be unable to compete fairly. "Burdened with regulation, our profits in this market will be captured by others. To be blunt, we will be crippled financially."

Blanz presented a gloomy forecast. "In addition, each time local rates go up due to the loss of revenues to cable companies and other competitors, the increased rates themselves make the competitive alternatives even more attractive to another group of customers. They, too, will leave the local phone companies, and, ultimately, the market will be lost entirely," Blanz said.

Edward Hipp, spokesman for the National Association of Regulatory Utility Commissioners, sided with Blanz. Hipp also felt cable systems should be regulated as common carriers if they are providing common carrier services. He noted that state PUC's are concerned about the "bleeding of revenues" from the phone companies and the implication for universal service. "Competition should not be a one-way street," he argued.

John Gault, president of Manhattan Cable Television, refuted their position. "Cable industry facilities are engineered very differently than telephone company plants. Our systems are not specifically configured, as is the telephone system, to provide voice service. And, in fact, the cable industry does not offer its customers a voice grade service. We simply do not have the facilities to provide a switched telephone network. Further, if the industry ever offered a switched network voice telephone service, we would not oppose appropriate regulation." Gault noted that Manhattan Cable is the largest data service provider in the cable industry and has but 12 customers. "In fact, there are only seven cable systems in the country providing data services. All are experimental and none have yet turned a profit." He claimed that imposing rate regulation at this point would

kill the services before cable has a chance to offer them.

It would be a mistake to classify cable as a common carrier, said Eugene Eidenberg, senior vice president for regulatory and public policy, MCI Communications. Eidenberg foresaw no "dire consequences" if cable is permitted to offer data services without regulation. "MCI believes that competitive services provided by companies with no market power should not be regulated. If the telephone companies can demonstrate that they are subject to effective competition at some

time in the future, then they should be deregulated as well," he stated.

Wirth noted that his subcommittee members are already drafting new legislation to prevent local telephone rates from increasing as deregulation of that industry gets underway. Swift questioned the necessity for looking at the issue of equal treatment until the "dust settles" on the local phone rates issue. Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee, spoke in favor of equity for the phone companies. □

Reprising the Fogarty term

His seven years on the FCC showed a man who said his goal was to serve the public interest

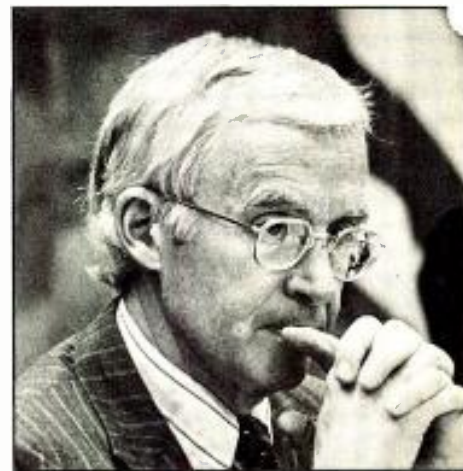
FCC Commissioner Joseph Fogarty leaves the commission on June 30, looking a little older and tougher than he did when he joined the agency almost seven years ago and was described, in a BROADCASTING "Profile," as a man "with the look of an aging altar-boy... gentle, almost seraphic..." (BROADCASTING, Dec. 6, 1976). After all, it's not been an easy time for him—nor for those with whose views he has disagreed. He is a man who cares deeply and fights hard.

To a degree, in fact, he appeared driven. On joining the commission from the staff of the Senate Communications Subcommittee, Fogarty decided to become an expert in common carrier matters. Just like that. At that time, most commissioners' eyes tended to glaze over when the arcane issues that constitute the common carrier agenda were under discussion. But Fogarty committed himself to the project—which included some courses of formal study—and today is regarded as the commission's foremost expert in the field.

What's more, he has not been an easy man to type, ideologically. Over the years in common carrier matters, Fogarty fought hard—if not always successfully—for what was commonly viewed as the telephone company's position. His critics derided him, in private, as "the commissioner from AT&T." Yet in broadcasting matters, Fogarty, a Democrat, was a throwback, a hard-nosed regulator who could and did find it in his heart and mind to vote for the denial of renewal of broadcast licenses and to reject the notion the marketplace is always a better regulator of broadcaster conduct than Washington bureaucrats.

But Fogarty never had trouble reconciling his actions in the two fields. In both, he would say, he is serving the public interest. An example in a common carrier issue was the fight he waged in the cellular radio proceeding to set aside half of the 40 mhz of spectrum allocated to each market for the exclusive use of local telephone companies. He carried the day against Chairman Mark S. Fowler with the argument that the "set aside" proposal would speed the new service to a public that had already been waiting for it for years.

Indeed, Fogarty offered a clue as to his



Fogarty

future conduct and predilections at the commission in the BROADCASTING "Profile," in which he noted he often sided with then-commissioner—and now NAACP executive director—Benjamin Hooks. Like Fogarty today, Hooks then often supported AT&T's position. "Ben keeps talking about the 'poor folks,'" Fogarty said. "You've got to look at the impact of what you do on the 'poor folks.'"

Regardless of position, it's the passion and ardor with which Fogarty states his case on issues that concern him that those who have watched him over the years talk about when the subject of Fogarty comes up. FCC Chairman Mark S. Fowler, who joined the commission in May 1981, last week recalled his initial impression of Fogarty—his "great intensity. What he believed in, he believed in strongly. . . . It's a gift for an advocate to believe in his cause so strongly."

Fogarty demonstrated that "gift," in both the common carrier and broadcasting areas, though not always with success. He argued vigorously against the proposal to permit the sale of satellite transponders, but the commission approved it. And his debate with the Common Carrier Bureau over the question of whether deregulation of customer premises equipment should be done in one or two steps—he favored one—was regarded by those who witnessed it at a commission meeting as close to a shootout. Again, though, he lost.

Of course, Fogarty may seem particularly "intense" only because it has been a number of years since any real passion was exhibited

at FCC meetings. Some of the dissenting statements that Fogarty wrote or in which he participated in the broadcasting area recalled only vaguely the days when debates—from which the public was mercifully protected by the closed-door policy that preceded the sunshine laws—raged among Commissioners Lee Loevinger, Kenneth A. Cox and Nicholas Johnson.

There was, for instance, the joint statement in which Fogarty joined with then-Chairman Charles D. Ferris and then-Commissioner Tyrone Brown in dissenting from the commission decision, in June 1978, to renew the license of WPIX(TV) and deny the competing application of a challenger, Forum Communications Inc., for channel 11 in New York. The majority, they said, was determined to "stack the deck" against Forum and, in the process, make it clear that "no challenger could ever hope to pass its test and supplant an incumbent." Three years later, with Ferris and Brown gone, Fogarty was alone in opposing renewal of WESH-TV Daytona Beach, Fla., which for years had also been fighting off a challenger. In a 50-page statement, Fogarty described the commission's opinion as "the majority's latest exercise in insensibility."

Clearly, then, Fogarty in broadcasting was what he liked to describe himself—"a liberal, a traditional liberal." He was in the majority that voted to strip RKO General Inc. of three television licenses and put the rest of its 13 broadcast authorizations in jeopardy. He opposed the commission's legislative

proposals for repeal of the equal time law and the fairness doctrine, as well as the radio deregulation bill that passed the Senate in 1981 but eventually died in the House. And he was part of the majority in the Carter-Mondale Committee case, in which the Supreme Court ultimately ruled that political candidates have an affirmative right of access to broadcast facilities—and that, to the extent they do, broadcasters' editorial judgments as to when campaigns start are limited. For all of that, Fogarty did vote to deregulate radio and to terminate collection of financial information from broadcasters. Perhaps he was mellowing. Or as he himself put it, "I don't want to rush into deregulation pell mell. [We shouldn't] do away with it without a proper public interest finding" (BROADCASTING, Jan. 17).

Besides what seems a schizoid approach to regulation—kind to common carriers, tough on broadcasters—there is another facet to the Fogarty record at the FCC: He supported the introduction of competition with the marketplace, perhaps even to a greater extent than Fowler and others on the commission for whom the marketplace appears to provide the ultimate answer to serving the public interest. During the Ferris chairmanship, Fogarty supported the proposal to reduce AM channel spacing from 10 khz to 9 and thus increase the number of stations that could be squeezed into the spectrum. When the commission reviewed that decision—and reversed it—under Fowler, Fogarty and now-resigned Commissioner Anne Jones

reaffirmed their belief in 9 khz channel spacing: "The benefits from the proposed switch—especially the opportunity to authorize more public and minority-owned stations—were sadly undervalued," they said in a joint statement. What's more, Fogarty has been an enthusiastic supporter of the introduction of direct broadcast satellite service. Shortly after the Communications Satellite Corp. announced its plans to establish a DBS pay-television system, Fogarty, at a National Association of Broadcasters convention, in April 1980, called the proposal "brilliant, the most brilliant since the invention of the vacuum tube," and said he would not permit "the religious principle of localism to stand in the way of such a concept." Then he proved himself a poor prophet in declaring that the commission "will protect the localism principle." ("Would that it had," terrestrial television licensees across the country are saying today.)

For all of the vigor and ability with which he expresses and fights for his views, Fogarty is not generally ranked among the most effective of those who have served on the FCC. Some say the very ardor with which he invests a cause is, as one member of the commission says, "counterproductive." One lawyer who admires and likes him describes him as "bright but erratic."

Such assessments probably would not disturb Fogarty. It is not in him to be the kind of commissioner who relies on soft soap and a smile to effect change, a technique some commissioners have found successful. In

Short but sweet. When June 30 rolls around, Stephen A. Sharp will leave the FCC, having served, at nine months, one of the shortest FCC terms ever—the result of a political tug of war between the Republican-controlled Senate Commerce Committee and the Reagan White House. (The committee refused to hold a confirmation hearing for Sharp for several months last year in deference to Senator Ted Stevens (R-Alaska), who was upset when the White House passed over his own candidate for the commission. The committee subsequently short-sheeted Sharp, cutting his term to nine months in legislation trimming the commission from seven seats to five, a move some observers said was as much aimed at saving the committee face as it was at paring the federal budget.)

Sharp isn't embittered by that experience. Indeed Sharp, who is 36, seems relieved, for financial reasons, to be moving along. "I regret not being independently wealthy so I could devote my entire life to being a dollar-a-year man," Sharp said. "Public service is interesting, but it's not that interesting."

Even if Sharp's tenure as a commissioner has been short, he has spent most of the past 10 years either employed at the commission—in the general counsel's office, including a year and a half as that office's head, and as a legal assistant to former Commissioner Margita White—or as a private-sector communications attorney practicing before the commission.

Sharp is a believer in regulation by the marketplace. "It's not fair—if we're going to



be throwing in more TV stations and more radio stations and to let all this competition for broadcasters in—that these broadcasters shouldn't be given some measure of freedom to deal with competitive change," says Sharp. "So the deregulation side of the equation was brought to bear," he said.

"The marketplace will be as open as possible. That's how I see it. It's starting now. It will continue as long as Mark Fowler is chairman, and then continue with his successor, no matter what party. That's the drift of history. Technology is driving this; it's not politics. The politics recognizes the technological change and adapts to it."

Among his proudest accomplishments at

the commission was the Track One legislative package, designed when he was FCC general counsel. Most of that package was made into law. "It's the first bill in 20 years initiated by the commission that passed Congress," he said.

Also high on his list, he said, were the FCC's decision dropping the licensing of CB radios, and its decision to review the need for its attribution rules, which define the levels of ownership the commission counts in applying its multiple ownership rules. "There's a need to get capital into the industry," he said. "Anything less than 10% [as the benchmark for ownership] is ludicrous."

He's also high on commission decisions authorizing direct broadcast satellites, permitting transponder sales and reducing satellite spacing, actions "creating opportunities for more channels of communication."

The things he'll miss least about the government are the "nonmoney" and the "bureaucratization," he said. "Sometimes things just don't happen. If you want to get something done, it's like pushing string." On the other hand, he'll miss the people at the commission. "It's a good staff; these people are good people," he said. "I'll be working with them in a sense from the outside in the future, but it's not the same."

While Sharp plans to remain in Washington practicing communications law after his term expires, he doesn't plan to say what he'll be doing before June 29, the day of his last commission meeting. "I just want to have as much time as possible to sift through whatever alternatives I have," he said.

fact, he thumbed tradition in the eye when, early in May, he let the world know of his post-FCC employer, the large New York-based law firm of Weil, Gotshal & Manges, through a press release issued by the commission. ("Flackery," said more than one member of the Federal Communications Bar Association.)

Still, he has proved himself a strong advocate, and he has done what he has been paid to do—try to make a difference. □

Justice examines consent decrees with three networks

Move stems from information gathered in FCC rulemaking on syndication, financial interest

The Department of Justice is reviewing the consent decrees it wrung from the television networks in 1977 and 1980 to bar them from what it considered anticompetitive activities. The department's current antitrust division chief, William Baxter, evidently has a different view of those matters than did his predecessors in three previous administrations.

The result of the review remains to be seen. But the new look apparently was precipitated by the conclusions the department reached in its analysis of the FCC's financial interest and exclusivity rules, as it prepared to participate in the proceeding in which the commission has proposed repealing them. For those conclusions were inconsistent with provisions of the decrees.

Among other things, the decrees parallel the FCC rules prohibiting the networks from acquiring financial interests in programs they purchase for broadcast and from syndicating programs in the U.S. In commenting in the commission proceeding, the department supported repeal of the financial interest rule and a narrower version of the syndication rule, one designed only to prevent warehousing.

One department official said the review was part of an ongoing process of checking 1,300 decrees obtained over the past "70 or 80 years," to determine whether they have served their purpose or should be modified. And Stanley Gorinson, chief of the antitrust division's special regulated industry section, during his testimony at the commission's oral argument on the controversial rules, on March 14, indicated Justice knew it had a problem with the decrees signed with the networks.

In answer to a question as to whether the department "intends to look at them [the rules]," he said, "We're obviously aware...that certain provisions of them may be inconsistent with certain parts of our analysis in this proceeding. I'm sure that's also dawned on all the participants in this proceeding."

Another major provision of the decrees restricts the amount of programming the networks may produce. It limits them for 10 years to the production of two and a half

hours per week of prime time programming, eight hours of daytime and 11 hours of fringe time. An exception was made for ABC, permitting it to expand its prime time programming to five hours per week in the ninth and 10th years. Most of the attention focused on the decrees by the networks and producers has centered on the financial interest and syndication rules. Indeed, the networks have not pushed hard for relaxation of the program production limits; they are not interested in producing for themselves to any great extent (The only possible exception is ABC.) However, some observers see a link between the financial interest and program-production restrictions: A network with a 51% interest in a program might be considered a producer.

The Justice Department originally filed suit against the networks in 1972, during the Nixon administration, charging them with using their control over access to television's prime time hours to restrain and monopolize prime time programming, in violation of the antitrust laws. The networks persuaded the judge in the case in 1974, in the wake of Watergate, to dismiss the suits as politically motivated. But the new Ford administration promptly reinstated the suits. Three years later, NBC broke ranks with CBS and ABC and signed a decree ending the suit against it. CBS followed suit in May 1980 and ABC, three months later.

Now, the department is moving in the other direction. Department officials have been meeting with network officials to modify the decrees for several months. The officials have also notified the representatives of the Committee for Prudent Deregulation—the umbrella group of those fighting to preserve the financial interest and syndication rules—of those talks, and will meet with them before any recommendation is made to Baxter (the first session is expected to be held early in July.) Network officials engaged in the process say their talks with Justice could end within two to four weeks. One executive was unwilling to make a prediction; he said nothing has happened to spur activity or to indicate the end is in sight.

Whatever the speed with which the talks are proceeding, it is too fast to suit the Committee for Prudent Deregulation. Michael Gardner, one of the committee's counsel, said that "in view of all the decrees to be reviewed, it's [the ones involving the networks] going on a faster track than necessary. Why the speed? They were developed by three administrations over a 10-year period. Now, Justice is running to undo them, when the agency with primary jurisdiction is not moving yet."

Whatever the result ultimately accepted by Baxter, it would be filed with the U.S. district court in Los Angeles that has jurisdiction over the case. And before the court ruled, it would allow the public to comment.

None of that would have any legal bearing on the commission and its actions. It adopted its rules before Justice filed its antitrust suits—and if it wished could keep them on the books regardless of what Justice and the court do. On the other hand, Justice and the commission would have to act in parallel if the networks are to be freed of the restrictions they say are unnecessary and unfair. □

Offense to defense: TV music license committee replies to ASCAP-BMI appeal

After winning lawsuit, All-Industry TV Stations Music License Committee defends its victory by pointing to trial court decision; says stations trapped in restraint of trade; committee wants at-the-source, not blanket licensing

Members of the All-Industry TV Stations Music License Committee, defending their district court victory in their lawsuit against ASCAP and BMI blanket licenses, have urged a federal appeals court to uphold the lower court's decision "and permit competition to emerge here."

Replying to appeals filed by BMI and ASCAP in the U.S. Second Circuit Court of Appeals in New York, the stations dismissed the ASCAP and BMI arguments as "nonsense."

They told the appeals court that "the record proves and the trial court found that [stations] were trapped in a restraint of trade from which they could not escape without the injunction [ordered by] the court below."

The case originated in U.S. district court in New York, where Judge Lee P. Gagliardi ruled—as the stations had charged—that the ASCAP and BMI blanket licenses for TV stations were illegal (BROADCASTING, Aug. 23, 1982, et seq.). He has suspended his order in the case pending the current appeals.

The stations want to replace the blanket licenses, which they pay for, with at-the-source licensing, in which TV music rights would be acquired by program producers at the time of production. Judge Gagliardi sided with them on that, too, but BMI and ASCAP contended in their appeals that he had misconstrued both the facts and the law (BROADCASTING, April 25).

In their 100-page reply brief, filed June 15, the stations said the ASCAP-BMI arguments were "a tapestry of sophistry—woven to confuse."

The brief said that stations "have negotiated and litigated to break the local station blanket license mold for over 30 years; yet defendants urge the [appeals] court to believe that plaintiffs acquiesced in and 'chose' that license."

"ASCAP, in open court, challenges plaintiffs to 'get off their tails' and seek source licensing; when they do, defendants urge this court to disregard the efforts as a litigation tactic."

Stations, the brief continued, "testify and otherwise prove that they are locked into the blanket license and cannot compel, wheedle or cajole their way out of it in the face of a system which benefits everyone else involved: defendants urge this court to disregard this proof, rely on a theoretical microeconomic position and believe that plaintiffs voluntarily chose to do that which they have been endeavoring not to do for more than 30

years.

"Plaintiffs believe and have proven that they are paying a supra-competitive price—e.g., two-and-a-half times the network rate—for no visible reason other than defendants' monopoly power to discriminate. Yet, defendants urge this court to believe that the plaintiffs are happily 'choosing' to pay this price as the 'preferred alternative.'"

The stations' brief was filed by the New York law firm of Weil, Gotschal & Manges, counsel to the all-industry committee. □

House letter to FCC: Let personal attack, political editorial rules stay intact

**Dingell, Wirth tell Fowler they
are 'deeply disturbed' by what
they call 'ideological crusade'**

The FCC's proposal to repeal or modify its personal attack and political editorializing rules (BROADCASTING, May 16) has drawn strong opposition from the House Energy and Commerce Committee.

"Repealing these two key means of promoting fairness in political broadcasting will severely compromise the broadcast media as a forum for assuring maximum public access to the diversity of views that is the lifeblood of the political process," said Representative John Dingell (D-Mich.), committee chairman, and Representative Timothy Wirth (D-Colo.), House Telecommunications Subcommittee chairman, in a letter to FCC Chairman Mark Fowler last week. "These proposals represent yet another disturbing step in the commission's pattern of systematic retreat from the principles of public service and accountability that form the cornerstone of a broadcaster's responsibilities under the Communications Act," they said.

According to the letter, both rules are "essential" adjuncts to the fairness doctrine—the "fundamental" means by which Congress and the commission have assured that the public receives broadcast programming dealing with controversial issues of public importance and the diversity of viewpoints necessary to make informed judgments in the political process.

If the political editorializing rule is repealed, candidates for election will no longer be able to respond effectively to the endorsement of their opponents by broadcast licensees, the letter said. "If the political editorial rules are repealed, supporters of federal candidates against whom a broadcaster editorializes would need access to substantial funds to purchase the costly air time necessary for effective response. This would pose particular problems in the final days and hours of an election. Endorsement of a candidate by a station, at that time, coupled with inability of spokesmen for opposing candidates to gain access to respond, would have a devastating impact on fairness in the political process. In addition, repeal would allow a broadcaster to deny altogether specific response time to the campaigns of all

candidates for nonfederal office."

The duo also stressed that they were "deeply troubled" by the "ideological crusade" Fowler is waging. "The commission is a statutory creature of the Congress and is wholly without authority to construct a regulatory scheme that reflexively adheres to a particular ideology. Market forces are not adequate to protect the public interest in all circumstances, and blind reliance on marketplace forces as the basis for regulatory policy decisions does violence to the fundamental principles of the statute which you are charged with administering."

"We believe your deregulatory crusade is being conducted with such unrelenting ideological fervor that it threatens to compromise the integrity of the commission as an independent regulatory agency. We urge you to take a broader view of the public interest in accordance with the mandates of the Communications Act to eradicate any such perception."

Comments on the commission's proposal are due Aug. 22; reply comments are due Sept. 16. □

Fogarty calls for even-handed rules for phone industry

**Commissioner says all firms
competing for business must
be given same chances if
consumers are to reap benefits**

Unless the new competition in the telephone business is full and fair for all players, more and more marketplace distortions, such as uneconomic bypass and service disruptions, will occur, and the American public will be deprived of the supposed benefits of that competition, FCC Commissioner Joseph Fogarty said last week.

"Regulators, as well as the entities they regulate, must recognize that competition is a means to the end of benefitting the consumer through cheaper customer premises equipment and services, and not an end in and of itself," Fogarty said at the Conference on the New Telecommunications Marketplace in San Francisco. "There is a great temptation running rampant to tilt the rules of the game in favor of protecting new competitors from the rigors of the marketplace and excusing them and their customers from paying their fair share of the costs of maintaining and improving the nation's telecommunications network. This temptation must be firmly resisted if the current pro-competitive policy is to have any integrity and credibility. There is a critical difference between promoting competition and protecting competitors," he said.

"It is important that this critical distinction be continuously recognized in the future. Otherwise, traditional telephone carriers will be subjected to unnecessary regulation while their competitors will be free of any such burden. This would result in a counterproductive, regulatory distortion of the marketplace which would work to the detriment

of the American public by discouraging traditional carriers from providing competitive new equipment and information services to the general public. Such a consequence would be tragic because, at least in the near future, the only fashion in which the vast majority of American rate payers will have access to information services, in particular, is if the services are provided by the local telephone companies. Even then, it is doubtful that the majority of residential rate payers will receive sufficient benefits to offset the accompanying increases in local rates."

Fogarty said it was for that reason he thought the divested Bell operating companies, contrary to U.S. District Court Judge Harold Greene's decision, should be permitted to offer information services. "To limit the companies essentially to the provision of basic service will deny consumers the benefits of securing universal, high-quality, low-cost enhanced service integrated in the local loop technology of the telephone exchange," he said.

He said the restrictions on the divested BOC's also raised questions about whether those companies would be able to conduct adequate research and development programs. "Given the increased pressures on state regulators to keep basic local exchange rates low, it seems to me all too likely that capital for such research and development will not be forthcoming. Moreover, the prohibition on operating company marketing of information services may make the local operating companies hesitant or reluctant to experiment with more advanced switching and equipment designs," he said.

Fogarty said it also was important to permit the BOC's to decide whether to form separate subsidiaries to offer competitive services. "In the Computer II decision, the commission imposed the separation condition on AT&T because it found that only AT&T had sufficient market power to engage in anticompetitive activity on a national scale," he said. "What was true for AT&T is not true for the regional companies. These companies will not operate on a national scale, will have no manufacturing capability and have no interexchange facilities. The premises upon which the separation requirement was based are nonexistent for the divested companies and the commission should recognize this fact."

He added that there is a "tremendous deficiency" in the telco industry's depreciation reserves. "In 1981, the industry ratio of reserves to plant was 18.57%. This ratio is half what it should be and far lower than that of both foreign and domestic competitors," he said. "The traditional mortality approach which is used to estimate service lives must be re-examined. Past lives are no longer an accurate basis for predicting the lives of new plant. Since there is no precision in the estimation process, a more theoretical approach to plant lives is needed—one which relies much more on carrier business judgment. The only control over the process that regulators need exercise is to insure that no more than 100% of costs are recovered. The marketplace, with its competitive pricing constraints and the threat of bypass, should be a fully adequate regulator of the timing of depreciation recoveries." □

ABC rearranges management

Thomopoulos named president of new Broadcast Division; Erlicht, Cohen and Mallardi also receive promotions

In what it described as a move to consolidate its broadcast activities and streamline the decision-making process, the American Broadcasting Companies last week announced a slate of management changes and the creation of two new executive positions.

Anthony D. Thomopoulos was promoted to president, ABC Broadcast Group, a new company division ("Closed Circuit," June 20). Thomopoulos had been president of ABC Entertainment since 1978. Succeeding Thomopoulos as ABC Entertainment president is Lewis H. Erlicht, who since 1981 had been senior vice president, prime time, ABC Entertainment.

Mark Cohen was named to the new position of senior vice president, ABC Inc., along with being handed the extra responsibilities for ABC's strategic planning. He also will join the senior management committee and coordinate all operating areas that report directly to ABC President Frederick S. Pierce: ABC Broadcast Group, ABC Motion Pictures, ABC Video Enterprises, ABC Publishing and ABC Scenic Attractions.

Everett H. Erlick, senior vice president and general counsel, was named executive vice president and general counsel. Erlick will continue to oversee ABC's legal affairs and government relations as well as continue to report to ABC Chairman Leonard H. Goldenson. He will also continue to serve on the board of directors and the senior management committee.

Michael P. Mallardi, vice president and chief financial officer, was named executive vice president and chief financial officer. Mallardi will continue to oversee the departments of finance, treasury, business planning, internal audit, cost management and administration. He also is staying on as a member of the board of directors and senior management committee.

Thomopoulos's new position will be an intermediary step between the president's office and the various broadcast divisions, an ABC spokesman explained. Previously, the divisions reported directly to Pierce. Thomopoulos will oversee ABC Television (comprising the ABC Television Network, ABC Entertainment, Owned TV Stations and Broadcast Operations and Engineering); ABC Radio (ABC Radio networks, Owned Radio Stations and ABC Radio Enterprises); ABC Motion Pictures, and the operations of ABC News and ABC Sports.

Roone Arledge, ABC News president, will continue to report to Pierce regarding



Thomopoulos



Erlicht

news policy, while the operational end—such as budget—will report to Thomopoulos.

A successor for Erlicht's old position has not been named, but ABC indicated his replacement would come from within the company ranks.

ABC watchers speculated that Pierce, who took over as president and chief operating officer of the parent ABC Inc. last January, has now put "his team" in place. ABC appeared to confirm this, saying "most of the major" management changes are now set

with only some "smaller changes" forthcoming.

The appointment of Lewis Erlicht to the head of ABC Entertainment won cheers in the programming community. One ABC affiliate described him as "a guy who can empathize with a station operator." He also cited Erlicht's background in promotion as an asset.

Erlicht has held various positions with ABC during his 22-year career with the network. He was formerly general sales manager at WABC-TV New York and vice presi-

Come together. Bonneville International Corp., the diversified Salt Lake City communications company, has combined three of its data and media service entities, Bonneville Satellite Division, Radio Data Systems and Bonneville Data Systems, into a single division, Bonneville Communications Co., with Blaine Whipple, BIC senior VP, who last month added oversight of Radio Data Systems and Satellite to his responsibilities (BROADCASTING, May 23), serving as chairman and chief executive officer. In addition, Kenneth Bentley, program director, advanced small systems planning for IBM, New York, is being brought in as president of the new division. Continuing in their present posts are Miller R. Gardner, vice president and general manager, Radio Data Systems, and Bruce R. Hough, vice president and general manager, Bonneville Satellite Division.

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Cohen



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Mallardi

dent and general manager at WLS-TV Chicago. He became a vice president with ABC Entertainment in 1977.

For his part, Erlick thinks his grounding as a local station operator and salesman offers a unique perspective for a chief network programmer. "You become more attuned to the

fact that people across the country are not made up of New York and Los Angeles," he said, "that there are different tastes, different mores and different appetites for programming." The major difference between the local level and the network, he added, is that change is slower for the latter. □

(BROADCASTING, Nov. 22, 1982). This is last property sold.. It has sold, subject to FCC approval, WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville, for about \$16 million (BROADCASTING, May 9); WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2), and KOA(AM)-KOAQ(FM) Denver for \$22 million (BROADCASTING, May 30), and WJIB(FM) Boston for about \$6.5 million ("In Brief, May 16). Buyer, based in York, Pa., is group owner of six AM's, seven FM's and three cable systems. It is owned by Louis J. Appell Residuary Trust (87%), which is voted by trustees Louis J. Appell Jr. and other family members. KFOG is on 104.5 mhz with 7.9 kw and antenna 1,452 feet above average terrain. Broker: Goldman Sachs and The Ted Hepburn Co.

KCBD-TV Lubbock, Tex., and its satellite, KSWs-TV Roswell, N.M. □ Sold by KCBD Associates to Caprock Telecasting Inc. for \$10.75 million. Seller is owned by The State-Record Co., Columbia, S.C.-based newspaper publisher which disposed of its only other broadcast station, WCBD-TV Charleston, S.C., early this year (BROADCASTING, Jan. 24). Ben Morris is chairman and Frank Harden president of broadcast subsidiary. Following approval of deal, KSWs-TV will be spun off to Stanley Hubbard Trust (see below). Buyer is subsidiary of Holsum Inc., owned by Gene Reischman, president (44.67%) and family, who also KBIM-TV Roswell. It has no other broadcast interests. KCBD-TV is NBC affiliate on channel 11 with 316 kw visual, 60 kw aural and antenna 760 feet above average terrain. KSWs-TV is NBC affiliate on channel 8 with 316 kw visual, 52.5 kw aural and antenna 1,760 feet above average terrain.

KVEO(TV) Brownsville, Tex. □ Sold by Tierra del Sol Broadcasting Corp. to Guadalupe South Texas Communications Inc. for \$8 million. Seller is headed by Paulette S. Dean, president. It also is applicant for new TV at Kerrville, Tex., and Laredo, Tex. Buyer is owned by Santa Fe Communications Inc. (80%) and DeRance Inc. (20%). Santa Fe is owned by Harry G. John, president, his wife, Erica, and Donald A. Gallagher, secretary. Harry John and Gallagher equally own DeRance. They also have interests in KBSA(TV) Guasti, Calif.; KCFM(FM) Florissant, Mo., and KCIK(TV) El Paso. KVEO is NBC affiliate on channel 23 with 2,500 kw visual, 1,000 kw aural, and antenna 1,500 feet above average terrain.

WIRK-AM-FM West Palm Beach, Fla. □ Sold by Ken Sell Inc. to Price Communications for \$7 million. Seller is principally owned by Joseph Field and Rome Hartman, who have no other broadcast interests. Buyer is owned by Price Communications, publicly traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind., and recently sold KIOI(FM) San Francisco for \$12.4 million (BROADCASTING, May 2). WIRK is on 1290 khz with 5 kw day and 1 kw night. WIRK-FM is on 107.9 mhz with 100 kw and antenna 340 feet above average terrain. Broker: The Ted Hepburn Co.

KRAB(FM) Seattle □ Sold by Jack Straw Memorial Foundation to Sunbelt Broadcasting

Changing Hands

PROPOSED

KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla.; KHOU-TV Houston; WVEC-TV Hampton-Norfolk, Va.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis □ Sold by Dun & Bradstreet Corp. to A.H. Belo Corp. for \$606 million in cash. (See story, page 78).

KFOG(FM) San Francisco □ Sold by General Electric Broadcasting Co. to Susquehanna Broadcasting Co. for estimated \$4.5 million-\$5 million. Seller is New York-based subsidiary of General Electric Corp. and owner of three AM's, five FM's, three TV's and 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale

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c. for \$4 million. **Seller** is nonprofit corporation, headed by Nicholas Johnson, chairman. It has no other broadcast interests. **Buyer** is subsidiary of Sunbelt Communications d., which is owned by C.T. Robinson, William C. Moyes and Michael B. Hesser. It also owns KFYE(FM) Fresno, Calif.; WROK(AM)-KSPZ(FM) Colorado Springs, and WEO(AM)-KZZX(FM) Albuquerque, N.M., and has bought KTWN-FM Anoka, Minn. (see below). KRAB is on 107.7 mhz with 63 kw horizontal, 27 kw vertical and antenna 1,200 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WVN-FM Anoka (Minneapolis), Minn. □ Sold by North Suburban Radio Co. to Sunbelt Broadcasting Inc. for \$3.8 million. **Seller** is owned by J.L. Moore, Bruce B. James and Allison R. Mercer. It also owns KKKC(AM) Anoka. **Buyer** also bought, subject to FCC approval, KRAB(FM) Seattle (see above). WVN-FM is on 107.9 mhz with 100 kw and antenna 483 feet above average terrain. *Broker: Chapman Associates.*

VNJ(AM) Newark, N.J. □ Sold by Sabre Broadcasting Corp. to Spanish Broadcasting System Inc. for \$3.2 million. **Seller** is owned by Herbert L. Saltzman, president (30%), Donald Softness and Ronald Wyman (35% each). They recently sold WVNJ-FM Newark for \$8.5 million (see below). They have no other broadcast interests. **Buyer** is owned by Paul Alarcon, chairman (50%), and Adriano Garcia and Ralph Diaz (25% each). All are former broadcasters from pre-Castro Cuba. Alarcon owns New York advertising firm and two sound recording studios there. Garcia owns New York real estate company and Diaz is owner of New York advertising company. WVNJ is on 620 khz with 5 kw full time.

KJK(FM) Oswego (Portland), Ore. □ Sold by Harte-Hanks Radio Inc. to Victor Ives and others for about \$2.5 million in cash. **Seller** is subsidiary of Harte-Hanks Communications Inc., publicly traded, San Antonio, Tex.-based publisher of 29 newspapers and group owner of five AM's, six FM's and four V's. Robert G. Marbut is president and CEO. It recently sold, subject to FCC approval, WEZI(FM) Memphis for \$3.2 million (BROADCASTING, Feb. 28). **Buyer** is owned by Victor Ives, general manager of KJK, and group of six private investors, who are Portland, Ore., businessmen. KJK is on 106.7 mhz with 100 kw and antenna 877 feet above average terrain.

SWS-TV Roswell, N.M. □ Sold by Caprock Broadcasting Inc. to Stanley S. Hubbard Trust for \$2 million plus other considerations. **Seller** also bought KCBD-TV Lubbock (see above). **Buyer** is owned by Stanley S. Hubbard, who also owns three AM's, two FM's and three TV's. KSWs-TV is NBC affiliate and satellite of KCBD-TV Lubbock, Tex., on channel 8 with 316 kw visual, 52.5 kw aural and antenna 1,760 feet above average terrain.

WLX(AM)-WLXR(FM) La Crosse, Wis. □ Sold by La Crosse Radio Inc. to Tom Ingstad Broadcasting for \$1.3 million. **Seller**, based in La Crosse, is owned by Jean Gitz and Joe Mohrer Jr., who have no other broadcast interests. **Buyer**, based in Grand Forks, N.D., is owned by Thomas E. Ingstad. It also owns

KKXL-AM-FM Grand Forks; KYKC(AM)-KKRC-FM Sioux Falls, S.D., and KXIC(AM)-KKRQ(FM) Iowa City. WLX is on 1490 khz with 1 kw day and 250 w night. WLXR is on 104.9 mhz with 1.35 kw and antenna 430 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WAPE(AM) Jacksonville, Fla. □ Sold by Eastjack Broadcasting Corp. to Statewide Broadcasting of Jacksonville, Inc. for \$1 million. **Seller** is subsidiary of Eastman Radio of New York, whose president is Frank Boyle. Eastman recently sold WYNZ-AM-FM Portland, Me., for \$1.125 million (BROADCASTING, May 9). It also owns WIBX(AM)-WIBQ(FM) Utica, N.Y. **Buyer**, based in Pompano Beach, Fla., is owned by Jordan E. Ginsburg, chairman; his children, Scott Ginsburg, Mark J. Ginsburg and Ricki G. Robinson; Robinson's husband, Joel P., and Roy Bresky. It recently bought, subject to FCC approval, WVCG(AM) Coral Gables, Fla. (BROADCASTING, April 25) and WKQE(AM)-WBGm(FM) Tallahassee, Fla. (BROADCASTING, June 6). Jordan Ginsburg and Scott Ginsburg are selling their two-thirds interest in WAVS(AM) Fort Lauderdale to third partner, Bresky (see below). WAPE is on 690 khz with 50 kw day and 10 kw night. *Broker: Chapman Associates.*

WAMT(AM)-WAJX(FM) Titusville, Fla. □ sold by Regional Broadcasters Group to Ogden Broadcasting for \$700,000. **Seller**, based in Kingston, N.Y., is principally owned by Alastair Martin and his wife, Edith, who also own five AM's and five FM's. **Buyer** is

headed by R. David Ridgeway. It also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. WAMT is on 1060 khz with 10 kw day and 5 kw night. WAJX is on 98.3 mhz with 3 kw and antenna 234 feet above average terrain. *Broker: Donald K. Clark Inc.*

WMOG(AM) Brunswick, Ga. □ Sold by Burrow Broadcasting Co. to Sun-Coast Broadcasting Corp. for \$700,000. **Seller** is owned by Robert T. Shircliff and Robert Burrows of Jacksonville, Fla. They have no other broadcast interests. **Buyer** is equally owned by Joel R. Williams, Robert P. Bartlett Jr. and James I. Arbogast, all of Dayton, Ohio. Williams and Bartlett are Dayton attorneys and Arbogast is Dayton businessman and publisher of several shoppers' guides. WMOG is on 1490 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

WFMV(FM) Blairstown, N.J. □ Sold by Warren Broadcasting Corp. to Park V Broadcasting Inc. for \$560,000. **Seller** is owned by Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). It has no other broadcast interests. **Buyer** is owned by Joseph P. Sherkjian, who is former director of acquisition and new product development at ABC Radio Enterprises. He currently owns broadcasting consulting firm in Emerson, N.J. WFMV is on 106.3 mhz with 3 kw and antenna 860 feet above average terrain.

WAXI(FM) Rockville, Ind. □ Sold by Parke-Vermillion Broadcasting to Covered Bridge Broadcasting Ltd. for \$350,000. **Seller** is owned by R. Keith Spencer, who has no

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other broadcast interests. **Buyer** is owned by G. Robert Rouse (80%) and Donald Jones (20%). Rouse is general manager and has minority interest, which he intends to sell, in WVTS(FM) Terre Haute, Ind. Jones is in Terre Haute-based oil and drilling business. WAXI is on 104.9 mhz with 1.2 kw and antenna 440 feet above average terrain.

KFXZ(FM) Kalispell, Mont. □ Sold by Glacier Country Broadcasters Inc. to Bee Broadcasting Inc. for \$315,000. **Seller** is principally owned by Michael A. Roberts and his former wife, Peggy Pillor. They have no other broadcast interests. **Buyer** is owned by Benny Bee, president, who also owns KJJR(AM) Whitefish, Mont., and is applicant for new FM at Billings, Mont. KFXZ is on 98.5 mhz with 100 kw and antenna 420 feet above average terrain.

WCPH-AM-FM Etowah, Tenn. □ Sold by Ketron Broadcasting to BVACK Broadcasting Co. Inc. for \$259,000. **Seller** is owned by Charles R. Ketron, president, who has no other broadcast interests. **Buyer** is principally owned by Kathryn White and her husband, Robert (45% each). Robert White is affiliated with The Church of God, Cleveland, Tenn. WCPH is daytimer on 1220 khz with 1 kw. WCPH(FM) is on 103.1 mhz with 3 kw and antenna 14 feet above average terrain.

KHBR-FM Hillsboro, Tex. □ Sold by KHBR Radio Inc. to KCLE Inc. for \$300,000. **Seller** is headed by Nelson Galle, president, who also owns KHBR(AM) Hillsboro. **Buyer** is owned by Earle Fletcher, chairman (89.96%), and his son, John Fletcher, president. It also owns KCLE(AM) Cleburne, Tex., and KOPY-(AM)-KSDI(FM) Alice, Tex. KHBR-FM is on 102.5 mhz with 3.2 kw and antenna 155 feet above average terrain.

KTHE(AM) and construction permit for new FM at Thermopolis, Wyo. □ Sold by Bighorn Basin Broadcasting Co. Inc. to Longcrier Radio Inc. for \$250,000. **Seller** is owned by Bruce R. Long and wife, Karen F., who also own KURA(AM) and CP for new FM at Moab, Utah. **Buyer** is owned by Edward Longcrier, president, and his wife, Dee Ann (51% jointly); his brother, Paul, and Paul's wife, Jeri. Edward Longcrier is announcer and engineer at KELE-AM-FM Centralia, Wash. Dee Ann Longcrier is medical technologist; Paul and Jeri Longcrier are public school teachers. KTHE is on 1240 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

WAVS(AM) Fort Lauderdale, Fla. □ Two-thirds sold by Radio WVS Inc. by Jordan E. Ginsburg and Scott K. Ginsburg to Roy Bresky, who owns remaining third, for \$388,000. **Sellers** are members of group buying WAPE-(AM) Jacksonville, Fla. (see above). **Buyer** currently owns 10% interest in WVCG(AM) Coral Gables, and WKQE(AM)-WBGFM(AM) Tallahassee, Fla., which he bought with sellers, subject to FCC approval. He will divest himself of those interests. WAVS is daytimer on 910 khz with 5 kw.

□ Other proposed station sales include: WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz., and WDAM-TV Laurel-Hattiesburg, Miss. (BROADCASTING, June 13); KRVZ(AM) Springerville, Ariz.; KKDI-AM-FM Sheridan, Ark. (BROADCASTING, May 30); KIOI(FM)

San Francisco (BROADCASTING, May 2); KOA(AM)-KOAQ(FM) Denver (BROADCASTING, May 30); WFGC(TV) [CP] Palm Beach, Fla.; WPAN(TV) [CP] Panama City, Fla.; KBCE(FM) Boyce, La.; KAGY(AM) Port Sulphur, La.; WCIB(FM) Falmouth, Mass. (BROADCASTING, June 13); WKPG(AM) Port Gibson, Miss., and WHDM(AM) McKenzie, Tenn. (See "For the Record," page 95.)

APPROVED

WCTI(TV) New Bern, N.C. □ Sold by Malrite Communications Group Inc. to Heritage Broadcasting for \$9 million. **Seller** is Cleveland-based communications company that also owns KSNB-FM San Francisco and KNEW(AM) Oakland (San Francisco); KLAK-(AM)-KPPL(FM) Lakewood (Denver), Colo.; KLBB(AM)-KEEY-FM Minneapolis-St. Paul; WLZZ(AM)-WZUU(FM) Milwaukee; WHK(AM)-WMMS(FM) Cleveland; WNYR(AM)-WEZO(FM)-WUHF(TV) Rochester, N.Y., and WFLX(TV) West Palm Beach and WAWS(TV) Jacksonville, both Florida. It has also purchased, subject to FCC approval, WXIX-TV Cincinnati, and received approval to buy WVNJ-FM Newark, N.J. (see below). Milton Maltz is chairman and Carl E. Hirsch is president. **Buyer** is recently formed subsidiary of ICI Corp., Detroit-based construction company. Heritage is headed by Mario F. Iacobelli, president (80%), and Robert N. Smith, vice president (20%). Smith is applicant for 39 low-power TV stations. Iacobelli has no other broadcast interests. WCTI is ABC affiliate on channel 12 with 316 kw visual, 31 kw aural and antenna 1,923 feet above average terrain.

WVNJ-FM Newark, N.J. □ Sold by Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for \$8.5 million ("Closed Circuit," April 11). Sabre is owned by Herbert Salzman (30%), Donald G. Softness, Samuel Wyman and Donna B. Atwater (23.3% each). It also sold WVNJ(AM) Newark, N.J. (see above). It bought WVNJ-AM-FM in 1978 for \$3.54 million (BROADCASTING, Aug. 31, 1978). **Buyer** has also sold WCTI(TV) New Bern, N.C. (see above). WVNJ-FM is on 100.3 mhz with 24 kw and antenna 670 feet above average terrain.

WTVB(AM)-WNWN(FM) Coldwater, Mich. □ Fifty-eight percent sold by Paul E. Ruse and others to Tri-State Communications Inc., which owns other 42%, for \$549,067. **Sellers** are Paul E. Ruse, his wife, Myrtle M. and their daughter, Kirsten K., who have no other broadcast interests. **Buyer** is headed by Gary B. Mallernee, president and general manager of WTVB-WNWN. WTVB is on 1590 khz with 5 kw day and 1 kw night. WNWN is on 98.5 mhz with 50 kw and antenna 500 feet above average terrain.

WDBL-AM-FM Springfield, Tenn. □ Sold by Middle Tennessee Enterprises Inc. to DBL Broadcasting for \$530,000, including \$50,000 for noncompete agreement. **Seller** is owned by H.A. Webster, president, who has no other broadcast interests. **Buyer** is owned by Terry E. Forcht, Corbin, Ky., attorney, who also owns WHIC-AM-FM Hardinsburg and WAIN-AM-FM Columbia, both Kentucky. WDBL is daytimer on 1590 khz with 1 kw. WDBL-FM is on 94.3 mhz with 3 kw and antenna 215 feet above average terrain.

□ Other approved station sales include: KGMQ(AM) Pueblo, Colo.; WRUS(AM) WAKQ(FM) Russellville, Ky.; KKKA(FM) [CI] St. James, Minn.; KFMO(AM) Flat River Mo.; WTYJ(FM) Fayette, Miss.; WJDM(AM) Elizabeth, N.J.; WRFD(AM) Columbus, Worthington, Ohio; WRZK(AM) Algood Tenn., and WINT-TV Crossville, Tenn.; (See "For the Record," page 96).

Awards for economic reporting given by Dartmouth

The sixth annual Champion Media Award for Economic Understanding were given 85 broadcasting and print journalists in recognition of outstanding economic reports to general audiences. A total of \$102,000, the largest sum of prize money awarded any journalism competition, was given in categories, grouped according to market size and circulation.

The broadcast winners:

National TV

Lloyd Oobyns, James Gannon, Peter Jeffries—NBC News *NBC Reports Japan vs. USA—The High-Tech Shootout* (1 prize).

Michael Connor, Oan Cordtz, Richard Gerda, Pamela + Richard Richter—ABC □ *The Money Masters* (second prize)

TV markets 1-25

Mike Beck, Emory Bundy, Hal Calborn, Enrique Cerna, M Decesare, Jean Enersyn, Mike James, Dave Kerley, D McConnell, Jack Mckeogh, Dick Warsinske, Ralph Wengert—King Broadcasting Co., Seattle □ *The Electrical Storm* (1 prize).

Mort Crim, Robert Deming, Vida Gaizutia, Larry Martin, Te Meade, Jennifer Moore, Fred Mullin, Terrence Oprea, Rob Stevens—WDIV-TV Detroit □ *The Only Game in Town* (second prize).

TV markets 26-100

Paul Walker, Larry James Warren—KUTV(TV) Salt Lake City *Anaconda—The End of a Compyony State* (first prize).

John Brown, Jackie Hays—WHAS-TV Louisville, Ky. □ *M. cast: The Health Care Crisis* (second prize)

TV markets 101 and below

Keith Ebow, Mike Falgout, Gary Paul Landry—KATC-TV Fayette, La. □ *Social Security: Here Today, Gone Tomorrow* (first prize).

Pat Milligan, Ltene Safron—WINK-TV Fort Myers, Fla. □ *P. sure in Paradise* (second prize).

Network radio

Dave Cooke, Angela Ferraiolo, Barry Luchkowec—RKO dio Networks, New York □ *Equal Time/Get it on Credit and Credit Denial* (first prize).

Radio, Markets 1-50

Dan Avery, Barry Catlett, Glodean Gates, Jeff Kaufman, Pyle—KFWB(AM) Los Angeles □ *From Here to Technology* (1 prize).

Stan Brooks, Joe D. Gillespie, Frank Sciortino—WINS(AM) New York □ *The Underground Economy: Working Off* (1 prize).

Carl deSuze, Lee Regan, Anthony Silva, Darius Walke WBZ(AM) Boston □ *Arts: Everybody's Business* (honorary mention).

Radio, markets 51 and below

Mike Edwards, Pamela Hart, Donna Jones, Bill Leslie, Nar Lyons, Steve Shumake—WRAL(FM) Raleigh, N.C. □ *F Faces of Poverty* (first prize).

George Dickerson—WLRH(FM) Huntsville, Ala. □ *TVA, Aft Half Century Has the 'New Deal Dream' Become Impossible* (second prize)

Nancy Lyons—WRAL(FM) Raleigh, N.C. □ *Orphan Drugs—Cure You Can't Buy* (second prize)

Kathryn Creech: taking cable's message to the public

As head of new consortium, she turns her experience at NCTA, Hearst/ABC job of polishing cable's image

During his first two years as president of the national Cable Television Association, Tom Wheeler relied heavily on Kathryn Creech to manage the day-to-day operation of the growing trade association and to help fight its never-ending regulatory battles. Wheeler never hesitated to give her added responsibility, and she never faltered under the weight of it.

So it's no surprise Wheeler has chosen to rely on Creech again—this time to turn his plea for an industrywide group to promote cable—the Consortium for Cable Information—into reality ("Cablecastings," June 1981). As Wheeler explained it to industry executives last April, the CCI will "redefine to the consumer just who and what we are." CCI wants to create and project a new image for cable that will boost its basic penetration and its status among investors and advertisers.

Creech left NCTA in September 1981 to become vice president, affiliate relations, for Hearst/ABC Video Services, but when Wheeler offered her the presidency of the nascent CCI two weeks before the NCTA convention, she accepted without hesitation and agreed to a one-year contract.

Back in her office last week after making her CCI debut at a convention press conference, the 31-year-old Creech was wrapping things up at Hearst/ABC and eagerly preparing to make the move to CCI on July 6. "CCI is really a wonderful opportunity," she says. The industry "believes in [the] idea and is ready to commit its money, time and energy to really work to educate the consumer about cable television."

There is some basis for Creech's optimism. Ever since Wheeler first went public with the idea for CCI last April, he and CCI chairman Daniel Ritchie, chairman and chief executive officer, Westinghouse Broadcasting & Cable, have been soliciting the support of cable operators and programmers and have met with reasonable success. By the time of the press conference, they had recruited 24 companies and raised 500,000, two-thirds of the \$750,000 they anticipate CCI will need to get off the ground.

But that's just for starters, Creech says. Among her "thousand priorities" is "widening the base of support" for CCI. That means going out and talking to the rest of the ISO's, programmers and hardware suppliers and convincing them to become part of CCI, she says. If, as she says, they are ready to make the commitment, the task should not be too difficult.

At the same time Creech signs up new companies, she expects to "reach into" the companies and tap some of their expertise. "I need to put together a working group of marketing and research people who can serve as advisers and help structure our plans," she says. The actual decisions, she says, will be made by the board of directors,

which will comprise top executives of participating companies.

Another priority is simply to get the New York office of CCI up and running. Since the announcement of her appointment was made, she says, she has been approached by job seekers, public relations firms, executive headhunters, advertising agencies, office supply companies and even insurance companies. "They are coming out of the woodwork."

But most of those looking to join, serve or



Creech

sell to CCI are going to be disappointed. CCI will "start out as lean as possible," she said. In addition to herself, she says, there will be just one or two other "executives" with marketing and public relations skills. "We don't want to build a tremendous infrastructure of people, offices and typewriters. We want to put the money into the media and into the PR and see if we can get some results."

Although Creech has not even begun to think about tactics, the strategy is pretty well set. Using the \$750,000 or more in seed money, she says, CCI will conduct further research into consumer attitudes toward cable, hire an advertising agency to prepare a campaign based on the results of that research and then test the campaign in one or two markets. Assuming the trial produces measurable improvements in consumers' attitudes toward cable and, perhaps more importantly, cable penetration, she says, the campaign will be rolled out nationally early next year and the cost will run into the millions of dollars.

The test is crucial to CCI's future. Cable operators may contribute seed money as "an act of faith," Creech says, but they'll have to be convinced of its value before they'll pay for a costly national campaign. "That's why I want to do the test market," she says. "It will provide a nice concrete example of the

kinds of results cable operators might get if the campaign were used in their market. That's the tool I am going to have to use to get cable people to continue their support."

Creech did it all at NCTA ("Profile," June 1, 1981). Starting as a secretary in 1972, she moved up through the ranks. She spent most of her time in the research department, preparing the basis for the association's assault on the FCC cable regulations and eventually becoming a valued policymaker. She took on broad administrative responsibilities in August 1979, when Wheeler became president and she became senior vice president, industry affairs. Creech joined Hearst/ABC in the fall of 1981 to build cable affiliation for Daytime, a woman's service that was launched the following spring. She apparently did her job well. When Daytime made its debut on March 15, 1983, it reached 3.5 million cable homes. After 15 months, the number now stands at 9.5 million.

Creech believes that her new job will allow her to combine her experiences at NCTA and Hearst/ABC. At NCTA, she says, she learned a lot about research and how to build consensus, organize groups and take ideas and act on them. At Hearst/ABC, on the other hand, she says, she learned a lot about marketing.

Although she is thankful for the education she received at Hearst/ABC and says she was happy working for the joint venture, she also concedes she is excited about being able to deal with broad issues again. "What I missed about the NCTA was, to use an economics word, the macro approach," she says. "At the NCTA you look at the very big issues—policy, competition, how the industry will evolve and what its structure will be. When you move into the industry itself, you look at the micro issues. An affiliation agreement for a cable system in Topeka, Kan., is on a different scale than the role of AT&T in the cable industry. It's not a lesser scale, but it is a different one and I miss the bigger picture."

CCI will give Creech a chance to deal with broad issues again, perhaps too broad. Speaking of the national media campaign, she says: "The biggest challenge will be to develop a creative approach that addresses the diversity of the industry. We have big systems and little systems. We have addressable systems and nonaddressable systems. We have a lot of programming and not very much programming. We have good programming and not-so-good programming. We are really trying to develop a campaign that addresses the totality of cable."

Creech begins her new job with few preconceptions. CCI will go the way the research and analysis tells it to, she says, and that could be any one of 100 different directions. The only decision that has been made so far, she says, is to change the name to the Council of Cable Information. (It rolls off the tongue more easily, she says.) Everything else is up in the air and Creech is keeping all her options open. "There's always Anita Bryant, who did the orange juice campaign," she says. "Maybe she's available." □

FCC asked to make teletext changes

Geller wants revision to remove exemption from fairness and equal time obligations; so does Media Access Project

The FCC should reconsider its decision authorizing teletext and revise its basis for exempting the new service from fairness and equal-time obligations and require teletext capacity on all color TV receivers, Henry Geller, former head of the National Telecommunications and Information Administration, said in a petition to the commission last week.

In another petition, the Media Access Project asked the commission to reconsider its decision exempting teletext from fairness and equal-time obligations. It also asked that must-carry protection on cable be granted to broadcast teletext offerings.

According to Geller, the commission took the wrong tack in exempting teletext from fairness and equal-time obligations. Teletext is broadcasting and is, therefore, subject to the broadcast provisions of the Communica-

tions Act, Geller said.

"The commission does have great discretion in how—not whether—it implements these statutory requirements," Geller said. "The commission should exercise that discretion here to state that because teletext is such a novel and unknown service, it will not fashion general rules or entertain ad hoc complaints as to 315(a) or 312 (a)(7) [of the Communications Act]; that, rather, it will of course consider any overall issues raised at renewal time as to whether the teletext operation has been consistent with the public interest, including all statutory requirements. The commission clearly has the discretion to proceed in this fashion . . . and by exercising that discretion here as to teletext, it will have achieved its primary goal—ample breathing space for this new service. The commission's long-range goal of complete exemption may well depend on achievement of its general goals in this field—namely, congressional action."

Geller also said the FCC should consider requiring teletext capacity on all color TV receivers, something the commission's decision had ignored. "As the commission has recognized, there is a merging of the various services—common carrier, cable, broadcast, computer, mail, banking, newspaper,

etc. That phenomenon should be taken in account here—namely, the use of the TV set with the greatest penetration of any social device—98% of all the U.S. households—as the bedrock for a telecommunications revolution in this country," he said.

MAP said the FCC's determination that fairness doctrine and equal-time obligation didn't apply to teletext had been erroneous under law. Moreover, MAP said, the commission had violated the Administrative Procedures Act in arriving at its conclusion without sufficient comment from the public. "The commission's errors are not harmless. It must vacate its decision as to fairness doctrine/equal opportunities. It should also reverse its action on must-carry rules. The FCC has systematically end-run the procedures designed to insure that the public—the principal beneficiaries of the fairness doctrine—are informed of measures which will affect its First Amendment rights. This totally foreclosed meaningful participation in matter which was explicitly pre-judged."

Videotext '83 opens in New York

The Videotext '83 conference that convened today (June 27) in New York will focus on the issues of particular concern to the business of text transmission. A number of videotext hardware and software suppliers will also be on hand to display the latest products available to those thinking about getting into the business. Conference officials refused to disclose how many suppliers had registered to attend.

The conference will comprise, in addition to the exhibit area, three concurrent tracks with a program of more than 30 sessions featuring presentations from 100 speakers said to be experts on their particular subjects. The three tracks are entitled "applications and implications," "inside the industry" and "videotext updates." The "applications and implications" track deals with such subjects as publishing and videotext, home banking, direct telemarketing advertising, videotext in the office and legal regulatory and social issues. The "inside the industry" track addresses such topics as marketing, system operator and provider economics, new systems, products and services, positioning and joint venture: staffing and integration and content and design. "Videotext updates" will attempt to inform the participants on the latest goings on with videotext in North America, the teletext field, standards issues, business market: public service videotext and a beginners session, "videotext A to Z."

The U.S. Videotext Industry Association will also hold its general membership meeting, providing status reports on current US VIA activities. The latest regulatory developments will be discussed, as well as other reports on policy and technical research being conducted by the USVIA.

Stormy skies. Orion Satellite Corp., whose application for authority to establish a private trans-Atlantic communications satellite service is pending before the FCC, and International Telecommunications Satellite Organization are engaged in a new dispute. The Communications Satellite Corp. has expressed concern to the State Department, which is the U.S. representative to Intelsat and which has opposed Orion's application, about a report that the U.S. government is considering "imminent advance notification" to the International Frequency Registration Board of two orbital slots Orion plans to use. Comsat said one of those slots—at 50 degrees west—is one of several that Intelsat asked the FCC to request IFRB to register. Comsat also said the Intelsat board had approved a request to the IFRB in September 1982. Expedited consideration of Orion's notification request, Comsat said, would constitute "preferential treatment." But Orion's executive vice president, Christopher J. Vizas II, said Orion's request was filed at the same time as its application, on March 11, while Intelsat's request for notification, Orion said it had learned, was not filed until May 23. Vizas also complained that Orion, in an effort to secure authorization for the new service, was being placed at a disadvantage by Comsat. He said the "procedural path" taken by Comsat in its letter to State and its request for advance notification to IFRB suggests "it is using its privileged position as U.S. signatory to Intelsat in a way that inappropriately limits" U.S. government options.

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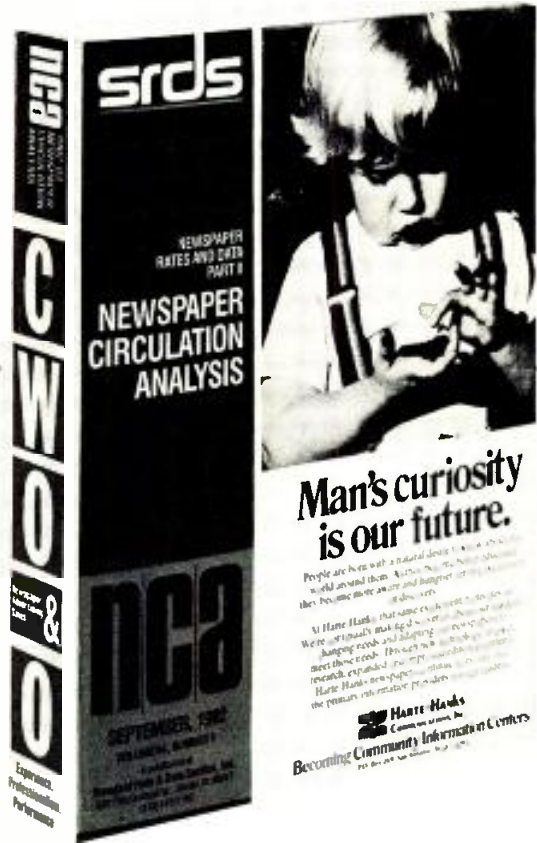
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TELECASTINGS



Audible response

Action for Children's Television's request that the FCC require broadcasters and cable operators to insert inaudible signals at the beginning and end of all commercial advertising for children—a requirement that would permit parents to attach devices to their television sets that would automatically block out those messages (BROADCASTING, June 20)—has drawn a quick and fiery opposition from the National Association of Broadcasters. In a press release last week, Edward Fritts, NAB president, warned that the petition could ultimately lead to a "governmental rather than a commercial" broadcasting system. "Mandating the transmission of a signal allowing the public to black out commercials would be tantamount to undermining the whole concept of a commercial system of broadcasting," Fritts said.

Working title

Thirty-two television stations have agreed to carry *America Works!*, series of 12 half-hour public affairs specials to be telecast from July through September. The series is the first TV production venture on a regular basis of the Labor Institute of Public Affairs. Distribution will be handled by Fox/Lorber Associates, New York, in association with All American Television, New York.

Among the issues to be covered in the

summer programing will be environmental safety, equal pay for equal work and retraining for new jobs. Host of the series will be broadcast journalist Marie Torre.

The series is being offered to stations on a basis of part compensation and part barter. The first of six national 30-second spots in each program has been bought by Pan American World Airways. Stations already signed for the series include WGPR-TV Detroit, WDSU-TV New Orleans, WDRB-TV Louisville, Ky., WDZL-TV Miami and WSMV-TV Nashville.

DBS diplomacy

Broadcasters and publishers paid a call on the secretary general of the United Nations on Monday, June 20, to discuss media access to foreign countries, and media coverage of those same countries. Among those in the 10-member delegation were Katharine Graham, chairman of the Washington Post Co.; Leonard Marks, chairman of U.S. delegation to the World Administrative Radio Conference, Gene Mater, CBS News senior vice president, and William J. Small, president of United Press International.

Among the issues discussed with Secretary General Perez De Cuellar was a resolution, adopted by the UN general assembly on a vote of 107-13 declaring that "States should bear international responsibility for activity in the field of international direct television broadcasting by satellite carried

out by them or carried out under their jurisdiction." Marks stated that the effect of the resolution would be to disallow direct broadcast to a country without its consent noting that "if you apply the resolution to sound transmissions you would wipe out the BBC VOA..." Marks also noted that the effect of the resolution was inconsistent with article 19 of the 1948 declaration of human rights "everyone has the right... to seek, receive and impart information and ideas through any media and regardless of frontiers."

Mater said, "I thought we had a sympathetic ear," noting that the secretary general, who criticized American coverage of the United Nations, affirmed his support for a free press during the hour-long meeting.

Reviews renewed

Both *Sneak Previews* and a series spawned by the original PBS movie review program, *At the Movies*, have been picked up for fall syndication. *Sneak Previews* enters its sixth season from noncommercial WTTW-TV Chicago while *At the Movies* begins a second season, produced and distributed by the Tribune Entertainment Co. of Chicago.

GACO grant

Affirming an administrative law judge's decision, the FCC Review Board has granted the application of GACO Communications Corp. for a new VHF TV station (ch. 11) at Houma, La., dismissing the mutually exclusive application of The Way of Life Television Network Inc. for being financially unqualified. In an opinion released last week Board Member Norman Blumenthal said although the commission has pared its advance financial requirements to a minimum, TWL had failed to meet that. "The people of Houma and southeastern Louisiana deserve far better on one of the nation's few remaining full power VHF frequencies that, at best, a garage-shop electronics experiment (assuming, doubtfully, that TWL could ever actually transmit under the circumstances proposed) and a programing budget of \$115 per day," Blumenthal said. (He writes that way.) "TWL is not only bereft of the shoe leather necessary to ascend the relatively mild economic slope ahead, its 'shoestring' is cleft at virtually every eyelet." GACO is 50% owned by Communications Corp. of the South Inc., which is owned by the Vanderbilt Corp. Vanderbilt Corp. is owned by Seymour Smith, 74.4%, his wife, Florence Anne, 5.9%, and through trusts for their children, Barbara and David (9.8% each). The other 50% of GACO is owned by Iddo K. Corken (49%), his wife, Marion (1%) and James A. Gatewood (50%). Gatewood owns 98% of WFCG(AM) Franklinton, La. Vanderbilt owns WWI(AM) New Orleans.



Editorial acclaim. William J. Small (l) receives the National Broadcast Editorial Association's Madison award from Ted Powers of WJLB-TV Roanoke, Va., during the association's annual convention in San Francisco. Small was honored for his continuing defense of First Amendment freedoms.

TV applications

■ Decatur, Ill.—Jackson Telecasters dismissed application for ch. 23; ERP: 3281 kw vis., 328 kw aur.; HAAT: 1,087 ft.; ant. height above ground: 1,105 ft. Address: 346 Muse Street, Jackson, Tenn. 38301. (BPCT-810511KJ). Action Sept. 28, 1982.

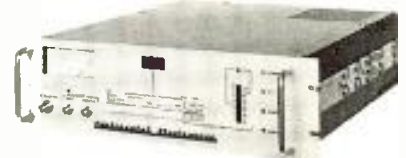
Ownership changes

■ WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz., and WDAM-TV Laurel-Hattiesburg, Miss.—(WCFT-TV: CBS, ch. 33; 1.120 kw vis., 203 kw aur.; HAAT: 540 ft.; KYEL-TV: CBS, ch. 13, 316 kw vis., 31.6 kw aur.; HAAT: 1,700 ft.; WDAM-TV: NBC, ch. 7; 316 kw vis., 47 kw aur.; HAAT: 510 ft.)—Seeks assignment of license from Service Broadcasters Inc. to Beam Communications Corp. for \$25.75 million (BROADCASTING, June 13). Seller, based in Hattiesburg, Miss., is headed by Sy A. Rosenbaum. It has no other broadcast interests. Buyer, based in Chicago, is owned by Frank L. Beam, former owner of Chicago-based advertising agency, Frak L. Beam Co. He has no other broadcast interests. Filed June 10.

■ KRVZ(AM) Springerville, Ariz. (1400 khz., 1 kw-D, 250 kw-N)—Seeks assignment of license from Round Valley Broadcast Associates Inc. to KRVZ Inc. for \$160,000, including \$20,000 noncompete agreement. Seller is headed by Marjorie M. Zellmer, president. It is also applicant for two new FM's and owns KRIZ(AM) Hayden, Colo. Buyer is principally owned by Joseph E. Jindra and wife, Susan K. (20% jointly), who own 20% of KKOZ(AM) Ava, Mo., and have bought, subject to FCC approval, KQNK(AM) Norton, Kan. Filed June 13.

■ KKDI-AM-FM Sheridan, Ark. (1540 khz., 250 kw-D; FM: 102.3 mhz., 3 kw; HAAT: 306 ft.)—Seeks assignment

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Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz.—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz.—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Rancho Mirage, Calif.—Desert Broadcasting Corp. seeks 1010 khz., .5 kw-D. Address: 72850 Clancy Lane, Rancho Mirage, Calif. 92270. Principal is owned by Carl A. Pike, president, and his sons Daniel S., James V., John C. and Andrew A. (20% each). They have no other broadcast interests. Filed June 6.

■ *St. Stephens, Wyo.—Wyoming Christian Wireless Inc. seeks 1550 khz., 2.5 kw-D, 250 w-N. Address: P.O. Box 1076, Riverton, Wyo. 82501. Principal: Nonprofit corporation, headed by David R. Pickett, president. It has no other broadcast interests. Filed April 7.

FM applications

■ Kingman, Ariz.—Kingman and Northern Broadcasting seeks 105.9 mhz., 100 kw, HAAT: 1,757 ft. Address: P.O. Box 401, Camp Verde, Ariz. 86322. Principal is owned by Linda Herlov (51%) and C.R. Crisler (49%). Herlov is general manager of KCRJ-FM Cottonwood, Ariz. Crisler is applicant for new FM at Hallsville-Centralia, Miss., and Lordsburg, N.M. (51%). Clifton and Claypool, both Arizona. Filed June 14.

■ Prescott Valley, Ariz.—Prescott Valley Broadcasting Co. seeks 106.3 mhz., 3 kw, HAAT: 282 ft. Address: P.O. Box 88864, Atlanta 30338. Principal is owned by Terri Susan Pollack and husband, Sanford Barry Cohen (50% each). Cohen is account executive at WXIA-TV Atlanta. Both also are applicants for new FM's at Micanopy, Panama City and Sanibel, all Florida. Filed June 14.

■ Kernville, Calif.—Ruby Willette Thoen seeks 102.3 mhz., 108 kw, HAAT: 1,272 ft. Address: 2122 W. Chestnut, San Bernardino, Calif. Principal has no other broadcast interests. Filed June 15.

■ Rock Harbor, Fla.—David W. Freeman Sr. and others seek 102.3 mhz., 3 kw, HAAT: 254 ft. Address: U.S. Highway One, East Side at Mile Marker 100, Rock Harbor, Fla. Principal is owned by David W. Freeman Sr. and his wife, Elizabeth Corbin Freeman (26% each), and their children, Elizabeth McLendon Freeman and David W. Freeman Jr. (24% each). They have no other broadcast interests. Filed June 13.

■ Sanibel, Fla.—Gumbo Limbo Broadcasting Inc. seeks 104.9 mhz., 3 kw, HAAT: 285 ft. Address: 5553 South Chester Ct. Englewood, Colo. 80111. Principal is owned by Nancy M. Arthur, who has no other broadcast interests. Filed June 10.

■ Rock Harbor, Fla.—Pennington Broadcasters seeks 102.3 mhz., 3 kw, HAAT: 100 ft. Address: 912 Beresford Court, Mount Pleasant, S.C. 29464. Principal is owned by Loretta Backus Pennington (80%) and her husband, William Jackson (20%). Loretta Pennington has interest in new FM's at Boca Chica Key, Fla., and Mount Pleasant, S.C. William Jackson Pennington has interest in WIXR(AM) Mount Pleasant. He also has interest in four new FM's. Filed June 13.

■ Grantsville, Md.—He's Alive Inc. seeks 90.3 mhz., 10 kw, HAAT: 600 ft. Address: 1000 Springs Road, Grantsville, Md. 21536. Principal: Nonprofit corporation, headed by Dewayne Johnson, president. It has no other broadcast interests. Filed June 15.

■ Duluth, Minn.—Peter H. May seeks 95.7 mhz., 100 kw, HAAT: 790 ft. Address: 6820 Redwine Lane, Chanhassen, Minn. 55317. Principal is public affairs director and evening news anchor at KSTP-FM Minneapolis-St. Paul. Filed June 6.

■ San Angelo, Tex.—Mario Martinez and others seeks 107.5 mhz., 100 kw, HAAT: 245 ft. Address: 2735 Armstrong, San Angelo, Tex. 76903. Principal is president (56%) and has no other broadcast interests. Filed June 1.

■ Afton, Wyo.—Star Valley Broadcasting Co. seeks 98.3 mhz., 3 kw, HAAT: minus 886 ft. Address: 466 West 2nd North, Logan, Utah 84321. Principal is owned by Glacus G. Merrill, president (50.6%), and wife, Marie B. (32%), their daughter, Darla Merrill Clark (16%), Boyd Nield and Paula Nield (.7% each). Merrills own KBXN(AM) Tremonton, Utah and CP for new FM there. They are also applicants with Nields for new AM at Afton. Filed June 13.

TV applications

■ Marion, Ind.—Metro Program Network Inc. seeks ch. 23; ERP: 4,083 kw vis., 408 kw aur.; HAAT: 1,041.5 ft.; ant. height above ground: 1,031 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa 52402. Principal is owned by Gerald Fitzgerald, president, who is applicant for seven TV's (see below). Filed June 7.

■ Burlington, Iowa—Burlington Broadcasting Co. Ltd. seeks ch. 26; ERP: 54.3 kw vis., 5.43 kw aur.; HAAT: 315.4 ft.; ant. height above ground: 232.8 ft. Address: P.O. Box 1105, Burlington 52601-1105. Principal is owned by Steven S. Both, who has no other broadcast interests. Filed June 6.

■ Burlington, Iowa—Metro Program Network Inc. seeks ch. 26; ERP: 4,083 kw vis., 408 kw aur.; HAAT: 1,090 ft.; ant. height above ground: 1,031 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa. Principal is owned by Gerald Fitzgerald, president, who is applicant for seven TV's. Filed June 7.

■ Vicksburg, Miss.—Frank Holifield Jr. seeks ch. 35; ERP: 1,650 kw vis., 165 kw aur.; HAAT: 480 ft.; ant. height above ground: 263 ft. Address: 2419 Drummond, Vicksburg 39180. Principal is president of Hol-Co Inc., licensee of WQBC(AM) Vicksburg. He has no other broadcasting interests. Filed June 13.

■ Vicksburg, Miss.—Mathew D. Wiggins Jr. seeks ch. 35; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 827 ft.; ant. height above ground: 1,027 ft. Address: 102 W. Leake Street, Clinton, Miss. 39056. Principal owns 70% of three new FM's. Filed June 13.

■ Vicksburg, Miss.—Vicksburg Broadcasting Group seeks ch. 35; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 722 ft.; ant. height above ground: 523.4 ft. Address: 219 Main Street, Minden, La. 71055. Principal is owned by J. Robert Kemmerly, M.D., and wife, Sue Martin Kemmerly, Harmon Drew Jr. and wife, Jean Talley Drew (25% each). Filed June 13.

■ St. Joseph, Mo.—Metro Program Network Inc. seeks ch. 22; ERP: 2,188 kw vis., 218 kw aur.; HAAT: 1,096.8 ft.; ant. height above ground: 1,030 ft. Address: 1957 Blairs Ferry Road, N.E., Cedar Rapids, Iowa 52402. Principal is owned by Gerald Fitzgerald, president, who is applicant for seven TV's. Filed June 8.

■ Las Vegas—Faith Communications Corp. seeks 90.5 mhz., 100 kw, HAAT: 1,269 ft. Address: 2201 S. Sixth Street, Las Vegas 89104. Principal: Nonprofit religious and educational corporation, headed by Jack French, president. It also owns KILA(FM) Henderson, Nev.; KANN(AM) Ogden, Utah, and is applicant for KCIR(AM) Twin Falls, Idaho. Filed June 8.

■ Silver City, N.M.—Sara Diaz Warren seeks ch. 6; ERP: 100 kw vis., 10 kw aur.; HAAT: 2,000 ft.; ant. height above ground: 65 ft. Address: 6200 Valeria, El Paso 79912. Principal is also applicant for new TV at Secaucus, N.J., and one low-power TV. Filed June 8.

■ Cotulla, Tex.—Davis Communications Inc. seeks 97.7 mhz., 3 kw, HAAT: 300 ft. Address: 1106 W. Honda Street, Devine, Tex. 78016. Principal is owned by Ashley N. Davis Jr. (51%), and wife, Pamela Sue Ford Davis (49%). They are applicants for new FM at Devine, Tex. Filed June 10.

AM actions

■ Rancho Cordova, Calif.—Minority Communications of California Inc. dismissed application for 650 khz., 25 kw-D, 5 w-N. Address: 3113 Manchester Lane, Bay Village, Ohio 44140. (BP-810410AB). Action May 10.

of license from Cliff Packer Enterprises Inc. to Golden Eagle Communications for \$300,000 (BROADCASTING, May 30). Seller is owned by Cliff Packer and wife. Elva. They have no other broadcast interests. Buyer is owned by Cecil J. Koonce, his brother-in-law, Phillip S. Moore (45% each), and Phillip T. Zeni (10%). It also owns KZZN(AM) Pampa, Tex. Filed May 30.

■ KIOI(FM) San Francisco (101.3 mhz, 125 kw; HAAT: 1,160 ft.)—Seeks assignment of license from The Charter Co. to Price Communications for \$12.4 million cash (BROADCASTING, May 2). Seller is publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which is selling off its radio station group. KIOI is last of company's stations to be sold, charter last year sold WDRQ(FM) Detroit to Amaturgo Group for \$5 million (BROADCASTING, Nov. 1, 1982) and, earlier this year, KYKY(FM) St. Louis, WO-KY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. to Surrey Broadcasting for \$10 million (BROADCASTING, Feb. 21). It also recently sold KCBQ-AM-FM San Diego to Infinity Broadcasting for reported \$8 million (BROADCASTING, Jan. 31). Buyer is publicly traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. Filed June 14.

■ KOA(AM)-KOAQ(FM) Denver (850 khz, 50 kw-U, DA-1; FM: 103.5 mhz, 100 kw; HAAT: 1,045 ft.)—Seeks assignment of license from General Electric Broadcasting Co. of Colorado Inc. to A.H. Belo Corp. for \$22 million (BROADCASTING, May 30). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (BROADCASTING, Nov. 22, 1982). It recently sold WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2). Buyer, based in Dallas, owns one AM, one FM and three TV's and is owner of cable system in Clarksville, Tenn., and publisher of *The Dallas Morning News*. It has announced termination of discussions with Gaylord Broadcasting Co. to purchase WVUE(TV) New Orleans because parties could not reach definitive purchase agreement. Filed June 14.

■ WAVS(AM) Fort Lauderdale, Fla. (910 khz, 5 kw-D, DA-D)—Seeks transfer of control of Radio Wavs Inc. from Jordan E. Ginsburg, Scott K. Ginsburg (two-thirds before; none after) to Roy Bresky (one-third before; 100% after). Consideration: \$388,000. Sellers are part owners, subject to FCC approval, of WKQE(AM)-WBGFM(FM) Tallahassee, Fla. (BROADCASTING, June 6), and WVCG(AM) Coral Gables, Fla. (BROADCASTING, April 25). Buyer currently owns 10% interest in WVCG(AM) Coral Gables, and WKQE(AM)-WBGFM(FM) Tallahassee, Fla., which he bought with sellers, subject to FCC approval. He will divest himself of these properties. Filed June 9.

■ CP for WFGC(TV) Palm Beach, Fla. (ch. 61, 830 kw vis., 164 kw aur.; HAAT: 480 ft.)—Seeks assignment of license from Wilshire Broadcasting Corp. to Christian Television of Palm Beach County Inc. for \$60,000. Seller is principally owned by Stanley Franks, president. It has no other broadcast interests. Buyer: Nonprofit, nonstock corporation, headed by William Register, president. He has interest in permittee of new TV at Lexington, N.C. Filed June 10.

■ CP for WPAN(TV) Panama City, Fla. (ch. 28; 4,404 kw vis., 440 kw aur.; HAAT: 827 ft.)—Seeks assignment of license from Kenneth B. Darby and others to Sunrise Television Corp. for \$9,500. Seller is group of 11 stockholders, including Edward M. Johnson, who has interest in new AM, four new FM's and four new TV's. He also has interest in WTNR(AM) Kingston, WREA(AM) Dayton and WNPC(AM) Newport, all Tennessee. Buyer is owned by Roy L. Hess, chairman (79%), Milton de Reyna, president (19.5%) and Donald E. Gregory (1.5%). Hess and deReyna are applicants for new TV at Biloxi, Miss. Hess has interest in WPML(TV) Mobile, Ala., and WRIP-TV Chattanooga, Tenn. Filed June 10.

■ WAXI(FM) Rockville, Ind. (104.9 mhz, 1.2 kw, HAAT: 440 ft.)—Seeks assignment of license from Parke-Vermilion Broadcasting to Covered Bridge Broadcasting Ltd. for \$350,000. Seller is owned by R. Keith Spencer, who has no other broadcast interests. Buyer is owned by G. Robert Rouse (80%) and Donald Jones (20%). Rouse is general manager and has minority interest in WVTS(FM) Terre Haute, Ind., which he will divest himself of upon approval of this application. Jones is in Terre Haute-based oil and drilling business. Filed June 14.

■ KBCE(FM) Boyce, La. (102.3 mhz, 3 kw; HAAT: 320 ft.)—Seeks transfer of control of Trinity Broadcasting Corp. from Rev. Robert Allen and others (100% before; 37.5% after) to Allison B. Randolph Jr. and Gus E. Lewis (none before; 62.5% after). Consideration: \$111,666. Principals: Seller is owned by Robert Allen, president (51%), his son Clarence (5%) and Robert Allen's wife, Patricia (44%). They have no other broadcast interests. Buyers are Allison Randolph Jr. (37.5%) and Gus Edward Lewis (25%). Lewis is general manager of KBCE. Filed June 8.

■ KAGY(AM) Port Sulphur (Pineville), La. (1510 khz, 1

kw)—Seeks transfer of control of River Bend Broadcasting Co. Inc. from River Bend Broadcasting Co. Inc. (100% before; none after) to Miracle Assembly of God (none before; 100% after). Consideration: Donation of stock. Principals: Seller is owned by Lucille P. Riley, Linda P. Grimes and Chalin O. Perez Jr. (one-third each). They have no other broadcast interests. Buyer is nonprofit, nonstock corporation, headed by Rev. Anthony K. Marquize, pastor and president. It has no other broadcast interests. Filed June 7.

■ WCIB(FM) Falmouth, Mass. (101.9 mhz, 50 kw, HAAT: 240 ft.)—Seeks assignment of license from New England Media Corp. to Cape and Islands Broadcasting Inc. for \$2 million (BROADCASTING, June 13). Seller is owned by Kenneth J. Patch, president (50%), and Roger A. Neuhoff and family (50%). Neuhoff is also president and principal stockholder of Eastern Broadcasting Corp., which owns five AM's and five FM's. Buyer is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and RKO stations. Filed June 9.

■ WKPG(AM) Port Gibson, Miss. (1320 khz, 500 kw-D)—Seeks assignment of license from Donald G. Manuel to David R. Price for \$60,000. Seller also owns WJGM(FM) Canton, Miss., and last year sold WXMRFM Lexington, Miss. for \$80,000 (BROADCASTING, June 14, 1982). Buyer also owns 50% of WKYV-FM Vicksburg, Miss. Filed June 13.

■ KFZX(FM) Kalispell, Mont. (98.5 mhz, 100 kw, HAAT: 420 ft.)—Seeks assignment of license from Glacier Country Broadcasters Inc. to Bee Broadcasting Inc. for \$315,000. Seller is principally owned by Michael A. Roberts and his former wife, Peggy Pillor (one-third each). They have no other broadcast interests. Buyer is owned by Benny Bee, president, who also owns KJJR(AM) Whitefish, Mont., and is applicant for CP for new FM at Billings, Mont. Filed June 10.

■ WFMV(FM) Blairstown, N.J. (106.3 mhz, 3 kw, HAAT: 860 ft.)—Seeks assignment of license from Warren Broadcasting Corp. to Park V Broadcasting Inc. for \$560,000. Seller is owned by Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). It has no other broadcast interests. Buyer is owned by Joseph P. Sherikjian, who is former director of acquisition and new product development for ABC Radio Enterprises. He currently owns broadcasting consulting firm in Emerson, N.J. Filed June 10.

■ WVNJ(AM) Newark, N.J. (620 khz, 5-U, DA-2)—Seeks assignment of license from Sabre Broadcasting Corp. to Spanish Broadcasting System Inc. for \$3.2 million. Seller is owned by Herbert L. Saltzman, president (30%), Donald Softness and Ronald Wyman (35% each). They recently sold WVNJ-FM Newark for \$8.5 million (BROADCASTING, May 9). They have no other broadcast interests. Buyer is owned by Raul Alarcon, chairman (50%) and Adriano Garcia and Ralph Diaz (25% each). All are former broadcasters from pre-Castro Cuba. Alarcon owns New York advertising firm and two sound recording studios there. Garcia owns New York real estate company and Diaz is owner of New York advertising company. Filed June 8.

■ KSWs-TV Roswell, N.M. (satellite of KCBD-TV Lubbock, Tex.; ch. 8, 316 kw vis., 52.5 kw aur.; HAAT: 1,760 ft.)—Seeks assignment of license from Caprock Telecasting Inc. to Stanley S. Hubbard Trust for \$2 million plus other considerations. Seller also bought KCBD-TV Lubbock (see above). Buyer is owned by Stanley S. Hubbard, who also owns KSTP-AM-FM-TV St. Paul; KOB-AM-FM-TV Albuquerque, N.M., and WGTQ(AM) Cypress Gardens and WTOG(TV) St. Petersburg, both Florida. Filed June 9.

■ WCPH-AM-FM Etowah, Tenn. (1220 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, HAAT: 14 ft.)—Seeks assignment of license from Ketrion Broadcasting to BVACK Broadcasting Co. Inc. for \$259,000. Seller is owned by Charles R. Ketrion, president, who has no other broadcast interests. Buyer is owned by Kathryn White and her husband, Robert (45% each). Robert is affiliated with The Church of God, Cleveland, Tenn. Filed June 13.

■ WHDM(AM) McKenzie, Tenn. (1440 khz, 500 w-D)—Seeks assignment of license from B&P Properties Inc. to Ed R. Perkins for assumption of debt. Seller is headed by Harold B. Butler, president, who also owns 51% of WALR-FM Union City, Tenn. Buyer owns 49% of WPBE(FM) Huntingdon, Tenn. Filed June 10.

■ KVEO(TV) Brownsville, Tex. (ch. 23, 2,500 kw vis., 1,000 kw aur.; HAAT: 1,500 ft.)—Seeks assignment of license from Tierra del Sol Broadcasting Corp. to Guadalupe South Texas Communications Inc. for \$8 million. Seller is headed by Paulette S. Dean, president. It also is applicant for new TV at Kerrville, Tex., and Laredo, Tex. Buyer is owned by Santa Fe Communications Inc. (80%) and DeRance Inc. (20%). Santa Fe is owned by Harry G. John, president, his wife, Erica, and Donald A. Gallagher, secretary. Harry John and Gallagher equally own DeRance. They also have interest in KBSA(TV) Guasti, Calif.; KCFM(FM) Florissant, Mo., and KCIK(TV) El Paso. Filed June 6.

■ KHBR-FM Hillsboro, Tex. (102.5 mhz, 3.2 kw, HAAT: 155 ft.)—Seeks assignment of license from KHBR Radio Inc. to KCLE Inc. for \$300,000. Seller is headed by Nelson Galle, president, who also owns KHBR(AM) Hillsboro. Buyer is owned by Earle Fletcher, chairman (89.96%) and his son, John Fletcher, president (10.04%). It also owns KCLE(AM) Cleburne, Tex., and KOPY(AM)-KSDI(FM) Alice, Tex. Filed June 10.

■ KCBD-TV Lubbock, Tex., and its satellite, KSWs-TV Roswell, N.M. (KCBD-TV: ch. 11; 316 kw vis., 60 kw aur.; HAAT: 760 ft.; KSWs-TV: ch. 8; 316 kw vis., 52.5 kw aur.; HAAT: 1,760 ft.)—Seeks assignment of license from KCBD Associates to Caprock Telecasting Inc. for \$10.75 million. Seller is partnership consisting of shareholders of The State-Record Co. Following approval of deal, it will spin off KSWs-TV to Stanley Hubbard Trust (see below). Buyer is subsidiary of Holsum Inc., principally owned by Gene Reischman, president (44.67%). They have no other broadcast interests. Filed June 9.

Actions

■ KGMQ(AM) Pueblo, Colo. (1480 khz, 1 kw-D, DA)—Granted assignment of license from The Gunter Corp. to Erway Broadcasting Corp. for \$106,000. Seller is headed by Gary A. Gunter. It has no other broadcast interests. Buyer is owned by Guy S. Erway Sr., chairman (99.9%) and wife, Joyce C., president (.1%), who have no other broadcast interests. (BAL-830414FK). Action June 1.

■ WRUS(AM)-WAKQ(FM) Russellville, Ky. (610 khz, 500 w-D; FM: 101.1 mhz, 100 kw; HAAT: 510 ft.)—Granted transfer of control of South Kentucky Broadcasting Co. Inc. from R.E. Hook and Woodrow P. Sosh (80% before; none after) to William Lon Sosh (20% before; 100% after). Consideration: \$424,000. Principals: Seller is owned by R.E. Hook (55%) and Woodrow P. Sosh (25%). Hook also has major interest in WRAG(AM)-WAQT(FM) Carrollton, Ala.; WSLG(AM) Gonzales, La., and WMAG(AM)-WFYV(FM) Forest, Miss. Buyer is son of Woodrow Sosh, is station manager at WAKQ(FM). (BTC-H-830404GQ.P). Action June 9.

■ WTVB(AM)-WNWN(FM) Coldwater, Mich. (1590 khz, 5 kw-D, 1 kw-N, DA-N; FM: 98.5 mhz, 50 kw, HAAT: 500 ft.)—Granted transfer of control of Tri-State Broadcasting Co. from Paul E. Ruse and others (58.4% before; none after) to Tri-State Communications Inc. (41.6% before; 100% after). Consideration: \$549,067. Principal: Sellers are Paul E. Ruse, Myrtle M. Ruse and Kirsten Ruse, who have no other broadcast interests. Buyer is headed by Gary B. Mallernee, president and general manager of WTVB-WNWN. (BTC-H-830318HL.K). Action June 9.

■ KKKK(FM) [CP] St. James, Minn. (104.9 mhz, 3 kw, HAAT: 279 ft.)—Granted assignment of construction permit from Watonwan County Broadcasting Co. to Starship III Broadcasting Inc. for \$12,234. Seller is owned by Terrence P. and John V. Montgomery (40% each), Richard Rogers (15%) and Lorraine Rogers (5%), who have no other broadcast interests. Buyer is owned by Darryl W. Hensley, president (58%) and three others, including seller Richard T. Rogers. Hensley also owns KZEV(FM) Clear Lake, Iowa, and is principal owner of KDWD(FM) Burlington, Iowa. (BAPH-830121GV). Action June 8.

■ KFMO(AM) Flat River, Mo. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from KFMO Inc. to Great Missouri Broadcasting Inc. for \$275,000. Seller is Clara Jean Busenbark, president, who has no other broadcast interests. Buyers are Randel Boesen, president, his wife, Joan (86.7% jointly) and Mark Mills and wife, Janet (13.3% jointly). Randel Boesen owns KDKD-AM-FM Clinton, Mo. Mark Mills is assistant general manager there. Joan Boesen and Janet Mills have no other broadcast interests. (BAL-830318FB). Action June 1.

■ WTYJ(FM) Fayette, Miss. (97.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Southern Broadcasting Co. Inc. from J. Boyd Ingram and Carroll F. Jackson (100% before; none after) to Cenla Broadcasting Co. Inc. (none before; 100% after). Consideration: \$27,000. Principals: Sellers are J. Boyd Ingram, president, and Carroll F. Jackson (50% each), who are applicants for new UHF-TV Natchez, Miss., and WWUN(AM)-WBLE(FM) Batesville, Miss. Buyers are Taylor Thompson and Charles J. Soprano (50% each), who own KSYL(AM)-KQID(FM) Alexandria, La. (BTCH-830228HM). Action June 8.

■ WJDM(AM) Elizabeth, N.J. (1530 khz, 500 w-D)—Granted transfer of control of Radio Elizabeth Inc. from Michael Quinn and Harry Anger (51% before; none after) to John R. Quinn (43% before; 94% after). Principals: Sellers are Michael Quinn (43%) and Harry Anger (8%) who are transferring controlling interest to John Quinn as part of court settlement. Buyer is brother of Michael Quinn. He will own 94%, with remaining shares owned by his mother, Mary (4%) and sister, Elizabeth McKenna (2%). None has other broadcast interests. (BTC-830413FJ). Action June 1.

WVNI-FM Newark, N.J. (100.3 mhz, 24 kw, HAAT: ft.)—Granted assignment of license from Sabre Broadcasting Corp. to Malrite of North Carolina Inc. for \$8.5 million ("Closed Circuit," April 11). Sabre is owned by Bert Salzman (30%), Donald G. Softness, Samuel Wyand and Donna B. Atwater (23.3% each). It is also selling NJ(AM) Newark, N.J. (see above). Buyer is Cleveland-based owner of six AM's, six FM's and four TV's. It has also bought WCTI-TV New Bern, N.C. (see below) and, ect to FCC approval, WXIX-TV Cincinnati. Milton tz is chairman and Carl E. Hirsch is president. (BAPLH-421HW). Action June 7.

WCTI-TV New Bern, N.C. (ABC, ch. 12; 316 kw vis., 2w aur.; HAAT: 1,923 ft.)—Granted assignment of license from Malrite of North Carolina Inc. to Heritage Broadcasting Co. for \$9 million. Seller also bought WVNI-FM Newark, N.J. (see above). Buyer is recently formed subsidiary of ICI Corp., Detroit-based construction equipment company. Heritage is headed by Mario F. Iacobelli, president (50%), and Robert N. Smith, vice president (20%). Smith is licant for 39 low-power TV stations. Iacobelli has no r broadcast interests. (BALCT-830421KF). Action June

WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 D, DA)—Granted transfer of control of Salem Media of Inc. from Stuart W. Epperson (51% before; 50% after) Edward G. Atsinger III (49% before; 50% after). Consideration: \$100. Principals: Seller has interest in four AM's two FM's. Buyer has interest in four AM's and four s. (BTC-830414FN). Action June 3.

WRZK(AM) Algood, Tenn. (1590 khz, 500 w-D)—nted assignment of license from Dean & Cravens to nna Broadcasting Co. Inc. for \$125,000. Seller is owned R. Gene Cravens, president, and Fred Warren Dean Jr. (50% each). They have no other broadcast interests. Buyer is ally owned by Dwight Henry, Dr. Kenneth Ray Martin Dale Edward Jones, who have no other broadcast inter-. (BAL-830411FC). Action June 1.

WINT-TV Crossville, Tenn. (ch. 20; 18.6 kw vis., 3.71 aur.; HAAT: 1,800 ft.)—Granted assignment of license n WCPT-TV Inc. to WINT-TV Inc. for \$50,000 plus r considerations. Seller is owned by Cal C. Smith, presit (51%), and John A. Cunningham (49%). Smith also s WRSL-AM-FM Stanford, Ky. Cunningham will bene 10% owner of new licensee. Buyer is owned by Larry Hudson, president (90%), and John Cunningham (10%). JPLN also owns cable system in Jefferson county, Mo. (BALCT-830418KG). Action June 3.

WDBL-AM-FM Springfield, Tenn. (1590 khz, 1 kw-D; : 94.3 mhz, 3 kw, HAAT: 215 ft.)—Granted assignment icense from Middle Tennessee Enterprises Inc. to DBL adcasting for \$530,000. Seller is owned by H.A. Web-; president, who has no other broadcast interests. Buyer wed by Terry E. Forcht, who also owns WHIC-AM-FM 'dinsburg and WAIN-AM-FM Columbia, Ky. (BALH-425HZ.GE). Action June 10.

Facilities changes

Applications

dered

WRDJ (1490 khz) Samson, Ala.—Seeks CP to change quency to 1350 khz; change hours of operation to day y; change city of license to Daleville, Ala.; change TL. l make changes in ant. sys. Ann. June 13.

KFBR (1340 khz) Nogales, Ariz.—Seeks CP to increase / power to 500 w. Ann. June 15.

KLTT (800 khz) Brighton, Colo.—Seeks CP to increase ver to 1 kw and install DA-D. Major environmental acti- under section 1.1305. Ann. June 13.

WCLB (1540 khz) Camilla, Ga.—Seeks CP to change quency to 1400 khz; change hours of operation to unlimit- y adding night service with 250 w. and make changes in . sys. Ann. June 14.

WTMT (620 khz) Louisville, Ky.—Seeks CP to change rs of operation to unlimited by adding night service with / w and install DA-2. Major environmental action under tion 1.305.

WACK (1420 khz) Newark, N.Y.—Seeks modification CP (BP-801230AE) to make changes in antenna system. n. Ann. June 17.

WESC (660 khz) Greenville, S.C.—Seeks CP to in- ase power to 50 kw. Ann. June 13.

KWAZ (1460 khz) Lubbock, Tex.—Seeks CP to change y of license to Carlisle, Tex.; change hours of operation to limited by adding night service with 500 w; install DA-N; nge TL, and make changes in ant. sys. Ann. June 13.

Accepted

■ KGMS (1380 khz) Sacramento, Calif.—Seeks modifi- cation of CP (BP-21203) to make changes in antenna system; increase antenna efficiency and change parameters. Ann. June 14.

■ KBQN (580 khz) Columbus, Ga.—Seeks modification of CP (800825AF) to change TL. Ann. June 14.

■ WMPP (1470 khz) Chicago Heights, Ill.—Seeks modifi- cation of license to operate by RC from SL. Ann. June 13.

■ WSKE (1040 khz) Everett, Pa.—Seeks modification of CP (BP-820715AA) to make changes in ant. sys. Ann. June 15.

■ KGAA (1460 khz) Kirkland, Wash.—Seeks modifica- tion of CP (20525) to augment standard pattern. Ann. June 14.

FM applications

Tendered

■ KHYV-FM Modesto, Calif.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. Ann. June 17.

■ WKTG (93.9 mhz) Madisonville, Ky.—Seeks CP to change ERP to 100 kw and change HAAT to 455 ft. Ann. June 17.

■ KGTS (91.5 mhz) College Place, Wash.—Seeks CP to change frequency to 91.5 mhz; change TL, and make changes in ant. sys. Ann. June 17.

Accepted

■ KMCK-FM (105.7 mhz) Siloam Springs, Ariz.—Seeks CP to make changes in antenna system; change TL, and change coordinates. Ann. June 14.

■ KIIQ-FM (102.7 mhz) Manitou Springs, Colo.—Seeks CP to make changes in antenna system and increase ERP to 100 kw. Ann. June 14.

■ *WRAS (88.5 mhz) Atlanta—Seeks to change site; change antenna; change transmission line; change ERP to 30 kw; change HAAT to 423 ft., and change coordinates. Ann. June 14.

■ WXXQ (98.5 mhz) Freeport, Ill.—Seeks CP to make changes in antenna system and change ERP to 25 kw. Ann. June 15.

■ *KAVT-FM (91.3 mhz) Austin, Minn.—Seeks to change antenna height to 208.5 ft. on existing tower. Ann. June 15.

■ WPRB (103.3 mhz) Princeton, N.J.—Seeks CP to change TL; change ERP to 6 kw; change HAAT to 823 ft., and make changes in ant. sys. Ann. June 15.

■ WPDH-FM (101.5 mhz) Poughkeepsie, N.Y.—Seeks CP to make changes in antenna system and increase ERP to 4.4 kw. Ann. June 13.

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.

■ WSEZ (93.1 mhz) Winston-Salem, N.C.—Seeks CP to make changes in antenna system; change ERP to 100 kw; change HAAT to 243 ft., and change transmitter. Ann. June 14.

■ WCLV (95.5 mhz) Cleveland—Seeks CP to make changes in antenna system; increase ERP to 40 kw; decrease HAAT to 580 ft.; change coordinates, and change TL. Ann. June 14.

■ KMTB (104.7 mhz) Florence, Ore.—Seeks waiver of section 73.1201 (B)(2) of rules to identify as "Florence-Corvallis-Eugene." Ann. June 13.

■ WNOK-FM (104.7 mhz) Columbia, S.C.—Seeks CP to make changes in antenna system; increase ERP to 98 kw and increase HAAT to 1,004 ft. Ann. June 13.

■ KRLY (93.7 mhz) Houston—Seeks modification of CP (BPH-830504AA, as mod.); decrease HAAT to 1,720 ft., and change coordinates. Ann. June 14.

■ KHYS (98.5 mhz) Port Arthur, Tex.—Seeks CP to make changes in antenna system; increase ERP to 100 kw, and increase HAAT to 437 ft. Ann. June 13.

■ WESD (94.7 mhz) Schofield, Wis.—Seeks CP to change frequency to 94.7 mhz. Ann. June 14.

TV applications

Tendered

■ WMKT (ch. 54) Muskegon, Mich.—Seeks MP (BPCT-810918KM) to change ERP to 3,744 kw vis., 374 kw aur., and change TL. Major environmental action. Ann. June 14.

Accepted

■ WFYZ (ch. 39) Murfreesboro, Tenn.—Seeks MP to change ERP to 5,000 kw vis., 500 kw aur.; change TL, and change HAAT to 821 ft. Ann. June 14.

AM actions

■ KLLC (1110 khz) Marana, Ariz.—Granted MP (BP-811006AB, as mod.) to make changes in antenna system; increase height of tower, and change TL. Action June 10.

■ KRED (1480 khz) Eureka, Calif.—Granted CP to make changes in TL. Action June 10.

■ WAXE (1370 khz) Vero Beach, Fla.—Granted MP (BP-820505A) to change TL. Action June 10.

■ WJJD (1160 khz) Chicago—Granted modification of license to operate by RC from SL. Action June 7.

■ KFRM (550 khz) Salina, Kan.—Granted modification of license to operate by RC from SL. Action June 6.

■ WSWF (1110 khz) Seneca Falls, N.Y.—Dismissed application for CP to make changes in antenna system and increase height of tower. Action Feb. 24.

■ WCPQ (1330 khz) Havlock, N.C.—Granted CP to in- crease antenna height. Action June 6.

■ WGOS (1070 khz) High Point, N.C.—Dismissed applica- tion for CP to make changes in antenna system; decrease height of tower, and change TL. Action June 9.

■ WCNS (1480 khz) Latrobe, Pa.—Granted CP to change hours of operation to unlimited by adding night service with 1 kw, DA-N (night site). Major environmental action under section 1.1305. Action June 8.

■ WHIM (1110 khz) Providence, R.I.—Granted modifica- tion of license to operate by RC from SL. Action June 7.

■ WSVQ (740 khz) Harrogate, Tenn.—Granted CP to in- crease power to 1 kw. Action June 9.

FM actions

■ KSAA (105.5 mhz) Casa Grande, Ariz.—Granted CP to change TL; decrease ERP to 1.9 kw; change HAAT to 362 ft., and change TPO. Action June 3.

■ *KABF (88.3 mhz) Little Rock, Ark.—Dismissed modification of CP (BPED-2617, as mod.) to change TL; change type trans.; change type antenna; decrease HAAT to 642 ft. (H), and change TPO. Action June 8.

■ KDES-FM (104.7 mhz) Palm Springs, Calif.—Granted CP to install auxiliary antenna at main TL; ERP: .092 kw; HAAT: 521 ft., and change TPO (for auxiliary purposes only). Action June 10.

■ WCHK-FM (105.5 mhz) Canton, Ga.—Granted CP to utilize former main trans. as auxiliary; install auxiliary an- tenna at main TL to be operated on 3 kw; HAAT: 83 ft., and change TPO (for auxiliary purposes only). Action June 9.

■ *WRVG-FM (89.9 mhz) Georgetown, Ky.—Granted CP to change frequency to 89.9 mhz. Action May 25.

■ WFMI (100.1 mhz) Winchester, Ky.—Granted CP to decrease ERP to 1.33 kw and increase HAAT to 430 ft.

Major environmental action under section 1.1305. Action June 9.

■ WCUZ-FM (101.3 mhz) Grand Rapids, Mich.—Returned application for CP to change TL; change ERP to 38.9 kw; change HAAT to 722.8 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Action June 3.

■ *KJLU (89.1 mhz) Collegeville, Minn.—Dismissed application to increase ERP to 7.711 kw. Action June 10.

■ WZXQ (101.7 mhz) Gluckstadt, Miss.—Dismissed application for modification of CP (BPH-821005AE) to change SL. Action June 9.

■ *WVHH (88.9 mhz) Dix Hills, New York—Returned application for CP to increase ERP to .100 kw; change HAAT to 192 ft., and make changes in ant. sys. Action May 30.

■ WSEG (102.3 mhz) Erie, Pa.—Granted CP to make changes in antenna system; change TL, and change coordinates. Action June 6.

■ WSRM (106.9 mhz) Guayama, P.R.—Granted modification of CP (BPH-791231AJ) to change TL; decrease ERP to 24.5 kw; increase HAAT to 1,945 ft., and change TPO. Action June 10.

■ WERI-FM (103.7 mhz) Westerly, R.I.—Granted CP to change TL; change ERP to 50 kw; change HAAT to 500 ft.,

and make changes in ant. sys. Major environmental action under section 1.1305. Action May 31.

■ KCTM (97.7 mhz) Rio Grande City, Tex.—Granted modification of CP (BPH-791227AQ, as mod.) to decrease ERP to 1.41 kw; increase HAAT to 420 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action June 10.

■ KWWM (98.3 mhz) Stephenville, Tex.—Returned application for proposed operation on 105.7 mhz; change TL; change type trans.; change type antenna; increase ERP to 100 kw; increase HAAT to 977 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action June 1.

■ *KVTV (90.9 mhz) Tacoma, Wash.—Granted CP to change TL and decrease HAAT to 167 ft. Action June 8.

TV actions

■ KOHA-TV (ch. 2) Hilo, Hawaii—Granted MP (BPCT-810831KI) to change ERP to 2.310 kw vis., .231 kw aur.; change TL, and change HAAT to minus 573.9 ft. Action May 27.

■ WSFJ-TV (ch. 51) Newark, Ohio—Granted CP to change ERP to 96 kw vis., 9.6 kw aur.; change TL, and change HAAT to 630 ft. Major environmental action. Action May 27.

In contest

FCC actions

■ FCC granted appeal by Graphic Scanning Corp. of o by ALJ Thomas B. Fitzpatrick in A.S.D. Answer Ser Inc., Domestic Public Land Mobile Radio Service proceeding, to extent of not requiring disclosure of certain documents related to case. Ann. June 14.

■ FCC ALJ Joseph Stimmer has granted application: New England Broadcasting Inc. for new FM at Berlin, N.H., and Christina and Joel Martin for new AM th Stations will operate on frequencies of WMOU(AM) (1 kHz) and WXLQ(FM) (103.7 mhz), which were left vacant when FCC determined that Robert R. Powell Sr., presic and sole owner of White Mountain Broadcasting Co. had engaged in fraudulent billing of local advertisers who controlled stations. FCC also found that White Mountain had failed to maintain adequate program logs for FM, leading to denial of both stations renewal applications. (Community Broadcasting Association of Berlin Inc., nonprofit corporation, has been operating stations under interim authority since licenses relinquished on March 7, 1980.). Ann. J 17.

Call letters

Applications

Call	Sought by
	New FM's
WBBK-FM	Radio Blakely Inc., Blakely, Ga.
KTWA	Iowa Communications Co., Ottumwa, Iowa
KCGN	C.G.N. Enterprises, A Limited Partnership Ortonville, Minn.
WJKR	John A. Kennedy, Jr., Muncy, Pa.

Call	Sought by
	Existing AM's
WQIK	WVOJ Jacksonville, Fla.
WLKF	WOPD Lakeland, Fla.
WNIZ	WKZN Zion, Ill.
KZBR	KCAP Helena, Mont.
WPXY	WPXN Rochester, N.Y.
WWWA	WWAP Burnetown, S.C.

Call	Sought by
	Existing FM's
WNFI	WNFY Palatka, Fla.
WNIZ-FM	WKZN-FM Zion, Ill.
WRZQ-FM	WTRE-FM Greensburg, Ind.
WKZS	WWAV/Auburn, Me.
KDEZ	KDIE Crookston, Minn.
WOW-FM	KYNN-FM Omaha
WVCD	WLZN Hazleton, Pa.
WHTF	WRHY Starview, Pa.
WALV	WQNE Cleveland, Tenn.

Call	Sought by
	Existing TV's
WXMI	WWMA-TV Grand Rapids, Mich.
WUIA-TV	WWIA-TV San German, P.R.

Grants

Call	Assigned to
	New FM's
KJBA	Tundra Broadcasting Inc., Bethel, Alaska.
WVCM	Boone Broadcasting Co., Miami, W. Va.
	New TV's
WWTL	Wisconsin Television Ltd., Marshfield, Wis.

Call	Assigned to
	Existing AM's
KCOT	KLLE Marana, Ariz.
KAYK	KGMO Pueblo, Colo.
	Existing FM's
WVIC	WVIC-FM East Lansing, Mich.
WJYW	WLCF Southport, N.C.
	Existing TV's
KTNL	KIFW-TV Sitka, Alaska
WSVN	WCKT Miami
KMCT-TV	KNAN-TV West Monroe, La.

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Growth-oriented group seeking future sales managers. Aggressive, street-fighting, hard working reps can earn 20% commissions for our AM or FM. EOE, M/F. Send resume to: KDOK, Box 6340, Tyler, TX 75711.

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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.

General manager—new FM station in small market area in northern Montana. Experience in sales and general management required. Salary negotiable. Potential for future equity position. Send resume and tape to Glacier Communications, Inc., Box 1425, Cut Bank, MT 59427.

Experienced local sales manager needed for major market radio station. Responsibilities include budgeting and forecasting station sales, sales calls on clients/agencies, hiring and training of local sales staff. Expertise in sports program sales required. To apply for position with this major broadcasting company, send resume to Box Y-118. EEO.

Sales management—position requires at least 10 years' progressive experience in radio sales and operations. Possibility of immediate advancement to station management. Base salary, plus percentage of collections. Send resume with salary history and references to President, WJEQ, 1506 E. Jackson, Macomb, IL 61455.

General sales manager. West Palm Beach, Florida. This is a great opportunity if you set your goals high and have the rare ability to make others follow your lead. This is also a substantial opportunity for corporate advancement for the right person. If you can manage an eight-person sales staff and carry your own list, send resume and salary requirements to Box Y-124.

Move into sales management. Top station, fast growing California area. Prefer RAB oriented. Box Y-132.

HELP WANTED SALES

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.

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.

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.

Account representative—move up with a progressive 100,000 watt regional FM station in upper Wisconsin. Manage and sell from our satellite office. In-depth training to assure success. 1 to 2 years' experience required. Send resume to Station Manager, WBWA, Box 207, Washburn, WI 54891.

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HELP WANTED ANNOUNCERS

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.

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.

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Announcer needed. 5kw. Midwest. Dependable, experienced. Start \$160/week. Adding to staff. T&R: Box 585, Desoto, MO 63020.

Sunbelt AM 1000 watt A/C and FM 100,000 watt country combo has full-time August opening. Split shift, both stations, plus production. Professional experience or talented beginner. Need a dependable hardworker. T & R to J. Adams, Program Director, Box 768, Natchez, MS 39120.

HELP WANTED TECHNICAL

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.

Engineer-announcer. 50 kw FM & 1 kw AM north of Boston. Maintenance and air shift. Contact Bill Gould, Mgr, WHAV/WLYT, P.O. Box 1500, Haverhill, MA 01830. 617—374-4733. EOE.

Radio engineer. Expanding broadcast group suburban New York seeks chief engineer. Thorough knowledge of studio and transmitter equipment must. Reply in confidence with resume and salary requirements to Box Y-93.

Engineers. Sandusky Radio, a major Western group broadcaster, has engineering positions available Phoenix, Arizona, and San Luis Obispo, California, entry level and experienced personnel. Send resume with salary requirements to Robert Van Buhler, KD Radio, 1167 W. Javelina, Mesa, AZ 85202. An excellent opportunity with an expanding corporate Equal opportunity employer.

WKY/WKYW-FM has a fulltime opening for a chief engineer. AM-1,000 watt non directional. FM-3.0 watt stereo. Must have knowledge of Harris SC automation system. FCC license required, along with hands-on experience with transmitting and studio equipment. Send resume, references, salary requirements to: Christopher Kuhnen, Station Manager WKY/WKYW-FM, 28 Fountain Place, Frankfurt, 40601. EOE/M/F

Chief engineer. New England class B FM, directional full-time AM. Reply Box Y-126.

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. See resume with salary requirements only to Box Y-9; 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 medium to large markets. Send tape and resume Greg Lindahl, Operations Manager, WSM Radio, P.O. Box 100, Nashville, TN 37202. EOE, M/F.

Entry level news: if you can write news, and want to learn in an all news operation, this is your chance. Hours: 11 p.m.-7 a.m. Mon-Sat. Bright, flexible, serious person who wants first chance and can be promoted 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.

Producer for public radio WAER at Syracuse University. Responsible for producing features and news reporting. Must clearly understand a news and information format. Minimum of two years producing or reporting and a Bachelor's or equivalency. Benefits include tuition. Deadline: July 8, 1983. Contact: Personnel Department, Skytop Office Building, Syracuse University, Syracuse, NY 13210. Syracuse University is an equal opportunity/affirmative action employer.

News director—position requires minimum of years' experience in gathering and delivering news small/medium market. We offer a full commitment news, a 3-person news staff and up to \$15,000/yr. salary. Send resume, salary history, air check & references to President, WJEQ, 1506 E. Jackson, Macomb, IL 61455.

Attention small & medium market news pros! KC AM, the 50,000 watt voice of the great Southwest, now conducting a search for the one person to complete our top flight news operation. If you're a hustle writer, a doer, you could be that one person. Tape resume to Alan Pettit, News Director, 77 Broadway Plaza, SW, Albuquerque, NM 87103. No calls. EOE, F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Northern California top rated soft A/C needs operations director/announcer. Tape and resume to KZ: Box SS, Santa Rosa, CA 95402. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Experienced PD—WNOE-FM. TM format—country and tape & resume: Eric Anderson, GM, 529 Bienville, New Orleans, LA 70130. EOE, M/F.

Development & promotion director for 100,000 watt public radio station. Handle underwriting, promotion, program guide. Seek new funding sources. Salary 5,500-\$17,500. Irregular packet, four weeks vacation. Requires knowledge of public radio, ability to solicit ads, good writing skills. Contact: Judy Whisker, Hutchinson Community College, 1300 North Plum, Hutchinson, KS 67501.

South Florida full time production—need experienced, creative, professional to produce great radio commercials. High compensation for that outstanding person. Send resume, tape and availability info to P.O. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio is in search of strong management growth opportunity within group or individual station. Write Box Y-35.

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, NC 29902. After 6:00 p.m., 803-524-6138.

Small markets west, sales promotions, programming, engineering, honest, aggressive, unusual extras. Country consultant seeks GM position. Bill Taylor, 13-791-4836.

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.

Attention station owners/group owners. General manager with 20 years of successful management in all markets. Looking for an opportunity and challenge. Experience 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.

\$25,000, plus bonus, for aggressive, take charge manager of Midwest AM-FM. Write Box Y-111.

Seasoned radio manager available due to recent sale of station in middle size SE market. Write Box Y-112.

Aggressive, productive street fighter looking for station to turnaround as GM. Prior management and programming. Cash management and knowledge of CC rules. Creative leader, motivator. Will consider all situations. Write Box Y-127.

SITUATIONS WANTED ANNOUNCERS

Broadcaster, 7 1/2 years, available August 1. Background includes announcing, programming, management. Desire SE region. Ed Phillips: work, 404-91-4306/5139; 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; nighttime 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, Ludi 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.

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.

Milwaukee metropolitan area. Good sounding beginner. Interested in part time. You'll like my tape. Larry Klein, 414-462-9068.

Pay my dues? You bet! I love small markets, old equipment, heavy duty weekends. Sheep and cows? OK! Trained broadcaster. Phone Glenn, 516-541-6914.

Rave reviews—from listeners and employers alike. Currently employed. This announcer-engineer is a natural for your station: authoritative, personally appealing, hard-working, reliable. Looking beyond present 150,000 audience for bigger fields to conquer. Call collect: 201-875-3778.

Talented go-getter: college and broadcast school training. I do news, jock-work, interviewing and commercial production. I'm good—I want work! Sarah, 312-828-0421, Chicago.

Hi! I'm Ronnie Simmons. I'd love to work at your station. With my sales pitch, humor & personality, listeners will feel really good about us. Morning, noon, or night. FCC 3rd. Will relocate. Write Box Y-114.

Announcer/sportscaster. Seven years' experience, know rock format. Southern Rockies, West Coast leave message. 303-651-3079.

Dependable announcer with 10 years' experience, excellent references, and a good professional sound wants stable, permanent position. Mike Hon, 373 Williams, Daytona, FL 32018. 904-255-6950.

Looking for a talented personality with a good tape? Look no further! Can do it all! I'm not lying! Dan Fox, 312-824-0082, or write 500 West Touhy, Camper No. 5, Des Plaines, IL 60018.

Remember your first announcing job? Your BA and college radio experience didn't matter until someone gave you that big break. If you ever wanted to return the favor, call Ed Reznay, 212-367-7155.

Station manager: operating out of smaller city? Need combo man for chief announcer/prod., PD, MD, copy-whatever needed-replacing "warm bodies"? You save some bucks, get air sound desired. I make decent living and keep mom happy. \$200 wkly not decent. Third ticket. No sales. Heavyweight low voice, 35, single, experienced. Non drinker/smoker. Desire entry level PBP/color opportunity, but not necessary. A/C or oldies. Carolinas, VA, GA. Glenn, 704-865-2776.

SITUATIONS WANTED TECHNICAL

Presently employed radio chief engineer seeks new challenge with aggressive group operation in Southeast. SBE certified, B.S. degree, excellent references and verbal communication skills. 7 years' experience with 5 years at current station. 33, family. Box Y-125.

Director of engineering and chief engineer guarantees you the most out of your equipment investment; a real "hands-on" pro with administrative ability. Available for temporary or permanent employment. 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.

Sportscaster seeking medium market position. 11-year veteran. Professional sports reporting and PBP. Multi-award winner. Ideal for small college schedule. Write Box Y-83.

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.

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, Sharpville, PA 16150.

22 years of solid sports play-by-play. You name it, I've called it. Call Terry, 701-282-7570.

Sports director looking for good opportunity. PBP experience; will consider sports-news combo. 201-763-5587 after 4 (EDT).

Serious about news? So am I. Varied background: reporting, writing, announcing. M.A. mass communication; B.A. journalism. Dwight, 612-872-6977.

News director/reporter. Solid sound, stylish writing, major-market experience. Family man, 35, wants medium or major market. C.H., 9501 E. 89th St, KC, MO 64138.

SD/PBP looking to settle with good operation. If you want exciting PBP and innovative sportscasts, call me. Ten yrs: experience-high school, Juco, college. Bruce, 501-762-5283.

Versatile newsman seeks position: Los Angeles, Las Vegas, San Diego. Equally comfortable with music formats. Ron, 805-543-2654.

Dynamic sports director and assistant news director seeks medium to large market position. Exceptional play-by-play. Superb writing skills. Journalism degree. As sharp as they come. 8 year pro. Write Box Y-135.

You found me! Experienced college graduate available for sports and/or news position. Stu, 608-251-1199.

Newscaster, good voice, journalism background, willing to relocate. Jerry, 16 Sexton Rd., Syosset, NY 11791. 516-935-5852. Tape, resume available.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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.

Need fresh ideas in programming? Major market programmer looking for change. Specialty is contemporary radio. I'm aggressive and a leader. For complete resume of successes, call 303-699-1083.

South or West. Station mgr. or PD. 13 years' PD experience, 3 1/2 years' current retail management experience. Time to reenter broadcasting. Aggressive, capable. If you need strong help, call 713-444-9271.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

HELP WANTED MANAGEMENT CONTINUED

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.

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.

Production manager for rapidly expanding TV station in Anchorage market. Responsibilities to include: supervise production personnel, coordinate commercial production marketing and operations, produce aggressive station promotions as directed by promotions manager. Must have highly developed management skills. Production experience required; however, management/administrative skills are stressed. Send resume to Al Bramstedt, Jr., KTUU-2, P.O. Box 102880, Anchorage, AK 99510. 907-276-5807.

Senior internal auditor: position available in corporate internal audit department of upstate New York-based communications firm located in the heart of the Finger Lakes region. Company has television, radio and newspaper operations in 18 states. Four year accounting degree and 2-3 years' auditing experience required. CPA a plus. Please send resume, complete with salary history, to Internal Audit Manager, Park Broadcasting, Inc., P.O. Box 550, Ithaca, NY 14850.

Executive vice president—chief operating officer. Connecticut Public Broadcasting—a state-wide, non-commercial telecommunications system (television/radio), seeks broadly experienced broadcaster for new operating position. Interested parties contact Mary Sullivan, CETC, 24 Summit Street, Hartford, CT 06106, or call 203-278-5310. Application must be received by July 22, 1983. EOE, M/F.

President/chief operating officer for the Central Educational Network. President shall have general charge and supervision of the day-to-day business. Must have broadcast management experience; knowledge and experience in educational telecommunications and marketing. Salary negotiable. Send applications to: Search Committee Chairman, William J. Ballard, WUCM-TV, University Center, MI 48710.

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.

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.

Director of advertising sales. Responsible for development of advertising revenue for the Learning Channel, fast-growing nat'l cable TV network. Seek out, develop & negotiate development of program sponsorships and spot buys with corporate advertisers, advertising agencies, and retail groups. Hands-on development of programs for corporate sponsors and underwriters required. Works closely with ad sales representative to develop spot buys. Min. 5 years' experience in the sale of television commercial time, with New York agency experience ideal. Experience in pricing and broadcast inventory control helpful. Knowledge of television production also helpful. Position located in New York City. Salary plus commission. Health benefits. No calls, please. Submit resume, references, and salary requirements to: Position, PO Box 33548, Washington, DC 20033.

General sales manager with strong local sales development background for small Pacific NW network affiliate. Send resume and references to Box Y-130.

HELP WANTED TECHNICAL

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.

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, Chyron 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.

Engineer/technician—maintain college non-commercial FM radio station (WWGC), color television instructional facility and audio visual equipment. Heavy on maintenance. Hold FCC 1st or general license. Send resume and salary requirements to Jerome T. Mock, Learning Resources Center, West Georgia College, Carrollton, GA 30118, 404-834-1355. Application deadline: August 1, 1983.

Radio-TV engineer: full-time (will consider 50 to 75% appointment). Maintain current audio and video equipment. Serve as back up for radio engineer. Two years training in electronics technology and at least two years experience in maintenance and repair of radio and television equipment. FCC license an asset, but not a necessity. Position starts Aug. 1 or later. Salary competitive, 12 month appointment, includes university benefits. Send resume, references, etc., to: Dr. Ed Paulin, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An equal opportunity employer.

Studio maintenance engineer for Sunbelt NBC affiliate. Requires 2-3 years' experience in repair of modern studio equipment at the component level. UHF transmitter experience a plus. Super working conditions with a very competitive salary. Send resume stating specific equipment experience and salary history to Chief Engineer, WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898.

Engineering operations supervisor—requires minimum of 5 years' experience in all phases of master control operations. The successful candidate will be responsible for the following: crew training; the proper operation of all technical facilities; perform maintenance when needed; have a working knowledge of Ampex 1", RCA 2", Ampex 2", RCA and G film chains, Grass Valley 1600 switcher and RCA an TCR cart machines. Microprocessor experience an general class license preferred. Send resume to Richard Lynn, Assistant Chief Engineer, WTNH-TV, Elm Street, New Haven, CT 06510. An equal opportunity employer.

Chief engineer for group-owned VHF network affiliate in medium market. Self starter with strong technical background and leadership qualities needed. Send complete resume to Box Y-139. An equal opportunity employer.

Mobile television maintenance engineer for established video production company (15 years). Chance to work with state of the art equipment in all facets of production (network sports, theatrical production etc). Must be available to travel entire country. Salary commensurate with experience. Contact Eric Adress E.J. Stewart, Inc., 525 Mildred Avenue, Primos, P 19018. EOE.

Number one news operation in southwest Florida expanding and seeking video tape maintenance technician. Must have a minimum of 3 years' experience in one-inch and/or quad video tape, and FCC first class general operator's license. Technical training desirable. Excellent salary and company benefits. Resume to Clarence Mosley, WINK-TV, P.O. Box 1060, Ft Myers, FL 33902. EEO.

Need hands-on, FCC attuned, knowledgeable, chief engineer. High on maintenance and high on cost effectiveness. Send resume to Box Y-142. EOE.

HELP WANTED NEWS

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, P.O. Box 4929, Victoria, TX 77903.

Experienced sports director. No beginners. Sun belt conference community. Send tape, resume and salary requirements to News Director, WBKO-TV, Box 1198, Bowling Green, KY 42101. EOE.

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.

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.

Experienced producer for Midwest VHF net affiliate. Must know how to use television and be able to direct an aggressive staff. Responsibility for major newscasts. Tape, resume and salary requirements to Ken Keller, ND, WHBF-TV, Telco Building, Rock Island IL 61201.

Group owned stations in four Midwestern markets looking for self-motivated TV people. Possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. Send resume only to Box Y-110. We are at EOE, M-F.

HELP WANTED NEWS CONTINUED

Weather. Denver TV station. This job requires knowledge of weather, computers and related technology, personality, drive and ability to lead weather staff, meteorologist preferred. Send resume and letter only, stating salary requirements and your weathercasting philosophy, to Box Y-138.

Reporter/anchor needed in great small market. Excellent salary, benefits, equipment and working conditions. Send video tape and resume: KNOP-TV, Box 19, North Platte, NE 69101. Equal opportunity employer.

Personality weather forecaster. Severe weather ea. Great opportunity for right person and at the right price. In top 100 market. Send resume only to Box 141. EOE.

News director for medium NBC-TV affiliate in upper Midwest. Excellent opportunity for proven newspaperman. Send resume only to Box Y-143.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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 Paglianni, Channel 5, P.O. 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.

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, PHL-TV, 5001 Wynnefield Ave., Phila., PA 19131.

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/EEO employer and educational institution.

Director for 1", 2" & 3/4" post production facility in Dallas, TX. CMX & ADO experience needed. Call or send resume to Jim Riley, Prism Productions, 2500 Arrington, Dallas, TX 75207. 214-630-4848.

Field producer: WDBJ Television, a quality broadcaster in the Shenandoah Valley, needs field producer for top-rated PM Magazine. Need individual proficient in 3/4" production, photography, editing, and writing. Refer 2 years' commercial television experience. Must be a top-notch professional who thrives on hard work and creativity. Mail resume and tape to: Personnel Dept., WDBJ-TV, Inc., P.O. Box 7, Roanoke, VA 4022-0007. An equal opportunity employer.

Producer/director. Requires minimum 3 yrs' experience in production or related field or equivalent work experience. Applicants should operate ENG cameras & related equipment, have full knowledge of studio & remote operations, able to write & edit own programs & possess good public relations skills. Resumes/demo tapes to Mike Brannen, WJWJ-TV, P.O. Box 1165, Beaufort, SC 29902. SC ETV Network is an EOE. Starting salary: \$15,552.

News promotion producer needed for top 10 affil. Must have one year's experience producing top-notch on-air news promos. Sample reel should be available if called. Send resume only to Box Y-113. EOE/M-F.

Documentary producer. Large market Midwest network affiliate wants experienced documentary producer/writer to produce long form documentaries for award winning unit. Minimum 3 years' producing experience required. Resumes only to Box Y-122. EOE.

Sports ENG/field stringers. Top-notch people, major and medium markets, to cover and report national golf events for future syndicated program. List equipment to be used, resume, 3/4" demo of your work, and rate card. TVP, Box 17654, Jacksonville, FL 32245.

Director/editor. 3 years' experience operating GV-300 or similar, CMX 340X, Chyron, studio directing, 1" and 2" VTR's. Send resume to: Jerry Wise, KTVT-TV, P.O. Box 31119, Dallas, TX 75231. Gaylord Broadcasting Company, an equal opportunity employer.

Promotion manager. Midwest independent seeks exciting, creative, experienced person to coordinate all internal/external promotions and advertising. Excellent communication, organizational/managerial skills a must. Send resume and tape immediately to Sue Jackson, WLRE-TV, P.O. Box 26, Green Bay, WI 54305. An EOE.

Director: minimum 1 year experience directing fast-paced newscast and commercial production. Applicant must be knowledgeable in all phases of studio production. Send 3/4" tape and resume to: Steve Robbins, WDEF-TV, 3300 Broad St., Chattanooga, TN 37408. EOE.

Television writer/producer. Tired of the daily news grind? A new half-hour television series is seeking a creative writer/producer who understands how to use pictures to tell a story, as well as words. The series utilizes a unique television magazine format to report on public education in the United States. The job involves some editing and travel. We are a growing communications company specializing in media that deals with social and economic change. This is a special job for someone seeking more from their life and work than corporate television offers. Send resume and tape to: Lilly Trabucco, Organizing Media Project, No. 605 Fourteenth Street Northwest, Washington DC 20005.

Art coordinator—to coordinate art activities of university television production center. Responsible for design and production of television visual materials in conjunction with TV production staff, as well as layout and preparation of brochures and display advertising. Position requires knowledge of print, photography, graphic art and set design. Minimum B.A. with 5 years' experience in television or media art design or M.A./M.F.A. with 2 years of similar experience. Send resume to Fred Kolloff, Director, Division of Television and Radio, Perkins 102, Eastern Kentucky University, Richmond, KY 40475-0951, by August 1, 1983. EEO/AA employer.

New technology assistant for WHA-TV, Madison, Wisconsin. Assists manager of telecommunications services department in research, evaluation and management of new technology for the production and delivery of public telecommunication services. Current projects include teletext, CATV interconnection, interactive media, and microcomputer application. Breadth of technical knowledge, management, writing and marketing abilities are essential for this position. Salary range: \$16,500 per annum. For application, contact Kathy Dickerson, 608-263-2114. Application deadline: July 15, 1983. WHA Television provides equal opportunities in employment and programming, including Title IX requirements.

Videographer/director. Progressive public station in the Northern Rocky Mountain states seeks a person responsible for operation of ENG and EFP state-of-the-art equipment. Direct remote and studio productions to present a cohesive and aesthetically pleasing PTV production. Demonstrated proficiency with pre- and post-production editing techniques. B.A. in communications desirable. Must have demonstrated knowledge of audio and lighting techniques for remote and studio applications. Experience is a must. This is not a learning situation. Contact KISU-TV, Box 8111, Pocatello, ID 83209, for further information. EOE/affirmative action.

Producer/reporter for public affairs programming at WHA-TV, Madison, Wisconsin. Must be creative person with sound writing skills. Must be able to act as on-air talent as needed. Track record in managing ideas, money, people and time in context of television production preferred. Two years' experience as reporter and/or producer essential. Bachelor's degree preferred. Salary range: \$18,000 per annum. Deadline for applications: July 22, 1983. For application, call Kathy Dickerson, 608-263-2114. WHA Television provides equal opportunities in employment and programming, including Title IX requirements.

Connecticut public television is seeking an experienced production crew person. Strong lighting and single camera production background essential. Deadline: July 18, 1983. EOE, M/F. Send resume to Mary Sullivan, CPTV, 24 Summit Street, Hartford, CT 06106.

Senior producer-WTVJ—Bachelor's degree in communications or related field with 3 to 5 years of major market experience producing public affairs or news programs. Send salary requirements in confidence to: Employment Manager, Wometco Enterprises, 324 N. Miami Ave., Miami, FL 33128. We offer a competitive salary and benefits package. Equal opportunity employer.

PM Magazine cohost needed for dynamic show with a 3-year record of unbroken ratings success. Seeking warm, mature air personality with strong feature story producing skills to work with current female host. Send tapes and resumes to Executive Producer, WRAL-TV, Box 12000, Raleigh, NC 27605. EOE.

Producer/Director—instructional television. Seeking creative individual who works well with people to produce instructional programs. 3 years' minimum experience required in instructional design, EFP and post-production. Public broadcasting and/or corporate television experience very desirable. M.S. in media technology or equivalent required. Send resume and tape to Richard Dirks, Media Development Center, University of Wisconsin-Eau Claire, Eau Claire, WI 54701. Closing date July 15.

Beautiful Southeast market seeks a news/production director who consistently punches and calls clean, fast-paced newscasts. Send tape and resume to Robert B. Richardson, WTVB, Box 1150, Chattanooga, TN 37401 EOE.

Writer-producer: leading station in top 30 Southern market wants creative, aggressive, people-person to write and produce first-rate commercial spots. News or production background a plus. Strong writing and editing skills required. Send resume and five written scripts only to Box Y-137.

Post prod. supvr. Minimum 3-5 years' supervisory experience. Complete technical knowledge of CMX systems operation and maintenance, all peripheral equipment. Ability to train, co-schedule, and evaluate editing staff. Prefer background in cultural and public affairs editing. Post prod. editor: minimum 3-5 years' experience in computerized post-production. Able to utilize CMX 340X and system peripherals. Assignments: 5-10 min. mini docs, promos, 30-60-90 min. docs, public and cultural affairs specials. Involved with pre-planning, off and on-line creative elements with producing staff. Equal opportunity employer. Send resume to: Jerry Huiting, Chief Production Engineer, KTCA/TCPT, 1640 Como Avenue, St. Paul, MN 55108. 612-646-4611.

So you think you can be an outstanding promotion director? But no one will give you the chance? Small town. Big opportunity. Send resume only to Box Y-140. EOE.

Videotape editor. A new half-hour television series is seeking a videotape editor who finds most broadcast news and documentary editing as unimaginative and boring as we do. The series utilizes a unique television magazine format to report on public education in the United States. The editor we seek has to know how to tell a story primarily with pictures. This is not just another news editing job. Clear and creative human storytelling is our focus. We are a growing communications company specializing in media that facilitates social and economic change. This is a very special job for someone seeking more from their life and work than corporate television offers. Send resume and tape to: Lilly Trabucco, Organizing Media Project, No. 605 Fourteenth Street Northwest, Washington, DC 20005.

SITUATIONS WANTED MANAGEMENT

Local sales manager in radio seeks supervision and motivation position for Penna. TV station. Write Box W-54.

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

Experienced reporter/writer seeking return to TV. All markets considered. Call Rob, 213—887-5374.

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.

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.

On-air reporter. 10 years journalism experience; prefer top-30 market. Aggressive, committed to quality; investigative, hard news background. Call 616—533-6330.

Hard-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—747-1818.

News/sports reporting. Good appearance, currently radio news director. Seeking television work, willing to relocate. Have background with ENG. Write Box Y-117.

Sports pro. 22 years of anchoring and play-by-play. Available immediately. No drifter, just three stations in 22 years. Call Terry, 701—282-7570.

Large market meteorologist. AMS seal. Talents: editing, top of the line computer graphics & artwork, up-beat personality. I'm the all-in-one package your top 30 market is looking for. Write Box W-173.

Meteorologist. Professional with quick wit, articulate, skilled forecaster. Now number two in top ten. Prefer weekdays in major or large market. AMS seal. Box Y-129.

Top rated female anchor at No. 1 rated medium market station looking to move to a larger market. Also experienced in reporting-producing. Write Box Y-133.

Versatility plus! Time to move. Want news or sports anchor spot. Great ratings. Can produce, report, and weather. Write Box Y-134.

Experienced TV reporter looking for challenging position in medium/major market. Good writer and good instincts. Write Box Y-136.

Anchor/producer. Credibility, personality, looks, voice, savvy, experience. Call 815—455-5797. Your search may have ended!

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

California—bring me home! This native daughter is a creative, dedicated writer, producer, on-camera talent. Diverse experience includes magazine, live talk shows, documentary, news formats. Call Jan today: 505—266-2190.

UNC television degree. Proven experience. References. Seeks Creative Services in small market. Writes, envisions creatively, economically. Andy, 704—552-1659.

Production school graduate with audio and college background seeks entry position in broadcasting. Will relocate. Eastern states preferred. Richard Clark, 516—261-2875.

Producer/director. Looking for a station or ENG position. Professional job experience, camera and editing skills, along with two broadcasting degrees. Quality makes the difference. Nick, 804—461-6426.

ALLIED FIELDS

HELP WANTED SALES

Jingle 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 INSTRUCTION

Oklahoma State University seeks assistant professor (tenure track) in RTVF to teach in areas such as audio production, announcing and broadcast writing. May also serve as department adviser. Master's and at least three years' professional experience required. Salary competitive. 10 month appointment. Deadline for applications: July 1. Begin September 1. Send resume, three references and transcripts to Dr. Ed Paulin, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An equal opportunity employer.

Washburn University of Topeka. Communication arts: position re-opened. Applications and nominations are invited for the position of chairperson of an interdisciplinary department incorporating speech communication, telecommunications, and journalism. This is a 12-month position, beginning Fall semester, or as soon thereafter as possible. Appointment is expected at professorial level. Salary in mid-\$40s. Candidates must have an earned doctorate and administrative experience, as well as teaching, research, and service in telecommunications. Background in speech, journalism, and public relations desirable. Candidates must demonstrate leadership in curriculum development and be willing to oversee expansion of existing programs in journalism and telecommunications, as well as develop a new program in public relations and a cable television channel. Applications should be accompanied by vita and five letters of recommendation. Deadline: August 1, 1983, or until a suitable candidate is found. Applications and letters should be sent to: Dr. Paul S. Salter, Acting Chairperson and Dean of the College of Arts and Sciences, Washburn University, Topeka, KS 66621. Washburn University is an equal opportunity/affirmative action employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

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.

Wanted: UHF transmitter 50-75 KW 950 to 1,200 TV tower. Carol Stewart, 616—363-6891, or 4056 Plainfield, NE, Grand Rapids, MI 49505.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transco 215—379-6585.

Quality broadcast equipment: AM-FM-TV, new a used, buy and sell. Antennas, transmitters, VTF switchers, film chains, audio, etc. Trade with hone reliable people. Call Ray LaRue, Custom Electronics Co., 813—685-2938.

Transmitters-antennas-towers. Call us for gre 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 chair 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) sale. Contact: Bill Chase, President Films Ltd., 212 541-5880.

FM transmitters: CSI T-20-F, 20KW (1978)—Collir 830F, 10KW (1969)—McMartin BF-5.5, 5KW (1982)—I Cooper, 215—379-6585.

AM transmitters: CCA 5000D, 5KW (1969)—Collir 21E, 5KW (1982)—RCA BTA-5H, 5KW (1959)—C 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/10 keyer, 100 ft. cable. Like new. Full information: 213 980-0705.

Pickup remainder lease. Tower site, Seattle, Was ington. Reasonable rent. Possible partnership. P.O. Box C11949, Santa Ana, CA 92714. 714—832-2950.

Copper wire, strap, expanded ground screen, 1 screen. 317—962-8596. Ask for copper sales.

Video camera, Ikegami HL79A with Fujinon 14 lens. \$19,000, or best offer. Video production switch Vital VIX 114-10A, featuring downstream keyer ar 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.

AM transmitters. 1kw, 5kw, 10kw 50 kw. Continent: Collins, RCA, Gates/Harris, GE. All units in stock, shipped with crystal on your freq. 24 units to choose from Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—630-3600.

QEI 7775 ATS system with accessories. Good condition. Paul Demaree, KXXI, 501—474-3422.

AVR II 2" VTR, Gates film chain, multiplexer, TP 6 film projector, Simplex GPL 35mm film project, Hitachi SK 70 color camera, 19" Conrac color monitors, image enhancers, audio consoles. Call Jim Rile 214—630-4848.

RCA FR-35 Telecine projector, excellent condition, low hours, many options. Priced well below market \$24,500. Write, wire, or phone International Cinem Equipment Company, 6750 NE 4th Court, Miami, FL 33138. Ph: 305—756-0699. Telex: 522071 (I Cinema Mia).

For sale: 110 volt Bardwell-McAllister tungsten studio lamps, stands, cables, bulbs: 750, 2K, 5K, 10 Box Y-138.

Used broadcast television equipment. Hundreds of pieces wanted & for sale. Please call Systems Associates to receive our free flyer of equipment listing 213—641-2042.

5,000 watt RCA 5 T available soon. Looks, operate like new. Customized to cut back to 2,000. Hi-altituc equipped. Operating with Optimod processor. Tune 600. Spare tubes included. 12,000. Ken Brown, KCL Flagstaff, 602-779-0336.

**FOR SALE EQUIPMENT
CONTINUED**

ony **BVH-500** 1" VTR, AC, HT-500. 2 batteries, slipping case. RCA TK-76A, Cannon 10-1, pistol grip, 3 battery belt, B-Case. Sony BVU-50 VCR, batteries. Contact Walter Edel. 212-689-1040.

M transmitters in stock. 1kw, 3kw, 5kw, 10kw 20kw, 5kw. Collins, RCA, Gates/Harris, Continental and CA. All units shipped with crystal on your freq. 21 to 100se from. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

ew. MW 5A Harris xmtr. Never uncrated. Factory ash tuned to 1320 KC. Will sell for less than you can buy from factory. Call 308-635-1320; ask for Geoff Hammond.

COMEDY

ree Sample of radio's most popular humor service. Request on station letter head. O'Liners, 1237 Aracost, 6C, Los Angeles, CA 90025.

INSTRUCTION

YC 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, ox 5038, FDR Station, New York, NY 10150.

RADIO PROGRAMING

adio & TV Bingo. Oldest promotion in the industry, copyright, 1962. World Wide Bingo, PO Box 2311, Litton, CO 80122. 303-795-3288.

MISCELLANEOUS

International film and video distributor, based in Los Angeles, with representatives worldwide, looking for new products to introduce at the Media Market in London, Milan and Vidcom in Cannes. Documentaries, children's programming, features and series. Write: PO. Box 5434, Beverly Hills, CA 90210.

dd another voice to your station! Without the added cost. Send copy, free sample. Kauffman Creative Services, RD3, Box 570, Palmyra, PA 17078. 717-38-3668.

RADIO

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.

**GM/
GSM**

30-year professional. Bottom-line oriented, promotion minded. Strong sales, excellent track record, outstanding references. Contact G.D. Bright, 405-226-7197.

Situations Wanted Announcers

VETERAN RADIO PERSONALITY

19 years' continuous experience all music formats. Reliable, consistent, excellent attitude, good voice, can be laid back or hard-driving. Vast production and news experience. Still willing to learn. No personal problems. Majors preferred. Write Box Y-146, or call 305-432-3132.

TELEVISION

Help Wanted Sales

ACCOUNT EXECUTIVE

Top 20 network affiliate in the Rocky Mountain West looking for an ambitious, experienced salesperson. Must have proven track record in TV sales. Experience in production, retail and agency important. Send complete resume to Box Y-121, EOE, M/F.

Help Wanted News

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/IGM, KTVH, Box 12, Wichita, KS 67201 EOE.

**Help Wanted News
Continued**

ON AIR TALENT

That's our co. name. If you have talent, regardless of exp. or market, our staff of top anchors can help you move up. Rush resume only—we will request tapes in 10 days. On Air Talent, Suite 1099, P.O. Box 66973, Houston, TX 77006.

**NEWS, WEATHER, SPORTS
REPORTERS**

Anchorage's number-one-rated television news team is expanding. If you've got the experience and are looking for a challenge, then we'd like to hear from you. Also: new college grads, let us see if you've got what it takes to be a part of number one. If you've applied before, we've already got your resume on file and you need not apply again. Send tapes and resumes to News Department, KIMO, Channel 13, 5700 E. Tudor Rd., Anchorage, AK 99507. No telephone calls, please. Central Alaska Broadcasting is an equal opportunity employer.

**Help Wanted Programing,
Production, Others**

**T.V. DIRECTOR
Northern California
O&O**

An exceptional opportunity exists within a major Northern California O&O station for a success-oriented T.V. Director.

The creative, high-energy individual we seek will possess experience in the top-ten market directing multi-camera shows in a live audience format.

For immediate consideration, please submit a resume with salary history to:

Dept. TV
P.O. Box 205
11514 Ventura Blvd.
Studio City, CA 91604

An Equal Opportunity Employer



PM MAGAZINE CO-HOST

needed to join current male co-host on top-rated show. We are a network affiliate in an attractive Midwestern university community. Applicant must be energetic with upbeat personality and dedicated to a team effort. The ability to write and produce feature material is required. Send resume, tape and salary requirements to Production Manager, WMTV, 615 Forward Drive, Madison, WI 53711. EOE.

Channel your energies into an exciting new Broadcasting System

Satellite Television Corporation Programming New York City

Satellite Television Corporation (STC), a COMSAT Company, is currently constructing a multi-channel direct broadcast satellite pay-TV system to provide direct satellite-to-home subscription television, beginning in 1984. To meet this challenge, our New York City office has immediate career opportunities in its Programming Group for the following individuals.

DIRECTOR, FILM ACQUISITION

Direct the acquisition of feature film programming. You must be knowledgeable and experienced with broadcasting, cable TV, and pay-TV programming.

DIRECTOR, PROGRAM OPERATIONS

Direct the overall operations of program scheduling, logging, organization, and logistics as well as assist in the administration of our multi-channel programming. You must be completely familiar with broadcasting as well as program operations, organization, and administration.

DIRECTOR, PROGRAM RESEARCH

Direct audience research, evaluate program performance, including level of subscriber satisfaction, and make recommendations based on this research. You must have extensive experience in television audience survey and measurement.

PROGRAM DIRECTOR FOR SPORTS, NEWS, AND INFORMATION

Direct the acquisition and scheduling of sports, news, and information programming. You must be knowledgeable and experienced with sports programming and production, as well as television and cable news and information services.

These unique opportunities afford the challenges that come from playing a vital role in the start-up phase of a major business enterprise. In addition, STC offers excellent salaries and a complete benefits package.

Please send your RESUME including SALARY HISTORY, in complete confidence to SATELLITE TELEVISION CORPORATION, COMSAT Staffing, Dept. A-19A, 950 L'Enfant Plaza, S.W., Washington, D.C. 20024. An equal opportunity employer.



**Satellite Television
Corporation**

A COMSAT Company

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

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 W GROUP

Group W is an equal opportunity employer

PROGRAM MANAGER

Colony Communications Inc., a major New England based MSO, is seeking applicants for four (4) newly created department-head positions at various systems. Responsibilities include overall supervision of commercial and program production, commercial insertion, daily newscast operations and access programming. Emphasis is on administrative and management abilities. Applicants should have good interpersonal skills along with initiative, leadership and independent judgment. Prior supervisory experience and budget preparation a must along with a minimum of two years TV and/or radio production. Degree preferred. Competitive salary and excellent company paid benefits. Position available in Greater Miami & Boston areas, SE Mass., & mid-Hudson Valley, NY. Send responses in confidence to Daniel Donohue, Director of Personnel Administration, 169 Weybosset St., Providence, RI 02901. EOE.

Help Wanted Technical

CORPORATE DIRECTOR, ENGINEERING

Group owner based in one of the West's most liveable cities seeks highly innovative, self-directed engineering executive to oversee extensive TV, radio, satellite, and cable facilities. Minimum ten years' experience, including station engineering management. Responsible for technology development, budgeting, and planning. Personal management skills are as important as strong technical credentials. Excellent compensation package complements a key growth position with a highly successful MSO. An EEO/AA employer. Write Box Y-116.



NBC's Management Associate Program has a unique opportunity for an Operations Associate

This highly successful program is designed to recruit and develop management talent. If you are a recent MBA graduate with a BSEE, and you aspire to a career in broadcasting, you may qualify.

Our Operations and Engineering Division is responsible for production (camera work, lighting, audio, editing) of all in-house shows ("TODAY," "TONIGHT," news, sports, soap operas) and for the actual on-air transmission of all NBC broadcasts. As an Operations Associate, you will tackle demanding assignments in virtually all of these areas, learning every aspect of NBC's technical operation.

Utilizing your business acumen and your technical knowledge, you will:

- Assist in the development of new techniques for improved manpower and equipment utilization.
- Assess the efficiency of new technology.
- Evaluate and recommend work flow improvements and operating procedures.
- Assist in the design and selection of new equipment for broadcast and production use.

The candidate we select will possess both management and technical academic credentials, and will demonstrate a strong leadership orientation. Professional or school related work experience should be in radio or television broadcasting, with a knowledge of broadcast technology.

Along with an attractive starting salary, you will receive full company-paid benefits. For immediate consideration, please send us your resume detailing your educational achievements, work experience and professional goals. Apply to:



NBC

Ms. Adria Alpert/MAP,
Suite 1678
30 Rockefeller Plaza,
New York, N.Y. 10112

Men and women of all races are encouraged to apply.

Public Notice

CITY OF PHILADELPHIA ADVERTISEMENT FOR AREA I CATV BIDDERS

The City of Philadelphia, Pennsylvania, invites applications for an area I cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available June 20, 1983 from the undersigned. Completed proposals must be accompanied by a non-refundable filing fee of \$10,000 and will be accepted until 2:00 p.m., EDT, September 22, 1983 in Room 1020 of the municipal services building. A non-refundable charge of \$25.00 (checks only) for the city's preparation and handling should accompany each request for a cable TV request for proposals and proposed franchise agreement. Checks should be made payable to the "City of Philadelphia."

J.F. McCloskey, Jr.
Department of Public Property
1020 Municipal Services Building
Philadelphia, PA 19107
215-686-4430

For Fast Action Use
BROADCASTING's Classified Advertising

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.

CHIEF FINANCIAL OFFICER

Growth oriented communications company seeking individual with experience in acquisitions financial analysis/planning and banking relations; MBA and experience in raising equity and debt capital preferred. Salary commensurate with experience. EOE. Send resume to Box Y-120.

Radio Programming



TALK LIVE TO 36 HARD TO GET TO PERSONALITIES

PAUL ANKA, MICHAEL LANDON, VALERIE HARPER, TIMOTHY LEARY, MARVIN MITCHELSON and 31 other distinguished newsmakers.

They are waiting to talk live on your show, in the month of July. Book them now FREE and with no obligation. Write NEWSMAKER INTERVIEWS, 439 S. La Cienega Blvd., Los Angeles, CA 90048, or call (213) 859-9130.

Employment Service

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.

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.

Miscellaneous

WASHINGTON, D.C.

Office space available. Capitol Hill. Close proximity to news/teleconferencing/satellite transmission facilities. Call: 202-737-4440.

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

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

MANAGEMENT GROUP

With capital seeks profitable AM/FM combo or FM with potential in medium market. Prefer East Coast. Send details in confidence to Box 484, Oakton, VA 22124. 703-620-3275.

TV CP'S

or financially troubled UHF's or VHF's. Principals or brokers. Reply to Box Y-123.

**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

For Sale Stations



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Do we know your broadcast investment goals? We've got the properties—AM, FM and TVs—in all areas of the country.

Call and let's talk media investment opportunities today!

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

OPPORTUNITY!

- Class "C" FM/Full Time AM Combo In Unique Small/Medium Southern Market.
- \$700,000 Down To Qualified Buyer.
- Valuable Real Estate Included.

Call 901/767-7980
In Complete Confidence!



MILTON Q. FORD
& ASSOCIATES
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

\$180,000 TOTAL PRICE

buys this AM daytimer in a good-sized New England market. Growth area with good retail development, attractive colleges, pleasant living. Owners will consider terms.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963 or George Wildey, 207-947-6083

**INDEPENDENT UHF-TV
TOP 10 MARKET**

Underdeveloped UHF television station with excellent signal in major market. Well equipped with real estate included in assets to be sold. Asking price of \$10,000,000, based on comparable station sales. Excellent opportunity for TV group owner. Write Box Y-107.

WISCONSIN

5000 watt AM fulltime. Medium-small market. Fully automated. Includes all real estate. Excellent potential. \$385,000, cash. Write Box Y-106.

FLORIDA GULF COAST AM/FM

Dynamic growth, single station mkt. High billings/cash flow. Untapped FM. \$2.1mm cash; \$2.5mm terms. Randall E. Jeffery, Associate, 813-294-1843.



CHAPMAN ASSOCIATES*
nationwide mergers & acquisitions

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.



**Wilkins
and Associates
Media Broker**

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
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STATION				CONTACT	
MW Metro	CI.IV/FM	\$2,100K	30%	Bill Lochman	(816) 254-6899
MW Suburban	FM	\$1,800K	\$600K	Jim Mackin	(207) 623-1874
M.AtI. Metro	Fulltime	\$1,300K	Terms	Mitt Younts	(804) 355-8702
SW Medium	CI.IV	\$1,150K	\$300K	Bill Whitley	(214) 680-2807
MW Small	FT/CI.C	\$998K	Cash	Peter Stromquist	(312) 580-5778
FL Medium	CI.III	\$950K	30%	Randy Jeffery	(813) 294-1843
M.AtI. Metro	AM/FM	\$800K	\$200K	Jim Coursolle	(414) 233-6222
W Small	FM	\$625K	\$115K	Elliot Evers	(213) 366-2554
R.Mt. Metro	CI.C	\$600K	Terms	Greg Merrill	(801) 753-8090
SW Small	CI.IV	\$375K	\$75K	Bill Whitley	(214) 680-2807
SE Suburban	CI.IV	\$350K	\$175K	Bill Cate	(904) 893-6471
SE Small	AM	\$200K	Cash	Bob Thorburn	(404) 458-9226

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Unique Sunbelt location makes more power unnecessary. Arbitron leader in medium Southern market. Price: \$1,750,000, is approximately 2X gross and less than 8X cash flow. Excellent assumable financing available. Write Box Y-115.

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EASTERN PA DAYTIMER

Medium market. \$300,000, with \$110,000 down. 12% interest, long payoff. Real estate available. Owner retiring. Write Box Y-145.

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

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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

James E. Conley, president, broadcasting group, Meredith Corp., New York, named



Conley



McReynolds

senior VP, Meredith Corp. **William C. McReynolds**, executive VP, broadcasting group, succeeds Conley.

Randall Bongarten, VP, radio, General Electric, joins WNBC(AM) New York as VP and general manager.

Thomas Hoyt, VP, sales and marketing, Bonneville Broadcasting System, joins WMAQ(AM) Chicago as VP and general manager.

Ken Brown, VP and general manager, Mid America Media's WQUA(AM) Moline, Ill.-KRVR(FM) Davenport, Iowa, joins Mid America's WURL(AM)-WSWT(FM) Peoria, Ill., in same capacity. **John Haggard Jr.**, general manager, WGN(AM) Murfreesboro, Tenn., succeeds Brown at WQUA(AM)-KRVR(FM).

Pat Chambers, general manager, KFMO(AM) Flat River, Mo., joins KTUF(FM) Kirksville, Mo., in same capacity.

Elizabeth Christine Sams, local sales manager, WRFD(AM) Columbus, Ohio, named general manager.

Stuart Levy, VP, director of sales, KLAC(AM) Los Angeles, joins KNJO(FM) Thousand Oaks, Calif., as general manager.

Terry McNally, general manager, Cox Cable's Park Forest, Ill., system, joins Cox's Bakersfield, Calif., system in same capacity.

Andy Lee, general sales manager, (Detroit) Evening News Association's WALA-TV Mobile, Ala., joins Evening News's KVUE-TV Austin, Tex., as station manager.

David Carrington, assistant VP, National Bank of North America, New York, joins Cablentertainment, Iselin, N.J., as treasurer.

Robert Rauch, controller, Cablentertainment, named assistant treasurer.

Annette Rotolo, operations manager, Elkhart, Ind., cable system, Indiana Cablevision, will join Heritage Cablevision as manager of its Indiana cable systems upon completion of their purchase from Buford Television of Tyler, Tex.

Jim Keating, program director, WASH(FM) Washington, joins WLTT(FM) Bethesda, Md.,

as operations manager.

Robert Ellin, director of television operations, ABC News, Washington, named to newly created position of VP, television operations, ABC broadcast operations and engineering, Washington.

Oral Johnson, controller, nonbroadcast divisions, Bonneville International Corp., Salt Lake City, named assistant VP and corporate controller, BIC.

Marcia Malone, staff member, American Television & Communications, Denver, named director of management reporting.

Mark Dillon, business manager, KOTV(TV) Tulsa, Okla., joins WTHR(TV) Indianapolis in same capacity.

Steven Hirsch, from WYNY(FM) New York, joins WLQV(AM)-WCZY(FM) Detroit as business manager-controller.

Jeanne Spinner, director of corporate development, Times Mirror Cable Television, Irvine, Calif., named assistant VP, corporate affairs.

Richard Hanratty, associate producer, non-commercial KCTS-TV Seattle, named manager of broadcasting.

Marketing

Howard Cohen, president, Wells, Rich, Greene/West, Los Angeles, named vice chairman and creative director. **Richard Kelly**, from Scali, McCabe, Sloves, Canada, joins Wells, Rich, Greene/West, succeeding Cohen as president, and also assuming duties of general manager and director of client services.

Appointments, Young & Rubicam, New York: **William Appelman**, senior VP, associate creative director, to group creative director.

Mario Morbelli, associate creative director, and **Don Easdon**, creative supervisor, to VP's. **Wilma Kriner**, executive VP, Young & Rubicam/Zemp, St. Petersburg, Fla., named senior VP, treasurer.



Nichols

Timothy Nichols, manager, media information and research services department, D'Arcy-MacManus & Masius, St. Louis, elected VP.

Ronald Vickers, director of client services, NH&S/ Issues & Images, Washington, elected senior VP.

Bill Vogel, VP and general manager, Cunningham & Walsh, Los Angeles, named senior VP.

Appointments, Dancer Fitzgerald Sample, San Francisco: **Mike Duvall**, creative supervisor, Ogilvy & Mather, Los Angeles, to senior VP, associate creative director; **Bob Byrne**, from Young & Rubicam/West, San Francisco,

to account supervisor, and **Cynthia Beeger**, from McCann-Erickson, San Francisco, to account executive.

Stephen Versandi, creative supervisor, Young & Rubicam, New York, joins Needham, Harper & Steers there as associate creative director.

James Birchfield, from *Scientific American*, Detroit, joins Campbell-Ewald, Warren, Mich., as VP.

Stephen Flynn, VP, sales services, NBC-TV, New York, retires but will remain with NBC as consultant.

Richard Zackon, assistant professor of advertising, University of Texas, Austin, joins Cable Advertising Bureau, New York, as VP, research.

James Pidcock, VP and general manager, Primetime Radio, Taft Broadcasting's Tampa, Fla.-based syndicated nostalgia music format, named manager of broadcast sales, Taft's Cleveland sales office.

Laura Byron, supervisor of spot buying, New York accounts, Kenyon & Eckhardt, New York, named corporate director of local broadcast services.

Nancy Murray, from Schering-Plough, Mem-

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phis, joins W.B. Doner, Baltimore, as marketing planning manager.

Bonnie Jones, broadcast producer, Clinton E. Frank Advertising, Chicago, joins Lawler Ballard Advertising, Norfolk, Va., in same capacity.

Laurie Timme, media planner and buyer, Answerswim, St. Louis, joins Kenrick Advertising there as advertising coordinator.

David Culp, copywriter-producer, Brothers & Co., Tulsa, Okla., named associate creative director, broadcast.

Catherine Gerber, marketing manager, Rainbow Progaming Services, Woodbury, New York, joins Tatham, Laird & Kudner, Chicago, as media supervisor.

Tom Onalfo, from Young & Rubicam/Dentsu, Los Angeles, joins Horlick Levin Hodges there as account supervisor.

Donna Carroll, from John Blair & Co., Boston, joins Quinn & Johnson/BBDO there as assistant media buyer-estimator.

Walter Abel, from Harrington, Righter & Parsons, New York, and **Dean Kapneck**, from Management Marketing, Washington, D.C., join Seltel, New York, as account executives, raiders team.

James Jowett, broker, Overseas Commodities Corp., Minneapolis, joins Blair Television there as account executive.

Conrad Gentry, executive VP, Taylor Enterprises, Jacksonville, Fla., joins William Cook Advertising there as account executive.

Robert Cesa, account executive, WCBS-TV New York, named account executive, CBS-TV there.

Scott Moore, general sales manager, SelecTV, Marina Del Rey, Calif., named director of sales.

Jesse Bold, from John Blair, Los Angeles, joins KSBY-TV San Luis Obispo, Calif., as account executive.

Dan Creed, station manager, WREN(AM) Topeka, Kan., named manager of national-regional group sales for parent, Kassebaum Radio Group there.

Joe Cook, local sales manager, WALA-TV Mobile, Ala., named general sales manager, succeeding Andy Lee, who moves to co-owned KVUE-TV Austin, Tex. (see "Media" above).

Matt Kreiner, manager, Corinthian Television Sales, Chicago, joins KHOU-TV Houston as national sales manager. **Dave Bunnell**, from Corinthian Television Sales, Dallas, joins KHOU-TV as regional sales manager.

Jim Goodlad, from account executive, WGNO-TV New Orleans, named local sales manager.

Mitchell Nye, local sales manager, WCGV-TV Milwaukee, named general sales manager.

Jim Jensen, local sales manager, WHIO-AM-FM Dayton, Ohio, named general sales manager. **Todd Yorgen**, marketing consultant, WADC(AM)-WIBZ(FM) Parkersburg, W. Va., joins WHIO-AM-FM, as account executive.

Howard Nolte and **John Young**, account executives KGW-TV Portland, Ore., named sales managers, blue and red teams, respectively.

Lyle Banks, account executive, John Blair & Co., Chicago, joins KXAS-TV Fort Worth as

national sales manager.

Ronda Korzon, senior account executive, WLAQ(FM) Chicago, named general sales manager. **Larry Lemanski**, senior account executive, WLAQ, named national sales manager.

Joseph Hewitt, from WCLQ-TV Cleveland, joins WZAK-FM there as account executive.

Lynn O'Leary, account executive, KCMO(AM) Kansas City, Mo., joins WDAF-TV there in same capacity.

Lyle Banks, account executive, John Blair & Co., Chicago, joins KXAS-TV Fort Worth as national sales manager. **Kelly Kirkpatrick**, from Diversified Financial Services, Dallas, and **Jay Serio**, from The Richards Group, Dallas, join KXAS-TV as account executives, Dallas.

Jo Summersgill, co-op director, WSHH(FM) Pittsburgh, joins WDVE(FM) there in same capacity. **Joe O'Donnell**, from WPTT-TV Pittsburgh, and **Barbara Lesko**, from KDKA(AM) Pittsburgh, join WDVE as account executives.

Barbara Jones, spot broadcast buyer, Dancer Fitzgerald Sample, San Francisco, joins KBHK-TV there as retail sales coordinator.

Canliss Skinner, from *The Consumer*, Lynwood, Wash., joins KPLZ(FM) Seattle as account supervisor.

Diane Downey, corporate promotion director, Central Texas Broadcasting, Austin, Tex., joins KTBC-TV there as account executive.

John Shanahan, from WLUM(FM) Milwaukee, joins WEZW(FM) there as account executive.

Barbara Bennet, account executive, KOPA-AM-FM Scottsdale, Ariz., joins KTSP-TV Phoenix in same capacity.

Earl Rollison, from Columbia Records, Washington, joins WMAL(AM) there as account executive.

Chris Joyce, from WNYT(TV) Albany, N.Y., joins MMT Sales there as account executive.

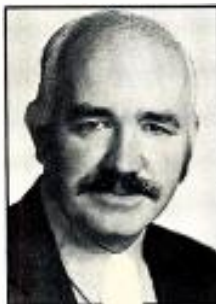
Programing

James English, VP, programing, Showtime, New York, joins MGM/UA Home Entertainment Group, ancillary rights division, New York, as VP, pay television. **Stacey Valenza**, contract administrator, MGM/UA Television Distribution, New York, named to newly created position of manager of contract services and assistant to senior vice president.

James McKenna, VP and director, finance and business planning, CBS Sports, New York, named to newly created position of VP



McKenna



O'Brien

and general manager, CBS Sports. **Don O'Brien**, VP and director, programing, CBS

Sports, succeeds McKenna as VP, finance and business planning.

Tony Brown, VP, national sales, Lorimar Television Productions, New York, joins Metromedia Producers Corp. there as VP, special projects.

Milton Carney, VP, conference planning, ABC Inc., New York, named to newly created position of vice president, event planning and executive services, ABC Entertainment there.

Paul King, VP, current programs, NBC Entertainment, Los Angeles, named executive producer, NBC Productions there.

Janet Long, national account manager, Home Box Office, New York, named regional director, mountain states region, Denver.

Appointments in restructuring of Warner Brothers Television, Los Angeles: **Steve Pappazian**, VP, production services at WB-TV's Burbank, Calif., studio, to VP, production services; **Tom Treloggen**, associate producer, WB-TV's *Goodnight, Beantown*, to executive production manager, with responsibility for *Beantown*, *Dukes of Hazzard* and *The Mississippi*; **Gordon Wolf**, production supervisor, to production executive, with responsibility for *The Yellow Rose* and *Scarecrow and Mrs. King*, and **Preston Ames**, art director, to supervising art director.

David Benjamin, VP, business affairs, East Coast, CBS Records, New York, joins NBC Entertainment there as producer *Friday Night Videos*.

William Cameron, senior VP, director of corporate programing, Needham, Harper & Steers, Los Angeles, joins Golden West Television there as VP, program development.

Joseph Sugar, partner, Youngstein-Sugar and Associates, Los Angeles-based film consulting firm, joins Embassy Pictures there as executive VP, sales.

Thomas Farrell, manager, accounting policies and practices, ABC Inc., New York, named controller, Telefirst Entertainment Recording Service, division of ABC Video Enterprises, there.

Marilyn Bailey, founding partner, Naked City Productions, Pasadena, Calif., production house, resigns to pursue writing career, succeeded by founding partner **Richard Montoya**, who assumes general manager position.

Ronald Miller, sales representative, William B. Tanner, Memphis, joins Satellite Music Network, Dallas, as regional affiliate manager.

Cj Sartor, affiliate director, Weather Channel, Atlanta, named director of affiliate relations.

Mary Kay Oswald, director of public relations, Alberto-Culver, Chicago, joins MSN The Information Channel there as account executive.

John Kane, manager, station clearance, United Stations, New York, named account executive.

Seymour Miles, from Grey Advertising, New York, joins Westwood One there as account executive.

Lawrence Krents, director of syndication sales, WQXR(AM) New York, named VP, program and syndication sales.

Stephanie Campbell, manager, DCA Productions, production facilities of WDCB-TV Washington, named program manager for station.

Eric Lippincott, program director, WLS-AM-FM Chicago, joins KHTZ(FM) Los Angeles in same capacity.

Carlos Lando, music director, KDKO(AM) Littleton, Colo., named program director.

Deborah Kneip McDermott, programming director, co-owned KOLN-TV Lincoln, Neb.; KGIN-TV Grand Island, Neb., joins KMBC-TV Kansas City, Mo., in same capacity.

Mike Crispino, freelance sports reporter, WVTN-TV Hartford, Conn., named sports director.

Terry ZeVan, independent filmmaker, joins WTCN-TV Minneapolis-St. Paul, as weather anchor and entertainment editor.

Mike Springirth, assistant sports director, WAVY-TV Norfolk, Va., joins WJLA-TV Washington, as sports producer. **Mike Gilliam**, assignment desk, WJLA-TV, named associate producer.

Lay Phillips, field producer-editor, *PM Magazine*, WTOL-TV Toledo, Ohio, joins Gerding Productions, Cincinnati, as producer-cameraman.

Dou Marcel, from WCCM(AM) Lawrence, Mass., joins WBZ(AM) Boston as air personality.

Shirley Hudson, co-host, *Northwest Today*, KING-TV Seattle, resigns.

Virginia Burney, designer and decorator, Portland, Ore., joins KATU(TV) there as air personality.

ality, *AM Northwest*.

Andrea Van Steenhouse, psychologist, joins KOA(AM) Denver as air personality.

News and Public Affairs



Forman

Daniel Forman, producer, WNEV-TV Boston, joins WOR-TV New York as executive producer, news.

Mike Malter, news director, KXMD-TV Williston, N.D., joins KTSM-AM-FM-TV El Paso in same capacity.

Rudy Brown, associate producer, *Black News*, WNEW-TV, named producer.

Michael Sullivan, field producer, *Nightline* and *World News Tonight*, ABC Network News, Chicago bureau, joins ABC affiliate KMBC-TV Kansas City, Mo., as executive news producer. **Gary Gunter**, anchor-reporter, WTVB-TV Buffalo, N.Y., joins KMBC-TV as anchor.

Dave Ellsworth, radio news supervisor, WGN(AM) Chicago, named news director.

Perry Boxx, news director, WSAV-TV Savannah, Ga., joins KARK-TV Little Rock, Ark., as assistant news director.

Collyne McKay, assistant assignment editor, *Eyewitness News*, KXTV(TV) Sacramento, Ca-

lif., named producer. **Bob Marshall**, from KOVR(TV) Sacramento, joins KXTV, succeeding McKay.

Maira McNamara James, producer, 6 p.m. news, KDKA-TV Pittsburgh, joins WNEV-TV Boston as producer, 11 p.m. news.

Warren Corbett, anchor-reporter, WDVN-TV Washington, joins Biznet, television and radio programming service there, in same capacity.

Chuck Blitzer, from WBZ-TV Boston, joins WABI-TV Bangor, Me., as anchor-reporter.

Stacy Smith, anchor, WDAF-TV Kansas City, Mo., joins KDKA-TV Pittsburgh as anchor-reporter.

Larry Revelle, from WRCS(AM) Ahsokie, N.C., and **Kenneth Hoff**, from ACTV, Columbus, Ohio, community access cable channel, join WITN-TV Washington, N.C., as reporters.

Giselle Fernandez, from KXTV(TV) Sacramento, Calif., joins KRDO-TV Colorado Springs as reporter, Pueblo, Colo., bureau.

Stacy Smith, from WDAF-TV Kansas City, Mo., joins KDKA-TV Pittsburgh as anchor-reporter.

Cora-Ann Mihalik, weekend anchor, WTCN-TV Minneapolis-St. Paul, named weekday co-anchor. **Ted Dracos**, reporter, KENS-TV San Antonio, Tex., joins WTCN-TV in same capacity.

Jaycee Cooper, anchor-reporter, KCOP-TV Los Angeles, joins KTVN(TV) Reno in same capacity.

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Bruce Kopp, anchor-reporter, WOTV(TV) Grand Rapids, Mich., joins WTHR(TV) Indianapolis as business-labor specialist, news department.

Jill Garrett, reporter, WNYT(TV) Albany, N.Y., joins WCPO-TV Cincinnati in same capacity.

Stanley Siegel, host, syndicated *Stanley Siegel Show*, Los Angeles, joins KNBC(TV) there as interviewer.

Bob Hynes, from WXYZ-TV Detroit, joins WJBK-TV there as weather anchor.

Technology

James Bucholtz, from Sony, New York, joins United Satellite Communications there as VP, corporate development and planning.

Robert Edwards, president, telecommunications division, Metromedia, Secaucus, N.J., named chairman and chief executive officer of division, and VP of parent.

Jack Kelly Jr., executive VP, telecommunications group, Scientific-Atlanta, Atlanta, resigns to form venture capital firm, Noro-Mosely, there.

Appointments, RCA Videodiscs: **Charles J. Mitchell**, director of special programs, New York, to division VP; **Richard Klinger**, director of programs, West Coast, Los Angeles, to VP, programs, West Coast, and **A.J. Holland**, director, business affairs, New York, to division VP, business affairs.

John Clark, director of marketing, Warner Amex Qube, Dallas, joins HVC Corp., videotext system operator there, as VP, home marketing.

L. Robert du Treil, former principal, Jules Cohen & Associates, P.C., Washington, has formed own consulting engineering firm, L.R. du Treil there.

M.S. (Sam) Araki, VP, advanced programs and development, space systems division, Lockheed Missiles and Space Co., Sunnyvale, Calif., named to new post of VP, Milstar (communications satellite) program.

Robert Combs, from Motorola Communications, New York, joins Sony Broadcast Products there as sales engineer.

Bryan Hutton, staff manager, strategic planning, Valtec, West Boylston, Mass., named sales manager, telecommunications.

Bill Ramsey, from GTE Sylvania, Waltham, Mass., joins MA-COM, Burlington, Mass., as south central sales manager.

Edwin Engberg, manager, product management, audio-systems division, Ampex, Redwood City, Calif., named business manager, audio tape products.

John Roberts, technical sales and research staff member, United Video, Tulsa, Okla., named service development manager.

John O'Haugherty, product line manager, Recognition Equipment Inc., Dallas, joins Spectradyne Inc. there as national sales manager.

Mark Russell, from U.S. Surgical Corp., Cincinnati, joins TPC Communications, Sewickley, Pa., as account executive.

Irving Faye, independent cable consultant,

joins Pioneer Communications of America, Columbus, Ohio, as national accounts representative.

Robert Gurney, assistant director of engineering and studio supervisor, noncommercial WSBE-TV Providence, R.I., named director of engineering.

Promotion and PR

Mitch Kozikowski, president, Creamer Dickson Basford/New York, named president, Creamer Dickson Basford Inc., overseeing offices in New York; Providence, R.I.; Pittsburgh; Hartford, Conn.; Washington, and Chicago. **Richard Clancy**, from E.F. Hutton, New York, joins Creamer Dickson Basford there as VP.

Appointments, Rand Public Relations, New York: **Stan Bratskeir**, president and chief operating officer, to chairman; **Nat Norton**, senior VP, management supervisor, Bloom Agency, New York, succeeds Bratskeir; **Frank Fagan**, executive director, New York State Democratic Committee, to senior VP, director of creative services, and **Beatrice Lund**, VP, Robert Marston & Associates, New York, to VP, group supervisor.

Randi Thompson, VP, general manager, Porter, Novelli & Associates Public Relations, Los Angeles, and **Robert Druckenmiller**, senior VP, PN&A, Washington, elected senior VP's of parent, Needham, Harper & Steers/Issues & Images.

Michael Geller, from own broadcast consulting firm, Geller Persuasions, Los Angeles, joins ABC Public Relations, West Coast, there, as manager, special projects.

Art Cabot, on-air producer-director, WBBH-TV Fort Myers, Fla., joins WJBF(TV) Augusta, Ga., as promotion manager.

Diane Lillicrap, promotion assistant, KDNL-TV St. Louis, named promotion producer-director. **Jan Demas**, from KPLR-TV St. Louis, joins KDNL-TV, succeeding Lillicrap.

David Lewow, 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.

Judy MacDonald, from WAVY-TV Norfolk, Va., joins WOTV(TV) Grand Rapids, Mich., as promotion manager.

Kathy McAllister, creative services writer, KTHI-TV Fargo, N.D., named public relations director.

Allied Fields

Irving Brownstein, former deputy chief, Private Radio Bureau, FCC, Washington, has joined law firm of Becker, Gurman, Lukas, Meyers, O'Brien & McGowan there.

Louis Frey Jr. and **Ronald Coleman**, partners, Pepper, Hamilton & Scheetz, Washington, law firm, join law firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey there as co-heads of telecommunications law division.

Mark Blitz, assistant director of policy and

planning, Action, Washington, joins .S. Information Agency there as director, office for special projects.

Bob Speck, producer, named to board of governors, National Academy of Television Arts and Sciences, completing term of **Frank Chirkljian**, resigned.

Letty Aronson, director of exhibitions, Museum of Broadcasting, New York, named director of public relations.

Robert Buzzeta, assistant to controller Broadcast Music Inc., New York, named internal auditor.

Thomas Hargreaves, regional manager, Nielsen Station Index, Los Angeles, elected VP of parent, A.C. Nielsen.

Elected officers, Federal Communication Bar Association, Washington: **Edward O'Neill**, Bryan, Cave, McPheeters & McRoberts, president; **Jonathan Blake**, Covington & Burling, vice president; **Richard Zaragoza**, Fisher, Wayland, Cooper & Leader, secretary; **Paul Rodriguez**, National Telecommunications and Information Administration, assistant secretary, and **Marianne McDermott Hill & Knowlton**, treasurer.

Elected officers, New York chapter, National Academy of Television Arts and Sciences: **Robert Simon**, Interpublic Group of Companies, president; **George Dessart**, CBS/Broadcast Group, first vice president; **Linda Hobkirk**, Imero Fiorentino, second vice president; **Arthur Kent**, National Association of Broadcast Engineers and Technicians, treasurer, and **Martha Greenhouse**, actress, secretary.

Elected officers, Southern Educational Communications Association, Columbia, S.C.: **Lee Morris**, Mississippi ETV, chairman; **Robert Allen**, Oklahoma ETV, vice chairman; **Terrel Cass**, noncommercial KED(TV) Corpus Christi, Tex., secretary, and **James Bauer**, noncommercial KUHT(TV) Houston, treasurer.

Deaths

Edward H. Manheim, 57, president, Manheim Advertising Inc., Cleveland, died of heart attack June 14 at Suburban Community hospital. He is survived by his wife, Sue, and son.

Baskett Mosse, 65, retired professor of journalism, Medill School of Journalism, Northwestern University, Evanston, Ill., and former news editor, NBC Radio, Chicago, hanged himself June 17 at his home in Cranston, Wis. He is survived by his wife, Mae, and daughter.

Elliott Nevins, 50, one-time manager of operations, KFI(AM) Los Angeles, died of heart attack June 16 at his home in Malibu, Calif. He is survived by his wife, Linda, and two sons.

Dick Fairbanks, 64, former sales manager Cox Cable, San Diego, died of heart attack June 12 at his home in Jacksonville, Fla. He is survived by his wife, Kay, and three sons, one of whom, Lynn, is general sales manager for WJXT(TV) Jacksonville, Fla.

Bill Pottle, 48, air personality, KABL-AM-FM San Francisco, died of cancer June 11 at his home in San Francisco. He is survived by his wife, Gloria Jeanne, and four children.

Anne Coleman: BPA's Louisville Slugger

The curtain came down yesterday in New Orleans on the annual seminar of the Broadcasters Promotion Association. Despite abundant applause for the contributions of outgoing BPA President Anne Coleman, she didn't tarry for curtain calls.

The perpetual-motion Coleman was to catch a 4:30 a.m. flight today to Louisville, Ky., for a taping at 9 a.m. of a local special she is producing for WAVE-TV there, where she is director of programing.

"No rest for the weary wicker," is the light way she explained her sleepless schedule. Producing a Louisville television program was not what Coleman had in mind when she was growing up in Oklahoma. Her father wanted her to be a geologist. "He's still in the oil business down there, but years ago he had the ambition for me to take over the family business, and I did take to the idea for a while," she explains.

But only for a while. "The thought of radio and television was so much more exciting...and a lot cleaner than it was in those years when I spent my summertimes out on those oil rigs."

Coleman says the "family business has managed to survive without me," but her decision to pursue a career in broadcasting brought her early frustration. Despite her degree in radio and television from Oklahoma State University, Stillwater, and work experience in sales and continuity at two Stillwater radio stations (KVRO[AM] and KSPI-AM), while in college, she found that upon graduation, the communications business demanded more credentials.

She recalls: "I couldn't find a job in broadcasting. No one was hiring people straight out of college. So I tried newspaper work, selling and writing." Still vexed that her radio and television degree and training were in disuse, Coleman, who had gone through school on a partial scholarship for debating, tried her hand for one year as debate coach for the Mercedes, Tex., high school.

Then, in 1967, the door to radio and television cracked open for her at KRGV-AM-TV Weslaco, Tex. For the next 16 years, she developed her skills in practically all phases of broadcasting during a succession of upward moves in the radio-TV, agency and advertiser fields.

Today, Coleman puts a high value on the street sales experience she gained during those times. "I think it gives a person a great perspective and brings the pieces together for the complete picture."

Active in the BPA since the day she joined in 1975, Coleman says that while her voice in association affairs will now come from a "very back seat," it will still be there. As for her presidency, she comments wryly: "I hope the membership will remember me. Period. I



Anne Gail Coleman—director of programing, WAVE-TV Louisville, Ky., and immediate past president of Broadcasters Promotion Association; b. May 25, 1944, Shattuck, Okla.; BS, radio/television, Oklahoma State University, 1966; BA, communicational behavior, Central State University, 1975; sales/continuity, KVRO(AM) Stillwater, Okla., 1963-64; sales/continuity, KSPI(AM) Stillwater, 1964-65; sales/staff writer, Oklahoma Publishing Co., Oklahoma City, 1966; debate coach, Mercedes High School, Mercedes, Tex., 1966-67; sales/continuity/on air, KRGV-AM-TV Weslaco, Tex., 1967-68; sales/continuity, KOCY-AM-FM Oklahoma City, 1968-69; media director/creative supervisor, Richard Roby Advertising Associates, Oklahoma City, 1969-70; national advertising and marketing director, Keele Enterprises, Oklahoma City, 1970-72; director of radio and television, Verlon Evers Advertising, Oklahoma City, 1972-75; director of station development/promotion, KOCO-TV Oklahoma City, 1975-79; director of advertising/marketing, WAVE-TV Louisville, 1979-80; present position since December 1980.

also hope I've been able to instill some direction for the future of the BPA. That is the best legacy I can leave—starting wheels that will carry our members into the future of our industry and [enhance] their personal futures as well."

High on her list of BPA colleagues who have helped Coleman grasp the association reins is Tom Dawson, vice president, market development, CBS Radio Networks. A past BPA president (1979-80) and recipient of last year's distinguished service award, Dawson praises both Coleman's administrative ability and the results she has obtained. "I was most impressed with the way Anne delegated responsibility to her fellow officers and to members of the board of directors," he said. "This sharing of experience is most important to an organization such as the BPA.

"During her administration, the BPA

moved toward a new membership record; entries in the 1983 awards competition were well ahead of the previous year's, and attendance at the New Orleans seminar exceeded that of previous conventions."

Coleman said the record attendance in New Orleans reflected the increasingly important role of promotion as "a critical area for our industry."

Since assuming the presidency in San Francisco last summer, she has been exhorting the membership to keep its momentum going by feeding grass roots input back into the BPA. "Remember, you are our organization," she emphasized in her initial "President's Letter."

Coleman says that BPA must continually revamp its scope in calibration with Fifth Estate changes. For too long, she asserts, "the general world has seen promotion people as snake oil salesmen producing tee-shirts, parties and clever spots.

"We've already started [to orient BPA more] toward the marketing and strategy side of our business as well as the creative side. It always has been essential for stations to have that kind of guidance from their promotion people, but now it has become critical."

The outgoing BPA president's message to the membership coupled her call for perception of change with the need for individuals "to educate themselves in the principles of advertising. They'll just have to improve personal skills and communicational skills. They'll have to start looking at the big picture to see where promotion and advertising fit and how that fitting is going to affect the profitability of the company." Coleman's advice to the unbeliever: "If you can't do that, you'd best get out and do something else."

Going beyond BPA, Coleman says the whole industry must be conscious that "megatrends" are here now, not 10 or 20 years away. "As fast as things are moving, we're going to have to move even faster to keep up," she declares. One example she cites is the change in competitive factors in television, where "we may have to revert to some of the principles of old-time TV, getting back to more local programing as audiences become more fractionalized."

As for her own ambitions, Coleman aspires to be general manager of a broadcast operation.

All that business drive doesn't mean Coleman isn't taking time to sniff the flowers along the way. First, she speaks of occasional golf when her work load permits.

But real excitement creeps into her voice when she mentions the quarter horses that she and her partners own and race. "Maybe we own too many," she muses. "They seem to eat more and more each year." Then she adds brightly: "But we've been lucky with a couple of colts, won some big races, and it only takes one big one to keep the fire going to try again."

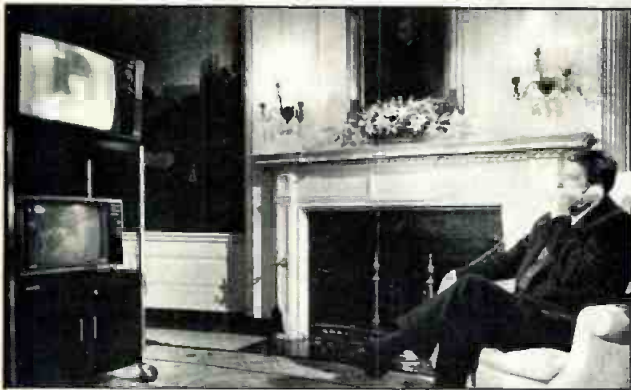
For first time since it went on air in March 1954, **CBS Morning News captured second place** by overtaking NBC's *Today Show* in average ratings for week ending June 17. *Morning News* scored 3.5/18 over *Today's* 3.4/18. ABC's *Good Morning America* was first for 72d consecutive week with 4.6/25. NBC blamed poor showing on live news coverage of Pope John Paul II's arrival in Warsaw on Thursday, June 16, which cut off all but first 20 minutes of taped feed of *Today* to Pacific time zone. Story was covered without commercial interruption so ratings were not included in totals, NBC said, thus depressing averages. In addition, NBC cited absence of Bryant Gumbel, *Today* host, who was on vacation. However, during same week NBC averaged 38 share with *A-Team*, its best share in that time period (Tuesday, 8-9 p.m.) for regularly scheduled program in 22 years. NBC also said it won Tuesday night for sixth time out of preceding 10 weeks, averaging 16.7 rating to ABC's 12.3 and CBS's 9.0. *Remington Steele*, which follows *A-Team*, averaged 30 share—highest since moving to Tuesday night, NBC said. At 10 p.m., NBC reported *St. Elsewhere* had 26 share—its second best performance on that night.

FCC Mass Media Bureau announced last week it **now has computer** on line for technical processing of **low-power television applications**, move it has said will permit bureau to dispose of up to 350 applications per month. FCC engineer, however, said that bureau was still in "start-up phase" with computer and won't be operating at full potential for another month or so.

McCaffrey and McCall Inc., 37th last year on BROADCASTING's list of top 50 billing agencies in broadcasting, **will be acquired by British agency, Saatchi**, subject to approval from latter's board of directors. Purchase price is \$10 million cash plus additional cash payments based on McCaffrey's earnings in 1984, '85 and '86. McCaffrey will operate independently and retain present name. Upon closing of deal, David B. McCall, chairman and chief executive officer of McCaffrey and McCall, and three other executives will enter long-term service agreements with new Saatchi subsidiary.

Telepictures Corp. has made deal to buy its first TV station, ABC affiliate KMD-TV Midland, Tex. Price was not disclosed, but sources put it at about **\$15 million**. Telepictures is publicly traded syndicator of *People's Court* and *More Real People*. Seller of KMD-TV is Midessa TV Co., part of R.H. Drewry group of two AM's, one FM and three TV's. KMD-TV is on ch. 2, with 100 kw visual, 10 kw aural and antenna 1,050 feet above average terrain.

ABC Radio has put KGO-FM San Francisco up for sale, saying move is designed to position ABC for future growth by opening up opportunity for it to pursue "attractive" AM/FM properties in "growth markets." San Francisco area, with its hilly terrain, presents FM



Presidential endorsement. *Satellite News Channel* was taking great pride Friday in a special viewer. President Reagan was pictured by an Associated Press photographer as he talked with the just-returned Challenger astronauts in California. His own view of the action: via SNC's live coverage of the event. The White House has been receiving SNC for only a few weeks via an ITFS system operated by George Mason University.

reception problems. ABC owns seven FM's, legal limit. Although asking price was not disclosed, informed sources say station probably be sold for **\$6 million to \$7 million**. Blackburn & C. broker.

Wold Communications has offered its satellite facilities to Fifth rate for series of teleconferences that would cut across affiliate and provide mechanism for **sharing industry information and training**. President Robert Wold unveiled proposal at open breakfast of Broadcasters Promotion Association/Broadcasters Association annual convention last Friday (June 24 New Orleans). He said offer will be repeated to Radio-Television News Directors Association, National Association of Broadcasters, National Cable Television Association and similar groups. Material for teleconferencing would supplement information currently received through publications and annual conferences. Wold said part of expenses incurred could be recouped by sponsorships, e.g. Sony with new camera could spotlight availability industry. In taped greetings to BPA/BDA, President Reagan congratulated associations, reminded delegates of challenges in teleseminar work and smilingly contrasted them to their "bosses" who frolic around the **NAB** convention.

SESAC has agreed to roll back estimated 24% increase in its **station music license rates**, pending outcome of appeals from court ruling that ASCAP and BMI blanket licenses for TV stations illegal. Rollback plan was announced Friday by counsel for SESAC and for all-industry committee. In percentage, it's roughly equivalent to reduction that judge allowed stations on their BMI and ASCAP payments, also pending outcome of BMI and ASCAP appeals. SESAC's new rate went into effect with new contracts and renewals after Jan. 1. Those that have been renewed at new

NBC's newest. *NBC Entertainment President Brandon Tartikoff, speaking to reporters June 18 in Los Angeles during the Consumer Press Tour, disclosed initial programing plans for mid-season entries into prime time. There will be two pilots from Norman Lear: Good Evening, He Lied, a two-character situation comedy about a local television station newsroom, and Double Trouble, from Lear's Embassy Television, concerning the "comic adventures" of twin girls. From Lorne Michaels (creator of NBC's Saturday Night Live), there will be a one-hour comedy series titled The New Show, which will introduce new talent and present a regular cast of comedy players.*

Other proposed series to be introduced beginning next January include The Duck Factory, a half-hour sitcom combining live action and animation, set in a Los Angeles animation studio, and Night Court, a half-hour comedy about a judge who "has seen it all," played by illusionist-actor-comedian Harry Anderson.

Tartikoff also revealed that Little House on the Prairie, cancelled by the network as a regular series last spring, will be back next season in the form of three special two-hour made-for-television movies, two of which will star Michael Landon, but who will write all three. The first offering will air Sept. 26, with the remaining movies slated for Christmas and Easter time periods.

Tartikoff said NBC has ordered new episodes of V, the network's highest-rated mini-series during the 1982-83 season. The series, about an alien invasion of earth, will continue in three parts totalling six hours, with the original four-hour, two-part drama rebroadcast prior to the new segments. Tartikoff said the high cost of producing the program, which relies heavily on special effects, ruled out the likelihood it will ever run as a regular series.

The NBC executive denied reports that comedienne Joan Rivers was being considered as a regularly scheduled host for the Tonight Show and said it will be up to the Alan Thicke Show (to be syndicated) to prove itself as a serious competitor to Johnny Carson this fall.

be re-renewed at old rate; those that haven't come up for val may continue at old rate—all pending final court decision gality of ASCAP and BMI licenses. Committee had indicated r that though SESAC was not involved in lawsuit, it would some rate adjustment ("Closed Circuit," March 7).

□

Council for United Nations-sponsored World Communications 83 met at White House last Thursday (June 23) in what State rment's coordinator of international communications and nation policy, Diana Lady Dougan, called "celebration" of nunications. Some 100 representatives of corporations and rsities, and of professional, trade, scholarly and union organi- ns assembled to hear projects member organizations are un- king in support of WCY objectives. Dougan's superior, Under tary of State for Security Assistance, Science and Technol- William Schneider, used his appearance to discuss bureau- t rather than international matters. Schneider, in tug-of-war he Commerce Department over responsibility for interna- l telecommunications policy, made "soft sell" for State's posi- "President Reagan is determined to organize the government erate effectively in the communications area, and we have arching orders to get engaged in the process," he said. The nse, he added, has been the creation of the office of coordina- international communications and information policy as the e of the department's activities in the area. "Through it," eider said, "we hope to have the government speaking with oice in international matters.

□

last week **tentatively approved** part of interim settlement of eding aimed at determining **how costs should be allocated g users of AT&T's television transmission service** (BROAD- NG, Jan. 24). Proposal would pave way for reduction in part- interexchange channel (IXC) rates and increase in full-time rates so that 60% of IXC revenue requirement would be recov- by full-time IXC rates and 40% by part-time rates. FCC said it ved users would accept that and that AT&T would use that in new tariff filing for service. Various other issues in proceed- including rate level—have not been addressed. FCC said it ght those issues could be addressed in new tariff.

□

ard Marks, Washington communications attorney and former tor of U.S. Information Agency, **was sworn in** at State Depart- last Friday (June 24) as **chairman of U.S. delegation to World nistrative Radio Conference on High Frequency** (short wave) Conference will be held in two sessions, first one in Geneva nuary 1984, second in 1986. Attending were officials of var- government agencies—including State Department, USIA, and NTIA—who have been preparing for conference and are ct to be named members of delegation. Marks leaves this r for visits to countries in North Africa and Europe for bilateral ings on upcoming conference.

□

rsing decision of administrative law judge, FCC Review d last week **granted application of Coastal Bend Family Televi- Inc. for new UHF TV station at Corpus Christi, Tex.**, denying ally exclusive application of Christian Childrens Network Inc. had granted application of Christian. Board, however, said stan was financially unqualified. William F. Jeffers is presi- and 51% owner of Coastal; Beacon Broadcasting Inc., licens- of WBFU(AM) Winston-Salem, N.C.; WMOC(AM) Chattanooga, a., and WPCY(AM) Mobile, Ala., own remaining 49%.

□

last week **urged Atlanta land mobile licensees to cooperate with dcast Corp. of Georgia**, licensee of WVEU(TV) Atlanta (ch. 69), **h has offered to pay for changing frequencies of adjacent-chan- and-mobile operators** so its operation won't cause interference. directed WVEU to report back within 30 days on final decision fected parties. If parties can't resolve matter on their own, said it will issue orders looking toward requiring change of -mobile licensees' frequencies. WVEU will continue operating educed power until interference problems are resolved.

□

rk of **U.S. delegation to direct broadcast satellite conference in**



Lowell award. *The Corporation for Public Broadcasting presented its 1983 Ralph Lowell award last week to Walter H. Annenberg, former ambassador to Great Britain, former owner of Triangle Broadcasting Group and publisher of TV Guide. Annenberg is responsible for the \$150-million grant from the Annenberg Schools of Communication to underwrite educational programs for which viewers can receive college credit. CPB is allocated \$10 million a year for 15 years.*

CPB Board Chairman Sharon Rockefeller presented the award to Annenberg during a luncheon at the annual meeting of the National Association of Public Television Stations. She praised the former broadcaster for his contribution to public television and the American educational system. "Today, the Annenberg project is already beginning to open the doors to college-level courses for a potential audience of nearly 60 million Americans for whom the conventional road to higher education is closed," Rockefeller said. "The vision that he has exhibited," she added, "has the capacity to change the delivery of higher education in the United States."

Geneva was not getting easier as conference ended its second of five weeks on Friday. U.S. and Canada remained **unable to resolve differences** over technical parameters each is proposing, problem that has occupied technicians on both sides for months and that now ties up time and energy of delegation members. New and possibly more serious problem is that number of channels Western Hemisphere countries are seeking for DBS has jumped from 1,138, on record at time conference opened, to 2,974, as of Monday (June 20), when deadline for filing requirements passed.

□

Rick Devlin, formerly general manager WOR(AM) New York, has been **named VP/director, ABC Talkradio Network**, effective July 5. Devlin, who left WOR(AM) in April, 1982, had been operating his own consultancy. At ABC, he takes over duties previously held by Robert Chambers, who, as vice president for market development, ABC Radio Networks, had been overseeing operations of Talkradio as well as directing preparations for ABC Radio's coverage of 1984 Olympics. **Walter Sabo**, VP, ABC Radio Networks, **resigned** Friday to launch his own consulting firm, W.S. Sabo Inc., New York. Sabo, who, prior to his tenure at ABC Radio, had been vice president, NBC owned and operated FM stations, said he plans to announce this week his first two clients, both major radio group owners, which he will consult on management, programing and market- ing.

□

Hal Hough, VP of programs for CBS-owned TV stations since 1958, will take early retirement effective July 8. Hough, 63, who headed programing at five CBS-TV stations for 25 years, said he has no immediate plans but hopes to stay in New York and "remain active" in business.

Editorials

Television's turn

The FCC will be asked by its chairman this week to initiate a rulemaking to remove some of its television regulation. There is no good reason for members to decline.

The intended rulemaking would do for television what was done for radio in 1981, in a deregulation that was upheld in most details by the appellate court last month. Television stations would be relieved of the existing quotas on nonentertainment programming, the limits on commercial load (copied, by the way, from the National Association of Broadcasters code that was later scuttled in an antitrust settlement), the formal ascertainment of community interests and needs and the keeping of minutely detailed logs for the FCC to warehouse.

The rulemaking will fall far short of an emancipation proclamation. The more onerous rules on the FCC's books stem directly from legislative fiat that only acts of Congress can recall. Still it would save some useless paper work and liberate executives from those tiresome ascertainment visits with community leaders they run into anyhow. It is deregulation to be desired while broadcasters hope for more meaningful deregulation of the kind the Senate passed and is under study in the House. On with it.

How to foul the air

Comments and reply comments have all been filed, and it is now up to the FCC to decide what to do about a rulemaking that, if adopted in anything like the form of its proposal, would create havoc in the broadcasting auxiliary services used by television. The rulemaking was occasioned by the need to find new spectrum space for private microwave operators who are being ousted from the 12.2-12.7 ghz band to make room for direct-to-home broadcasting from satellites. As proposed, the rulemaking would make most ENG gear obsolete and eliminate the dependability of studio-to-transmitter links, among other disruptions.

In the outpouring of objections that broadcasters in great numbers have formally filed in this proceeding, these points have been made:

Under newly proposed criteria, many STL's would be forced from their present operation in the 2 and 6 ghz bands to the 12 or 18 ghz regions, where, in rainy weather, service would be impaired or altogether lost.

Most if not all existing ENG equipment would have to be replaced. Even with new gear meeting the new specifications, ENG operations would become a nightmare of coordination. In major markets it is already difficult enough for broadcasters to keep their remote operations from interfering with one another on frequencies reserved for their use, but with hosts of strangers admitted to the auxiliary service bands, coordination would become impossible.

STL operation would also become the victim of impossible coordination. Under the proposal, large numbers of mobile operations would be permitted on frequencies in STL use—guaranteeing frequent loss of STL service as mobile units crossed the STL paths.

The real-world effects of the FCC's proposal were described in a litany of filings by broadcasters. The Oklahoma Televised Instruction System said 1,000 channel miles of microwave equipment would have to be replaced at an estimated cost of nearly \$7 million. NBC said all ENG vans at all its owned-and-operated

television stations would have to be scrapped. At each Group W station equipment changes would be in the million-dollar range. In the face of such evidence of catastrophic dislocation, the FCC has to find other ways to accommodate the displaced mobile and fixed services. There are other ways.

As the Association of Maximum Service Telecasters has noted, it isn't certain by any means that all the fixed and mobile services now occupying 12.2-12.7 ghz will have to be moved. The DBS allocation was made on the assumption that the U.S. would get all the orbital slots and spectrum space it wants at the Regional Administrative Radio Conference now going on in Geneva. The assumers may be disappointed if the demands of other nations in the hemisphere prevail.

Not only that, the FCC in its DBS decision said that most of the dislodged services could be adequately accommodated in the 18 ghz range. Interruptions due to weather are less critical for most of those services than for broadcasting.

Whatever it does, the FCC cannot ignore the very real dangers to broadcast service that its Docket 82-334 has conjured up. The rulemaking can't come out the way it went in.

Futures

We haven't put a ruler to it, but we have a feeling that this magazine's "Changing Hands" department is getting larger. That's where we report the station sales, proposed or approved, that occur each week. But even if we're wrong and their number has not been growing, their prices certainly have.

The biggest yet is reported elsewhere in this issue: the deal in which Belo Broadcasting would acquire Corinthian's six television stations for, that's right, \$606 million. And as it happens, this issue also carries—in a special report on the independent television station phenomenon—a comprehensive review of the higher and higher prices that independents command.

For every buyer there is a seller, of course, but we see no sign that anyone is fleeing this field in fright. More often than not, we suspect, the available prices influenced the departure. And though some smart broadcasters have left, other smart ones are expanding and smart newcomers are buying in, and they wouldn't be putting out this kind of money if they were in any way skittish about the future of this business.



Drawn for BROADCASTING by Jack Schmidt

"Three signals hit his beeper at the same time."



Jobline 590

During a recent segment of its "At Your Service" call-in show, WKZO Radio in Kalamazoo invited men and women looking for work to give their qualifications on the air. Employers were encouraged to call with any positions they had available. So many people responded, the show had to be extended into the next hour. It was such a success that WKZO made Jobline 590 part of its regular schedule.

The branch manager of the Michigan Employment Security Commission wrote the station, "We continue to get favorable comments from job applicants and employers concerning Jobline 590 . . . WKZO Radio is providing a fine public service to many persons who need help in finding employment."

Helping bring together jobs and the people who need them is all part of the Fetzer tradition of total community involvement.

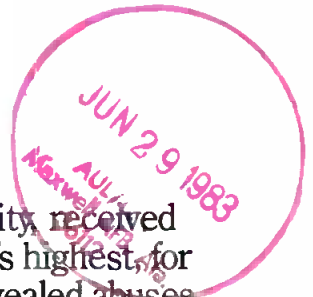
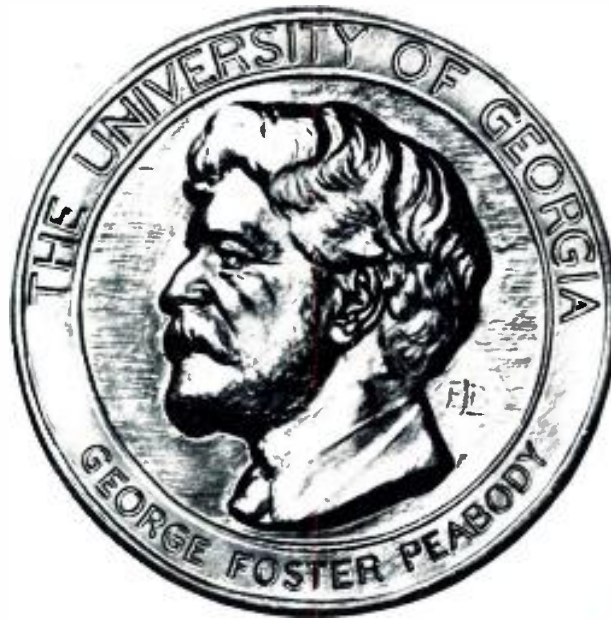


The Fetzer Stations

WKZO Radio

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF Cadillac	WKJF-FM Cadillac	KMEG-TV Sioux City

TO KOCO-TV, BROADCASTING'S HIGHEST AWARD



KOCO-TV, the Gannett station in Oklahoma City, received a 1983 George Foster Peabody Award, broadcasting's highest, for its investigation with Gannett News Service that revealed abuses of children entrusted to the care of the Oklahoma Department of Human Services.

The Peabody jurors' citation said this "unique cooperative effort between print and broadcast journalists... brought to life a shocking and sordid story of abuses, neglect, questionable deaths ... The resulting on-the-air reports were not pretty, were not entertaining, and were not designed to be taken lightly by viewers. They were thorough, well documented and powerful in their impact. Ultimately, key resignations followed and a long process toward rectifying some of the abuses of the past was begun."

At KOCO-TV and all the Gannett television stations, helping our communities help themselves is a prime and continuing concern.



GANNETT

A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

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Phoenix

KBTV
Denver

WXIA-TV
Atlanta

WPTA-TV
Fort Wayne**

WLVI-TV
Boston*

WLKY-TV
Louisville**

WTCN-TV
Minneapolis-St. Paul

KOCO-TV
Oklahoma City

*acquisition pending **sale pending