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Broadcasting Jul 4

A year's worth of Fifth Estate awards □ Many hands on quantification collection □ TV deregulation set in motion □ Network TV advertising plateau?

FREE THE TV'S □ FCC unanimously approves rulemaking that would deregulate television along the lines of radio. **PAGE 31.**

DATA GATHERING □ House Telecommunications Subcommittee enlists aid of Congressional Research Service to help create form for quantification survey of radio and TV. **PAGE 31.**

WALKING THE LINE □ House Energy and Commerce Committee tells CPB to keep a close watch on National Public Radio's fiscal position, as Hill panel allocates extra \$70 million to help public system. **PAGE 34.**

TV NETWORKS AT MAX? □ McCann-Erickson's Coen says advertising on network television may have reached its peak. ARF seminar reviews new mix of media. **PAGE 37.**

TROUBLE IN PARADISE □ Direct broadcast satellite service and high-definition television are imperiled as development of technical parameters hits snag at RARC conference in Geneva. **PAGE 38.**

AND THE WINNERS ARE... □ From Action for Children's Television to United Press International, a complete review of the past year's awards. **PAGES 41-62.**

VIDEOTEX '83 □ Three-day conference in New York brings over 1,000 to hear a status report on videotext. Attendees are treated to discussions on computers, advertising, test results and privacy guidelines. **PAGES 63-66.**

CARIBBEAN PIRATES □ U.S. representatives will

meet next month with Caribbean officials to discuss unauthorized reception of satellite program services. **PAGE 66.**

SATBIZ □ Intelsat unveils plans for international business communications using worldwide satellite system. **PAGE 67.**

BULLISH ON FOURTH □ Paramount TV's Goldhammer says fourth network will definitely become reality; says advertising will be there. **PAGE 70.**

SWEEP QUANDRY □ A look at all three network tabulations for the May sweeps. **PAGES 70-73.**

SURVIVOR'S CELEBRATION □ Public television stations officials hear call for unity at annual conference and congratulatory words for meeting fiscal shortfall challenges. **PAGE 74.**

PEACE PIPE □ Relations between CBS management and news division calm down after blowup over budget cuts. **PAGE 76.**

NPR'S RESCUE □ Member stations approve CPB loan plan to solve financial crisis. **PAGE 78.**

MARCHING IN NEW ORLEANS □ Annual conference of Broadcast Designers Association and Broadcasters Promotion Association declared resounding success by its leaders. **PAGE 80.**

TV'S GRANDE DAME □ Dorothy Fuldheim has been around the world and then some, lecturing and gathering tidbits of great help to her in her second career, begun 36 years ago at a Cleveland television station. **PAGE 103.**

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The original Royal Shakespeare Company production of Charles Dickens' The Life and Adventures of

NICHOLAS NICKLEBY

"One of the most audacious theatrical feats of our time...even more rewarding on TV than it was in the theater."

Brendan Gill,
TV Guide

"A celebration of life, theatre and the human need for make-believe."

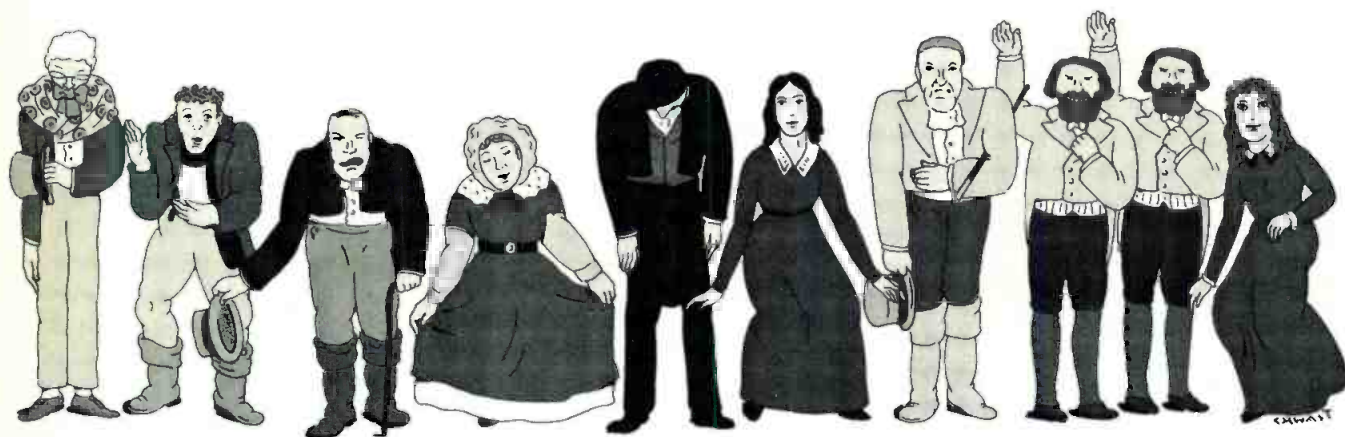
Tom Shales,
Washington Post

"Its vitality energizes each theatrical moment and effortlessly shames its TV competition."

Richard Corliss,
Time Magazine

"A story for all times made into television as potent as today's headlines."

Clive Barnes,
New York Post



AS THEATER IT
WAS ONE OF A KIND
...AS TELEVISION
IT WAS HISTORY

Mobil Showcase Network

Under pressure

Karna Small, director of media relations and planning at White House, has said she's not interested in taking FCC seat vacated by Anne Jones ("Closed Circuit," June 13). Word is, however, that top White House brass will ask her to reconsider. Small, former broadcast newswoman, has received strong support outside White House and has caused fewer objections than other candidates under consideration. Small still believes that commission wouldn't be best bet for her. Those close to her say she would prefer to return to broadcasting when she leaves administration. Strong second choice for Jones seat is said to be Dennis Patrick, associate director of presidential personnel office ("Closed Circuit," May 30). There's still talk of backstage lobbying (for and against candidates) by opposing sides on repeal of financial interest, syndication rules.

Network barter

NBC is discussing internally whether to reduce cash compensation to its affiliates and in exchange turn over spots within some programs for local sale, as it does now on limited basis with *Today* and *Tonight* shows. Proposal, which NBC sources say is in early stages of discussion and has not yet been put into formal plan, is expected to be popular with large-market stations, where prospects are good for sale to local and spot advertisers, but less attractive to smaller markets, which rely on network advertising more heavily.

Unforeseen helper

Some spot TV enthusiasts are saying, not in jest, that cable may be one of best friends spot television ever had. Their rationale: As networks lose audience share to cable (and to independents, in many cases thanks to their being on cable), advertisers more and more put their TV budget increases into spot instead of network, and in some cases will move some network dollars into spot. They cite giant Procter & Gamble as prime case in point: In 1982 P&G boosted its network spending by 23% but its spot spending by 40%, and in first quarter this year upped its spot outlay by 83% (BROADCASTING, June 6). P&G strategy was also cited at Advertising Research Foundation seminar last week (see story, page 37).

It's not that network revenue won't continue to rise, spot sources say, but that spot is and will be growing faster. Few

years ago it was being predicted that local TV billings would soon overtake spot. Only trouble with that prediction now, one spot follower said last week, is that "spot just keeps on exploding."

HBO and DBS?

Fearing loss of uncabled television market to three companies proposing Ku-band direct broadcast satellite service within next year—Satellite Television Corp., United Satellite Communications Inc. and Inter-American Satellite Television—Home Box Office is reportedly considering plans for multichannel DBS service of its own. Pre-eminent pay cable programmer would use some or all of six C-band transponders it owns on Galaxy I, Hughes satellite launched last Tuesday (see story, page 33), to beam scrambled programming to homes, apartment buildings.

Although Galaxy I transponders have just nine watts of power—significantly less than those of other prospective DBS operators—they may be powerful enough. "If the signal strength is as high as we think it's going to be," said Hughes spokeswoman, "there is a distinct possibility [programming could be transmitted] into two-meter dishes." According to one source, HBO would recruit cable operators to market and install earth stations outside cabled areas. Asked to comment, HBO spokesman said: "There is nothing to the reports."

Eye on sky

Orion Satellite Corp. may only have been first party to apply to FCC for authority to establish private international communications satellite system. United Brands, conglomerate whose holdings include TRT, international record carrier, is consulting with other companies on proposal to establish entity to file Orion-type application. One TRT official said proposal is still only in talking stage, that no commitments have been made. However, another indicated talks were sufficiently advanced to indicate application might be filed in week or two.

In any case, TRT official, who insisted talk of application was "premature," said proposal under consideration would not "necessarily" compete with International Telecommunications Satellite Organization, that it would provide services not now offered by Intelsat. Intelsat would be expected to regard any Orion-type applicant as competitive threat.

Going up

College basketball is becoming hot ticket for national television. Sources close to negotiations under way now estimate that rights total for seven major conferences has zoomed from \$11 million to \$12 million for three years ended last spring to \$75-\$80 million for 1983-86. Estimate does not include rights for smaller conferences and individual teams. Rights to Big Eight games touched off intense competition between Katz Sports and TVS Television Network (see "In Brief," this issue).

Double jeopardy

National Association of Broadcasters' plan to create committee to study future of self-regulation in absence of codes that were scuttled by antitrust consent decree (BROADCASTING, Jan. 10) has been put on hold. Reason: Lawyers, having second thoughts, saw risk of new antitrust action, are trying to devise self-regulatory study that would be lawsuit-proof.

Action wanted

U.S. has not forgotten its concern over Canadian tax law that American broadcasters along border say discriminates against them. And U.S. officials—at State and Commerce Departments and at FCC—made that clear couple of weeks ago, when Canada's deputy minister of communications, Robert Rabinovitch, made courtesy calls in Washington. Law at issue—C-58—denies tax break to Canadians who buy advertising time on foreign stations heard in Canada. Broadcasters' allies in Congress and administration are not pressing legislation that had been introduced in last Congress to retaliate against Canadian media in same way Canada's law affects Americans. Reason is that Canada has indicated willingness to reconsider its law, and it has undertaken update of its cost/benefits study of C-58. U.S. officials are getting itchy.

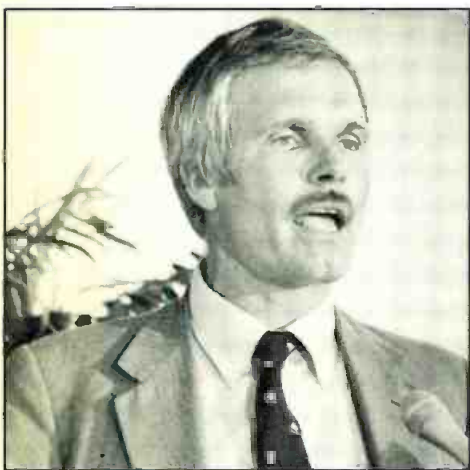
Moving day

Final phase of transfer of AP broadcast news headquarters from New York to Washington has been scheduled to start Labor Day weekend. Sue Cunneff, general broadcast news editor, and others still in New York—about 20—will pack up and go then, joining some 60 already there.

Range war

"I'm sick as hell of you," Ted Turner told *Playboy* magazine's Peter Range, abruptly ending an interview that appeared last week in the magazine's August issue. Despite the interview's venue—the first-class section of a Las Vegas-bound Eastern jetliner—Turner, "suddenly violent," then snatched Range's tape recorder from his hands and smashed it to the floor and stomped on his camera bag, shattering the plastic tape cassettes and boxes within it.

That's the way *Playboy* reported the incident and, in comments at a National Press Club luncheon in Washington last Thursday, Turner didn't refute the account. But apparently referring to Range's two-page psychoanalytical profile of Turner—"The



Turner

Demons of Ted Turner"—that accompanied the interview, Turner read a statement saying he felt the "editorial comment smacks of a vindictive reporter seeking to make a name for himself. The article contains incorrect statements, half-truths and distortions and relies heavily on statements attributed to unnamed others."

Turner could not leave it at that. He said Range "was doing everything he could do to debate me" and *Playboy* had good reason to create controversy in its pages. "*Playboy* has had a lot of trouble," he said. "It's obvious—they've been carrying a lot of prophylactic advertising. They've gotten down with *Hustler* and *Penthouse*. They're grasping for straws and resorting to yellow journalism to try to pump up shrinking circulation."

If there is a "dark side" to Turner as Range's profile suggested, Turner kept it hidden from the crowd at the luncheon, which he amused with his comments on a wide range of topics.

On the increase in cable copyright fees ordered by the Copyright Royalty Tribunal: "We are working hard to get a permanent solution because it is a definite handicap to our future growth and long-term well being." □ On TBS's effort to repeal the FCC's

must-carry rules: "If we ever take it to the courts, I'm sure we will knock it down because it's pure discrimination." □ On why the broadcast networks would not merge with TBS: "They didn't want me to have a say [in running the surviving company]. . . . I got the feeling that they called each other on the phone and said, 'We won't do anything with him if you don't.' Because if I had made a deal with one of them it would have been 'Katey bar the door' for the other two. . . . I would outbid them for everything, operate more efficiently and wreck the other two." □ On plans to create a fourth network: "The fourth network is kind of on hold. I'd like to have a big [network]. Some day, I'll get one." □ On why he is negotiating to supply programming to direct broadcast satellite operators: "DBS will not in any way, shape or form be competitive with modern, well-run cable systems with adequate capacity and all the major services." □ On why he hasn't joined the Consortium of Cable Information: "The reason I have not joined at this point is Dan Ritchie [chairman and chief executive officer of Westinghouse Broadcasting and Cable], who has been in the business for less than two years, was made [chairman] of it and I'm at war with him or he is at war with me. I haven't decided whether I'll join it or not." □ On what makes Ted Turner run: "Momentum."

Franklin first

The Disney Channel, launched last April by the Burbank-based motion picture studio, presents its first mini-series beginning today (July 4). The four-part, six-hour special on the life of Benjamin Franklin debuts on the pay cable service as part of a month-long *American Jubilee* salute to Americana. Subsequent segments in the series will be seen in August, September and October.

Lloyd Bridges plays Franklin as an elderly statesman in the first program, "The Whirlwind," with the actor's son, Beau Bridges, portraying Franklin as a supporter of independence in his younger days. Franklin will be played in upcoming programs by Richard Widmark, Eddie Albert and Melvyn Douglas at different stages in his career as printer, author, inventor, merchant, scientist and founding father.

Loan source

The Rural Electrification Administration has announced it is proposing changes in how its borrowers—such as small telephone companies and co-operatives—can use their own revenues to help them diversify in an era of telecommunications deregulation.

In an address before the Georgia Telephone Association, Harold V. Hunter, REA administrator, said the proposed changes in his agency's lending rules would, among other things, allow those companies and co-operatives to establish subsidiaries in which to invest dividends or capital credits



Sell their souls. As Washington counsel for CBS Inc. and former counsel to President Carter, Lloyd Cutler is well able to comment on the relationship between Presidents and television news. In an interview taped for telecast over C-SPAN today (July 4), he did just that. He agreed with a British critic that the relationship is a "Faustian bargain." The medium "gives him great power, but it wears him out," he said. Even though President Carter was "very successful" in his televised news conferences, Cutler said, he would advise Presidents to avoid them as much as possible. "Unless you are a Walter Cronkite type of personality, you wear yourself out on television," he said. "It's a very revealing and consuming medium."

The need of Carter to respond to events and criticism ahead of press deadlines, particularly those of the networks' evening news programs, had a great impact on "substantive policymaking decisions in the White House," he said. The President felt he had to say something to "avoid a rerun of the criticism or the action of the day before or a story that the President's aides are divided or that he can't decide what to do," he said. "The President is supposed to come out looking strong and decisive even if he's just acted on the spur of the moment. And that's the galvanizing force of that evening news."

in telecommunications projects REA cannot finance, including cable television systems. Hunter said the new rules were being proposed because he had heard some "very persuasive arguments during the past year about how important it is for rural telephone systems to be competitive in the new environment of the telecommunications industry." REA is part of the Department of Agriculture.

'Chase' is on

Showtime, the nation's second-largest pay TV service, has ordered 12 new episodes of *The Paper Chase*, revived last April and shown monthly on the cable network. Showtime Programming Vice President Greg Nathanson recently described the series as the most popular program on the service, citing in-house research indicating 40% of sub-

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CT-JW

CTAM '83

The Ninth Annual Conference of the Cable Television Administration and Marketing Society, Inc.

scribers watched the premiere episode last spring and 58% were "very interested" in seeing more episodes. The series, first seen during the 1978-79 season on CBS-TV, is produced by 20th Century-Fox at a reported cost of \$500,000 per one-hour episode, about one-third less than what a commercial network would be likely to pay for a comparable series. Showtime will rebroadcast some of the original CBS-TV episodes prior to the screening of the latest group of new segments.

Abdnor revisited

The issue of applying common carrier status to cable channels is addressed in a bill, H.R. 3440, introduced by Representatives Al Swift (D-Wash.) and Ron Wyden (D-Ore.) last week. The bill primarily deals with issues concerning universal telephone service and local rate increases. However, a provision has been added that is similar to the controversial Abdnor amendment offered during the debate on the Senate bill, S.66 (BROADCASTING, June 20).

The amendment, authored by Senator James Abdnor (R-S.D.), would have subjected cable systems to common carrier regulations for offering the same services as telephone companies. That amendment, backed by AT&T and the Bell operating companies, failed to win support.

According to the Swift-Wyden bill, states' authority to regulate "exchange service, interexchange service or comparable two-way communications services to the extent that such service involves communication between points within the state (except

communication that does not cross property lines or remains within a single site)," would be preserved. Common carrier status for cable is an issue that has already become a chief focus of hearing held by the House Telecommunications Subcommittee which is wrestling to develop national cable television policy (BROADCASTING, May 30 and June 20).

National Cable Television Association executive vice president, James Mooney, said the association was unclear about what the bill is trying to accomplish. NCTA fought vigorously against any attempts to classify cable as a common carrier and will continue the fight in the House, Mooney noted. He pointed out that "telephone issues are here to stay in the House," and that it will be a "long hard hike" to pass cable deregulation in the House.

The bill also permits states to "classify facilities used for such purposes even if they are used for interstate communications and may determine depreciation methods for those portions of such facilities attributable to providing service within the state."

Newman v. HBO

Actor Paul Newman has filed a \$3.1 million lawsuit in Los Angeles District Court against Time-Life Films, alleging the now-defunct company made a "sweetheart deal" when it sold the pay television rights of the motion picture, "Fort Apache, the Bronx," to Home Box Office four years ago for \$1.5 million. Both firms are owned by Time Inc. Newman, who was to receive 15% of the

film's gross, claims the movie could have received \$6 million for pay TV distribution if the bidding had been more competitive.

Last link

The last unfranchised area in the metropolitan Portland, Ore., area has been awarded to Cablesystems Multnomah East, following withdrawal of Viacom from an earlier agreement announced last year. Cablesystems plans to spend \$32 million building the system, which will serve 60,000 homes in four small towns and unincorporated areas of Multnomah county. The 15-year contract incorporates many of the elements contained in the county commission's original agreement with Viacom.

Healthy merger

Bruce Johnson, president of the Cable Health Network, will be president of the new company that is to be formed out of the proposed merger of Hearst/ABC's Daytime and Viacom International's Cable Health Network. Keeping to their promises to act quickly, the three-man transition team also announced that Mary Alice Dwyer-Dobbin, vice president of programming for Hearst/ABC Video Services, will be vice president for programming of the new company, reporting to Johnson. The proposed new company has been given the acronym HAVES, for Hearst/ABC-Viacom Entertainment Services. Johnson and Dwyer-Dobbin are keeping their titles with the individual services during the interim.

The roles of Art Ulene, CHN chairman, and Jeffrey Reiss, CHN vice chairman, are less clear. Viacom would only say that they would "continue to have participation" in the new company. Ulene and Reiss hold equity interests in CHN.

The transition team, which is made up of Herbert A. Granath, president of ABC Video Enterprises; Raymond E. Joslin, president of Hearst Cable Communication Division, and Jules Haimovitz, vice president of Viacom International Inc., are to establish the programming mix within the next two months, but specifics have not yet been announced.

Changing hands

Storer Communications and Rogers Cablesystems have made an agreement whereby the former will assign the latter its 93,000-home Minneapolis franchise for reimbursement of the costs it has incurred so far in developing and building the system.

Rogers Cablesystems is the other Minneapolis franchisee. Storer said that Rogers will assume all obligations under the franchise agreement and related contracts. The purchase price—Storer said it wouldn't realize a profit from the sale—is reported to be \$4-million-\$5 million. The agreement also is subject to Minneapolis City Council and Minnesota Cable Communications approval.

A Storer spokesman said that the company thought it would be more economically feasible for a single entry to operate the franchise. Also cited is the projected cost of finishing the system, which in three years rose from an estimated \$29 million to \$80 million.

ADDA Corporation

with deep regret
announces the untimely passing of

Duane Tuttle

Southeastern Regional Sales Manager

June 13, 1983

We are saddened
by the loss of a valued employee
and a dear friend

¡BRAVO HUGHES!

**The SIN Television Network
and GalaVision
congratulate
Hughes Communications
on the successful launch
of Galaxy I.**

**We're among the first
to come aboard
and proud of it!**



SIN TELEVISION NETWORK

Transponder 6



El Super Canal de TV Cable en Español

Transponder 20

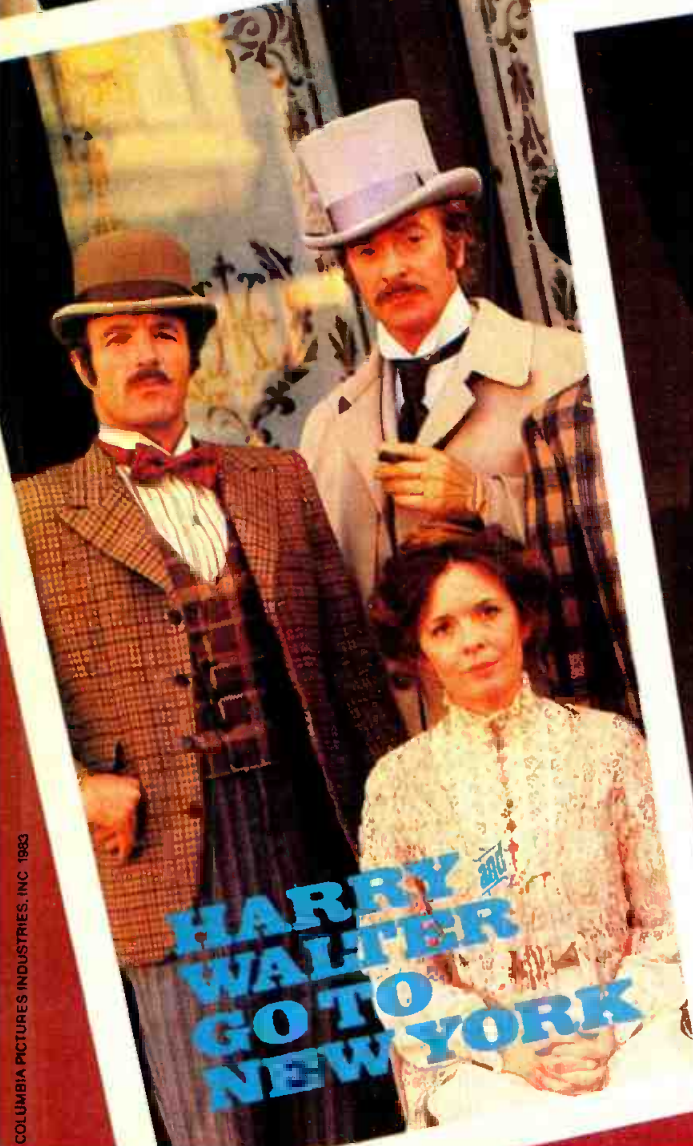
Bob & Carol & Ted & Alice



Murder by Death



HARRY WALTER GO TO NEW YORK



HARPO



EYES
OF LAURA MARS

**FUN WITH
DICK AND
JANE**

**THE WAY
WE WERE**

**TAXI
DRIVER**

THE AMSTERDAM KILL
BANJO HACKETT
BLACKBIRD
BOB & CAROL & TED & ALICE
BREAKOUT
CALIFORNIA SPLIT
DARK PURPOSE
EYES OF LAURA MARS
A FIRE IN THE SKY
FOR PETE'S SAKE
THE FORTUNE
FUN WITH DICK & JANE
THE GREATEST
HARD TIMES
HARRY & WALTER GO TO
NEW YORK
HIGH VELOCITY
IN THE GLITTER PALACE
MAN AND BOY
MURDER BY DEATH
NICKELODEON
OBSESSION
THE ODESSA FILE
THE QUEST
SHADOW OF THE HAWK
SHAMPOO
STORY OF JACOB & JOSEPH
TAXI DRIVER
THE WAY WE WERE
WHITE LINE FEVER

BLOCK- BUSTERS BY THE VOLUME

VOLUME ONE FOR THE 80's, 29 of today's finest motion pictures. Movies that set new standards in entertainment.

With proven power at the box office and on television.

Reach for the best movies you can buy... **VOLUME ONE FOR THE 80's.**



Business Briefly

TV ONLY

Texize □ Spray-N-Starch campaign begins first week of July, running for 11 weeks. Flight will air in 40 markets and use all dayparts. Target: women, 25-54. Agency: Henderson Advertising, Greenville, S.C.

Carrier Corp. □ Campaign for air conditioners, which began in mid-April, continues through end of July. Flight is airing in 12 markets and using prime access, early and late news, weekend sports and movies for its spot buys; network buy consists of news and weekend sports. Target: adults, 25-54. Agency: GSK, New York.

Land O' Frost □ Packaged smoked

meats will be highlighted in four-week flight starting Aug. 1 in about 50 markets. Commercials will run in fringe and daytime slots. Target: women, 25-54. Agency: Ron Berns & Associates, Chicago.

Borden Inc. □ Lite Line snack foods will conduct flighted campaign during mid-July and latter part of month in more than 20 markets and will add other markets in fall and winter to reach more than 90 by end of 1983. Commercials will be scheduled in daytime, early fringe and prime periods. Target: adults, 25-54. Agency: McDonald & Little, Atlanta.

Sargento Cheese □ Campaign will run in flights over 12 weeks in 47 markets, starting in late September. Commercials

will be carried in daytime and fringe periods. Target: women, 18-49. Agency: Frankenberry, Laughlin & Constable, Milwaukee.

RADIO ONLY

Valvoline Oil Co. □ Motor oil will be spotlighted in four-week campaign, starting Aug. 4 in about 35 markets. Flight will run in all dayparts during weekdays and weekends. Target: men, 18-49. Agency: Fahlgren & Ferriss, Cincinnati.

Sabena World Airlines □ Air travel will be advertised in New York, Chicago, Detroit and Atlanta in campaign starting in early September and continuing for four weeks. Commercials will run in all dayparts during weekdays and weekends. Target: adults, 25-54. Agency: McDonald & Little, Atlanta.

Florsheim Shoes □ Flight will start in late August for five weeks in approximately 12 markets. Commercials will run in all dayparts during weekdays. Target: men and women, 12-34. Agency: Kelly, Scott & Madison, Chicago.

RADIO AND TV

Hanes Hosiery □ True Reflections, new pantyhose designed for black women, will be advertised in three Midwestern

Advantage

In high drive. Television Bureau of Advertising expects auto supply and repair stores to move into \$100-million categories of television advertising in 1983. TVB said estimates supplied by Broadcast Advertisers Reports show auto supply-repair stores spent \$93.6 million in television in 1982. First-quarter figures placed category's television outlay at 15% over first period of 1982. Top auto supply-repair store advertisers for first quarter are: Midas Mufflers, \$4.5 million; AAMCO transmissions, \$3.6 million; Goodyear stores, \$1.9 million; Firestone stores, \$1.2 million, and Meineke muffler shops, \$800,000. First quarter traditionally is lowest-spending period for this category.

Business backer. Digital Equipment Corp. has renewed its national underwriting of *The Nightly Business Report*, carried on 214 PBS stations. Digital began its association with program in spring of 1982, renewed for another six months and began full-year commitment July 1. Series is co-anchored by Del Frank, Linda O'Bryon and Paul Kangas, and presents various financial experts on rotating basis, including Alan Greenspan, Walter Heller, Adam Smith and Dan Lundberg.

Beefing up. Shearson/American Express has unveiled new campaign in television, radio and print that, it says, exceeds 1982 advertising levels by substantial margin. Company is reported to be spending about \$10 million through end of year to hammer home theme, "Shearson/American Express and the serious investor: Mind Over Money." Commercials are black-and-white; sole color appears in blue and white Shearson/American Express logo that appears at end. First three 30-second TV commercials were carried June 25 on NBC-TV's Wimbledon coverage. Campaign will continue to run in heavy network and spot TV, radio and print media schedule for rest of year. Agency is McCann-Erickson, New York.

Fast starters. Fastest growing categories of television advertising in 1983 are computers and video games, according to analysis issued last week by Television Bureau of Advertising. Using first-quarter expenditures compiled by Broadcast Advertisers Reports, TVB said computer advertisers for both hardware and software increased their advertising spending by 230%, to almost \$39 million in initial period of 1983. Similarly, video games swelled their investments by 313%, to \$53.6 million in 1983's first quarter. Heading list of computer advertisers was IBM, up 319% to almost \$9 million; followed by Texas Instruments, up 505% to \$7.5 million, and Commodore International, up 517% to \$6.2 million. Seven of top 10 video game companies listed used no television advertising in 1982's first quarter, but were in TV in first-quarter 1983. These are Coleco Industries with \$9.6 million; General Mills (Parker Bros.), \$1 million; Imagic Corp., \$3.4 million; Milton Bradley Co., \$1.2 million; CBS Inc., \$1.6 million; Data Age, \$1.4 million, and TCF Holdings, \$400,000. Topping list of video game advertisers in first quarter was Warner Communications' Atari, up 98% to \$14.5 million. Other large spenders in same period were Mattel (Intellivision), up 255% to \$10.7 million, and Activision, up 185% to almost \$6 million.



Top-level union. Two former presidents of advertising agencies—Paul J. Paulson (r) of Doyle Dane Bernbach, New York, and Tony Isidore of Isidore, Lefkowitz & Paulson Inc., New York—have joined forces to form their own agency, Isidore & Paulson Inc., New York, with offices at 485 Madison Avenue, (212) 486-2200. Isidore & Paulson starts with four clients: Equitable Life Assurance Society of U.S.; First National Bank of Chicago, KYW(AM) Philadelphia, and an account to be named shortly. Total billings are approximately \$10 million.

HOW MUCH IS TOO MUCH TO DRINK IF YOU'RE DRIVING?

USING THIS CHART MAY HELP YOU KNOW YOUR LIMIT.

First, you should understand that drinking any amount of alcohol can impair your ability to drive.

The generally accepted way to measure intoxication is by your Blood Alcohol Concentration (BAC). In most areas, the legal definition of intoxication is .10 percent BAC and above. However, long before you reach .10 BAC, your judgment and motor skills deteriorate rapidly. In fact, some states include the definition of impaired driving ability, which usually begins at .05 percent.

Important factors to keep in mind are how much you've drunk in a given period of time, how much you weigh and whether you've been eating. Your age, individual metabolism and experience with drinking are also factors. However, it simply is not true that beer or wine is less likely to make you drunk than so-called "hard" drinks. A 6-ounce glass of wine, a 12-ounce can of beer or 1½ ounces of 86-proof whiskey have about the same amount of alcohol and will have about the same effect on you.

How to estimate your Blood Alcohol Concentration. Although the effects of alcohol vary a great deal, the average effects are shown in the accompanying chart prepared by the National Highway Traffic Safety Administration. Find your weight in the left-hand column and then refer to the number of drinks you have had or intend to have over a two-hour period. For example, if you weigh 160 pounds and have had four beers over the first two hours you're drinking, your Blood Alcohol Concentration would be dangerously beyond .05 percent, and your driving ability would be seriously impaired—a dangerous driving situation. Six beers in the same period would give you a BAC of over .10 percent—the level generally accepted as proof of intoxication.

It is easier to get drunk than it is to get sober. The effects of drinking do taper off as the alcohol passes through your body, but the drop is slow. In the example above, the person who had six beers would still have significant traces of alcohol in his blood six hours later.

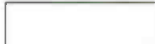
have any doubts, don't drive.


Even if you're not drinking, other drivers may be. Your best protection is still the seat belts in your car. Accidents do happen, and wearing lap and shoulder belts doubles your chances of coming through one alive.

DRINKS (TWO-HOUR PERIOD)

Weight	1½ ozs. 86° Liqueur or 12 ozs. Beer											
100	1	2	3	4	5	6	7	8	9	10	11	12
120	1	2	3	4	5	6	7	8	9	10	11	12
140	1	2	3	4	5	6	7	8	9	10	11	12
160	1	2	3	4	5	6	7	8	9	10	11	12
180	1	2	3	4	5	6	7	8	9	10	11	12
200	1	2	3	4	5	6	7	8	9	10	11	12
220	1	2	3	4	5	6	7	8	9	10	11	12
240	1	2	3	4	5	6	7	8	9	10	11	12


BE CAREFUL DRIVING
BAC TO .05%


DRIVING IMPAIRED
.05-.09%


DO NOT DRIVE
.10% & UP
Source: NHTSA

The chart shows average responses. Younger people generally become impaired sooner, while older people have more vision problems at night. Tests show a wide range of responses even for people of the same age and weight. For some people, one drink may be too many.

Having a full stomach will postpone somewhat the effects of alcohol, but it will not keep you from becoming drunk.

Black coffee, cold showers, or walking around outdoors will do nothing to make you sober. Of course, someone who claims, "I'll be okay as soon as I get behind the wheel," may be making a fatal misjudgment.

At General Motors, we have developed a device which tests a driver's reflexes and motor responses before it allows the car to start. The Department of Transportation is now testing it in California as a deterrent to repeat offenders. Today, you, the driver, have to know your limits and when you've gone beyond them. If you

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.



Chevrolet • Pontiac
Oldsmobile • Buick
Cadillac • GMC Truck



GALAXY I

GALAXY I

A concept developed out of a commitment to
quality and stability for the cable industry.
A collection of the strongest cable programmers,
each bringing the finest in programming
to subscribers.

With its launch into space,
Hughes Galaxy I represents a new milestone
in satellite communications.
Galaxy I — the standard against which
others will be measured.

GALAXY I PROGRAMMERS

Home Box Office, Inc.
Group W Broadcasting and Cable
Times Mirror Satellite Programming
Viacom International
Turner Broadcasting System
SIN Television Network
C-SPAN

Galaxy I. A promise that has been fulfilled.
A vision that became reality.



HUGHES COMMUNICATIONS

HUGHES

HUGHES AIRCRAFT COMPANY

markets for indefinite period, starting in fall. Spots will air on radio and television stations in programs that reach substantial black audiences. Commercial message will be "Shades for Darker Skin Tones." Target: black women, 18-54. Agency: Mingo-Jones Advertising, New York.

Tom Thumb Stores □ Combination grocery-drug store chain will start flights for four weeks on July 11 in Dallas and Austin, Tex. Commercials on TV will run in daytime and fringe positions and on radio in all dayparts. Target: women, 25-54. Agency: Arnold Harwell McClain & Associates, Dallas.



Party time. Some 75 station rep, advertiser and advertising agency leaders were on hand for a reception held by the Station Representatives Association in New York last Tuesday to honor M.S. (Kel) Kellner, retiring after more than 16 years as SRAs managing director (but to continue as SRA consultant for one year). Walter A. Schwartz of Blair Television, SRA vice president and TV board chairman, presented him with a Big Apple in Steubenware on behalf of SRA. It was Kellner's second retirement; in 1966 he took early retirement as head of Katz Agency radio sales, then accepted SRA post in March 1967. Reception also served as welcoming event for Jerome R. Feniger, 30-year broadcasting and advertising veteran, who succeeded Kellner effective last Friday (July 1). Shown above (l-r): Kellner, Mrs. Kellner, Schwartz and Feniger.

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Lawrence B. Taishoff, *president*.
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.

□
Sol Taishoff, *editor-in-chief* (1904-1982).
Lawrence B. Taishoff, *publisher*.

EDITORIAL

Donald V. West, *managing editor*.
Leonard Zeidenberg, *chief correspondent*.
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Harry A. Jessell, *associate editor*.
Doug Halonen, Matt Stump, Kim McAvoy,
assistant editors.
John Eggerton, *staff writer*.
Anthony Sanders, *systems manager*.
Susan Dillon, Marcia Klein, *research assistants*.
Michael McCaleb, *editorial assistant*.

Senior Editorial Consultants
Edwin H. James (Washington)
Rufus Crater (New York)
Editorial Consultants
Frederick M. Fitzgerald (Washington)
Rocco Famighetti (New York)

BROADCASTING & CABLECASTING YEARBOOK

John Mercurio, *manager*.
Joseph A. Esser, *associate editor*.
Mark Jeschke, *assistant editor*.

ADVERTISING

Washington
Gene Edwards, *director of sales and marketing*.
John Andre, *sales manager (equipment and engineering)*.
Doris Kelly, *sales service manager*.
Christopher Mosley, *classified advertising*.

New York
David Berlyn, *senior sales manager*.
Charles Mohr, Ruth Windsor,
sales managers.

Hollywood
Tim Thometz, *sales manager*.

CIRCULATION

Kwentin K. Keenan, *circulation manager*.
Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

PRODUCTION

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

ADMINISTRATION

David N. Whitcombe, *vice president/operations*.
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. Dilingo, *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-Televasting* introduced in 1946. *Television* acquired in 1961. *Cablecasting* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1983 by Broadcasting Publications Inc.

TELEVISION. Cablecasting.



AP LaserPhoto

When the man on the right wanted the world to listen, he talked to the man on the left. And the man on the left was ours.

While a fanatic held the rest of the world at bay, nearly six thousand AP Broadcast members came within five feet of him.

Cold, unabashed fear twisted his gut as AP correspondent Steve Komarow eased toward a nervous bomber and what he believed was 1,000 lbs. of explosives.

Just minutes earlier, the news had electrified the crowd of reporters gathered near the Washington Monument: Mayer wanted to talk to a media representative.

A voice—Komarow's—rose over the din. He pleaded that a wire service representative should have a chance at the guy. A police spokesman recognized him, and singled Komarow out.

Why? Was it his reputation? Was it luck? Or was it his tenacity—his determination not to be swallowed by the faceless wall of newsmen, huddled behind the restraining ropes? Each relating the same story, from the same perspective.


It was all of that. And for five hours, it was Komarow who stepped in and out of Norman Mayer's killing zone.

Suddenly, an engine roared. Shots rang out. And Mayer lay dying.

In the end, one reporter—Komarow—had a headline story. The others were left with sidebars. One reporter knew first-hand what made Norman Mayer tick.

One reporter, and nearly six thousand AP radio and television members.

If you're determined to give your listeners a closer look at the newsmakers, contact Glenn Serafin,

 Associated Press Broadcast Services. (212) 621-1511.

Associated Press Broadcast Services. Without a doubt.

A broadcast industry commentary from Peter Kenney, vice president, NBC, Washington

Kenney's farewell: Untangle the alliances

On June 17, NBC's retiring Washington vice president gave his farewell address to the joint board of directors of the National Association of Broadcasters, of which he has been a member for 22 years. The following is the text of his remarks.

□

I can hardly believe it, but by this fall, when I take early retirement from NBC, I will be in my 22d consecutive year on this board. That's a very long time, and it even includes three terms on the executive committee.

I'm sure some people would consider it a little short of nutty to serve on an industry association for half of one's adult life. But it has been an important part of my life, just as my work at NBC and my involvement with broadcasting have been at the center of my days, weeks and years.

I started in this business in the mid-40's, selling time on the street for a 1 kw daytime-only independent—and you can hardly start smaller than that. I worked over the years in sales, operations, management and ownership, in AM and FM. I was part of the beginning of television, managed—with some ownership—a UHF station in Connecticut, and worked very hard on the survival of UHF in those early days. Then, I went to work for NBC in station management, including channel 4 here in Washington, and in some of its international broadcasting operations. Finally, I landed in charge of NBC's Washington office, where I stayed put.

In 1962, I joined the NAB radio board, and three years later, moved to the television board to succeed one of America's broadcast leaders and my old, good friend, David Adams. I've had a life-long love affair with broadcasting, and I cherish the friendships I've made along the way.

We work in an enterprise that is always changing, and always facing new issues as its technology, economics, audiences and government environments change. That constant change means constant adaptation, and this is one aspect that will never change: the need to face up to the vexing problems that will always confront this central institution of American life. And the need to update the mechanisms for dealing with these problems.

Today I'd like to talk about the NAB as the principal mechanism through which the broadcasting industry can express itself, and the need for this organization to adapt. But, first, let me take an extra minute on the subject of network membership on the NAB boards.



Peter B. Kenney has been NBC's Washington vice president since 1962. He has worked for advertising agencies, was general manager of an FM station, put a UHF station on the air in 1953 and has served NBC in a variety of positions since 1956. Kinney was named to the NAB Radio Board in 1962, serving until 1965, when he was named to the television board, a position he has held since then.

A network member is appointed by his or her company and comes to the board with a specific assignment: to use his abilities and knowledge to help the board help the industry tackle its problems. The network member has the background of a network company's large resources in research, engineering, government relations, affiliate relations, public relations and policy development. His job is to apply the judgments that come from these resources to help the NAB identify and deal with industry issues—not network issues, but industry issues. And, although every station in the country has the opportunity of involving itself directly in NAB's affairs and supporting the organization, the network representatives also have the ability to share with you the overall thinking and concerns of some 600 television affiliates and the thousands of radio affiliates, with whom the networks are in daily contact.

There are, of course, occasions when network representatives on the NAB boards disagree among themselves or disagree with a popular board position. But this can lead to healthy and open discussion that throws light on the issue for all parties.

And, finally, I want to set to rest an ancient myth that the networks have a domi-

nant influence within the NAB. That idea may have had some basis 50 years ago when radio was the only broadcast medium, and when the association was run by a few major-market affiliated station managers. They tended to perpetuate their power by selecting their successors, and they worked hand-in-glove with the networks to exercise control over the NAB.

That day is long past. The industry has proliferated and become diversified. Ownership and managements have basically changed. The center of gravity is at the stations. But because the networks are few and highly visible, it is easy to identify them with powers they don't enjoy or with virtues and vices they don't have. There is no one in this room who can point to any single group today that has undue influence within the NAB. But unfortunately, the old refrain of the "damn networks" is still heard in the land, as a holdover or excuse, for no reason whatsoever.

I hope that with reflection you will recognize the truth of this observation. And now to my main point, which is a tougher one to sell.

There has been a lot of discussion over the years about the NAB structure. Should it be a single, closely integrated organization for all phases of broadcasting? Or a federation, with separate operating divisions? Or should it be split completely to represent the separate forms of broadcasting?

During these years, I have been one of the industry's strongest supporters of a single, integrated-system organization. I remember spending countless hours arguing with the late Sol Taishoff [BROADCASTING's editor-in-chief] against his view favoring a federation with separate radio and television divisions. But developments in the real world in recent years have created a gnawing doubt in my own mind about the soundness of my long-held judgment on this subject. And in mulling over the pros and cons of this issue in the light of experience, I have come to the conviction that NAB's effectiveness is hampered—both for radio and television—by an outdated organizational structure. I now believe that, like most modern enterprises—GE and General Motors are examples—NAB must have separate operating divisions, each responsible for doing a full-service job for its members and its branch of the industry.

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

New media for program distribution and information processing affect radio and television quite differently. The television world has its own complexities, and many of its problems are far outside the interests and concerns of radio broadcasters. And the reverse is equally true.

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

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

The idea that the two groups should be combined to deal with Congress is not

true—in fact, I can point to cases where the reverse was true. Radio should not have been delayed in obtaining deregulation legislation because of television, and television should not be subjected to restrictions resulting from an imbalance on a 46-member joint board.

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


The mechanics of this kind of restructuring would not be difficult, and NAB would continue as an association for all broadcasters. Matters of common interest, such as meetings and internal billings, could be handled by a joint committee on administration.

I don't expect any immediate bandwagon result from these comments. Change is always difficult. It requires a breakaway from

safe harbors and long-established habits. It is even more difficult when the decision has to be made by a constantly changing board, where it is easier to send things to committee and "let the next board do it." However, a task force created now could bring a reorganization plan to the January board meeting, and the change could be in place no later than 1986.

I urge you to face the upcoming years by asking yourselves whether the NAB, in its present form, is best organized and equipped to deal with futures. If you have doubts, I hope you will analyze this question impersonally and thoughtfully, and take action. And do it yourselves, through this board. Don't leave it for someone else to handle. If you do that, you will have lost your opportunity to make an important contribution.

And now the time has come to say farewell, and, by that, I mean to express my heartfelt wish that all of you, and this organization, will fare well in the years ahead. I have enjoyed these 21 years of comradeship, of agreement and disagreement, of joining in a common purpose, of trying to make some contribution to the welfare of this great industry.

All the best to each of you, and to the NAB of the future. 

Datebook

This week

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

■ Indicates new or revised listing

nications, Copacabana, New York.

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

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

797-8911.

July 8-12—27th annual Television Programming Conference. Speakers include Paul Harvey, news commentator; Robert Wussler, executive vice president, Turner Broadcasting Systems, and Jay Finkelman, station manager, KTVU(TV) San Francisco. Red Carpet hotel, Milwaukee. Information: Warren Jones Jr., secretary,

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

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

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

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

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

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

Oct. 2-5—Association of National Advertisers annual meeting, Homestead, Hot Springs, Va. Future meeting: Nov. 11-14, 1984, Camelback Inn, Scottsdale, Ariz.

Oct. 29-Nov. 3—Society of Motion Picture and Television Engineers 125th technical conference and equipment exhibit, Los Angeles Convention Center.

Nov. 7-10—AMIP '83, American Market for International Programs, organized by Perard Associ-

Major Meetings

ates with MIDEM and National Video Clearinghouse, Fontainebleau Hilton, Miami Beach. Information: Perard, 100 Lafayette Drive, Syosset, N.Y., 11791, (516) 364-3686.

Nov. 14-16—Television Bureau of Advertising 29th annual meeting, Riviera hotel, Las Vegas. Future meetings: Nov. 7-9, 1984, Hyatt Regency, Chicago; Nov. 11-13, 1985, Hyatt Regency, Dallas; Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 11-12—National Cable Television Association's National Cable Programming Conference, Baltimore, 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.

Also in July

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 Programmers* annual convention, featuring teleconference

Errata

Richard Colino, newly-elected director general of Intelsat, was incorrectly identified as Dennis Colino in headline and "Week in Brief" item in June 27 issue.

□

Bob Hughes, program director, WASH-FM Washington, joins WLTT(FM) Bethesda, Md., as operations manager, not Tim Keating, as announced in "Fates and Fortunes," June 27. Keating is vice president and general manager of WLTT.

□

List of independent TV stations in June 27 issue omitted **WUHF(TV) Rochester, N.Y.** Station, on channel 31, is owned by Mairite Communications Group and is represented by Blair TV.

Stay Tuned

A professional's guide to the intermedia week (July 4-10)

Network television □ PBS: (check local times) *A Capitol Fourth/1983* (holiday special from the U.S. Capitol), Monday 8-9:30 p.m.; *Matters of Life and Death**: Going Somewhere—The Story of Route 66, Tuesday, 10:30-11 p.m.; *In Residence*: The Emerson String Quartet, Wednesday, 10-11 p.m.; CBS: *CBS Reports: After All Those Years* (corporate-level unemployment), Monday, 10-11 p.m.; ABC: *The 1/2 Hour Comedy Hour**, Tuesday, 8-8:30 p.m.; NBC: *NBC Reports: Central America... Summer of Decision*, Friday, 10-11 p.m.

Radio (check local times) □ CBS RadioRadio: *Top 30 USA** (adult contemporary countdown), weekend of July 8, 3 hours in length, [airing weekly]; Mutual: *Olympics '84** (58-week series on pre-Olympics preparation), Monday-Friday, five minutes in length.

Cable □ Bravo: *Jazz Fest*, Monday, 10:30-11:30 p.m.; Playboy: *Jazz Festival II*, Monday 9-10:30 p.m.; HBO: *The Who Tour—the Final Show*, Monday, 11 p.m.-12:30 a.m.; Daytime: *A Better Way** (program of and about successful women/interviews), Tuesday, 1:30-2 p.m.

Museum of Broadcasting □ (1 East 53d Street, New York) *Rigoletto*, videotape of performance by English National Opera, Tuesday, 1-4:30 p.m.; *British Television: As They Like It*, exhibit of more than 40 British programs, now-July 9.

*indicates a premiere episode

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 15-16—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 15-16**—*Global Village seminar*: "The New Media Series: Cable Television." Global Village, New York.

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

July 16-18—*Louisiana Association of Broadcasters* radio-television management session. Speaker: Congressman Billy Tauzin (D-La.). 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/Steering Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

July 19—*Southern California Cable Association* meeting. Speaker: Trevor Lambert, Adams-Russe Proud Bird restaurant, Los Angeles.

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

July 20—*National Association of Broadcasters' "SC Day USA"*, video teleconference in 21 U.S. cities discuss how broadcasters can utilize their subcarrier channels, since FCC has eliminated restrictions limiting SCAs to services of broadcast nature. Informatic 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 Sen. Barry Goldwater (R-Ariz.) and Representative Al Sw (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.

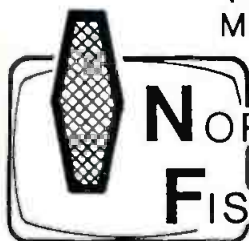
July 29—*Women in Communications* meeting. Holiday Inn, Center City, Chicago.

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

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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 *National Commission on Working Women*, 2000 P Street, N.W., Washington, 20036. Information: Sally Steenland, (202) 872-1782.

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

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

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

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

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

Aug. 22-24—*Television Bureau of Advertising/Sterling Institute* performance management program for experienced account executives. Georgetown Inn, Washington.

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

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

September

Sept. 7-9—Second annual Great Lakes Cable TV Expo '83, 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*. Information: 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, Wis.

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

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

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

Sept. 11-13—*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 Abe Lincoln awards sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, SBRTC, 6350 W. Freeway, Fort Worth 76150

■ **Sept. 18-20**—*National Association of Black Owned Broadcasters* annual fall conference Sheraton Washington hotel, Washington.

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*. Phoenix Hyatt, Phoenix. Information: Comsat, 950 L'Enfant Plaza, 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 Electronic Engineers Broadcast Symposium* 33rd annual broadcast symposium. Hotel Washington, Washington.



Boothed after all

EDITOR: In your May 2 issue I read that at the MIP-TV market in Cannes, "the Flemish TV system chose to participate without a booth."

Of course we were unable to construct an armored vehicle crashing through a wall (as Paramount did for *Winds of War*), but I can assure the readers that the booth of BRT was situated at the crossroads of 1120/1319.—*J. Coolsaet, head of sales, Belgische Radio en Televisie, Brussels.*

Towering problem

EDITOR: Broadcasters know that merchants and business firms should advertise if they want to prosper and stay in business. On a recent trip, I passed radio towers, TV towers, lots of towers, and not one—had any kind of sign identifying the tower with its call letters. Several tourists asked me if I could tell them what a particular tower was. They were interested, and so was I. Do you suppose broadcasters just

don't really believe in advertising?—*David W. Palmer, vice president-general manager, WATH(AM)-WXTQ(FM) Athens, Ohio.*

Federation fan

EDITOR: Congratulations on BROADCASTING's June 20 editorial regarding Peter Kenney's proposed reorganization of the National Association of Broadcasters to the National Federation of Broadcasters.

As a 35-year veteran of the broadcast industry I have become increasingly disenfranchised with the NAB-television love affair. Furthermore, my companies have only remained members of the NAB for sentimental reasons hoping that someday something such as that Mr. Kenney has proposed would develop. We have also been members of the National Radio Broadcasters Association since its inception and each year threaten to withdraw our membership with the NAB.

The National Federation of Broadcasters is the best idea to come along in the past quarter of a century.—*Carlyle D. Leeds Sr., president-general manager, KOJM(AM)-KPQX(FM) Havre, Mont.*

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WPVI-TV Philadelphia
WSBK-TV Boston
WEWS Cleveland
KTXA-TV Dallas-Ft. Worth
KRIV-TV Houston
WTAE-TV Pittsburgh
WTVJ Miami
WANX-TV Atlanta
KIRO-TV Seattle
WTOG-TV Tampa-St. Petersburg
KPLR-TV St. Louis
KWGN-TV Denver
KTXL Sacramento
KPTV Portland (Ore.)
WTXX-TV Hartford-Waterbury
KPHO-TV Phoenix
XETV San Diego
WZTV Nashville
WUTV Buffalo
WOFL Orlando-Daytona Beach
WGNO-TV New Orleans
WPTY-TV Memphis
KOKH-TV Oklahoma City
WGGT Greensboro
WXXA-TV Albany-Schenectady
KLRT-TV Little Rock
WAWS-TV Jacksonville
KSEE Fresno
WFLX-TV West Palm Beach
WUHF-TV Rochester (N.Y.)
KGUN-TV Tucson
KLAS-TV Las Vegas



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Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more unlimited-time AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). About 300 clear-channel applications have either been filed or designated for hearing. Last year, however, commission stopped accepting applications for unlimited stations so it could complete ongoing negotiations with Canada over future use of clears. FCC also has amended rules to permit it to accept applications for new and improved daytime-only stations within nighttime service area of Class 1-A stations on clear channels. FCC expects this action to spur about 200 applications (BROADCASTING, June 14, 1982). Petitions for reconsideration were denied earlier this year (BROADCASTING, April 4).

On another front, FCC approved lion's share of docket 80-90, move that could lead to creation of more than 1,000 new, commercial FM stations (BROADCASTING, May 30). Decision created three new classes of stations and permits certain classes to operate on channels previously restricted to other classes. Petitions for new stations won't be accepted until commission completes omnibus rulemaking proposing, on its own, about 500 to 600 amendments to table of allocations. That rulemaking isn't expected to be issued until October or November. Report and order aren't expected until sometime in 1984. In combined notice of proposed rulemaking and notice of inquiry (BROADCASTING, Aug. 9, 1982), FCC proposed to permit daytimers to broadcast at least from 6 a.m. to 6 p.m. all year. It also proposed to permit stations that now reduce power at night to extend hours they can operate at full power. In comments at FCC (BROADCASTING, Jan. 24), daytimers generally supported FCC's proposals, but nondaytimers stressed that any expansion must be accompanied by adequate protection to existing services. Daytime Broadcasters Association proposed that all daytimers be permitted to operate from two hours before sunrise until two hours after sunset, unless dominant station objected and made "persuasive" showing that such operation would "unduly" interfere with skywave service within its protected service area. That proposal received criticism in reply comments (BROADCASTING, March 21). Senate Commerce Committee, meanwhile, has approved S. 880, bill that would permit AM daytimers to operate two hours before sunrise and two hours after sunset, as long as those expanded operations cause no objectionable interference to ground-wave signals of existing AM stations or conflict with international agreements (BROADCASTING, June 13).

AM stereo. After five years of deliberation, FCC last year decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using

any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which of five systems or some other yet-to-be-developed system should be de facto standard.

FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, which feared marketplace approach would kill AM stereo or at least delay its introduction. Four system proponents—Harris, Kahn/Hazeltine, Motorola and Magnavox—are now waging battle for marketplace acceptance. Belar Electronics, fifth system proponent, has dropped out. Kahn system, first to win type-acceptance, was first on air, last July—at KDKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Stations broadcasting with other systems followed.

Prospect of two or more of the four systems coexisting in marketplace for number of years was raised with introduction of multisystem receivers capable of decoding all systems. Sansui showed prototypes of \$410 table-top tuner and \$250 car tuner at National Association of Broadcasters convention. And Sony announced same week it would make and market beginning this August \$90 portable multisystem radio (BROADCASTING, April 25).

Antitrust/TV code. U.S. District Court Judge Harold Greene has accepted settlement of antitrust suit Justice Department filed against National Association of Broadcasters' TV code restrictions on commercial time and on multiple-product commercials. Parties reached settlement after Greene issued summary judgment in favor of Justice on multiple-product rule and set other elements of suit for trial. NAB's radio and television codes have been withdrawn and its code boards dissolved. Special NAB study committee will be established to review future of self-regulation (BROADCASTING, Jan. 10).

Automatic transmission systems. FCC has authorized automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Mass Media Bureau priorities.

Cable copyright. Future of cable copyright legislation in 98th Congress appears dim since compromise copyright bill (H.R. 5949) died during close of 97th Congress (BROADCASTING, Dec. 6, 13, 1982). No efforts have been made in House or Senate to introduce similar legislation or to pull compromise together. Instead, cable industry's attention has been focused on ruling by Copyright Royalty Tribunal that increased rates cable operators must pay for distant broadcasting signals. Increase took effect March 15. Impact of rate hike on MSO's, however, doesn't appear as severe as originally predicted by industry (BROADCASTING, March 21).

Rates require large cable systems to pay 3.75% of basic revenues for each distant signal added since June 24, 1981 (day FCC officially dropped its distant-signal rules). Ruling has caused hundreds of cable systems to drop signals to limit their copyright liability, and superstations (satellite-delivered distant signals) appear to be major casualty of rate hike.

Cable industry challenged rate hike in court and Congress. Congress postponed original effective date of hike from Jan. 1 to March 15, primarily due to efforts of superstation WTBS(TV) Atlanta owner Ted Turner. National Cable Television Association appealed ruling in U.S. Court of Appeals. Court rejected NCTA's request to stay effective date of rate hike pending resolution of appeal.

In May, two bills were introduced in Congress dealing directly with rate hike. In House, Representative Mike Synar (D-Okla.) introduced H.R. 2902, that would permit all cable systems, regardless of size, to carry three distant independent signals without paying fees based on CRT's 3.75% rate (BROADCASTING, May 9). Senator Dennis DeConcini (D-Ariz.) introduced measure, S. 1270, that would exempt cable systems from paying higher compulsory license fees ordered by CRT for carrying what bill calls "national cable broadcast networks"—superstations that pay for national rights to their programming (BROADCASTING, May 16).

Because of rate hike and unresolved copyright issues addressed in H.R. 5949, role of CRT and future of copyright law are likely to be re-examined. Formation of Senate copyright subcommittee is sign that Congress wants to settle controversy. During first hearing held by Senate Subcommittee on Copyrights, Patents and Trademarks, its chairman, Charles McC. Mathias (R-Md.), stressed importance of updating copyright laws to cope with new technologies (BROADCASTING, March 21).

In other CRT action, tribunal's decision on distribution of 1980 royalty fees is being appealed by NAB and other parties in U.S. Court of Appeals. Issue is still pending before court. Discussions of distribution of royalty fees for 1981 are drawing to close. It appears that all parties, with exception of religious broadcasters, are essentially in agreement and willing to accept same distribution award as in 1979. Agreement is subject to tribunal approval and limited hearings are expected this summer on settlement.

Cable regulation. Senate approved cable deregulation bill, S.66, by vote of 87-9 last month after long debate and despite stiff resistance against measure from AT&T (BROADCASTING, June 20) and some big cities. Bill was introduced at beginning of 98th Congress and was modification of S. 2172, which died at close of last Congress. S. 2172 was stymied by differences between National Cable Television Association and National League of Cities. NLC opposed measure because it curtailed city and state authority to regulate cable television.

In March, however, two parties reached compromise which cleared both organizations'

boards. Dissident faction of NLC members, however, opposed compromise and struck out on their own to defeat measure. AT&T and Bell Operating Companies also entered legislative scene and raised objections to bill. Telephone companies' chief complaint is that cable will be able to provide same data delivery services as phone companies, but free of state regulation that applies to telephone utilities. After Senate Commerce Committee cleared bill in April, by 15-2 vote, committee amended bill to meet AT&T's concerns. Amendment provides for deregulation of all data transmission services, including those of telephone companies, when services are effectively competitive—condition states would determine. But amendment was not to AT&T's liking.

Despite those roadblocks, Commerce Committee Chairman Bob Packwood (R-Ore.) and Senator Barry Goldwater (R-Ariz.), author of S.66, defended bill and won. They defeated measure offered by Senator James Abdnor (R-S.D.) on behalf of AT&T, that would have subjected to state regulation cable services competitive with those offered by local telephone companies under tariff. Another Abdnor amendment, however, was agreed to by parties earlier and approved by Senate. It would "insure that all providers of telecommunications services share in the obligation of providing universal service."

Senator Frank Lautenberg (D-N.J.), at one time opposed to S.66, became last-minute supporter of measure after committee agreed to number of changes he requested. Lautenberg's amendments that were accepted included one that would permit rate regulation on systems in areas where more than 80% of households are cable subscribers, unless there is proof of good off-air reception. Other amendment would permit franchising authorities to require cable systems to set aside channels for use by public, educators or government. There were other alterations to bill as well. Commerce Committee agreed to remove provision prohibiting franchise authorities from considering competing applications when cable system's franchise is up for renewal. Amendment, introduced by Senator Pete Wilson (R-Calif.), exempts California from provisions in S.66 similar to those in state's cable legislation. Senator Arlen Specter (R-Pa.), introduced amendment that would include under bill any franchise agreement for which requests for proposals were issued on or before Sept. 30, 1982. Purpose of amendment is to deal with problem facing Philadelphia, which is trying to cable city.

House Telecommunications Subcommittee is already looking at issue. Subcommittee held first hearing in May during which differences between cable industry, phone companies and some cities resurfaced (BROADCASTING, May 30). Second hearing focused on debate between AT&T and cable industry (BROADCASTING, June 27). Subcommittee Chairman Tim Wirth (D-Colo.) is on record stating that cable deregulation legislation faces tough challenges in House. In speech at annual National Cable Television Association convention last month, Wirth cited number of obstacles facing legislation, chiefly debate on commercial leased access and on common carrier status for channels devoted to data transmission. Wirth, himself, is committed to drafting own version of S.66 to address concerns of commercial leased access. Dissident faction of NLC members is expected to continue its fight against measure in House.

Basic provisions in S. 66 would:

- Outlaw ceilings on public access channels

and allow for set-asides for channels to be established by individual contract between cable operator and franchise authority.

- Limit franchise fees to no more than 5% of cable operator's gross revenues.

- Place control of rates systems charge subscribers for basic service, in large markets, in hands of cable operator and allow operator to pass through total franchise fee on subscriber's cable bill as separate item.

- Establish franchise renewal test that prevents cities from arbitrarily refusing to renew franchises.

- Define basic service as lowest cost tier of service that includes retransmission of broadcast signals, public, educational and governmental programming, and any other programming service offered by cable operator.

□

Canadian border problems. New Congress has yet to stir on this issue. White House has asked 97th Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress stated that if mirror legislation did not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliation would be taken. However, bill died in committee as Congress ended.

□

Children's television. FCC intends to resolve some time this year its long-pending rulemaking on children's television—which addresses wide range of options, including imposition of mandatory program requirements, to alleviate what FCC children's task force saw as insufficient volume of children's instructional and educational programming on commercial television (BROADCASTING, Dec. 24, 1979), according to FCC Chairman Mark Fowler. To freshen proceeding record, FCC held en banc meeting on topic earlier this year (BROADCASTING, May 2). As might be expected, broadcasters generally said they were doing good job of meeting children's needs; public interest groups didn't agree. Fowler, has frequently maintained that government regulation isn't answer. He has even suggested that public broadcasting pick up any perceived slack in children's television (BROADCASTING, Feb. 14). Meanwhile, Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, said he planned to introduce legislation to establish temporary task force "to expeditiously devise a workable blueprint to maximize the potential of the video marketplace for children" (BROADCASTING, March 21).

Action for Children's Television in May 1982 filed suit in federal court against commission and seven commissioners for "failing and refusing to take final action in the commission's 12-year-old children's television proceeding" (BROADCASTING, May 24). Court threw out suit, and ACT filed appeal U.S. appeals court in Washington.

□

Closed captioning. National Captioning Institute, which provides closed captioning services to television programmers, suffered setback last year when NBC decided to stop paying NCI to caption some of its programming. Since CBS has refused from start to cooperate with NCI in belief captioning should be part of comprehensive teletext service, ABC and Public Broadcasting Service remain only networks committed to NCI. In compromise of sorts, NBC agreed to continue to broadcast captions—if others could be found

to pay for them. With that promise, NCI has lined up additional (mostly corporate) funds to cover cost of captioning some NBC programming and is promising its hearing-impaired viewers 40 hours of captioned programming per week (excluding sports and specials), five hours more than in 1982. NCI is now pressing cable operators to finance captioning. Tribune Cable Communications, which NCI supported in several franchise bids, has agreed to pay for captioning of 12 cable movies per year at cost of around \$65,000. NCI hopes other MSOs follow Tribune's lead (BROADCASTING, March 28). According to NCI, around 70,000 decoders are now in use. Most were sold by Sears. Cable operators have begun buying decoders to lease to their hearing-impaired subscribers.

□

Communications Act. Broadcasting industry's drive to achieve regulatory relief in 98th Congress showed marked activity during past months. After major broadcast deregulation bill (S. 55) sailed through Senate in February, broadcasters began lobbying House.

At first, prospects for passage of deregulation in House were dim. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) stated strong reservations about measure and insisted that broadcasters pay spectrum fee as quid pro quo for deregulation. Concept of spectrum fees, however, met with stiff resistance from industry.

In early May, surprising series of events changed legislative outlook. Key subcommittee members struck out on their own to begin serious work on broadcast deregulation package despite strong protest from Wirth. Consequently, NAB launched massive lobbying campaign backing them and their legislation, which did not include spectrum fee. Leading rebellion against Wirth were Congressmen Tom Tauke (R-Iowa), Billy Tauzin (D-La.), Thomas Luken (D-Ohio) and Al Swift (D-Wash.). Swift and Tauke are subcommittee members and Luken and Tauzin sit on subcommittee's parent, House Energy and Commerce Committee.

Even Energy and Commerce Committee Chairman John Dingell (D-Mich.) was supporter of push for deregulation legislation if it included public interest standard. Dingell's support of legislation was considered key to its chances for passage. Group was planning to attach broadcast deregulation legislation as amendment to FCC authorization bill (H.R. 2755) scheduled for markup (BROADCASTING, May 9, 16).

Meanwhile, Wirth began counterattack to keep legislation from being attached to authorization bill. Wirth and allies started talking about offering their own amendments. Many of those amendments were aimed at pressuring broadcasters to drop their legislative initiative. For example, Congressman Henry Waxman (D-Calif.) was poised to attach Waxman-Wirth bill (H.R. 2250) to FCC authorization bill. That bill places five-year moratorium on any changes in FCC's rules that prohibit television networks from acquiring financial interests in programs they buy and excludes them from domestic syndication, thwarting major effort of three networks to secure repeal of rules.

After several weeks of legislative maneuvering, broadcasting industry scored victory. Wirth agreed to back down from his stand on spectrum fees so that he could regain control of process in his subcommittee—where Wirth controls votes—rather than having bill surface in full committee as amendment to FCC authorization. Instead of spectrum fee, Wirth embraced concept of quantification of public interest standard

as quid pro quo for deregulation (BROADCASTING, May 23). In exchange of letters with Dingell, Wirth stated his new position and agreed to report bill no later than Oct. 31. Wirth immediately scheduled hearing on issue for following week.

Focus of hearing was on concept of quantification of public interest standard for radio and television (BROADCASTING, May 30). Subcommittee has asked FCC and NAB to supply data on present programming to aid establishment of standard. However, commission and NAB have indicated that there are difficulties in meeting all data requests (BROADCASTING, June 13).

Swift, Tauke, Tuzin and Luken have introduced own deregulation legislation (BROADCASTING, March 28). Swift introduced measure (H.R. 2370) consolidating bills introduced by him in previous sessions of Congress. H.R. 2370 codifies FCC's radio deregulation and passes on same deregulation to TV. It would, however, require FCC to establish quotas for local and information programming on radio and TV. It is Swift's bill that has become centerpiece for legislation expected to move from subcommittee.

Tauke-Tuzin bill, H.R. 2382, like Swift bill, would eliminate comparative renewal process, codify FCC's radio deregulation and extend it to television. This measure is considered by broadcasting community most in line with what industry is seeking. And NAB has launched major lobbying campaign to get majority of Congress to co-sponsor bill (bill already has more than 150 co-sponsors). Luken bill (H.R. 2873) is almost identical to Senate deregulation bill, S.55, except for its omission of cost-of-regulation fees.

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Crossownership (television broadcasting-cable television; telephone company-cable TV). FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is expected to address proposal in third quarter of this year. Meanwhile, FCC Common Carrier Bureau has before it petition from United States Independent Telephone Association seeking repeal of telco-cable crossownership prohibition. Indications are, however, that bureau is permitting petition to gather dust (BROADCASTING, June 13).

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Direct broadcast satellites. Day of broadcast satellites capable of beaming multiple channels of television directly to homes equipped with small earth stations may arrive this fall. Although first of dedicated direct broadcast satellites will not be launched until 1986, two companies—United Satellite Communications Inc. (USCI) and Inter-American Satellite Television (IAST)—are moving ahead with plans to provide satellite broadcast service using fixed satellites by end of year. Comsat's Satellite Television Corp., which will probably be first to launch true direct broadcast satellite in 1986, has also announced plans to compete head-on with USCI and IAST with interim service using fixed satellite starting in late 1984.

Backed by Australian media entrepreneur, Rupert Murdoch, IAST plans to offer nationwide five-channel service over Satellite Business Systems' SBS III, 10-transponder satellite launched last fall. To receive service, most subscribers will need six-foot earth stations. USCI, backed by

General Instrument and Prudential Insurance Co. of America, and STC have each proposed five-channel service for northeast. USCI will use Anik C-II, Canadian Telesat satellite launched in May, and its subscribers will need four-foot dishes. STC will beam its programming over SBS IV, which is set for launch in August 1984, to subscribers with two-foot and two-and-a-half-foot dishes.

FCC created DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC in June also gave green light to USCI, IAST and STC and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6).

In setting DBS rules, FCC gave broad leeway to determine what sorts of services they want to offer and how they want to be regulated. DBS operators opting to offer broadcast services will be subject to broadcast rules; operators offering common carrier-like services will be subject to common carrier rules. FCC declined to impose any ownership restrictions, and imposed no technical standards on service beyond those required by international agreements, which are being worked out at Regional Administrative Radio Conference (RARC) taking place in Geneva June 13-July 15. Eight permittees have one year from grant of permit to begin construction of satellite system. Besides STC, they include CBS, RCA, Western Union, Graphic Scanning Corp., Video Satellite Systems, DBS Corp. and United States Satellite Broadcasting (Hubbard Broadcasting).

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Equal Employment Opportunity. Although FCC voted in 1980 to launch rulemaking looking to more stringent EEO reporting requirements for all broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, FCC under Chairman Mark Fowler appears headed for more lenient EEO reporting requirements. Although commission was slated to address rulemaking early last year, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees routinely to file affirmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB has granted FCC permission to continue requiring routine filing of those forms through end of this year (BROADCASTING, Jan. 17). OMB said extension—third it has granted—will be last. FCC could reject OMB recommendation with majority vote. Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

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Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out No-

vember 1976 ruling by Judge Warren Ferguson that held family viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. district court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, 1981, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission merely to state views on issue "so that the entire matter may be returned to the courts for a prompt, fair adjudication."

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Federal Trade Commission. Congress is focusing attention on passage of authorizing legislation for Federal Trade Commission without getting mired in controversial proposals offered in last Congress. In House, Energy and Commerce Committee reported bill in May that authorizes agency for three years. Bill includes redefinition of agency's "unfairness" standard for advertising and trade practices but does not exclude advertising industry from jurisdiction under standard. Bill also clarifies jurisdiction of state and FTC authority over professional groups. Committee rejected proposal for redefinition of agency's "deceptive" advertising standard. Bill sets ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY 1985 and \$80.9 million in FY 1986. Senate Commerce Committee has not acted on authorization measure.

Congress was unable to pass authorizing legislation due to conflicts over proposals to redefine agency's "unfair and deceptive" standards for advertising and trade practices. Other proposal that generated controversy was exemption of state-regulated professional groups from FTC oversight. Advertising industry asked that agency's unfairness standard be eliminated for advertising. FTC Chairman James Miller, who called for new unfairness and deception standards, also recommended that four of FTC's 10 regional offices be closed. After much protest, Miller agreed not to close offices but initiated plan to reduce number of employees in each office from 169 to 122. In testimony before Senate Appropriations Subcommittee, Miller asked for fiscal 1984 budget of \$59.5 million.

Currently, FTC operates under continuing resolution that expires Sept. 30. Miller suggested that authorization levels be set at \$73.6 million for FY 1983; \$68.1 million for 1984 and \$68.5 million for 1985 (BROADCASTING, March 21).

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Financial interest-network syndication. In wake of stiff lobbying from networks, FCC has launched rulemaking proposing repeal of its financial interest and network syndication rules (BROADCASTING, June 28, 1982). Former prohibits television networks from acquiring financial interests in independently produced programming. Latter bars networks from domestic syndication. Networks have been arguing that rules have increased concentration in program supply, are anticompetitive, have increased programming costs, reduced diversity and are injuring networks' ability to compete in new video market-

place. Networks have received support from their affiliates (which conditioned their support on retention of prime time access rule) (BROADCASTING, Dec. 13, 1982). Opponents of repeal are arguing that rules have accomplished what they were designed to do—generate competition and diversity in program marketplace—and that their repeal would undo those gains. Forces opposing repeal have formed Committee for Prudent Deregulation (BROADCASTING, May 17, 1982).

More than 100 parties have made their views on proposals known in comments, oral presentations and reply comments at FCC (BROADCASTING, Jan. 31, March 21, May 2). In its reply comments, Justice Department, whose consent decrees with networks impose similar restraints, pushed concept of replacing current rules with narrow one aimed at guarding against network warehousing of programming. FCC Chairman Mark Fowler has indicated that commission will act on proceeding this year (BROADCASTING, June 20). Representative Henry Waxman (D-Calif.), whose district includes Hollywood, has introduced bill that would bar FCC from repealing rules for five years. Bill also would prohibit FCC from repealing prime time access rule over same period. Among co-sponsors were House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) (BROADCASTING, March 28). Hearings on bill have been held in Hollywood.

In another development, Justice Department has begun reviewing consent decrees it signed with each network to end antitrust suit filed against them. Among provisions in decrees are restrictions paralleling FCC's rules on network acquisition of syndication and financial interest rights in programs they acquire for broadcast (BROADCASTING, June 27).

Home videotaping and copyright. Supreme Court, which agreed to Sony petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law, heard oral arguments in case in January (BROADCASTING, Jan. 24). Decision is expected this summer. Legislative proposals were re-introduced in 98th Congress to exempt home taping from liability. Also introduced were proposals to compensate copyright holders through compulsory license on sale of audio and videocassette recorders (BROADCASTING, Jan. 31).

License renewal forms. FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Mass Media Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30, 1981). Form has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration. FCC rejected reconsideration, and Geller filed appeal with U.S. Court of Appeals for D.C. Circuit on Dec. 4, 1981.

Low-power television. FCC gave birth to new broadcast service year ago, adopting rules for low-power television (LPTV) (BROADCASTING, March 8, 1982). To date it has licensed 198 stations and granted 146 construction permits. New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been re-

stricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to 4,461 existing translators that can rise to LPTV status simply by notifying FCC. Commission also has granted CP's for 671 translators. LPTV stations will have few regulatory obligations and there are no crossownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal time and fairness doctrine obligations. Holding back rapid roll-out of new service is enormous backlog of LPTV and translator applications. There are now 8,155 LPTV and 1,197 translator applications pending. Using computer system to detect possible interference among stations and lottery to dispose of competing applications (both of those mechanisms are now in place), FCC says it will be able to grant or dismiss applications at rate of 250-350 per month by end of year (BROADCASTING, March 21).

Minority ownership. FCC extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates. It also agreed to pass along to Congress committee recommendations to permit use of tax certificates for non-broadcast facilities and to increase value of used equipment that can be written off when facilities change hands. Those recommendations were incorporated last month in bill introduced in House by Congressmen Mickey Leland (D-Tex.) and Charles Rangel (D-N.Y.) (BROADCASTING, March 28).

FCC five years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small business investment corp.) has invested \$5 million in 17 radio ventures and two TV ventures. Value of stations funded through MESBIC investments now totals \$24.3 million. BROADCASTING board of directors recently voted to expand management training programs to include executives from cable and other technologies as well as broadcasting.

Multichannel MDS. FCC created two four-channel multipoint distribution services per market with eight microwave channels reallocated from instructional television fixed service (BROADCASTING, May 30). Under FCC order, however, all ITFS channels that had been authorized or applied for as of May 25 were grandfathered. No further ITFS applications will be accepted on eight channels reallocated, but ITFS licensees will be able to lease, for profit, "excess" capacity on their channels. Under minimal rules adopted, no operator will be able to control both four-channel blocks in market, and all applications will be

accepted on one day only, 45 days after order is published in *Federal Register*.

Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING Aug. 21, 1978). Talks continue on new contract with likelihood that old contract will run until new one is negotiated. Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING March 12, 1979).

In TV, similar all-industry committee quit negotiating for new TV station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case was tried in November and December 1981 (BROADCASTING, Dec. 14, 1981). In decision eight months later, presiding Judge Lee P. Gagliardi sided with stations (BROADCASTING, Aug. 23, 1982). ASCAP and BMI subsequently initiated appeals to higher courts. Judge ruled that during appeals period of at least one year, ASCAP and BMI could continue to offer TV blanket licenses, but at prices approximately 25% less than in 1982 (BROADCASTING, Dec. 20, 1982). ASCAP/BMI have filed appeals briefs in U.S. Second Circuit Court of Appeals in New York (BROADCASTING, April 25), and all-industry committee answered last month (BROADCASTING, June 27). Oral argument has been tentatively set for Aug. 8. Although not involved in suit, SESAC agreed to roll back estimated 24% increase in its station music rates pending final court decision on legality of ASCAP and BMI blanket licenses ("In Brief," June 27).

Network standings. Prime time TV rating averages, Sept. 27, 1982-June 26, 1983: CBS, 17.2/27.8; ABC, 16.7/27.1; NBC, 14.7/23.9; Sept. 28, 1981-June 27, 1982: CBS, 17.7/29.2; ABC, 17.1/28.2; NBC, 14.5/24.

Noncommercial broadcasting rules. In effort aimed at helping FM broadcasters make more money (BROADCASTING, April 11), FCC has amended its rules to permit commercial and noncommercial broadcasters to use their subcarriers for all kinds of communications purposes on a for-profit basis. At same time, commission increased FM baseband from 75 to 99 khz (except within 200 miles of Mexican border), move that will permit broadcasters to offer two subcarrier services instead of one, to which they were restricted in past. FCC also has proposed to permit noncommercial television stations to offer subscription TV services (BROADCASTING, July 19, 1982). Comments were mixed, but many commenters thought restricted STV offering would be acceptable (BROADCASTING, Nov. 22, 1982).

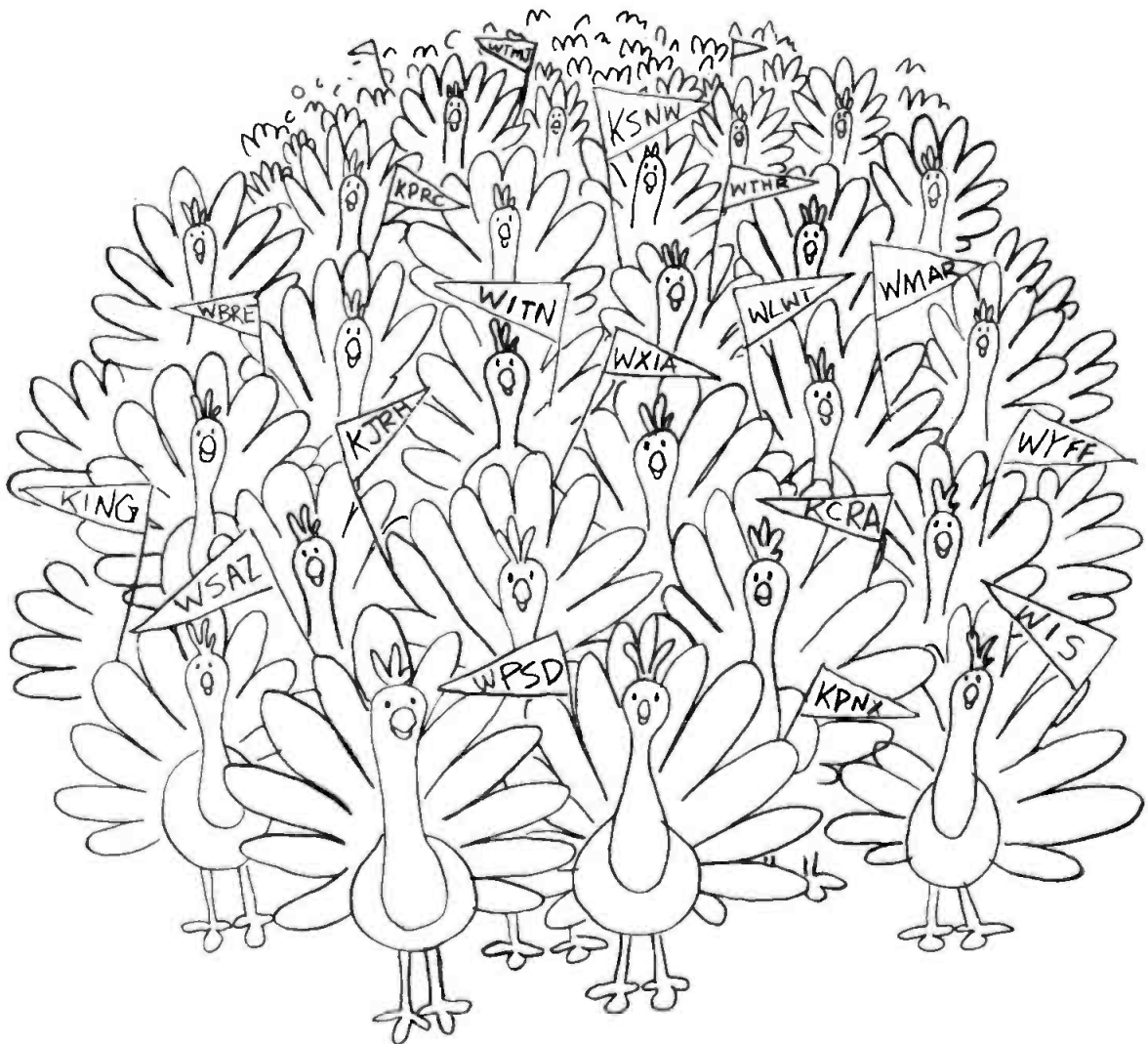
FCC also has amended its rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27, 1981). Under new rules, identifications may be run without limit and public broadcasters may promote goods and services on air as long as no consideration is received—with proviso that they make determination that such promotion serves public in-

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WE FEEL LIKE CROWING!

**In the Primetime May Sweeps, the NBC Affiliated Stations
attracted more households than the affiliated stations
of any other network.**

Cock-a-doodle-doo!



NBC Affiliated Television Stations

Source: NSI, 1983 May Sweep. Monday-Saturday 8:00-11:00 PM, plus Sunday 7:00-11:00 PM, all primary affiliates. Subject to qualifications available on request.

Broadcasting Jul 4

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TOP OF THE WEEK

FCC sets TV deregulation in motion

Commission unanimously votes to start process freeing television from rules already scrapped for radio

Moving again to loosen its reins on broadcasters, the FCC last week voted unanimously (with Commissioner Henry Rivera concurring) to launch a rulemaking proposing to deregulate commercial television as it already has deregulated radio.

In a related action, the commission, also by a unanimous vote, launched a further notice of proposed rulemaking aimed at coming up with a revised logging requirement for commercial radio broadcasters—one it hopes will pass muster with the Court of Appeals.

As expected, the commission's deregulation proposal for television tracks its order deregulating radio, proposing to lift, or at least make less burdensome, its nonentertainment and commercial loading guidelines and its ascertainment and program logging requirements (BROADCASTING, June 27).

Under the commission's current nonentertainment programming guidelines, renewal applications demonstrating that less than 10% of a broadcaster's programming has been

devoted to nonentertainment programming—and less than 5% of that programming has been devoted to local and 5% to information programming—are kicked up to the full commission for review. The commission, however, has proposed to do away with those guidelines altogether, just as it did in its radio deregulation order. Instead, the commission said, TV licensees would operate only under a general obligation to address issues of concern to their communities of license. The determination of what those issues are, and how to address them, would be left up to the broadcaster.

Under that proposal, the FCC wouldn't consider a licensee's programming at renewal time, nor would programming proposals for new applications be examined. The FCC said that, under this option, it would review programming only in comparative proceedings or in response to a petition to deny.

Under a second option, the commission said it would keep guidelines but loosen them to allow a licensee more programming flexibility.

Under the current commercial loading 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 first option the commission has proposed, that processing guideline would be eliminated entirely. Under a second option, the commission proposed to retain some sort of guideline, but to loosen that to give licensees more discretion than now.

The first solution the commission has offered to its ascertainment requirements is elimination. Under that solution, the FCC said, ascertainment-related questions would come up, if at all, only in determining whether a licensee acted reasonably in deciding what community issues to address in its programming. Under another option, TV licensees would be required to ascertain the needs and interests of their communities, and would be required to document their efforts, but the FCC wouldn't prescribe any particular procedures, leaving those up to the licensee. Under this approach, the commission requested comment on whether the licensee should be required to place its ascertainment survey in its public file or regularly submit that to the commission with each application.

On the subject of logging requirements,

Wirth still wrestling with quantification

Telcomsubcom to gather own data, action NAB, NRBA see as useless

Quantification of a public interest standard for television and radio broadcasters continues to dominate the debate on the development of broadcast deregulation legislation in the House Telecommunications Subcommittee. The subcommittee's efforts to obtain data on present programming from the broadcasting industry, which will be used to devise that standard, has drawn fire from some subcommittee members, the National Association of Broadcasters and the National Radio Broadcasters Association.

Originally, Subcommittee Chairman Tim Wirth (D-Colo.) asked the FCC and NAB to furnish the data. Wirth wanted a breakdown of radio and television programming in 1981-82 in 10 categories by time periods, market size, gross revenues and station categories, to name a few details (BROADCASTING, May 30). Wirth is particularly interested in obtaining information on children's and minority-oriented programming. Both the FCC and NAB told Wirth they would have trouble supplying all the data. It also was unclear when the FCC could complete the task.

The subcommittee therefore decided to pursue the task itself and turned to the Congressional Research Service, asking it to help develop a survey which will be mailed to all TV stations and roughly 1,000 radio stations, explained subcommittee counsel Tom Rogers. Rogers said the final draft of the two-page survey was not complete but will be finished soon. The survey, he explained, will include a chart and questionnaire.

The subcommittee is still waiting for additional comments

from the industry and the CRS, but will not prolong the process much longer, he said. The subcommittee plans to report a bill out by Oct. 15.

Rogers said the survey was scaled back from Wirth's original request and would only seek data on local, public affairs, total nonentertainment, children's and minority-oriented programming. The survey on radio programming is reportedly based on the programming reporting form in the FCC's old license-renewal application form abolished in 1980 with the commission's decision to deregulate radio. The survey for television broadcasters will be based on the information the FCC still requests, Rogers said. "It is important to get a sense of what has happened since 1981," he stated. Within a month the stations will be asked to return the survey and the CRS and FCC will tabulate the results.

Meanwhile NAB and NRBA are skeptical about an "overzealous data collection." Both NAB and NRBA feel that there is no reason for tabulating data for radio because both associations stand opposed to any quantification for radio. In addition, said NAB's Steve Stockmeyer, senior vice president for government relations, the subcommittee is asking for information no longer kept by radio stations. "They are asking them to invent statistics," he said.

Stockmeyer said data could be collected for television without conducting a full-scale survey of all stations and characterized the

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the commission offered little solid guidance. It did assert, however, that if its programming and commercialization policies are amended, the current logging requirements might no longer be necessary. Noting also that the Court of Appeals in Washington had remanded the elimination of radio logging for further FCC review, the FCC requested comment on what sort of logging requirement would be "appropriate" for any new regulatory scheme.

In a news release, the commission said its proposals were appropriate because of the "ever-increasing" number of video delivery systems with which commercial television stations must compete. It also said its proposals would lighten broadcasters' paperwork burdens. Elimination of the guidelines, it said, would reduce that burden by about 1,153 hours per year. Elimination of the ascertainment requirements would eliminate 86,630 paperwork hours over the same period, it said. And a reduction in the logging requirements could save the industry about 2.5 million work hours a year, according to the commission.

At Commissioner Mimi Dawson's request, the commission also agreed to seek comment on whether the FCC should go beyond its radio deregulation order, proposing to eliminate its programming guidelines altogether, leaving broadcasters free from all constraints other than those imposed by the Communications Act.

Rivera said he wouldn't object to reviewing whether all of the policies should be retained in their current form, but he objected to a couple of the rationales the commission had set forth for its proposals. Specifically, Rivera said he didn't believe there had yet been a substantial enough change in the video marketplace to permit competition to replace regulation.

Fowler, however, said he felt "strongly" that action was overdue, largely on First Amendment grounds. "I think this is a good step for a free press and a free society," he said.

The commission also offered a clue of what might come with its TV deregulation order in its further notice of proposed rule-

making addressing logging requirements for commercial radio licensees. The further notice was issued in response to the remand by the appellate court (BROADCASTING, May 16). In the radio deregulation order, the commission eliminated nonentertainment program guidelines. Nonetheless, it required radio broadcasters to provide coverage of issues responsive to their communities, even though the only documentation the commission required them to provide was to place a list of the five to 10 issues they had covered—the so-called "issues-program list"—in their public files.

The court questioned the decision to eliminate the log-keeping requirements completely, contending that the issues-program list didn't give an overall view of what the licensee was doing, leaving both the FCC and the public without any method, outside of completely monitoring a station's programming, to gauge a station's overall public service performance.

The commission's favored, if only tentative, proposed solution would be to require licensees to maintain the issues-program list and a log of all issue-oriented programming aired, including the date, time and duration of those programs and a description of the issues addressed.

It also is seeking comment on whether it should require a complete listing by time, date and duration of all nonentertainment programming, or only of the issue-responsive programming; whether it should require a brief statement about the issues addressed in each program noted in the log; at what intervals it should require the log to be placed in the public file; the estimated costs of keeping a comprehensive listing of issue-responsive programming, and the benefits of requiring licensees to keep such listings.

The news drew a mixed response. Edward Fritts, president of the National Association of Broadcasters, said the commission's action represented an "obvious and logical next step in easing governmental oversight of broadcasting." According to Fritts, TV broadcasters have suffered from paperwork burdens for too long. "The time has clearly come to allow television broadcasters the

same regulatory leeway as enjoyed by radio."

NBC issued a statement: "NBC welcomes this FCC action, which would relieve stations of some restrictive regulations and permit them to operate more efficiently in today's competitive marketplace."

David Aylward, chief counsel for the House Telecommunications Subcommittee, which is currently considering proposals aimed at eliminating comparative renewal in exchange for quantifying a public interest standard, said he didn't object to modifying how broadcasters ascertain their community's needs. He added, however, that action aimed at eliminating logging requirements would "fly in the face" of ongoing discussions aimed at quantifying a public interest standard, since logs would be needed to make sure that any such standards were met. For that matter, logs would be needed without a quantified standard, he said. "How can the public know what it is a broadcaster is doing otherwise?"

Aylward also said he didn't understand the point of eliminating the nonentertainment programming and commercial loading guidelines. Those, he said, are minimal as they stand and might even be of benefit to broadcasters in giving them an idea of what's expected of them. But Dawson's suggestion—that the commission explore not even requiring broadcasters to have a general obligation to provide programming serving their communities, beyond those obligations imposed by the Communications Act—wouldn't meet the subcommittee's approval, Aylward said. "To the extent the FCC tries to do those kinds of things, they are really going to hurt the cause of legislative action," he said.

Sam Simon, executive director of the Telecommunications Research and Action Center, said he was disappointed that none of the commissioners dissented. While the commission based its proposals on the existence of competition, that competition doesn't exist, and the commission's chances of passing court review are "slim to none," he said. "They should expend their time and resources getting low-power television out, for God's sake," he said. □

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drive for data as "counterproductive." The NAB, he said, has not seen a final version of the questionnaire, but hopes the subcommittee will show it to the association first. At a meeting two weeks ago with subcommittee staff, the NAB and NRBA stated their objections. Stockmeyer said he believed that discussions would continue.

NRBA's Abe Voron sided with the NAB. Voron said the radio survey would likely be a "meaningless exercise." He predicted that few stations will fill out the surveys. "It may create such a furor in the industry that the chances for any deregulation legislation will be damaged," he said.

Stockmeyer agreed that it would be difficult for the industry to be cooperative because of its stand against quantification for radio. He suggested that the subcommittee use the FCC's data for radio compiled in 1980 instead of pursuing its data collection. Rogers noted, however, that the subcommittee will be making the decisions on the legislation and wants the facts before creating legislation. He said that the chairman is working to achieve a consensus on legislation and that it is "unhelpful" to develop rigid

rigid positions on deregulation.

The subcommittee's minority members, like the broadcasting industry, also oppose quantification for radio broadcasters. According to minority counsel Rodney Joyce, if majority members continue to push for quantification of a public interest standard for radio broadcasters, "there won't be any legislation adopted." Minority members, he stressed, think it is bad policy to impose programming quotas. If there are programming categories contained in the television survey they need to be very broad, he stated.

The complications surrounding the survey, however, have been recognized by other subcommittee members. Representative Al Swift (D-Wash.), whose own deregulation bill is serving as the framework for the subcommittee's legislation, is concerned about achieving a viable survey. A Swift aide said his office had already sent a draft of the survey to some broadcasters for their opinions. Their suggestions have been forwarded to the CRS and will be used in the final questionnaire. The aide said Swift feels it important that the NAB see the survey before it goes out. He predicted the process might take a little longer than originally expected. □

Cable's brand new Galaxy

Hughes satellite successfully launched; on board are HBO, Group W, Turner, Times Mirror, Viacom, C-SPAN and SIN

Galaxy I, a communications satellite dedicated to the distribution of cable programming, was launched by NASA last Tuesday evening (June 28) aboard a Delta/PAM-D rocket from Cape Canaveral Air Force Station, Fla.

The C-band satellite belongs to Hughes Communications, a subsidiary of Hughes Aircraft Co., but 18 of its 24 transponders belong to six cable programmers: Home Box Office (six), Group W Broadcasting and Cable (four), Times Mirror Satellite Programming (two), Viacom International (two), Turner Broadcasting System (two) and SIN International Television (two).

Instead of leasing transponders to programmers, Hughes decided to sell them to select programmers in the hope the services they put on the bird would be attractive enough collectively to convince cable systems to install an additional earth station or modify an existing one to receive signals from the satellite.

The "shopping center" approach to marketing the transponders will pay off handsomely for Hughes. Hughes will not discuss transponder prices, but, according to industry sources, the satellite operator will gross around \$195 million from the sale of the 18 transponders. What's more, Hughes will derive millions more from the lease of a transponder to C-SPAN and the eventual sale of the five remaining transponders on the bird. (As one of the Hughes's transponder holders noted, the value of the five unsold transponders will be determined by how attractive the original six programmers make the satellite.)

Having paid about \$40 million for the launch and insurance and \$30 million for the satellite, Hughes will enjoy a windfall of around \$125 million from the sale of the first 18 transponders. The revenues from the C-SPAN lease and sale of the last five transponders will be gravy.

The launch caused Hughes officials some anxiety. A malfunction of one of the tracking systems stopped the countdown with four minutes to go and delayed the launch for just over a half hour. But at 7:08 p.m. NYT, the Delta's main engine and solid-fuel boosters were ignited and the aqua blue rocket quickly roared out of sight, leaving behind a towering plume of exhaust gases. Within 30 minutes, the satellite, separated from the rocket's third stage, had achieved an elliptical "transfer" orbit with a perigee of 115 miles and apogee of 22,300 miles.

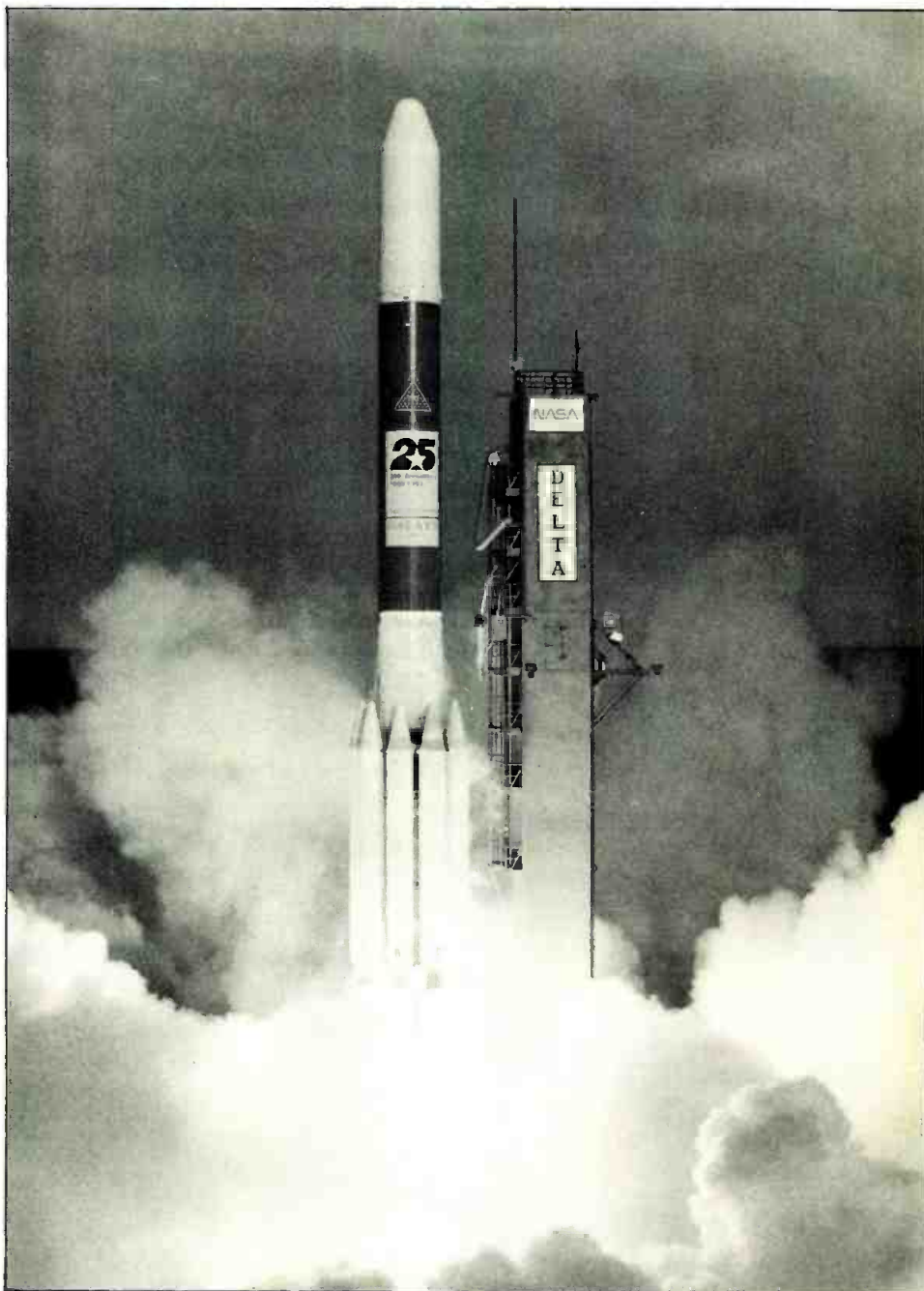
As BROADCASTING went to press last Friday evening, Hughes' technicians were preparing to fire the apogee kick motor at 3:38 p.m. Saturday (July 2), a solid-fuel rocket attached to the satellite that will boost the satellite into its circular geostationary orbit 22,300 miles above the equator. (The ignition of the motor is, by no means, routine. RCA Americom lost Satcom III in December 1979 when the kick motor misfired.)

Once in geostationary orbit, the satellite will be moved to its authorized orbital slot at 134 degrees west longitude, its antenna will be deployed and its systems and transponders will be tested. The satellite should be ready for service sometime in August or early September.

The big question now seems to be: Will the transponder owners be ready for the satellite? With the exception of SIN and Group W, the owners were either unsure or simply not saying what they would do with their new satellite capacity. As it announced at the National Cable Television Association convention last month, Group W plans to use its four slots for the exchange of sports programming among the regional pay sports affiliates of The Sports Network (BROADCAST-

ING, June 20). According to SIN's Fred Landman, SIN will shift its two Spanish-language programming services, SIN and GalaVision, from Satcom IV to Galaxy I as soon as it becomes operational. Part of the impetus behind the move is that SIN leases one of its Satcom IV transponders from HBO and the lease expires in August. C-SPAN President Brian Lamb said the public affairs network also plans to put its transponder to immediate use. The new transponder will be used initially to simulcast programming, he said, but eventually it will develop into a discrete second channel, perhaps anchored by live coverage of the Senate.

The reason HBO, TBS, Viacom and Times Mirror don't just abandon Satcom III-R and Westar V and move to the new bird is that there are no earth stations looking at it. To alleviate the problem and to enhance the attractiveness of the satellite to programmers,



Galaxy I as it was launched at Cape Canaveral

FCC authorization clears Dingell et al with focus on public broadcasting rider

CPB gets additional \$70 million for each of next three fiscals, but with strong string attached: to make sure NPR's accounted for

Hughes promoted the development of dual-feed systems, which would allow cable operators to retrofit existing parabolic earth stations to enable them to pick up signals from two adjacent satellites spaced four degrees apart. More specific, it would allow them to pick up signals from Satcom III-R, the primary cable satellite, at 131 degrees west longitude and Galaxy I at 135 degrees. The plan hit a snag last April, however, when the FCC adopted a new satellite spacing plan that placed Galaxy I at 134 degrees west, just three degrees away from Satcom III. It became unclear whether the dual-feed systems designed for four-degree spacing would work properly in the three-degree environment. In fact, two manufacturers—Microdyne and Scientific-Atlanta—are redesigning their systems to handle the problems created by the narrower spacing of orbital satellites.

Dual-feed systems are not crucial to the success of Galaxy I, however. Most cable operators wishing to receive programming from it will simply install a second earth station and, because the satellite is relatively powerful, the cable operators will be able to install relatively small and inexpensive earth stations. Viacom's Steve Schulte said the satellite's 9-watt transponders could deliver good signals to dishes smaller than 4.5 meters. The only cable operators that are stuck with the dual-feed fix are those who don't have enough space for another dish.

Hughes and its customers are confident that Galaxy I will provide good service throughout its nine-year life, and with good reason. It's a proved performer. Built by Hughes Aircraft's Space and Communications Group, the satellite is a version of the HS 376, which Hughes claims is "the world's most purchased commercial communications satellite." Including Galaxy I and the two satellites launched by the Challenger space shuttle last month for Telesat Canada and Perumtel of Indonesia, Hughes said, 10 HS 376 satellites are in orbit.

Hughes plans to launch two additional Galaxy satellites—Galaxy II in September and Galaxy III in June 1984. Half the capacity of each has already been sold to MCI. Hughes also plans to launch a three-satellite Ku-band system in 1987-88. □

Members of the House Committee on Energy and Commerce agreed last Thursday (June 30) to appropriate supplemental funds to the Corporation for Public Broadcasting—but not without attaching restraints on CPB's bailout of National Public Radio.

The committee, during a markup last week, passed an FCC authorization measure, H.R. 2755, that includes a provision allocating an additional \$70 million to CPB for fiscal 1984, 1985 and 1986. However, due to the serious financial crisis at National Public Radio, CPB is restricted from distributing any federal funds to the radio network until NPR has "its financial house in order." The committee adopted an amendment to the bill which places on CPB the burden of insuring that financial discipline is established at NPR.

Public broadcasters have been awaiting the supplemental funding anxiously. But the industry's leaders have realized that NPR's financial troubles would put a new slant on the matter. And there was some concern among the committee's minority members that the amendment would not be effective.

According to the amendment, CPB is barred from distributing any federal funds to NPR until the network adopts an adequate system of financial controls. Those controls, the measure said, must be devised in consultation with an independent CPA and must be determined to be sound by the comptroller general. Committee Chairman John Dingell (D-Mich.), who co-authored the amendment with Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), said that NPR has to adopt a balanced budget "based on reasonable projections of revenues and expenditures in conformity with sound accounting practices and not on overly optimistic projections, as has been the case in the past." The amendment, Dingell noted,

also requires NPR to establish a financial reporting system that will supply CPB with access to all financial books and records, "to insure that public funds are used prudently and for the purpose intended." CPB, the chairman added, would then be required to report to Congress within 15 days, updating its actions to meet those demands.

"Finally," said Dingell, "the amendment lapses when NPR's debt is fully liquidated. While it is imperative that NPR's financial affairs be straightened out decisively and completely, once these have been successfully dealt with, statutory continuation of extraordinary control measures imposed to deal with this crisis will be unnecessary. To continue these measures would provide on-going leverage or excuses for government interference in individual programming decisions." The committee's oversight subcommittee, he noted, will hold hearings on the matter as soon as the Government Accounting Office is further along in its audit.

Dingell stressed that the difficulties at NPR do not reflect upon the rest of public broadcasting. "The more than 280 public radio stations and the entire public television community are blameless in regard to NPR's financial plight and are continuing to provide their communities with superlative service. Indeed, NPR's own programming department has continued, throughout the crisis, to provide high quality programming despite the disarray in the corporation's management," he said.

Even though his amendment passed, Dingell had to defend it against charges by some minority members that it might be inadequate. Representative James Broyhill (R-N.C.), ranking minority member, stated strong reservations about the amendment and questioned whether the corporation has the expertise to tackle the job. Broyhill suggested that GAO—not CPB—be entrusted with the follow-through. That idea failed to win Dingell's support; the chairman argued that CPB "can handle it."

Broyhill, however, cited charges that CPB had known about NPR's financial troubles for some time and had done nothing about them. Broyhill was referring to an alleged statement made by an NPR spokesman that indicated CPB may have been aware of NPR's financial mismanagement as long as five years ago. Broyhill and another committee member, Thomas Bliley (R-Va.), in a letter to CPB President Edward Pfister, restated those charges and asked Pfister for a number of CPB's financial records for the last five fiscal years: "We understand that NPR spokesman Steve Symonds, in a briefing for Energy and Commerce Committee staff members last Thursday [June 23], stated that CPB-sponsored audits of NPR in past years had disclosed, in three of the last five years, that the 'interconnection contract' between CPB and NPR was, to use his word, 'inauditable.' We understand that, under the interconnection contract, CPB gives NPR several million dollars in congressionally-

KTTL sale. Cattle Country Broadcasting, the licensee of KTTL(FM) Dodge City, Kan., which has stirred up a controversy with its attacks on Jews, blacks and others (BROADCASTING, May 30), is attempting to sell the station. But those close to the issue say any sale is a long way from being realized.

According to a transfer application filed at the FCC, Charles C. Babbs and his wife, Nellie L., owners of Cattle Country, are seeking permission to sell the station to Van Smith, a Garden City, Kan., attorney, who has no other media interests, for \$350,000.

Several roadblocks stand in the way, however. Community Service Broadcasting Inc., a coalition of Dodge City residents, has filed a competing application. Two parties have filed petitions to deny the renewal, and another three parties have filed informal objections.

Smith's Washington attorney said the transfer application was filed "in the hopes that it will eventually be granted." He said he had been trying to talk to the competing applicant and the petitioners to deny to persuade them to withdraw, but those efforts have not been successful thus far. Even if those parties don't withdraw, and the renewal is designated for hearing, he is hoping that KTTL will prevail and that the sale will then be approved.

The likelihood of the competing applicant withdrawing appears slight. Community Service's attorney, in fact, said it "would not be unlikely" that a separate petition to deny would be filed against the transfer application. "I don't think Mr. and Mrs. Babbs are going to be in a position to sell anything," he said.



In the middle of it all. House Energy and Commerce Committee Chairman John Dingell was surrounded during markup of the FCC authorization bill last Thursday by (l to r) Frank Potter, the committee's chief counsel and staff director; Tom Ryan and Tim Nulty, both members of the professional staff, and Representative James Broyhill, ranking minority member.

appropriated public broadcasting funds each year to establish and operate the facilities that are necessary to transmit programming between NPR and its 280 affiliates. In some years, this contract may have included grants for program production and support services by NPR as well," the letter said. The letter stated that the congressmen were deeply troubled by the report. (Symonds is on temporary leave from CPB and is serving on NPR's management transition team.)

Dingell, however, defended CPB and claimed that, according to a letter Pfister had sent to Broyhill and Bliley, there is no evidence to support that charge. Pfister's June 30 letter said: "CPB is assured that over the last five years it has received those services for which it has contracted with and paid NPR." The CPB president listed three ways they received that assurance: the independent financial audit of NPR, "periodic interim financial reports" filed by NPR to CPB and CPB monitoring and oversight. Pfister added: "since, prior to 1981, CPB funds constituted approximately 90% of the total NPR budget, the regular, annual comprehensive audit... was *de facto* an audit of the restricted CPB funds."

Broyhill, however, said he was not satisfied with Pfister's letter and continued to argue that GAO should supervise NPR. The chairman said he sympathized with Broyhill, but felt that since CPB has already begun putting financial guidelines in place, it should continue. Although Broyhill argued against the measure, he did not vote to defeat

it. Two other CPB-related amendments were offered during the markup, but failed to pass. One would have slashed the supplemental funding for CPB completely. Representative William Dannenmeyer (R-Calif.), who offered that amendment, also complained about what he called the "leftward-tilt biases of NPR." He suggested that "the prudent thing to do is to terminate the life of NPR." Congressman Michael Oxley (R-Ohio) offered another amendment that would have added \$24 million on top of the \$70 million in the bill. Oxley's amendment was defeated 27 to 13. Wirth and Representative Matthew Rinaldo (R-N.J.) had defended the need for the additional funds to continue the "high quality of programming."

The bill itself authorizes \$91.2 million for the FCC for FY 1984 and 85, and represents a \$5 million increase requested by the commission to enable the Mass Media and Common Carrier Bureaus to reduce the backlogs of applications for new and existing services and also help the Common Carrier Bureau address post-divestiture policy issues. Two technical amendments also are included in the measure. One, dealing with citizen band radio, allows the FCC to "treat all CB operators for forfeiture purposes identically," whether they are licensed or not. The other relieves the commission from holding hearings on protests lodged against an application for a license or construction permit modification to raise the height of its station antenna, "unless a substantial question of fact is raised."

Other amendments to the bill were adopted during the markup. A provision offered by Rinaldo asks the FCC to establish a plan to give police and emergency services enough frequency space. Broyhill introduced an amendment that eliminates an FCC rule that now prohibits stations currently grandfathered under the FCC's regional crossownership rules from making technical changes.

Bliley offered an amendment that reaffirms the FCC's authority to ask the courts to issue an injunction or fine companies that play recorded obscene messages over the telephone. Bliley filed a petition with the FCC asking it to take action against those companies, but the FCC turned the case over to the Justice Department which reportedly has not acted. □

Talk's the ticket in spring books

Results of advances of Arbitron's latest radio ratings show that format burning up on AM in top markets

There has been a consensus in the radio industry that, for the most part, talk works well on AM, and an examination of the new spring 1983 Arbitron advances released last week shows why. In the top four markets talk-formatted AM stations dominate the air-

waves. Strong FM formats include: urban contemporary in New York, country in San Francisco, and beautiful music in both Chicago and Los Angeles.

In New York, RKO's talking WOR(AM) has tied with Inner City Broadcasting's urban contemporary WBLS(FM) for the top spot—both posting 5.2 12-plus metro shares (Monday to Sunday, 6 a.m. to midnight). Two stations also tied for second place with 4.9 overall shares: Bonneville's beautiful music WRFM(FM) and Infinity Broadcasting's urban

contemporary WKTU(FM)—the latter slipping from 6.2 last spring and 5.2 last winter. The Infinity station has been playing a broader mix of music over the past year. Westinghouse Broadcasting's all-news WINS(AM), which finished first in the winter book with a 5.4 (BROADCASTING, April 11), is third this time around at 4.8.

Continuing to climb up the ratings ladder is adult contemporary WPIX-FM. The station, with its new "love song" promotion campaign, has pulled a 3.3 in the winter report

and 3.6 in the spring while its main competitor, NBC's WYNY(FM), continues to hold its ground at 4.6. Last year WPIX-FM's 12-plus ratings ranged from 1.2 to 1.8.

All three of the market's album rock stations have dipped slightly in 12-plus shares from the winter book with ABC's WPLJ(FM) still maintaining its AOR lead. WPLJ has dropped from 4.5 to 4.1; Doubleday Broadcasting's WAPP(FM) from 2.9 to 2.8, and Metromedia's WNEW-FM from 2.2 to 2.1.

New York's third urban contemporary outlet, RKO's WRKS-FM, went from 5.9 last spring to 4.0 last winter to 4.5 in the latest book.

On the news and talk front, WCBS(AM) landed with a 4.3 while WABC(AM) had a 2.9—up from 2.4 last winter—and WMCA(AM) a 2.0.

□

In Los Angeles, the advances show Talkradio KABC(AM) continuing as number one with a 7.6 12-plus metro share reading—up from 6.2 in the winter. Next is Bonneville's beautiful music KBIG(FM) at 6.1—up from 5.3 last winter—followed by Gannett Radio's top 40 KIIS(FM) at 6.0, up from 3.9 (spring 1982) and 4.7 (winter).

Remaining the album rock outlet in southern California for the third straight rating period is KROQ-FM Pasadena which programs Rick Carroll's "The Rock of the 80's" new music format. The station finished with a 4.4 overall metro share—up from 3.7 last spring but down from 4.6 last winter. ABC's KLOS(FM) Los Angeles was next at 4.1 with Metromedia's KMET(FM) there pulling a 3.2 12-plus share.

As in New York, Westinghouse Broadcasting wins the all-news ratings war in Los Angeles. KFVB(AM) registered a 3.4—down from 4.3 last winter—while CBS's KNX(AM) had a 3.1—down from 3.7 in the winter report.

Showing a significant gain in overall audience share is Churchill's beautiful music formatted KJOL(FM) Los Angeles. The station climbed from a 3.4 last winter to 4.1 this time around.

On the nostalgia/MOR scene, Drake-Chenault's "Hitparade" formatted KMPC(AM) posted a 2.8 12-plus share while KPRZ(AM) programming Al Ham's "Music of Your Life," finished with a 2.5.

The news out of Los Angeles last week centered on CBS's announcement that it will change its KNX-FM from soft rock to the top 40 CBS "Hitradio" format recently adopted by company-owned FM outlets in Boston and St. Louis.

□

Holding steady in Chicago with its heavy emphasis on talk and information is WGN(AM). The station registered an 8.7 overall metro share in the spring book, the same as in the winter one. Second place at 5.4 went to Century Broadcasting's WLGO(FM) using Bonneville/FM-100 Plan's beautiful music format. Next was urban contemporary WGCI(FM) with a 5.1, down from 6.6 in the spring and 5.4 last winter, and CBS's all-news WBBM(AM) at 5.0.

Doubleday Broadcasting's album-rocker WMET(FM), which was commercial-free from May 1 to June 15, pulled a 3.0 12-plus



Bond's Reagan



WTTG's O'Brien

From Ronnie With Love. President Reagan, no stranger to television appearances, last week could have seen himself in a 30-second promo on WTTG-TV Washington hyping a one-hour special on Agent 007 himself, James Bond, which aired on that station last Friday. The President's personal reaction was not known, but the White House made clear its displeasure. Use of the material, said deputy press spokesman Larry Speakes, was "inappropriate." The WTTG-TV general manager, Kevin O'Brien, thought otherwise. He described the spot as "cute."

There was no controversy over the manner in which Reagan taped the comments on Bond—"Well, as I see it, 007 is really a '10,'" he says, early in his remarks. "He's our modern-day version of the great heroes who appeared from time to time throughout history..." Reagan had made his contribution to Ian Fleming's womanizing and murderous agent of Her Majesty's secret service as part of the special, *James Bond, The First 21 Years*, being produced by London Weekend Television, for showing in England. The President frequently honors such requests.

But Speakes said, "It was our understanding it would be a one-time" appearance.

Things started getting out of control when MGM/UA acquired the program, which includes tributes to the Bond character from a variety of celebrities—former Secretary of State Alexander Haig, Frank Sinatra, Liberace, among them. MGM/UA sold the program to more than 90 television stations, which are airing it as the latest Bond film, "Octopussy," distributed by MGM/UA, entered theatrical release.

To WTTG-TV's O'Brien, being in Washington offered a special promotional hook. "When you have a special like that in Washington, you're going to use it," he said. "This isn't Cape Girardeau." So the station's Gene Steinberg went to work, culling presidential material from the film and putting together a spot that opens with the Reagan image appearing over the presidential seal. As the camera zooms in, Reagan says, "I've been asked to state my feelings about a fellow named Bond."

The White House made known its unhappiness to MGM/UA president for distribution, Larry Gershman, who, according to White House spokeswoman Karna Small, was "very cooperative." O'Brien said he was informed by MGM/UA—he would not identify the caller—that it thought the promo "inappropriate." But the caller did not ask the station to stop running the spot.

The promo, which began running on Saturday, June 25, went off on Wednesday night—but not because of the controversy or pressure, according to O'Brien. He said the spot was only scheduled through Wednesday. After all, the program was to air on Friday, and, he added, "it was only a minor priority."

O'Brien, who takes responsibility for the spot, defended it as a piece that helped polish the President's image. "I thought it was cute," he said. "I thought it showed the human side of Reagan. He's shown he's a great manager, an excellent statesman. This showed the human side of the President."

O'Brien also indicated he was not impressed with MGM/UA's expressions of concern about the use of the program material in a promo. "If MGM/UA felt it appropriate to use the material in the program," he said, "I felt there was nothing wrong in our excerpting it for our use." Furthermore, he said, "MGM/UA gave us permission to extract footage for the commercial. If they had a problem, they should have said the footage shouldn't be used."

metro share, up from 2.6 in the winter. Doubleday took over the station from Metro-media in early April. As for the market's other album-rockers, WXRT(FM) had a 3.4 metro share, up from 1.6 (spring 1982) and 2.9 (winter), while WLUP(FM) remains the top AOR station with its 3.5 overall metro.

CBS's top 40 formatted WBBM-FM finished fifth with 4.4, up from 4.0 in the winter. CBS installed Mike Joseph's "Hot Hits" format last year. Other stations: contemporary black WBMX-FM and Westinghouse's talking WIND(AM) both with a 4.3; and ABC's top 40 rockers WLS(AM) at 4.1 and WLS-FM at 3.6.

□

In San Francisco, ABC's Talkradio KGO(AM)

is getting a bigger share of the 12-plus audience these days. The station posted an 8.6 share, up from 7.2 last winter. All-news KCBS(AM) was second at 5.1, slipping from 6.3 in the winter, while RKO's adult contemporary KFRC(AM) finished third with a 4.2. KGO-FM did not fare as well in the ratings since its switch from album rock to talk last year. It finished with a 1.0 12-plus metro share. The ABC-owned outlet has just been put up for sale and an agreement was signed last week with KLOK Radio for about \$5.5 million (see "In Brief").

On the upswing from the last rating period is Malrite's country formatted KSAN-FM. The station climbed from 3.3 to capture fourth place with a 4.1. NBC's adult contemporary

KNBR(AM) finished fifth at 3.6, up from 3.0 in the winter book.

Century Broadcasting's album rocker KMEL-FM pulled a 2.3, down from spring's 3.7, but up from winter's 2.1. And other AOR outlets in the San Francisco area did not fare as well. CBS's KRQR-FM landed with a 2.2, down slightly from 2.3 in the winter. KFOG(FM), which was recently sold by General Electric to Susquehanna Broadcasting for about \$4.5 million ("Changing Hands," June 27), came in at 0.8, down from 1.9 in the winter. The station programs Lee Abrams' "Timeless Rock" format. KOAK(FM) had a 1.9, up from 1.2 in the winter. KOMA(FM) San Jose, registered a 1.3. □

Ad volume on network TV topping out?

McCann-Erickson's Coen says their ability to raise rates at pace ahead of other economic factors may be coming to an end; Procter & Gamble cited as bellwether of new trend

Advertiser demand for network television is about to plateau for the first time in history, according to Robert Coen, senior vice president and director of forecasting and worldwide liaison, McCann-Erickson, who told an Advertising Research Foundation seminar last Thursday (June 30) that there is about to be a major shift in media buying patterns.

Until now, said Coen, increases in network TV prices have always outpaced increases in both consumer prices and other media costs. However, because of circumstances in conventional television's development—including the change from black and white to color, changes in the way network time is sold and the networks' ability to convince new advertisers to enter the medium—the demand for network TV time has never been choked off. That is about to change, said the advertising expert who is considered the television medium's leading chronicler of sales and demand.

Despite the fact that network ratings were "practically flat" from 1960 through the late 1970's and in the last two years have begun to decline, the share of advertising dollars committed to network has continued to grow, said Coen. From 1960 to 1970, the average network rating held at about 17, then dropped to 16.6 in 1980 and again to 15.8 in 1982, he said, while during the same years network television revenues rose from \$820 million to \$6.2 billion.

"In the case of network television, the demand curve has been continuously moving upward over the years, seeking its upper limit," said Coen, but "we are beginning to see signs that suggest that network prices may have had their last significant rise and from now on the demand curve may be stabilizing."

In the first six months of the 1982-83 season, the price of a prime time network TV spot commercial rose 12.6% over last year's

comparable period, said Coen, while consumer prices rose only 4.1%. During that time, Procter & Gamble, the largest package goods advertiser, appears to have changed its buying strategy "significantly," he said, by decreasing its expenditure on network TV from 68% of its budget in seven major media sectors in 1981-82 to 56% in 1982-83. Data is available on P&G's expenditures in network TV, spot TV, cable TV, network radio, spot radio, magazines and national supplements, said Coen, and while in 1981-82 it spent \$198 million of \$291 million on network TV, in 1982-83 it reduced its expenditures on network TV by \$10 million, devoting \$188 million of \$335 million.

"The sharp increase in price has driven down the quantity of commercials that P&G is purchasing from the networks," said Coen. "The demand curve for television is approaching its upper limit." Unlike those of the previous decade, "basic U.S. inflation rates should range between 4% and 7% for the balance of this decade," Coen noted, saying that most media rate changes should parallel the basic inflation trend.

As advertisers and their agencies move into an era in which electronic alternatives to television become more and more viable, their methods for comparing media will have to change, said Polly Langbort, senior vice president and director of communications planning for Young & Rubicam Inc. The new media have given consumers a much wider range of programing choices, she said, and while network television, despite its declining shares, is likely to remain "the primary advertising vehicle for the foreseeable future for the great majority of national advertisers," agencies must learn to reach audiences not available through network television by using cable and other new media. The catch there, at least for the immediate future, she said, is that many of the new media are not yet measured and, perhaps, will never be measured in ways that network has been.

"During this time of lack of measurement we will have to make some new decisions," said Langbort, "and even when Nielsen is there to help us we will have to broaden our perspective to make these decisions." In some instances, decisions will be based on

creative opportunities, she said. "There are no commercial length constraints in cable," she said, and there are "opportunities to tie into programing and to utilize new advertising strategies."

Because cable generates low reach but relatively high frequency—something very different from broadcast TV—advertisers will have to create bigger pools of commercials, thus increasing production costs, she said. "We will have to learn how to produce commercials at lower costs if we are to take full advantage of the medium." At the same time, advertisers will have to "make decisions based on long-term potential rather than at just one point in time," she said. "While we are willing to buy broadcast network several months in advance, we should think about buying cable several years in advance," to avoid rate increases that are likely to come about from inflation and better measurement of cable audiences.

Along with a whole new set of decisions about cable, said Langbort, advertisers also will have to tackle the challenge of reaching audiences further segmented by videocassette recorders, which empower consumers to delete commercials, view them months after they were intended to be seen and to obtain programing—rented or purchased movies—that contain no advertising at all.

Young & Rubicam estimates that by 1990, 24% of U.S. households will own VCR's, said Langbort. "We will have to learn who these people are and how they consume commercial media or they will be lost to us."

In the media mix of the coming decade, advertisers "more than ever before will have to place a value on the use of specialized programing and its ability to provide a more persuasive environment for [their] message," said Langbort. "It may be just that we have reached the time when 'mass media' will never be quite as mass as it was."

The New York seminar, which attracted over 300 advertising executives, attempted to update participants on what the ARF maintains is the most important issue facing their industry in the coming years: intermedia comparisons. Research into the effectiveness of different media is especially important now, said James Spaeth, manager of media research and analysis for General

Foods Corp., because changes in life styles and technology are "turning the media world upside down" and "upsetting the cost-value tradeoffs" media buyers have been using for years. Spaeth, who as chairman of the ARF's Media Communications Council moderated last week's seminar, said advertisers "may be entering a period when the marketplace does not reflect the real value" of media buys and that those who understand this may be able to take advantage of the trend.

Media mix yields best results, advertisers say

A carefully planned media mix is almost always more effective than the purchase of a single medium, according to advertiser executives who shared their experiences at last week's ARF seminar.

James Rye, manager of advertising research for Sears, Roebuck & Co., said past history indicates that a single medium placement not only is less effective but worsens as the proportion of money invested in the sin-

gle medium increases. Among notable exceptions to that rule, however, he said, are campaigns targeted to teen-agers, who are reached more effectively through radio alone than through a mix of radio and magazines.

Frank J. Gromer Jr., senior vice president and corporate director of media for Foote, Cone & Belding, said there are important differences among media beyond their total audience size that must be considered when making intermedia comparisons. Agencies must be certain their advertising is directed to carefully defined and weighted targets, he said. Women 18-34, for example, must be segmented as a target audience and each segment weighted for its marketing importance.

The media planning system in operation at FCB, he said, operates on four basic concepts: Not all prospects offer the same potential; media audience data overstates the audience to advertisers; some media communicate certain messages better than others, and additional communications to the same prospect differ in value. □

U.S. runs into roadblocks over DBS plans

Developments at satellite conference in Geneva are seen as problem to America's plans for HDTV

With the western hemisphere conference that is developing a plan for direct broadcast satellite use of the 12 ghz band more than half over, the U.S. delegation finds itself scrambling to secure the kind of plan it went to Geneva to achieve, one that will permit the use of small, take-them-home-from-the-store-and-install-them-yourself antennas and the kind of satellite power needed to provide high tech services like high-definition television.

The conference last week—the third week of the five it is scheduled to run—tentatively decided on technical parameters that would not permit that kind of plan. The reason—the U.S. and Canada finally broke off weeks of talks aimed at reconciling differences over technical parameters, and a technical committee subsequently developed a compromise that the head of the U.S. delegation, Abbott Washburn, said "really wasn't a compromise."

The technical parameters the U.S. has been urging include a power flux density value of minus 105 dbw (decibel watts) and an associated gain over temperature value (a measure of the effectiveness of the antenna) of 8 db/k. Those values would permit signal strength sufficient for the high-definition television and other MAC (multiplex analog component) systems, and the use of receive antennas of less than one meter in diameter to serve the up to 10 million homes the U.S. expects to be plugged into DBS systems in this decade.

Canada has different needs. It is concerned more with offering a signal that can be picked by a community-type antenna for retransmission by cable in the heavily cabled area along the U.S. border. Service to remote areas is also a factor in Canadian think-

ing. All told, Canada does not expect as many as two million households to be DBS users. Thus, Canada could use less expensive, lower-powered satellites. It is proposing a power flux density value of minus 110 and an associated gain over temperature value of 12 db/k.

The so-called "Brazilian compromise," after its author, includes a power flux density value of minus 107 dbw and a gain over temperature value of 10 db/k. Those values would require a one-meter dish.

But the U.S. does not regard that action, taken in committee, as final. "We are endeavoring to get the conference to reconsider [the compromise] in the committees," Washburn said. He noted that the decision was not taken by consensus or in a plenary meeting.

As the U.S. delegation fanned out to buttonhole delegates of other countries in the halls and to make its case in committees, Washburn indicated the thrust of its argument. "You need the higher power to implement high-definition television advances and MAC systems that are developing in Europe and Japan," he said. "If the conference sets the figure at minus 107, it will lock the countries in to a lower-power figure than they'll need when they think of MAC and high-definition television." However, he also indicated how America's advanced position in satellite technology may be working against it in Geneva: "Most countries don't have the need for another 10 years."

The break-off of talks with the Canadians—the immediate cause of the U.S.'s present difficulty—was agreed to by both sides only "reluctantly," Washburn said, and concluded, at least temporarily, what he said was "a good faith effort" to reach agreement. He said the effort to reconcile the two plans was "like trying to fit too large a man into too small a suit. It would bulge out in places that couldn't be denied."

The two countries had agreed to attempt

to base their plans on technical parameters that included the U.S. proposal for a power flux density value of minus 105 dbw. They had also agreed on other matters, including the Canadian proposal that the number of channels to be carved out of the the 500 mhz at each orbit location be limited to 32, rather than the 36 the U.S. had proposed at each of the eight slots it is seeking. (It would "give us more elbow room," Washburn said.)

But the plans did not fit. The U.S.'s principal problem was that the Canadians want 5 db protection to be afforded the three orbital slots—of the six it is ultimately seeking—that it proposes to implement on an interim basis. "We couldn't do that," Washburn said. The best the U.S. could promise was 2-3 db protection.

Mexico provided another complication. Instead of the two orbital slots it had originally indicated were the the sum of its requirements, it announced two weeks ago it is seeking four. That, Washburn said, imposed "too tight a constraint" on the technicians attempting to develop a plan acceptable to all three countries. Then, too, the Canadians in one plan they proposed would have required the U.S. to reduce satellite spacings to seven degrees. The U.S., with the more powerful satellite it has in mind, is proposing 10 degree separations but, Washburn said, could accept nine or even eight degrees of separations in some cases. The seven-degree proposal, however, "was too tight."

"The flexibility for implementation we needed wasn't there," Washburn said. "The suit was too small for the man."

There is yet another problem facing the U.S. and other planners—the 82% increase in the number of channels the countries of the western hemisphere say they need, an increase from 1,138 to 2,074. Washburn noted that the total number of DBS channels all of the countries of the rest of the world say they require is 984. The western hemisphere plan, Washburn said, is "way oversubscribed."

When the U.S. and Canada were unable to resolve their differences, each returned to its original proposals. That left the resolution to the convention—a fate the U.S. had hoped to avoid. And the tentative decision of the technical committee indicated to the Americans their fears had not been misplaced.

The direction the convention will take in its planning may come into sharper focus this week with the publication of the first draft of a plan the International Frequency Registration Board was to have prepared late last week on the basis of the requirements that have been filed. Among other things, it could show that the number of channels being sought would result in what is referred to as a "negative margin of protection." In that event, the plan could not be considered operative.

Washburn, indicating the difficulty of seeing very far ahead at the conference, said the conference might not be able to generate a plan that would accommodate 32 channels at each orbital slot. "In that event," Washburn said, "we might recommend 36 channels again. It remains to be seen. A lot of things remain to be seen." □

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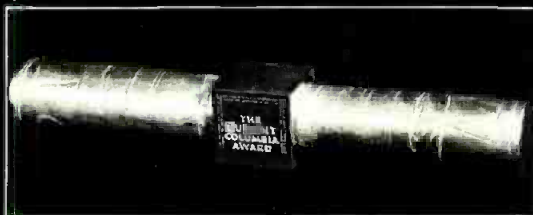
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Achievement in Children's Television Awards

11th annual. Presented by Action for Children's Television to producers of children's programming for "significant contribution toward improving children's television" and "continuing excellence."

Programming

- KGO-TV San Francisco** □ *Dudley's Diner*.
Multimedia Program Productions □ *Young People's Specials*.
Sunbow Productions □ *The Great Space Coaster*.
WBZ-TV Boston □ *Superkids*.
Agency for Instructional Television □ *Give and Take*.
Educational Film Center □ *Powerhouse*.
Family Communications □ *Mister Rogers' Neighborhood*.
TV Ontario □ *The Music Box*.
Home Box Office □ *Fraggle Rock and Learning Corporation of America Short Stories Series*.
JBC Productions □ *Kids View*.
Warner Amex Satellite Entertainment □ *Nickelodeon*.
Youth Vision □ *Youth Vision Series*.
ABC-TV □ Health and nutrition "commercials."
American Dental Association □ *Chewing Tobacco and Don't Get Bad Mouthed*.
Baron Productions □ *From Me to You*.
Capital Cities TV Productions □ *Leadfoot*.
KATU-TV Portland, Ore. □ *Great Kids*.
Planned Parenthood Federation of America and Professional Media Services □ *Male Involvement in Family Planning*.

Special Awards

- John and Mary R. Markle Foundation** □ The Daring Bear award.
National Captioning Institute □ The Sharing Bear award.
Public Broadcasting Service □ The Caring Bear award.

Addy Awards

Presented by the American Advertising Federation for excellence in advertising.

Radio

- McCann-Erickson, Troy, Mich.** □ SEMTA (local, 30 seconds or less).
Richardson, Myers & Donofrio, Baltimore □ Doxsee Foods (regional/national, 30 seconds or less).
Bert, Barz & Kirby, Hollywood □ SEMTA (local, more than 30 seconds).
Lyon Advertising, Rapid City, S.D. □ Don Holloway for Sheriff (regional/national, more than 30 seconds).
Doe-Anderson, Louisville, Ky. □ Louisville Ballet (local campaign).
Cargill, Wilson & Acree, Atlanta □ Krystal Co. (regional campaign).

Television

- Gerber Advertising, Portland, Ore.** □ Portland General Electric (local, 30 seconds or less, budget less than \$10,000).
Martin Williams/JW Farmer, Minneapolis □ Casa Del Rey (local, 30 seconds or less, budget greater than \$10,000).
Bozell & Jacobs, Atlanta □ Jartran (regional/national, 30 seconds or less).
WDBJ-TV, Roanoke, Va. □ WDBJ-TV (local, more than 30 seconds, budget less than \$10,000).
Foote, Cone & Belding, Chicago □ Hallmark (local, more than

30 seconds, budget greater than \$10,000).

Ogilvy & Mather, San Francisco □ Blitz-Weinhard (regional/national, more than 30 seconds).

Lewis, Gilman & Kynett, Philadelphia □ Police Athletic League (local campaign budget less than \$10,000).

Smith Burke & Azzam, Baltimore □ *Washington Times* (local campaign, budget for any commercial greater than \$10,000).

Needham, Harper & Steers, Chicago □ Anheuser-Busch—Budweiser Light (regional campaign).

Complete campaigns

Marshall Field's, Chicago □ Marshall Field's (local).

Needham, Harper & Steers, Chicago □ Anheuser-Busch—Budweiser Light (regional).

American Chiropractic Association

Presented by the American Chiropractic Association "to recognize journalists whose constructive thoughts suggest solutions to basic health problems, motivate consumers to take care of their health and contribute to fair and responsible health reporting."

Radio

- Margery Manning, KMOX(AM) St. Louis** □ *The Unseen Scars* (Gold award).
Dave Dolacky, KIRO(AM) Seattle □ *Leukemia: Countdown to Cure* (Bronze award).
David St. John, KMOX(AM) St. Louis □ *Counterattacks on Heart Disease* (Bronze award).

Television

- Sylvia Giannini, WMAQ-TV Chicago** □ *Alcohol: The legal drug* (Gold award).
Dr. Timothy Johnson, ABC-TV, New York □ *Heart Disease series* (Bronze award).
Tom Andrews, WISN-TV Milwaukee □ *Locked in Fear* (Bronze award).

Andy Awards

Presented by the Advertising Club of New York for creative excellence in advertising.

Television

- McCann-Erickson** □ Sony Corp. of America (product messages, home furnishing, national).
Chiat/Day □ Pioneer Electronics (product messages, household



Young & Rubicam's Andy-winning commercial

products, national).

Ted Bates □ Mobil Chemical/Hefty (product messages, household products, national).

Levine, Huntley, Schmidt & Beaver □ People Express (product messages, travel, regional).

Ogilvy & Mather □ General Foods (product messages, campaign, food, local).

Needham, Harper & Steers □ Budweiser Light (product messages, campaign, food, national).

Carmichael-Lynch □ WCCO(AM) Minneapolis (services-utilities, local).

Bozell & Jacobs and NW Ayer □ Jartran and AT&T-Long Lines, respectively (services-utilities, national).

Ogilvy & Mather □ California First Bank (institutional-corporate, regional).

Young & Rubicam □ Hallmark Cards (institutional-corporate, national).

Radio

Rumrill-Hoyt Advertising □ Martlet Importing Co. (product messages, national).

W.B. Doner & Co. □ G. Heileman Brewing Co. (product messages, leisure, regional).

J. Walter Thompson □ Toys R Us (product messages, retail, national).

Lord, Geller, Federico, Einstein □ Callard & Bowser (product messages, campaign, food, local).

Ketchum Advertising □ Schering Corp. (product messages, campaign, health, regional).

Greenstone & Rabasca □ Astoria Federal Savings & Loan (institutional-corporate, local).

Armstrong Awards

18th annual. Sponsored by the Armstrong Memorial Research Foundation at Columbia University in New York and presented by Columbia's School of Engineering and Applied Science, where the late Edwin Howard Armstrong, inventor of FM broadcasting, did most of his research. The awards originally recognized "excellence and originality in FM broadcasting," but have been opened up to AM stations as well.

Music

- WLIR(FM) Garden City, N.Y.** □ *Get It While You Can: A Tribute to Janis Joplin* (first).
Kimberly Haas and John Diliberto, independent producers □ *Edgar Varese's Sonic Liberation* (second).
CKFM-FM Toronto □ *The Act You've Known For All These Years* (honorable mention).

Education

- WHRO-FM Norfolk, Va.** □ *American Diplomacy* (first).
National Public Radio □ *Reaganomics Made Easy* (second).
Canadian Broadcasting Corp. □ *Samuel Johnson and His Friends* (honorable mention).
National Public Radio □ *Juvenile Crime and Juvenile Justice* (honorable mention).

News Documentary

- National Public Radio** □ *Voting Rights Act* (first).
National Public Radio □ *Father Cares: The Last of Jonestown* (second).
NBC Radio Network □ *Hitler's Children* (honorable mention).
WAHT(AM) Lebanon, Pa. □ *Under the Influence: A License to Kill* (honorable mention).

Public/Community Service

- WOR(AM) New York** □ *Goodbye Lucy* (first).

Robert and Eileen Zaleski, independent producers □ *The Day After Trinity* (second).

Canadian Broadcasting Corp. □ *The Arms Race* (honorable mention).

Creative Use of the Medium

Kathy McAnally and Randy Thom, San Francisco □ *Sound Design* (first).

National Public Radio □ *Star Wars, Episode 13* (second).

Gay Media Productions Associates □ *The Men With the Pink Triangle* (honorable mention).

News

WUHY(FM) Philadelphia □ Coverage of 50-day teacher's strike (first).

KNX(AM) Los Angeles □ General coverage (second).

KRLD(AM) Dallas □ Coverage of the Oswald exhumation (honorable mention).

KOY(AM) Phoenix □ Investigative reporting (honorable mention).

Associated Press Broadcasters Award

Presented by AP broadcasters to AP writers of outstanding scripts and to member TV and radio stations for excellence in news gathering.

KBMR(AM) Bismarck, N.D. □ Overall member cooperation.

KRLD(AM) Dallas □ Best member spot news.

WBRZ(TV) Baton Rouge, La. □ Best member enterprise.

WNWI(AM) Valparaiso, Ind. □ Best weekend cooperation.

Jim Bagby □ Best state summary.

Mario Fox □ Best state spot news.

Dick Pettys, David Simpson and Frank Blanchard □ Best state enterprise.

Prudence Heller □ Best national summary.

Mark M. Melnero □ Best national enterprise.

Frank Seeno □ AP Radio Network spot news and live programming.

Matthew Hoff □ AP Radio Network News enterprise.

AWRT Awards

Presented by American Women in Radio and Television for presenting positive women's images.

Television

ABC Sportsbeat-ABC Sports □ *Women Sportswriters*.

CBS-TV □ *Cagney and Lacey* "Open and Shut Case" episode.

CBS-TV □ *Games Mother Never Taught You*.

NBC-TV □ *Farewell for the People*.

NBC-TV □ *M.A.D.D.: Mothers Against Drunk Drivers*.

Interregional Program Service □ *With Silk Wings—Asian-American Women at Work*.

Wisconsin Educational Television Network □ *The Wisconsin Farm Woman*.

KAKE-TV Wichita, Kan. □ *Sexual Harassment: Illegal Leverage*.

KCRA-TV Sacramento, Calif. □ *Women Muscle In*.

WGBH-TV Boston □ *Two Intimate Journeys*.

WAHT(AM) Lebanon, Pa. □ *Under the Influence, a License to Kill*.

WMAQ-TV Chicago □ *Working Women*.

WTEN(TV) Albany, N.Y. □ *Just a Housewife*.

Cable

Hearst/ABC's Daytime □ *From Washington: Citizen Alert*.

WTBS(TV) Atlanta □ *Womanwatch*.

Radio

ABC Entertainment Network □ *Babies After 30*.

CBS News/Radio □ *Father and Daughter Business*.

The Source, NBC Radio □ *Who Killed E.R.A.?*

National Public Radio □ *American Women: A Political Portrait*.

Commercials/PSAs/Editorials

Beber Silverstein & Partners, Miami □ NOW—Equal Rights Amendment (PSA).

WMAQ-TV Chicago □ Editorials on women's issues.

Weightman Inc., Philadelphia □ The Philadelphia Saving Fund Society Individual Retirement Account (local TV).

Wolkas Advertising, Latham, N.Y. □ Today's Office (local radio).

Campbell Soup Co., Camden, N.J. □ Job Interview (national TV).

Special Awards

Eric Zivian, Royal Conservatory of Music □ Sid Guber Award.

Muriel Fox □ AWRT Achievement Award.

Loretta Switt □ Silver Satellite Award.

Howard W. Blakeslee Award

30th annual. Presented by the American Heart Association in memory of the late Associated Press science editor, for "outstanding reporting on heart and blood vessel diseases."

Rick Meyers, KATU-TV Portland, Ore. □ For one-hour *Affairs of the Heart* program.

Charles Crawford, science and medicine correspondent; Joanne Mallie, producer, and Charles Reeves, executive producer. CBS News □ *Health, Science and You* features.

Broadcast Designers Association Awards

Presented by the Broadcast Designers Association for the best work in broadcast design. Gold winners are listed.

Print

Joseph Ford, WJLA-TV Washington □ *Superchurches* (TV Guide, regional or local).

Charles Blake, Elaine Zeltsoff and Steve Gansl, NBC □ *Time Capsule* (releases, invitations, flyers; national).

Eileen Cantlin and Karl Badgley, WKYC-TV Cleveland □ *Shogun* (releases, invitations, flyers; regional or local).

Bill Duevell and Henry Epstein, NBC □ *Winds of War* (national brochures).

Charles Blake, Elaine Zeltsoff and Tetsuya Matsuura, NBC □ *Baseball '83* (booklets, national).

Jackie Goldstein and Ted Young, WSB-TV Atlanta □ *Sales Kit* (regional or local press, promotional and sales kits).

Scenic

Lydia Przyluska, Bill Groshelle and Michael Brunfeld, Colossal Pictures □ For Music Television (station promotional or ID campaigns-multimedia).

Wiley Schmidt, KGO-TV San Francisco □ BDA/BPA Seminar (all other, multimedia).

Sharon Hoogstraten, Barbara Cochran and Jerry Cappa, WLS-TV Chicago □ WLS-TV Editorial Reply (on-air, small budget animation).

Patricia Morley, CITY-TV Toronto □ Great Movies (promotional and sales animation).

James Allen Houff, WDIV(TV) Detroit □ News 4 Open (promotional animation).

Paul Sidlo, Cranston/Csurl Productions □ USFL History (commercial animation).

Drew Takahashi, Tim Boxell and Bill Groshelle, Colossal Pictures □ Music Mania (commercial animation).

Mike Ellison, KNXT(TV) Los Angeles □ Handguns at Home (on-air illustration).

Patricia Cupples and Richard Derhodge, TV Ontario □ Possum Series (on-air illustration).

Kevin Hamilton and Ron Clowney, The Weather Channel □ Sports Weather (on-air illustration).

William Stage and Ned Steinberg, CBS □ Unemployment (news still graphics).

Judy Sternberg, CBS □ Optics (news still graphics).

Sharon Romero and John Rix, CBUT(TV) Vancouver □ Hi-Tech Fair Educational Cutbacks (news still graphics).

Ed Hasenfratz and Rick Rippon, WNEP-TV Scranton, Pa. □ Arthritis (news still graphics).

Scott Miller and Robb Wyatt, WPLG(TV) Miami □ Super Bowl/Drug Abuse/Arming the Americas and Budget (news still graphics).

Linda Fox and Jerry Cappa, WLS-TV Chicago □ Rabbit Run (station identification graphics).

Larry Lindahl, KABC-TV Los Angeles □ Daybreak LA Toothpaste (title still graphics).

Broadcasters Promotion Association Awards

Presented by the BPA to "recognize outstanding broadcast promotion achievements in three main categories—audience promotion, sales promotion and community involvement."

TV—Special Projects/Exploitation

KCAU-TV Sioux City, Iowa □ Small market.

TVW 7, Perth, Australia □ Medium market.



Smiling faces. AWRT President Charlotte Tharp (l) presents Muriel Fox (r), executive vice president, Carl Byoir & Associates, with AWRT's Achievement Award.

WDIV(TV) Detroit and WFAA-TV Dallas □ Large market.

TV—Sales Promotion using AV Equipment

WNGE(TV) Nashville □ Medium market.

WPHL-TV Philadelphia □ Large market.

TV—Sales Promotion Print

KCST-TV San Diego and CITV-TV Edmonton □ Medium market.

KOMO(AM) Seattle □ Large market.

TV—Outdoor/Transit Promotion

WPCQ-TV Charlotte, N.C. □ Medium market.

WFTS-TV Tampa, Fla. □ Large market.

TV—Print Ads Other than News

KVUE-TV Austin, Tex. □ Small market.

WFLX(TV) West Palm Beach, Fla. □ Medium market.

WUAB(TV) Cleveland □ Large market.

TV—Print Ads for News

KFDM-TV Beaumont, Tex. □ Small market.

KOB-TV Albuquerque, N.M. □ Medium market.

WLS-TV Chicago and WTCN-TV Minneapolis □ Large market.

TV—Radio Announcements Other than News

WXYZ-TV Detroit □ Large market.

TV—Radio Announcements for News

WABC-TV New York □ Large market.

TV—TV Announcements Other than News

KHGI-TV Kearney, Neb. □ Small market.

KUTV(TV) Salt Lake City and WXII(TV) Winston-Salem, N.C. □ Medium market.

KWGN-TV Denver □ Large market.

TV—TV Announcements for News

WINK-TV Fort Myers, Fla. □ Small market.

WCPO-TV Cincinnati □ Medium market.

KNBC(TV) Los Angeles □ Large market.

Radio—Special Projects/Exploitation

CBQ(AM) Thunder Bay, Ont. □ Small market.

WCKY(AM) Cincinnati and 6IX Perth, Australia □ Medium market.

KFMB(AM) San Diego □ Large market.

Radio—Outdoor/Transit Advertising

WCKY(AM) Cincinnati □ Medium market.

KOMO(AM) Seattle □ Large market.

Radio—TV Announcement

WAVC-FM Duluth, Minn. □ Small market.

WAIT(AM) Chicago and WPIX-FM New York □ Large market.

Radio—Print Campaign

WGN(AM) Chicago □ Large market.

Radio—Campaign using One Medium

WTAR(AM)-WLTY(FM) Norfolk, Va. □ Medium market.

WNBC(AM) New York □ Large market.

Radio—Campaigns Using more than One Medium

KINK-FM Portland, Ore. □ Medium market.

WNEW(AM) New York and WGN(AM) Chicago □ Large market.

TV—Out of House Print Campaign

KVUE-TV Austin, Tex. □ Small market.

WTCN-TV Minneapolis □ Large market.

TV—In-House Print Campaign

KFMB-TV San Diego □ Medium market.

WSB-TV Atlanta □ Large market.

TV—Out of House Radio Campaign

WPCQ-TV Charlotte, N.C. □ Medium market.

WXYZ-TV Detroit and WTXX(TV) Waterbury, Conn. □ Large market.

TV—Out of House TV Campaign

KTNV(TV) Las Vegas □ Small market.

KUTV(TV) Salt Lake City □ Medium market.

KHOU-TV Houston □ Large market.

TV—In-House TV Campaign

KVUE-TV Austin, Tex. □ Small market.

WCPX-TV Orlando, Fla. □ Medium market.

WJZ-TV Baltimore (2) □ Large market.

TV—Out of House, Multimedia Campaign

WCBS-TV New York □ Large market.

TV—In-House, Multimedia Campaign

WLS-TV Chicago □ Large market.

Program Distributors

Paramount Television □ Promotion kits-packaging.

Paramount Television and CTV Television □ Promotion kits-contents.

Telepictures Corp. □ Sales promotion prepared on any AV medium.

CBS Television □ Sales promotion, print or specialty.

CBS Entertainment □ Print ads.

The Entertainment Channel □ Television announcements-episodic.

CBS Entertainment □ Television announcement-generic.

Showtime □ Campaign using more than one medium.

Christophers

Presented by The Christophers, ecumenical mass media organization, to producers, writers and directors for "works that embody artistic and technical excellence and which have received a significant degree of public acceptance as well as affirming the highest value of the human spirit."

Television

Blood and Honor □ Executive producer, Daniel Wilson; supervising producer, Linda Marmelstein; director, Bernard Fischer-aer; writer, Robert Mueller (syndication).

Brooklyn Bridge □ Executive producer, Richard Kilberg; producer/director, Ken Burns; writer, Amy Stechler (WNET[TV] New York-PBS).

FDR □ Executive producer, Pamela Hill; senior producer, Richard Richter; directors, Robert E. Frye, Richard Gerdau, Jon Fauer, Tom Priestley, Kathy Siobogin; writers, Ann Black, David Brinkley, Richard Gerdau, Peter Jennings, Tom Priestly, Kathy Siobogin, Richard Threlkeld, Steven Zousner (ABC).

The Flight of the Condor □ Executive producer, George Page; producer/writer, Michael Andrews; producer, David Heeley (WNET[TV] New York-BBC).

Lois Gibbs and the Love Canal □ Producers, Robert Greenwald, Frank von Zerneck; director, Glen Jordan; writer, Michael Zagor (CBS).

NBC White Paper: Facing Up to the Bomb □ Producer, Sy Pearlman; director, Gerald Polikoff; writer/correspondent, John Hart (NBC).

Night of the 100 Stars □ Executive producer, Alexander H. Cohen; producer/writer, Hildy Parks; director, Clark Jones (ABC).

Oh, Boy! Babies! □ Executive producers, Carole and Bruce Hart; producer, Carole Hart; director, Gall Frank; writers, Carole and Bruce Hart, Sherry Cohen (NBC).

Roses in December: The Story of Jean Donovan □ Producer/director/writer, Ana Carrigan; producer/director, Bernard Stone (PBS).

The Scarlet Pimpernel □ Executive producer, Mark Shelmerdine; producer, David Conroy; director, Clive Donner; writer, William Bast (CBS).

A Woman Called Golda □ Executive producer, Harve Bennett; Producer, Gene Corman; director, Alan Gibson; Harold Gast, Steven Gethers (syndication).

Clarion Awards

10th annual. Presented by Women in Communications "to recognize excellence in all areas of communications."

Radio

Angela Farraiolo, Michael Phillips, Dave Cooke, RKO Radio □ *Equal Time—Survivors*.

Mike Landa, KNX(AM) Los Angeles □ *The Volunteers*.

Joan Siefert, WBT(AM) Charlotte, N.C. □ *Student Aid: A Question of Access*.

Television

Home Box Office, Tuscany Productions □ *Talking Sex...With Your Kids*.

Joseph Wishy, Lou Volpicelli, Dick Button, Marge Champion, Jacques d'Amboise, ABC □ *To Dance for Gold*.

Pamela Hill, Robert Frye, Richard Richter, ABC □ *FDR-ABC News Special Presentation*.

Peter Karl, Doug Longhini, WMAQ-TV Chicago □ *Street Files*.

Lloyd Kaiser, Mary Rawson, Herb Stein, WQED(TV) Pittsburgh □ *The Chemical People: A Primer*.

Richard Patrick, Peter Miller, WJKW-TV Cleveland □ *One More Tomorrow*.

Bob Dotson, Bert Medley, NBC □ *In Pursuit of the American Dream*.

Home Box Office, Bruce Cohn Productions □ *Yesterday: 1917, 1947, 1969, 1983, 1942, 1925*.

Nancy Fisher, Rudy Kluck, Peter Wild, Creative Programming □ *Womanwatch*.

Clio Awards

Presented by the American TV & Radio Commercials Festival Group to companies for showing a high degree of excellence in advertising.

Radio

AT&T Long Distance □ A Love Story, Rockabye Baby and Gone Fishin' (Chuck Blore & Don Richman).

The Entertainment Channel □ Executive Decisions, Ironsides and Facts (Levine, Huntley, Schmidt & Beaver).

Callard & Bowser Candy □ Get the Name Straight, Exciting New Flavors and Help England Back on its Feet (Lord, Geller, Federico, Einstein).

WPCQ-TV Charlotte, N.C. □ Nostrillectomy, Judge In a Hurry and Laughing Librarian (Garner & Associates).

Astoria Federal NOW Account □ Blue Eyed Tickler (Greenstone & Rabasca).

Molson Golden Ale □ Bar (Rumrill-Hoyt).

Diet Coke □ Introducing Diet Coke (Sunday Productions).

American Express Card □ Lemonade (Ogilvy & Mather).

The Entertainment Channel □ Ironsides (Levine, Huntley, Schmidt & Beaver).

WPCQ-TV Charlotte, N.C. □ Nostrillectomy (Dick Orkin's Radio Ranch and Home for Wayward Cowboys).

Commodore 64 Personnel Computer □ Daddy's Office (Ally & Gargano).

Massachusetts Society for the Prevention of Cruelty to Children □ Daddy Don't (Clarke, Goward, Carr & Fritts).

Granada TV Rental □ Marriage Counselor (Dick Orkin's Radio Ranch and Home for Wayward Cowboys).

Roy Rogers Restaurants □ Classified (Chuck Blore & Don Richman).

Jartran Truck Rental □ The Governor (Bozell & Jacobs).

K-Mart Photo Processing □ A Bald One (Chuck Blore & Don Richman).

AT&T-Long Distance (2) □ Rockabye Baby (Chuck Blore & Don Richman).

United Van Lines □ Van Linze (Stiller & Meara Enterprises).

Michigan Travel (2) □ The Last Word (Chuck Blore & Don Richman).

Washington State Society of Orthodontists □ Malocclusion (KIRO[AM] Seattle).

Callard & Bowser □ Exciting New Flavors (Lord, Geller, Federico, Einstein).

Michelob □ Phoebe Snow (D'Arcy-MacManus & Masius).

Coca-Cola □ Coke Is It (Twinstar Music).

Darien Lake □ The Viper (Perfect Pitch).

New England Telephone □ IDDD Introduction (Harold Cabot).

Television

Federal Express □ Destination, Huge Package and You Got It (Ally & Gargano and Kelly Pictures).

MCI Telecommunications □ Parents, Reach Out and Hang Ups (Ally & Gargano).

Pennsylvania Committee for Effective Justice □ Inmates,

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Henry Weinhart's Private Reserve □ Names (Ogilvy & Mather)
Diet Pepsi □ College (BBDO)
Hershey After Eight Mints □ The Last Mint (Ogilvy & Mather)
Hallmark Cards □ Christmas Wish (Young & Rubicam)
Scoundrel Fragrance □ Telephone (Grey Advertising and Dennis, Guy & Hirsch)



Federal Express's Clio winner

Maroff's Dakota Farms Cheese □ Favorite Product (Chickering/Howell)
Detroit Zoo □ Zoo Stars (W.B. Doner & Co.)
California Raisin Advisory Board □ Rondo (Foote, Cone & Belding)
Commodore Computers □ Obsession (Ally & Gargano)
GE Rechargeable Batteries □ Batteries (BBDO and Sedelmaier Film)
S.O.S. Soap Pads □ Box II (Doyle Dane Bernbach)
Federal Express □ The Shakes (Ally & Gargano and Sedelmaier Film)
Independent Life & Accident Insurance □ Nagging (Cecil West & Associates)
Time Magazine □ The Nose (Griner/Cuesta & Associates)
IBM Business Computer □ Partners (Doyle Dane Bernbach)
Polaroid Sun Cameras □ Barbeque (Doyle Dane Bernbach)
Ralston Purina Special Dinners □ 3 to 1 (Tatham-Laird & Kudner)
Handgun Control □ Handgun Control (Cosimo Productions and Richard Boyko)
Kodak Film □ Bumblebee (J. Walter Thompson)
Burger King □ Sleep (J. Walter Thompson)
Fotomat □ Grandmothers (Foote, Cone Belding)
Toys "R" Us □ Adult's Anthem (J. Walter Thompson)
Atari □ ET—The Shadow (Sunlight Pictures)
Federal Express □ Ambidextrous (Kelly Pictures)
Club Med □ Metamorphosis (Adventures Ltd.)
MCI Telecommunications □ Parents (Ally & Gargano)
TRW (2) □ Changing Pictures (Robert Abel & Associates)
20th Century-Fox Video Games □ Worm War I (BBDO/West and Magi-Synthavision)
Chanel No. 5 □ Gardens (Chanel Inc.)
Hallmark Cards □ Christmas Wish (Young & Rubicam)
Henry Weinhart's Private Reserve □ Future/Gallup (Ogilvy & Mather and Levine Pytka and Associates)
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Pontiac/Firebird Trans Am □ Wind Free (Robert Abel & Associates)
Federal Express □ You Got It (Ally & Gargano)
CHFV-FM Calgary □ The Janitor's Fantasy (Chuck Blore & Don Richman)
Pennsylvania Committee for Effective Justice □ Inmates (Ketchum Advertising)
Atari □ ET—The Shadow (David Horowitz Music)
NBC □ Just Watch Us Now (NBC and HEA Productions)
Mercantile Bank of Dallas □ Louganis (Tom Faulkner Productions)
Nine □ Anita Morris (Fred Levinson Productions)
Burger King □ Sleep (J. Walter Thompson)
Master Lock □ Doubters (The Cramer-Krasselt Co.)

Cable

Puroator Courier □ The Biggest (Kurtz & Tarrow)
Merrill Lynch □ Face (Wunderman, Ricotta & Kline)
MTV: Music Television □ Club M (Warner Amex Satellite Entertainment Co.)
MTV: Music Television □ 3-D Merchandising (Warner Amex Satellite Entertainment Co.)

CPB Awards

Presented by the Corporation for Public Broadcasting.

Ralph Lowell Award

Walter Annenberg □ Publisher, *TV Guide*.

Edward R. Murrow Award

Samuel C.O. Holt □ Senior vice president, programming, National Public Radio, retired.

Television

WGBH-TV Boston □ *Two Intimate Journeys* (informational programming).
WITF-TV Hershey, Pa. □ *Pro-Con: Abortion* (public affairs).
Wisconsin Educational Television Network, Madison □ *Let Me See! (Insects)* (instructional programming).
WNET(TV) New York □ *The American City: Women in the City* (instructional programming).
WPBT-TV Miami □ *The Me Nobody Knows* (children's programming).
WHYY-TV Philadelphia □ *Three One-Act Plays* (drama).
WTTW(TV) Chicago □ *Hubbard Street Dance Co.* (performance).
KCTS-TV Seattle □ *In the Shadow of the Mountains* (cultural documentary).
KUED-TV Salt Lake City □ *The Doomsayers* (news and public affairs).

Radio

WLRH(FM) Huntsville, Ala. □ *TVA After a Half Century: Has the New Deal Dream Become Impossible?* (news and public affairs).
KANU(FM) Lawrence, Kan. □ *Day Care Center for Battered Children* (news and public affairs).
WEBR(AM) Buffalo, N.Y. □ *Layoffs at Bethlehem Steel and 4 p.m. News* (news and public affairs).
WHYY-FM Philadelphia □ *91 Report* (news and public affairs).
Great Atlantic Radio Conspiracy/Paul Kreisler, Baltimore □ *Garbage* (news and public affairs).
KRBD(FM) Ketchikan, Alaska □ *The Blueberry Festival Slug Races* (arts and humanities).
WHYY-FM Philadelphia □ *I Remember When: Times Gone But Not Forgotten* (arts and humanities).
Bill of Rights Radio Education Project □ *Abortion: A Matter of Life and Death* (arts and humanities).
Joe Frank □ *The End* (arts and humanities).
WHA(AM) Madison, Wis. □ *Woodland Indians: The Voice of the Flute* (target audience).
Children's Radio Theater □ *Children's Playhouse 9: Life in the 21st Century* (target audience).

Local Radio Development

KLON(FM) Long Beach, Calif. □ Public awareness, large market.
WMFE(FM) Orlando, Fla. □ Public awareness, middle market.
WABE(FM) Atlanta □ Public participation, large market.
KVPR(FM) Fresno, Calif. □ Public participation, middle market.
KNPR(FM) Las Vegas □ Public participation, small market.
KUOW(FM) Seattle □ Fund raising, large market.
WMFE(FM) Orlando, Fla. □ Fund raising, middle market.
KSKA(FM) Anchorage □ Fund raising, small market.

DeForest Audion Gold Medal

Presented by the Veteran Wireless Operators Association.

Rev. William C. Haynsworth □ For "his long service to radio officers and men of the sea."

Directors Guild of America

Presented by the Directors Guild of America for outstanding directorial accomplishment.

Alan Alda □ *Where There's a Will There's a Way*, *M*A*S*H* (comedy).
Don Mischler □ *Shirley MacLaine—Illusions* (Musical/Variety).
Perry Miller Adato □ *Carl Sandburg—Echoes and Silences*, *American Playhouse* (documentary/ actuality).



Hallmark's Clio winner

Marvin J. Chomsky □ *Inside the Third Reich* (dramatic specials).
Joe Pytko □ Television commercials.

duPont-Columbia Awards

Presented by the Alfred I. duPont-Columbia Survey and Awards, Graduate School of Journalism, Columbia University, New York, for "outstanding performance in radio and TV journalism."

Awards

Dallas Townsend and CBS □ *World News Roundup*.
KAIT-TV Jonesboro, Ark. □ *The Economics of Water*.
KMTV(TV) Omaha □ *McClelland Care Facility*.
KSL-TV Salt Lake City □ *Probe Five*.
WPLG(TV) Miami □ *Human Cargo*.
WXIA-TV Atlanta □ *Epidemic! Why Your Kid Is on Drugs*.
KNXT(TV) Los Angeles □ For investigative reporting.
Chester Panzer and WJLA-TV Washington □ *Air Florida Crash Coverage*.
ABC-TV □ *Closeup: The Gene Merchants*.
ABC-TV □ *Viewpoint*.
CBS-TV □ *CBS Reports: People Like Us*.
Robert Richter and WNET(TV) New York □ *For Export Only: Pesticides and Pills*.

Citations

KNX(AM) Los Angeles □ *Assignment '81*.
KQDS(FM) Duluth, Minn. □ *The Vietnam Era*.
KWIP(AM) Dallas, Ore. □ *Oregon Hurricane*.
WHRO(FM) Norfolk, Va. □ *In Retrospect...Abortion*.
WJBC(AM) Bloomington, Ill. □ *The Bronco Billy Witness*.
KDIN-TV Des Moines, Iowa □ *Why Me and The Front Line*.
WHA-TV Madison, Wis., and Wisconsin Educational Television Network □ *Year of the Eagle and Cheating Death*.
WLOX-TV Biloxi, Miss. □ *Nuclear Waste: The Gulf Coast Time Bomb*.
WCCD-TV Minneapolis □ For its I-Team.
WTVF(TV) Nashville □ For news coverage and investigative reporting.
KQED(TV) San Francisco □ *The Splice of Life*.
WFAA-TV Dallas □ For investigative reporting.
WNET(TV) New York □ *No Place Like Home*.
ABC-TV □ *Closeup: The Oil Game*.
ABC-TV □ *ABC Special: F.D.R.*
CBS-TV □ *60 Minutes: What About the U.N.?*
Jeanne Wolf and South Carolina Educational Television □ *The Crisco Kid*.

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Peter Davis and WQED(TV) Pittsburgh □ Middletown.
 Kit Laybourne, Michael Lemle and WQED(TV) Pittsburgh □
Media Probes: Political Spots.
 Joan Churchill, Nicholas Broomfield and PBS □ *Soldier
 Girls.*

Electronic Media Awards

Presented by the National Society of Professional Engineers to "recognize broadcasting excellence for programming which makes the difficult subjects of engineering and technology more comprehensible to the public."

TV—News/Public Affairs

NBC-TV □ *Japan vs. U.S.A.: The Hi-Tech Shootout.*
 Cable News Network □ *Nitinol: Miracle Metal.*
 Independent Network News □ *Seeing Creation...*

Radio—News/Public Affairs

CBS RadioRadio □ *Alcohol—Fuel of the Future?*

Radio—Education Information

National Public Radio □ *Supercold Computers.*
 CBS □ *The Information Explosion* and *Home Computers* (honorable mention).

Emmy Awards

Presented by the Academy of Television Arts and Sciences for excellence in all areas of television entertainment.

Governors Award

Hallmark Cards □ For Hallmark Hall of Fame.

Programs

Barney Miller (ABC) □ Comedy series.
 Hill Street Blues (NBC) □ Drama series.
 Marco Polo (NBC) □ Limited series.
 Night of 100 Stars (ABC) □ Variety, music or comedy program.
 La Boheme, Live from the Met (PBS) □ Classical program in the performing arts.
 A Woman Called Golda (syndication) □ Drama special.
 Making of 'Raiders of the Lost Ark' (PBS) □ Informational special.
 The Wave (ABC) □ Children's program.
 Creativity with Bill Moyers (PBS) □ Informational series.
 The Grinch Grinches the Cat in the Hat (ABC) □ Animated program.

Acting

Alan Alda, *M*A*S*H* □ Lead actor in a comedy series.
 Mickey Rooney, *Bill* □ Lead actor in a limited series.
 Daniel Travanti, *Hill Street Blues* □ Lead actor in a drama series.
 Carol Kane, *Taxi* □ Lead actress in a comedy series.
 Michael Learned, *Nurse* □ Lead actress in a drama series.
 Ingrid Bergman, *A Woman Called Golda* □ Lead actress in a limited series or special.
 Christopher Lloyd, *Taxi* □ Supporting actor in a comedy or variety or music series.
 Michael Conrad, *Hill Street Blues* □ Supporting actor in a drama series.
 Laurence Olivier, *Brideshead Revisited* □ Supporting actor in a limited series or special.
 Loretta Swit, *M*A*S*H* □ Supporting actress in a comedy or variety or music series.
 Nancy Marchand, *Lou Grant* □ Supporting actress in a drama series.
 Penny Fuller, *The Elephant Man* □ Supporting actress in a limited series or a special.

Directing

Alan Rafkin, *One Day at a Time* □ Comedy series.
 Harry Harris, *Fame*, *To Soar and Never Falter* □ Drama series.
 Dwight Hemion, *Goldie...Listen to Us* □ Variety or music program.

Marvin Chomsky, *Inside the Third Reich* □ Limited series or special.

Debbie Allen, *Fame* □ Outstanding Achievement in choreography.

Writing

John Candy, Joe Flaherty, Eugene Levy, Andrea Martin, Rick Moranis, Catherine O'Hara, Dave Thomas, Dick Blasucci, Paul Flaherty, Bob Dolman, John McAndrew, Doug Steckler, Meri Rich, Jeffrey Barron, Michael Short, Chris Cluess, Stuart Kreismah, Brian McConnachie, SCTV Network □ Variety or music program.

Steven Bocho, Anthony Yerkovich, Jeffrey Lewis, Michael Wagner, Michael Kozoff, *Hill Street Blues* □ Drama series.

Corey Blechman, Barry Morrow, *Bill* □ Limited series or special.

Creative Arts

William Spencer, "Alone in a Crowd." *Fame* □ Cinematography for a series.

James Crabe, *The Letter* □ Cinematography for a limited series or special.

Ira Diamond, Joseph Stone, "Tomorrow's Farewell." *Fame* □ Art direction for a series.

James Hulsey, Jerry Adams, *The Letter* □ Art direction for a limited series or special.



Emmy winner Loretta Swit

Ray Klausen, *The 54th Annual Academy Awards* □ Art direction for a variety or music program.

David Rose, "He Was Only 12-Part 2." *Little House on the Prairie* □ Achievement in music composition for a series.

Patrick Williams, *The Princess and the Cabbie* □ Achievement in music composition for a limited series or special.

Elliot Lawrence, Bill Elton, Tommy Newsom, Torrie Zito, Lanny Meyers, Jonathan Tunick, *Night of 100 Stars* □ Achievement in music direction.

Larry Grossman, Alan Buz Kohan, Shirley MacLaine... *Illusions, Song: On the Outside Looking In* □ Achievement in music and lyrics.

Enrico Sabbatini, *Marco Polo* □ Costume design for a regular or limited series.

Donald Brooks, *The Letter* □ Costume design for a special.

Paul Stanhope, *World War III* □ Achievement in makeup.

Hazel Catmull, Eleanor, *First Lady of the World* □ Achievement in hairstyling.

Andrew Chulack, "Of Mouse and Man." *Hill Street Blues* □ Film editing for a series.

Robert Shugrue, *A Woman Called Golda* □ Film editing for a limited series or special.

William Wistrom, Russ Tinsley, Peter Bond, Tom Cornwell, David Elliott, Tony Garber, Peter Harrison, Charles McCann, Joseph Mayer, Joseph Melody, William Thiederman, Rusty Tinsley, *Inside the Third Reich* □ Achievement in film sound editing.

William Marky, Robert Glass Jr., William Nicholson, Howard Wilmarth, "Personal Foul." *Hill Street Blues* □ Achievement in film sound mixing.

Christopher Haire, Richard Masci, Doug Nelson, *Perry Co-*

mo's Easter in Guadalajara □ Achievement in tape sound mixing.

Ken Denisoff, *Barbara Mandrell and the Mandrell Sisters* □ Videotape editing for a series.

William Breshears Sr., Pam Marshall, Tucker Ward, *American Bandstand's 30th Anniversary Special* □ Videotape editing for a limited series or special.

Jerry Weiss, Bruce Bottone, Ken Dahlquist, Dean Hall, James Herring, Royden Holm, Tom Munshower, Wayne Nostaja, David Nowell, *The Magic of David Copperfield* □ Technical direction and electronic camerawork.

George Riesenberger, Ken Detting, "Working." *American Playhouse* □ Lighting direction.

Nell Carter (*Ain't Misbehavin'*), Andre De Shields (*Ain't Misbehavin'*), and Marilyn Matthews (*Fame*) □ Individual achievement—special class.

Andy Zall, Shirley MacLaine... *Illusions* □ Individual achievement—creative special achievement.

Ralph Holmes, "Alice at the Palace." *Project Peacock* □ Individual achievement—children's programming.

Hal Collins □ Achievement in engineering development (given posthumously).

Dubner Computer Systems and ABC □ Achievement in engineering development.

Daytime Emmys

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 Barocchini □ Outstanding variety series. *The Merv Griffin Show* (syndication).

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* (syndication).

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

Cloris Leachman □ Outstanding performer in children's programming. *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* (syndication).

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

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 programming

Robert Keeshan, Jim Hirschfield and William Hanna, Joseph Barbera, Gerald Baldwin □ 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* (syndication).

Joel Heller □ Outstanding informational programming—short

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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 Hahnemann □ Outstanding individual writing in children's programming, *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).

Ile Agopian □ Outstanding individual associate direction/videotape editing, *Young People's Specials* (syndication).

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

Geri Brioso □ Outstanding individual graphic design, *Sesame Street* (PBS).

Religious programming

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

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

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

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

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

Others

Howard Zweig, Henry Enrico Ferro, Diana Wenman, Jean Dedarlo, Lawrence Hammond, Robert Ambrico, Trevor Thompson, Vincent Senators, Robert Ballars, Thomas French, Richard Westlein, Len Walas, Fran Gertler, Kathryn Tucker-Bachelder, Roger Haenelt, 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 Herah, Richard Greene, Robert Chui, Tari 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).

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

Michael Bronson, Clemente D'Alessio and Samuel Eifert □ Outstanding program achievement in the performing arts—producers (a tie), *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 Eckett, Eric Eisenstein, Barry Fischer, 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* (syndication).

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

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

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

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



Daytime Emmy winner Darnell Williams

News and Documentary Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding news and documentary work. The 1981-1982 awards, normally given out in the spring, have been postponed. The winners are expected to be announced in the next few months. The most recent list of winners appears in BROADCASTING'S July 5, 1982, awards issue.

Sports Emmys

Presented by the National Academy of Television Arts and Sciences for outstanding sports programming.

Outstanding live sports series □ *NFL Football* (CBS). Terry O'Neil, executive producer; Charles Milton III, senior producer; Michael Burks, David Dinkins Jr., Sherman Eagan, John Faratis, Ed Goren, Bob Rowe, Perry Smith, Jim Silman, Robert Stenner and David Winner, producers; Peter Bleckner, Larry Cavolina, Joe Carolei, Bob Dailey, Bob Dunphy, Robert Fishman, Sandy Grossman, Andy Kindle, John McDonough, Jim Silman and Tony Verna, directors.

Outstanding edited sports series/anthologies □ *The American Sportsman* (ABC). Roone Arledge, executive producer; John Wilcox, series producer; Chris Marmody, coordinating producer; Bob Nixon and Curt Gowdy, producers.

Outstanding edited sports special □ *1982 Indianapolis 500* (ABC). Roone Arledge, executive producer; Mike Pearl, Bob Goodrich, producers; Chuck Howard, coordinating producer; Larry Kamm and Roger Goodman, directors.

Outstanding sports personality-analyst □ John Madden (CBS).

Outstanding sports personality-host □ Jim McKay (ABC).

Outstanding live sports special □ *NCAA Basketball Championship Final* (CBS). Kevin O'Malley, executive producer; Rick Sharp, producer; Robert Fishman, director.

Outstanding individual achievement in sports programming

Associate producers □ Jeff Cohan, Bob Lanning and Ned Simon, *1982 Indianapolis 500* (ABC).

Cinematographers □ Ernie Ernst, Hand McElwee, Howard Neef, Steve Sabol and Phil Tuckett, *Sports Illustrated: A Series for Television* (syndication).

Videotape/film editors □ Steve Purcell, *Reggie Jackson* (CBS).

Videotape/film editors □ Martin Bell, Joe Clark, Finbar Collins, Ron Feszchur, Chuck Gardner, Bruce Giaraffa, Clare Gilmour, Hector Kicilian, M. Schencman, Mike Siegel, Mike Wenig and Tom White, *Indianapolis 500* (ABC).

Technical/engineering supervisors □ James Patterson, Jesse Rineer, Louis Scanna, Arthur Tinn and Philip Wilson, *Super Bowl XVI* (CBS).

Technical directors, electronic camerapersons, senior video operators □ Sandy Bell, Robert Brown and Anthony Hlavaty, technical directors; Anthony Filippi, Robert Pieringer and Robert Squitieri, senior video operators; James Murphy, Neil McCall-frey, Steve Gorsuch, Herman Lang, Barry Drago, Joseph Sokota, Frank McSpedon, George Rothweiler, Jeffrey Pollack,

George Naeder, George Graffeo, Thomas McCarthy, Sigmund Meyers, Sol Bress, James McCarthy, Hans Singer and Water Soucy, electronic camerapersons, *1982 Daytona 500* (CBS).

Technical directors, electronic camerapersons, senior video operators □ John Allen, technical director; Mike Michaels, senior video operator; John Morreale, Frank Melchiorre, Diane Cates, John Dukewich, Evan Baker, Mike Freedman, Sai Folino, Warren Cress, Dan Langford and Dale Walsh, electronic news-persons, *Sugar Bowl* (ABC).

Technical directors, electronic camerapersons, senior video operators □ Gene Afrunti, John Figer, Rich Gelber and Wink Gunther, technical directors; John Monteleone, senior video operator; Mort Levin, F. Merklein, J. Sapienza, A. Best, John Cordone, D. Spanos, George Montanez, D. Lamothe, Jack Cronin, J. Woodle, A. Demamos, R. Westline, J. Schafer, Tony Gambino, Kenneth Sanborn, R. Wolff, Phil Fontana, A. Peifer, R. Hammond, T. Mortellaro, Serf Menduina, W. Sullivan, R. Bernstein, S. Madjanski and J. Stefanoni, electronic camerapersons, *New York Marathon* (ABC).

Technical directors, electronic camerapersons, senior video operators □ Wink Gunther and Chet Mazurek, technical directors; Cyril Tywang and Ken Amow, senior video operators; A. Peifer, W. Sullivan, Steve Nikitor, J. Morreale, R. Hammond, A. DeRosa, Joe Cotugno, Jesse Kohn, Andy Armentani, Jack Savoy, Gene Wood, Jack Dorfman, Tom O'Connell, Joe Stefanoni, Frank Melchiorre, Mort Levin, Joe Sapienza, Serf Menduina, Gary Donatelli and Steve Wolff, electronic camerapersons, *Indianapolis 500* (ABC).

Graphics □ Peggy Hughes, *NCAA College Football* (ABC); James Grau, *Super Bowl XVI Show Opening Title* (CBS).

Writing □ Steve Rotfeld, *The Legend of Jackie Robinson—Greatest Sports Legends* (syndication).

Music □ John Silbermann, *Super Bowl XVI Theme* (CBS).

Senior audio engineers □ Jack Brandes, Jim Davis, Jack Hughes, Norm Kiernan and Morley Lang, *U.S. Open* (ABC).

Special classification of outstanding program □ *Reggie Jackson* (CBS); *The Baseball Bunch* (syndication), Larry Parker, executive producer; Jody Shapiro and Gary Cohen, producers; *ABC Sportsbeat* (ABC).

Special classification for individual achievement □ Jim Harrington, executive producer; Robert Stenner, producer; Robert Fishman, director; Walter Pile, field technical manager; John Porter, Peter Larsson, David Curtis, engineers; George Graffeo, cameraman.

Excellence in Consumer Journalism Awards

10th annual. Presented by the National Press Club for excellence in consumer reporting.

Roberta Baskin and Patricia Dean, WLS-TV Chicago □ *Chimney Sweepers* (first place).

Ron Magers, Doug Longhini, Bonnie Van Gilder and Pat Duddy, WMAQ-TV Chicago □ *Buying Blind: The Condo Trap* (citation).

Shelley Thomas, KSL-TV Salt Lake City □ *Twelve Burning Questions* (first place, markets 26 and below).

Richard Waxler, WXXI-TV Rochester, N.Y. □ *The Deadly Delay* (citation, markets 26 and below).

Radio

Daniel Zwerdling and John Ydette, National Public Radio □ *Chlordane* (first place).

Fred Kennedy and Kit Frewer, NBC News □ *Banks on the Brink* (citation).

Laurie Garrett and Anne Gudenkauf, National Public Radio □ *Video Display Terminals and Problem Pregnancies* (citation).

Freedom Foundation

34th annual. Presented by the Freedom Foundation, Valley Forge, Pa., to persons and institutions for "supporting the American way of life, the dignity of the individual and his responsibility for exemplary citizenship."

Television—George Washington Honor Medals

ABC □ *I Love Liberty and The Wave*.

Fair East Network □ *Video Magazine*.

Creative Initiative □ *No Frames, No Boundaries*.

Television Corp. of America □ *784 Days that Changed American*.

WPBT(TV) Miami □ *Denmark Vesey's Rebellion*.

WWL-TV New Orleans □ *Toughlove*.

We Speak the Language



Recording artists Los Freddys at Belvedere Park.

The language is Spanish, the city is San Gabriel, the market is Los Angeles.

How do you serve such an immense Hispanic community?

Not just with music, news, weather, and sports.

Oh sure, music is a big part of what we do. More than 2,000,000 of our friends and neighbors have attended our free Concert in the Park series over the past seven years.

But, when you speak the language you have to do more.

Like, invite Latino community leaders, civic leaders, and local fire officials to speak on fire safety and emergency procedures during a 24 hour radiothon which raised over \$65,000 to benefit victims of a tragic apartment-hotel fire that claimed twenty-four lives.

Like, work with the Chicano News Media Association to offer information on career opportunities and training in radio and TV in quarterly conferences held on local college and university campuses.

Like, fight a crippling disease with our voices during Muscular Dystrophy radiothons which have raised more than \$150,000 over the past three years.

Like, give our listeners the opportunity to call our studios on Law Day to ask questions and find out how and where they can seek legal help in conversations with lawyers from the Mexican-American Bar Association.

Like, celebrate life with an all-day, outdoor Health Fair where community residents can gain free vital knowledge about health, nutrition, and drug and alcohol abuse from Red Cross and County Health Department officials.

Ask our general manager, Raul Ortal, how we manage to bring people together.

"We speak the language."

In a variety of ways.

That's why we're "Radio Variedades."

"Radio Variety."

KALI.



**United
Broadcasting
Company**

KALI/San Gabriel
WOOK-FM/Washington
WYST/Baltimore
WYST-FM/Baltimore
WBNX/New York
WJMO/Cleveland Heights
WRQC-FM/Cleveland Heights
KSOL-FM/San Mateo
WINX/Rockville, MD
United Cable Company of
New Hampshire

Represented Nationally by
Jack Masla & Co.

Radio

Smithsonian Institution-Office of Telecommunications □ *Yorktown: Echoes of a Victory*.
WMAL(AM) Washington □ *George Washington: A Man For His Own Time*.
KSL(AM) Salt Lake City □ *50th Anniversary Broadcast Mormon Tabernacle Choir*.
WRFM(FM) New York □ *The Public's Right to Accurate Information*.

Television—Honor Certificates

C-M Productions, La Jolla, Calif. □ *The American Frontier*.
KMOX-TV St. Louis □ *Freedoms of the Press: From Peking to Columbia, Mo.*
KOLD-TV Tucson, Ariz. □ *Crime: You Can Make the Difference*.
KRIV-TV Houston □ *Houston Live with Roger Gray*.
Pentacom Productions, North Miami, Fla. and **South Carolina Educational Television Network, Columbia** □ *The Crisco Kid*.
RPR Productions, Berwyn, Pa. and **NFL Films, Mount Laurel, N.J.** □ *Wake Up the Echoes*.
WMAQ-TV Chicago □ *All the King's Horses*.
WNBC-TV New York □ *Justice Endangered*.
WVUE(TV) New Orleans and **Ms. Patricia Gormin** □ *New Lives*.
NBC □ *Real People-Special Veterans Day Program*.
Home Box Office □ *She's Nobody's Baby*.
Freedom Leadership Foundation □ *Radical Operations*.

Radio

Jim Metzner □ *You're Hearing America*.
NBC Radio News □ *The Eye of the Storm*.

Gabriel Awards

17th annual. Presented by Unda-USA, the professional and autonomous Catholic association for broadcasters and allied communicators, for excellence in broadcasting.

Personal Achievement

Robert Keeshan □ *Captain Kangaroo*.
Bill Moyers □ *Creativity with Bill Moyers*.

Station Awards

WBZ-TV and **WCVB-TV, both Boston**, and **KMOX(AM) St. Louis**.

National TV Programs

Alan Landsburg Productions and **CBS-TV** □ *Bill*.
Arnuthfonyus Films Inc. and **PBS** □ *Traveling Hopefully*.
Franciscan Communications, Tellux Films and **TeleSPOT Productions** □ *Little Friend*.
T.A.T. Communications and **ABC-TV** □ *ABC Theater for Young Americans: The Wave*.
NBC News □ *NBC Magazine: Make A Wish*.

National Radio Programs

Minnesota Public Radio, St. Paul □ *A Prairie Home Companion*.
Alan R. Walden and **NBC Radio News** □ *The Eye of the Storm*.
Ethnic Communications Outlet and **Soft Sheen Products** □ *New You In '82: Rev. Henry Hardy*.
Youth News Oakland and **KFRC-AM San Francisco** □ *Youth on the Air*.

Local TV Programs

WBBM-TV Chicago □ *The Trial of Shoeless Joe Jackson*.
Dave Bell Associates and **KNBC-TV Los Angeles** □ *In a New Light*.
WMAQ-TV Chicago □ *All the King's Horses*.
KOOL-TV Phoenix □ *The Day*.
WBZ-TV Boston □ *Evening Magazine: Make a Wish & a Wish Comes True*.
KRON-TV San Francisco □ *Buster and Me*.
KGMB-TV Honolulu □ *Hawaii's Superkids 1*.
KUED-TV Salt Lake City □ *The Doomsayers*.

Local Radio Programs

George Jellinek and **WQXR(AM) New York** □ *Music Magazine Poland's Search For Freedom*.
WEEI(AM) Boston □ *I Never Meant To Hurt You*.
The Presbyterian Media Mission, Pittsburgh □ *Passengers Rnth's Story*.
KPFA(AM) Berkeley, Calif., and **The Pacifica Foundation** □ *La Chicana: Mexican-American Women Speak Out*.
Ethnic Communications Outlet and **Soft Sheen Products** □ *Heartbeats: Don't Look Back*.

National TV PSA

ABC-TV □ *F.Y.I. series*.

Local TV PSA

Portland Public School Students and **KATU-TV Portland, Ore.** □ *Great Kids Series*.

National Radio PSA

Bonneville Productions and **The Church of Jesus Christ of Latter Day Saints** □ *How To Talk To Your Teenager*.

Local radio PSA

The Health and Temperance Department and **Seventh Day Adventist Church, Washington** □ *Serving the Total Person*.



Gabriel winner Bill Moyers

Gavel Awards

Presented by the American Bar Association to "publications and programs which serve to inform the public on the roles of the law, the legal profession and the courts in American life." Winners for 1983 are expected to be announced this month; last year's awards can be found in BROADCASTING'S July 4, 1982, awards issue.

Grammy Awards

25th annual. Presented by the National Academy of Recording Arts and Sciences for outstanding performance in the field of recording.

Record of the Year □ *Rosanna*, Toto.
Album of the Year □ *Toto IV*, Toto.
Song of the Year □ *Always on My Mind*, Johnny Christopher, Mark James, Wayne Carson.
Best New Artist □ Men at Work.
Best Pop Vocal Performance, Female □ *You Should Hear How She Talks About You*, Melissa Manchester.
Best Pop Vocal Performance, Male □ *Truly*, Lionel Richie.
Best Pop Vocal Performance by a Duo or Group with Vocal □ *Up Where We Belong*, Joe Cocker, Jennifer Warnes.
Best Pop Instrumental Performance □ *Chariots of Fire (Theme)*, Ernie Watts.
Best Rock Vocal Performance, Female □ *Shadows of the Night*, Pat Benatar.
Best Rock Vocal Performance, Male □ *Hurts So Good*, John Cougar.
Best Rock Performance by a Duo or Group with Vocal □ *Eye of the Tiger*, Survivor.
Best Rock Instrumental Performance □ *D.N.A.*, A Flock of Seagulls.

Best R&B Vocal Performance, Female □ *And I Am Telling You I'm Not Going*, Jennifer Holliday.

Best R&B Vocal Performance, Male □ *Sexual Healing*, Marvin Gaye.

Best R&B Vocal Performance by a Duo or Group with Vocal □ *Let It Whip*, Dazz Band, and *Wanna Be With You*, Earth Wind & Fire.

Best R&B Instrumental Performance □ *Sexual Healing (Instrumental version)*, Marvin Gaye.

Best R&B Song □ *Turn Your Love Around*, Jay Graydon, Steve Lukather, Bill Champlin.

Best Jazz Fusion Performance, Vocal or Instrumental □ *Off-ramp*, Pat Metheny Group.

Best Country Vocal Performance, Female □ *Break It to Me Gently*, Juice Newton.

Best Country Vocal Performance, Male □ *Always on My Mind*, Willie Nelson.

Best Country Performance by a Duo or Group with Vocal □ *Mountain Music*, Alabama.

Best Country Instrumental Performance □ *Alabama Jubilee*, Roy Clark.

Best Country Song □ *Always on My Mind*, Johnny Christopher, Mark James, Wayne Carson.

Best Gospel Performance, Contemporary □ *Age to Age*, Amy Grant.

Best Gospel Performance, Traditional □ *I'm Following You*, Blackwood Brothers.

Best Soul Gospel Performance, Contemporary □ *Higher Plane*, Al Green.

Best Soul Gospel Performance, Traditional □ *Precious Lord*, Al Green.

Best Inspirational Performance □ *He Set My Life to Music*, Barbara Mandrell.

Best Traditional Blues Recording □ *Alright Again*, Clarence Gatemouth Brown.

Best Ethnic or Traditional Folk Recording □ *Queen Ida and the Bon Temps Zydeco Band on Tour*, Queen Ida.

Best Latin Recording □ *Machito and His Salsa Big Band '82*, Machito.

Best Recording for Children □ *In Harmony 2*, various artists.

Best Comedy Recording □ *Live on the Sunset Strip*, Richard Pryor.

Best Spoken Word, Documentary or Drama Recording □ *Raiders of the Lost Ark: The Movie on Record*, Tom Voegelé, album producer.

Best Instrumental Composition □ *Flying* (Theme from "E.T."), John Williams, composer.

Best Album of Original Score Written for a Motion Picture or a Television Special □ *E.T. The Extra Terrestrial*, John Williams, composer.

Best Cast Show Album □ *Dreamgirls*.

Video of the Year □ *Olivia Physical*, Olivia Newton-John.

Best Jazz Vocal Performance, Female □ *Gershwin Live!*, Sarah Vaughan.

Best Jazz Vocal Performance, Male □ *An Evening with George Shearing and Mel Torme*, Mel Torme.

Best Jazz Vocal Performance, Duo or Group □ *Route 66*, Manhattan Transfer.

Best Jazz Instrumental Performance, Soloist □ *We Want Miles*, Miles Davis.

Best Jazz Instrumental Performance, Group □ *More Live*, Phil Woods Quartet.

Best Jazz Instrumental Performance, Big Band □ *Warm Breeze*, Count Basie & His Orchestra.

Best Arrangement on an Instrumental Recording □ *Flying*, John Williams, instrumental arranger.

Best Instrumental Arrangement Accompanying Vocal □ *Rosanna*, Jerry Hey, David Paich, Jeff Porcaro.

Best Vocal Arrangement for Two or More Voices □ *Rosanna*, David Paich, vocal arranger.

Best Album Package □ *Get Closer*, Kosh with Ron Larson, art directors.

Best Album Notes □ *Bunny Berigan*, John Chilton, Richard Sudhalter, album note writers.

Best Historical Album □ *The Tommy Dorsey! Frank Sinatra Sessions Vols. 1, 1&3*, Alan Dell, Ethel Gabriel, Don Wardell, album producers.

Best Engineered Recording □ *Toto IV*, Al Schmitt, Tom Knox, Greg Ladanyi, David Leonard, engineers.

Producer of the Year (nonclassical) □ Toto.

Best Classical Album □ *Bach: The Goldberg Variations*, Glenn Gould.

Best Classical Orchestral Recording □ *Mahler: Symphony No. 7 in E-Minor*, James Levine cond. Chicago Symphony.

Best Opera Recording □ *Wagner: Der Ring Des Nibelunge*.

\$200,000,000

Capital Cities Communications, Inc.

11³/₄% Subordinated Sinking Fund Debentures due June 15, 2013

Price 99.50 %

Plus accrued interest from June 15, 1983.

Upon request, a copy of the Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may legally distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

Goldman, Sachs & Co.

The First Boston Corporation

Merrill Lynch White Weld Capital Markets Group

Merrill Lynch, Pierce, Fenner & Smith Incorporated

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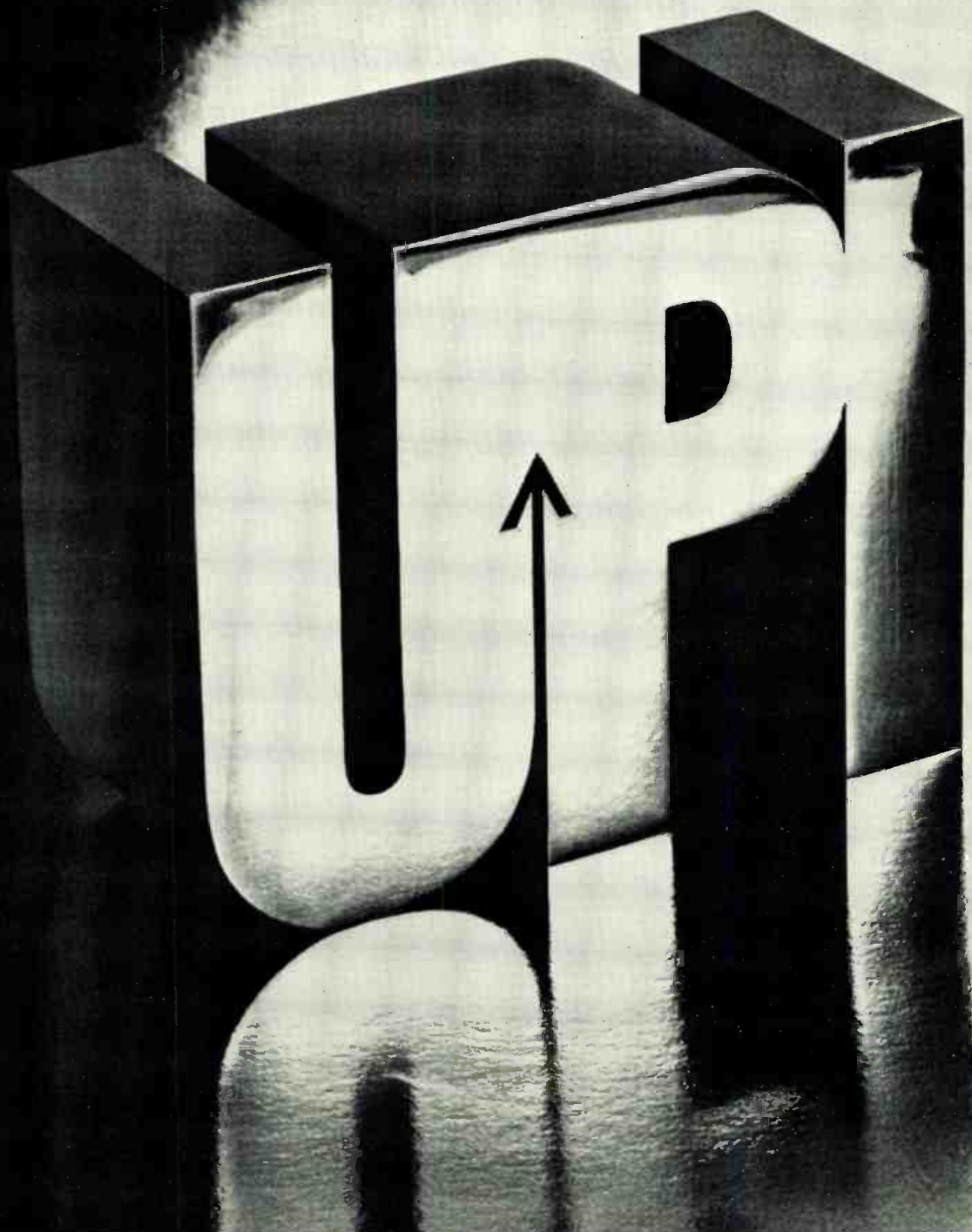
Smith Barney, Harris Upham & Co.
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Wertheim & Co., Inc.

Dean Witter Reynolds Inc.

June 22, 1983

**Presenting the Winners of the 1983
UPI National Broadcast Awards**



**United Press International congratulates
these outstanding broadcasters.**

Chosen from among 100 finalists of rigorous state and regional competitions, these professionals represent the highest in broadcast standards nationwide.

The National Broadcast Awards contest is sponsored by UPI, together with UPI's National Broadcast Advisory Board and UPI state broadcast groups to encourage excellence in broadcast journalism.

Our thanks to the distinguished panel of RTNDA judges, who made the national selections, and congratulations to the winners!

Outstanding Spot News

WGST-AM, Atlanta, GA Division I	WJLA-TV, Washington, DC Division I
WKY-AM, Oklahoma City, OK Division II	WGGB-TV, Springfield, MA Division II

Outstanding Newscast

WCBS-AM, New York, NY Division I	WJLA-TV, Washington, DC Division I
WKY-AM, Oklahoma City, OK WHBF-AM, Rock Island, IL (tie) Division II	WSOC-TV, Charlotte, NC Division II

Outstanding Feature

WGR-AM, Buffalo, NY Division I	KSDK-TV, St. Louis, MO Division I
WNIU-FM, DeKalb, IL Division II	WHIO-TV, Dayton, OH Division II

Outstanding Documentary

WMAL-AM, Washington, DC Division I	WCKT-TV, Miami, FL Division I
KMJK-FM, Lake Oswego, OR Division II	KSBY-TV, San Luis Obispo, CA Division II

Outstanding Sports Coverage

WMAL-AM, Washington, DC WMAQ-AM, Chicago, IL (tie) Division I	WXYZ-TV, Detroit, MI Division I
KBLX-FM, Berkeley, CA Division II	WGGB-TV, Springfield, MA Division II

Division I: TV stations in markets 1-30 or radio stations with six or more full-time newsmen.

Division II: TV stations in markets 31 and up, or radio stations with five or fewer full-time newsmen.

Pierre Boulez cond. Bayreuth Festival Orchestra with soloists.

Best Choral Performance (other than opera) □ *Berlioz: La Damnation De Faust*, Margaret Hillis, chorus director.

Best Chamber Music Performance □ *Brahms: The Sonatas for Clarinet & Piano OP. 120*, Richard Stoltzman & Richard Goode.

Best Classical Performance—Instrumental Soloists (with orchestra) □ *Elgar: Concerto for Violin in B Minor*, Itzhak Perlman.

Best Classical Performance—Instrumental Soloist or Soloists □ *Bach: The Goldberg Variations*, Glenn Gould.

Best Classical Vocal Soloist Performance □ *Verdi: Arias (Leontyne Price Sings Verdi)*, Leontyne Price.

Best Engineered Recording, Classical □ *Mahler: Symphony No. 7 in E Minor*, Paul Goodman, engineer.

Classical Producer of the Year □ Robert Woods.

Trustees Awards □ Les Paul.

Grand Awards

Presented by the International Radio Festival of New York to recognize excellence in programming, advertising and promotion.

Lord, Geller, Federico, Einstein □ Callard & Bowser (USA) Inc. (ad campaign).

Tony Schwartz/New Sounds □ Split Second (public service announcements).

KFWB(AM) Los Angeles □ Sometimes There's Good News (promotion spots).

KNX(AM) Los Angeles □ KNX Afternoon News (news programs).

Quarry Lane Productions □ Mount Everest: Chomolungma—Goddess Mother of the World (entertainment programs).

WBBM(AM) Chicago □ Save Rape Victims (editorials).

WCAU(AM) Philadelphia □ Venereal Disease (information programs).

Headliner Awards

Sponsored by the Press Club of Atlantic City, N.J., for broadcast media.

WCBS(AM) New York □ Consistently outstanding radio reporting (cities over 250,000).

WRAL(FM) Raleigh, N.C. □ Consistently outstanding radio reporting (cities under 250,000)

WRAL(FM) Raleigh, N.C. □ Outstanding public service by a radio station with *Five Faces of Poverty*, a 60-minute program examining poverty in North Carolina.

WMAL(AM) Washington □ Outstanding documentary by a radio station with *They Served With Honor*, a look at the week-long Washington activities leading up to the dedication of the Vietnam Veterans Memorial.

ABC Radio News, New York □ Consistently outstanding radio reporting by a network.

NBC Radio □ Outstanding documentary by a radio network for its reports on *Banks on the Brink*, the crises in the banking industry nationwide.

KENS-TV San Antonio, Tex. □ Consistently outstanding TV news reporting (cities over 500,000).

Television

WPTA-TV Fort Wayne, Ind. □ Consistently outstanding TV news reporting (cities under 500,000).

WTVJ(TV) Miami □ Outstanding public service by a TV station for *The Cancer Nobody Talks About*, colorectal cancer and tests for it.

WFAA-TV Dallas □ Outstanding documentary by a TV station for *Broker of Death*, an inside look at the arms deal.

ABC News □ Consistently outstanding TV network news reporting as exemplified by its Vatican coverage and "Status Reports" on *World News Tonight*.

CBS/Broadcast Group □ Outstanding public service by a TV network for "CBS Reading Projects," designed to stimulate interest and enjoyment of books and reading through TV.

NBC News □ Outstanding documentary by a TV network for *Getting Straight*, a look at a program for straightening out high school students on drugs and alcohol.

ABC News □ Outstanding investigative reporting by a TV network for *Thruaway Kids*, an investigation into what happens to orphaned, abused and neglected kids in remote, prison-like institutions in Oklahoma.

KIRO(AM) Seattle □ Special Citation for its reports on *Around the World with Pope John Paul and Russia*.

WMAQ-TV Chicago □ Mall Dodson Memorial Award for its

Street Files series that investigated allegations that Chicago police maintained two sets of files on major cases, especially those involving murder.

Sidney Hillman Foundation Awards

33d annual. Presented by the Sidney Hillman Foundation to recognize achievements in newspapers and magazine reportage, books and radio and television.

Radio and Television

Marc Cooper and Tim Frasca, Pacifica Radio News □ *El Salvador: The Elections*.

Judy Reemtsma, CBS □ *People Like Us*.

Roy W. Howard Public Service Awards

Presented by the Scripps-Howard Foundation for "best examples of public service journalism and broadcasting."

Broadcast winner

WTSP-TV St. Petersburg, Fla. □ *Prisoners of the Harvest*.

Humanitas Awards

Presented by the Human Family Institute to writers of television programs that most effectively communicate "enriching human values."

Donald Wrye, Linda Elstad □ *Divorce Wars* (90 minutes or longer).

Gene Reynolds □ "Hunger," *Lou Grant* (60 minutes).

David Pollock, Elias Davis □ "Where There's a Will There's a War," *M*A*S*H* (30 minutes).

Lloyd Dobyns □ *America Works When America Works* (documentary).

International Broadcasting Awards

22d annual. Presented by the Hollywood Radio and Television Society for the best radio and television commercials. (List includes agency and production company).

Television

Sweepstakes winner □ *Ballerina, Christmas Wish, Music*



Roone Arledge with IRTS's Ave Butensky

Professor, Hallmark Cards; Young & Rubicam; Lofaro & Associates, Michael Daniel and Brooks/Felford/Cramer/Seresin.

Live action, 60 seconds, nonEnglish language □ *1.5 Million Women*, Merie Norman Cosmetics; Carlson/Liebowitz & Olshever; Robert Elias Studio.

Live action, 60 seconds, nonEnglish language □ *Terrasse*, DIM; Publicis Conseil; Pac T. De Ganay.

Live action, 30 seconds, English language, produced in U.S. □ *Grandmothers*, Fotomat; Foote, Cone & Belding; Gomes Loew.

Live action, 30 seconds, English language, produced outside of U.S. □ *Visits*, Butter Information Council; Dorland Advertising; James Garrett & Partners.

Live action, 30 seconds, nonEnglish language □ Electronic Aznarez; Tandem DDB Campmany Guasch; Vector Albi.

Animation □ *Housework*, Reckitt & Colman; Boase Massimi Pollitt Univas; Clearwater Film Co.

Combination □ *Whaddayaneed*, Samuel Taylor; McCann-Erickson; Fat Films.

Humorous □ *Potato Man*, Jus-Fol's; W.S. Crawford; Rose Hackney Productions.

ID's, 10 seconds or less □ *Santa Chicken*, Baskin-Robbins; Ogilvy & Mather; Ampersand.

Public Service □ *Zoo Stars*, Detroit Zoological Park; W.B. Doner & Co.; Castorri & Co.

Local (one market) □ *Growing/DCA*, Maryland National Bank; Van Sant Dugdale & Co.; Leiberhan/McHenzie.

Radio

Sweepstakes winner □ *Bully, Moocher, Bribetaker*, Highland Appliance; W.B. Doner & Co.; W.B. Doner & Co.

Musical, 60 seconds □ *Goin' Home*, Greyhound Lines; Bozell & Jacobs; Philly Kelley Productions.

Musical, 30 seconds □ *No. 1, Lemon-Lime Drink*, Seven-Up International; J. Walter Thompson; Willy Cruz.

Humorous, 60 seconds □ *Help England Back On Its Feet*, Callard & Bowser; Lord, Geller, Federico, Einstein; Waterfall Productions.

Humorous, 30 seconds; open, 30 seconds □ *What Should I Do With The Dog*, AT&T; N.W. Ayer; Chuck Biore & Don Richman.

Open, 60 seconds □ *Bulletproof*, Kawasaki Canada; Enterprise Advertising; Morgan Earl Sounds.

Local (one market) □ *Your Mother's On The Phone*, Stuffed Bagel; Rudy Paige Advertising; Rudy Paige Advertising.

Public Service □ *Ciggy*, Washington DOC; Cole & Weber; Bear Creek Studio.

International Film & TV Festival of New York

Presented by the International Film & TV Festival of New York to outstanding television programs and commercials.

Grand Awards

Ogilvy & Mather, San Francisco □ Henry Weinhard's Private

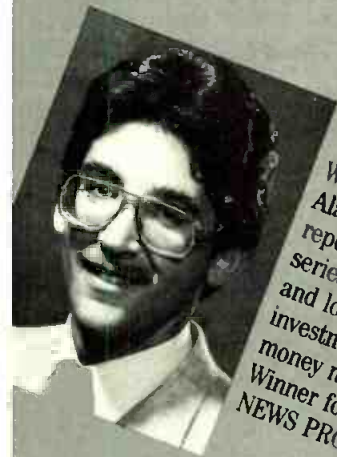
MBA SALUTES THE WINNERS OF ITS 1983 JANUS AWARDS FOR EXCELLENCE IN ECONOMIC & FINANCIAL NEWS BROADCASTING



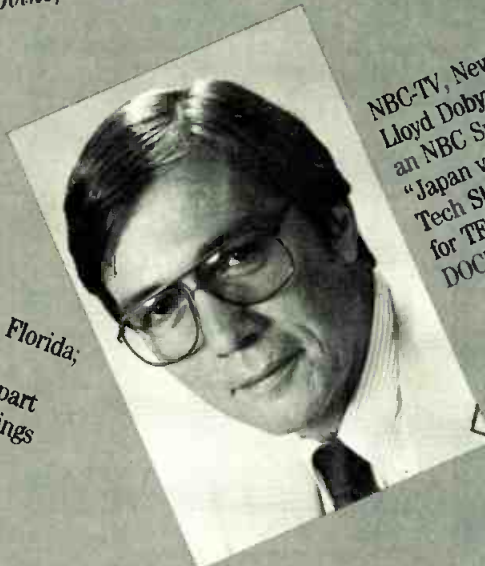
National Public Radio, Washington, D.C.; Robert Krulwich and Daniel Zwerdling, reporters; Gary Covino, producer, for a seven-part series on the U.S. automobile industry that was aired on "All Things Considered." Winner for RADIO NEWS PROGRAMMING.
Pictured at the awards presentation are (l-r): Zwerdling; James M. Wooten, President, Mortgage Bankers Association of America; Covino; Krulwich.



ABC-Information Network, New York City; Philip Greer, reporter, for a series of five reports examining the state of the economy. Winner for RADIO DOCUMENTARY.



WTVJ-TV, Miami, Florida; Alan Mendelson, reporter, for a five-part series about the savings and loan industry, investment fraud, and money market funds. Winner for TELEVISION NEWS PROGRAMMING.



NBC-TV, New York City; Lloyd Dobyns, reporter, for an NBC Special Report: "Japan vs. USA—The High Tech Shootout." Winner for TELEVISION DOCUMENTARY.



WDIV-TV, Detroit, Michigan; Jennifer Moore, reporter, and Roger Bergson, producer, for a documentary about the Japanese automobile industry, "Made in Japan II." Winner for TELEVISION DOCUMENTARY.



The Janus Awards, now in their thirteenth year, are sponsored by the Mortgage Bankers Association of America (MBA) to honor individual broadcasting stations and networks whose news programs have made a significant contribution toward the understanding of financial and economic issues of the day. MBA, headquartered in Washington, D.C., is the only national association devoted exclusively to the field of real estate finance and represents more than 1900 member mortgage companies, commercial banks, life insurance companies, savings and loan associations, and others in the mortgage lending field.

Reserve (commercial).

Steve Diamant, Chicago □ Gun Control (public service announcement).

Home Box Office □ *World Championship Boxing* (cable-produced programming).

Granada Television Ltd., Manchester □ *Brideshead Revisited* (television programming).

International Radio and Television Society Awards

Presented by IRTS to a person or organization judged to have made "an outstanding contribution to, or achievement" in radio or television.

Roone Arledge, president of ABC News and Sports □ Gold medal.

Charles Kuralt, CBS News correspondent □ Broadcaster of the Year award.

Iris Awards

7th annual. Presented by NATPE International for outstanding local TV programming.

Markets 1-10

WJLA-TV Washington □ *The Saving of the President* (public affairs special).

WBBM-TV Chicago □ *Channel 2: The People* (public affairs series).

WMAQ-TV Chicago □ *Call Me Coach* (sports).

WMAQ-TV Chicago □ *You* (magazine format).

KYW-TV Philadelphia □ *Santa and Son* (children's).

WDIV-TV Detroit □ *A Star Is Born: Detroit Picks a Winner* (entertainment).

KYW-TV Philadelphia □ *Sweet Nothing* (other).

Markets 11-40

WTBS(TV) Atlanta □ *Our Daily Bread: A Study of Youth Unemployment* (public affairs special).

WCCO-TV Minneapolis □ *The Moore Report* (public affairs series).

KOA-TV Denver □ *Riding the High Country: The Coors International Bicycle Classic* (sports).

KBTV(TV) Denver □ *Assignment Colorado* (magazine format).

WPBT(TV) Miami □ *The Me Nobody Knows* (children's).

KIRO-TV Seattle □ *The Making of Donahue* (entertainment).

WSB-TV Atlanta □ *Special Edition: The Making of Nightline* (other).

Markets 41-210

WDAY-TV Fargo, N.D. □ *Hjemkomst: A Dream Come True* (public affairs special).

WLBT(TV) Jackson, Miss. □ *Small Farmer Profile* (public affairs series).

WHAS-TV Louisville, Ky. □ *Derby '108* (sports).

KUTV(TV) Salt Lake City □ *Extra* (magazine format).

WOWK-TV Huntington, W. Va. □ *Around the World in 60 Minutes* (children's).

WJXT(TV) Jacksonville, Fla. □ *River Day '82* (entertainment).

KSL-TV Salt Lake City □ *Smoke Detectors: What You Don't Know Could Kill You* (other).

International

International Societe Radio-Canada □ *For Le Mandarin Merveilleux*.

Iris of the Year

Garry Marshall □ For his "enormous contributions to television entertainment."

President's Award

William Paley □ Founder-chairman, CBS.

Sol Taishoff □ Editor and co-founder of BROADCASTING magazine (given posthumously).

Janus Awards

Presented by the Mortgage Bankers Association of America for excellence in financial news broadcasting.

National Public Radio □ Seven-part series on U.S. automobile industry on *All Things Considered* (radio news programming).

ABC-Information Network □ Five-part series on the state of the economy by Philip Greer (radio documentary).

WTVJ-TV Miami □ *How Safe is Your Money?* (television news programming).

Lloyd Dobyns, NBC-TV □ *Japan vs. USA—The High Tech Shootout*; **Jennifer Moore** and **Roger Bergson** □ *Made in Japan II* (television documentary).



Triple crown plus one. NBC News Correspondent Lloyd Dobyns and/or the programs he helped assemble won awards in four different competitions last year. Above, Dobyns is seen in *NBC Reports: Japan vs. USA—The High Technology Shoot-Out*. The four awards were Dartmouth's Media Awards for Economic Understanding, the Electronic Media Awards, the Janus Awards and the Humanitas Awards.

Robert F. Kennedy Journalism Awards

15th annual. Presented by the Robert F. Kennedy Journalism Awards Committee to "recognize and encourage media attention to the problems facing disadvantaged Americans."

KRON-TV San Francisco □ *For The War Within*, a story on Vietnam veterans.

WRAL(AM) Raleigh, N.C. □ *For Five Faces of Poverty*.

Abe Lincoln Awards

14th annual. Presented by the Southern Baptist Radio and Television Commission to "honor broadcasters throughout the nation for their achievements in advancing the quality of life in America."

Gene Jankowski, CBS/Broadcast Group □ Distinguished communications recognition award.

Bob Keeshan, creator and host of *Captain Kangaroo* □ Distinguished communications recognition award.

Mary Alice Tierney, community services director, WISN-TV Milwaukee □ Television award.

David Berry, vice president and general manager, WQDR(FM) Raleigh, N.C. □ Radio award.

Merit awards

Thomas Cookerly, president and general manager, WJLA-TV Washington.

William Spencer Jr., station manager, WAGE(AM) Leesburg, Va.

John Evans, executive vice president, WESH-TV Daytona Beach, Fla.

Roberta Baskin, investigative reporter, WLS-TV Chicago.

Eric Norberg, general manager, KWIP(AM) Dallas, Ore.

Louise Collins, program personality, WBUX(AM) Doylesville, Pa.

Media Awards for Economic Understanding

6th annual. Presented by the Amos Tuck School of Business Administration of Dartmouth College.

National TV

Lloyd Dobyns, James Gannon, Peter Jeffries—NBC News □ *NBC Reports/Japan vs. USA—The High-Tech Shootout* (first prize).

Michael Connor, Dan Cordtz, Richard Gerdau, Pamela Hill, Richard Richter—ABC □ *The Money Masters* (second prize).

Unda-USA



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18th Annual GABRIEL AWARDS

for programs which creatively treat issues concerning positive human values.

30 Categories for local and national programs, plus Station of the Year and Personal Achievement Awards.

Deadline for entries—Sept. 1, 1983

For information, contact:

GABRIEL AWARDS

Bridge Productions

2655 Van Ness Avenue

San Francisco, CA 94109

(415) 441-8111

Rev. Harry G. Schlitt, Chairman

Mike Beck, Emory Bundy, Hal Calbom, Enrique Cerna, Mike Decesare, Jean Enersen, Mike James, Dave Kerley, Doug McConell, Jack Mckeogh, Dick Warsinske, Ralph Wenge—King Broadcasting Co., Seattle □ *The Electrical Storm* (first prize, markets 1-25)

Mort Crim, Robert Deming, Vida Gaizutia, Larry Martin, Terry Meade, Jennifer Moore, Fred Mullin, Terrence Oprea, Robert Stevens—WDIV-TV Detroit □ *The Only Game in Town* (second prize, markets 1-25).

Paul Walker, Larry James Warren—KUTV(TV) Salt Lake City □ *Avarcauda—The End of a Company State* (first prize, markets 26-100)

John Brown, Jackie Hays—WHAS-TV Louisville, Ky □ *Medicant: The Health Care Crisis* (second prize, markets 26-100)

Keith Ebow, Mike Falgout, Gary Paul Landry—KATC-TV Lafayette, La □ *Social Security: Here Today, Gone Tomorrow?* (first prize, markets 100 and below)

Pat Milligan, Liene Safron—WINK-TV Fort Myers, Fla □ *Presure in Paradise* (second prize, markets 100 and below)

Network Radio

Dave Cooke, Angela Ferraiolo, Barry Luchkowec—RKO Radio Networks, New York □ *Equal Time/Get it on Credit and The Credit Denial* (first prize)

Dan Avery, Barry Catlett, Glodean Gates, Jeff Kaufman, Ed Pyle—KFWB(AM) Los Angeles □ *From Here to Technology* (first prize, markets 1-50).

Stan Brooks, Joe D. Gillespie, Frank Sciortino—WINS(AM) New York □ *The Underground Economy: Working Off The Books* (second prize, markets 1-50)

Carl deSuzé, Lee Regan, Anthony Silva, Darius Walker—WBZ(AM) Boston □ *Ark: Everybody's Business* (honorable mention, markets 1-50)

Mike Edwards, Pamela Hart, Donna Jones, Bill Leslie, Nancy Lyons, Steve Shumake—WRAL(FM) Raleigh, N.C. □ *Fire Faces of Poverty* (first prize, markets 51 and below).

George Dickerson—WLRH(FM) Huntsville, Ala □ *TVA. After a Half Century/Has the 'New Deal Dream' Become Impossible?* (second prize, markets 51 and below)

Nancy Lyons—WRAL(FM) Raleigh, N.C. □ *Orphan Drugs—The Cure You Can't Buy* (second prize, markets 51 and below)

Mike Award

Presented by the Broadcast Pioneers for "distinguished contributions to the art of broadcasting."

WBT(AM) Charlotte, N.C., Jefferson-Pilot Broadcasting.

Missouri Medals

Presented by the University of Missouri School of Journalism "in recognition of continuing service to journalism."



Lincoln winners David Berry, Mary Alice Tierney, Robert Keeshan and Gene Jankowski

Ted Koppel □ Anchor, ABC News *Nightline*.
British Broadcasting Corp.

NAB Awards

Distinguished Service Award: presented to any broadcaster... "who has made a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry." **Engineering Achievement Award:** presented... for engineering contributions "which measurably advance the technical state of the broadcasting art."

Vince Wasilewski, former NAB president, now with Kirkland & Ellis □ **Distinguished Service Award.**

Joseph Flaherty, vice president, engineering, CBS/Broadcast Group □ **Engineer Achievement Award**

Jack Rosenthal, president, broadcast division, Harriscope Broadcasting □ **Grover Cobb Award.**

NCTA Awards

Presented by the National Cable Television Association for service to the industry and for excellence in cable programming.

National Awards

John Malone, president and chief executive officer, Tele-Communications Inc □ **Larry Boggs Award.**

Kathryn Creech, vice president, affiliate relations, ABC/Hearst Video Services □ **Idell Kaitz Award.**

James Heyworth, deputy group vice-president-video, Time Inc □ **Jerry Greene Award.**

Andrew Inglis, vice chairman of RCA American Communications □ **Robert H. Beisswenger Memorial Award.**

Victor Tarbutton, vice president, Century III Electronics □ **Engineering development.**

James Chiddix, vice president of engineering, American Television & Communications □ **Engineering operations**

Bryan Blow, president Ajo TV Service Co. □ **Outstanding Committee Chairman Award.**

Orlando Brillante, vice president of division affairs, American Television & Communications □ **Walter Kaitz Award**

President's Awards

Martin Lafferty, vice president of programming, Group W Cable.

Trygve Myhren, chairman and chief executive officer of American Television & Communications.

Robert Wussler, executive vice president, Turner Broadcasting System, and president, WTBS(TV) Atlanta.

June Travis, senior vice president, cable development, American Television & Communications.

Division I: Excellence in Community Programming

Viacom Cablevision, San Francisco. Barrett Georgis, director □ **Excellence and diversity in programming by or for the community**

Miavision/Dynamic Cablevision (Colony Communications), Hialeah, Fla. Jose Yedra, program director □ **Excellence in programming for a special audience.**

Southwestern Cable TV (ATC), San Diego. Peter Oliver and David Wagner for *Whale Song* □ **Excellence in documentary or public affairs**

Cross Country Cable, Warren, N.J. Marci Henning, executive producer, Raymond Herbert and Kevin Mihaly for *Sports Round Up* □ **Excellence in sports programming.**

Group W Cable, Newport Beach, Calif. Steve Bosze, producer for *Madrigal Festival* □ **Excellence in entertainment programming.**

Warner Amex Cable, Reston, Va. Reston Repertory Television Theater, producer for *Shenandoah Night Train* □ **Excellence in entertainment programming**

Vision Cable Television Co. (Vision Cable Communications), Palisades Park, N.J. Bergen County Dept. of Health Services and Susan Brender Enterprises for *Eat Defensively* □ **Excellence in educational or instructional programming.**

Cape Cod Cablevision Corp., South Yarmouth, Mass. Beth Hiron, producer for *One Hundred Thousand Roses* □ **Excellence in community events coverage**

Warner Amex Qube, Cincinnati. Alan Fomorin, producer for *Swordquest* □ **Excellence in innovative programming**

Viacom Cablevision, San Francisco. Diane T. Friedman and Dr. Rose Resnick for *Upbeat* □ **Excellence in documentary or public affairs.**

Suburban Cablevision (Maclean-Hunter), East Orange, N.J. Bruce Beck, producer for *Action Arena* □ **Excellence in sports programming.**

Memphis Cablevision (ATC), Memphis. Marius Penczner, producer for *Blow the Fuse* □ **Excellence in entertainment programming.**

Cox Cable Television, Jefferson, La. Brett Ward, producer for *The Jefferson Report-Channel 7 News: Greater Fall River Cable TV Inc. (Colony Communications), Fall River, Mass.* Anna Cabrera, news director for *Local News 13* □ **Excellence in news programming.**

Vision Cable Television, Palisades Park, N.J. Jay Comras, Instructional Inc for *College Entrance Examination Refresher Course* □ **Excellence in educational or instructional programming.**

Syracuse Cablesystems (Rogers/UA), Syracuse, N.Y. Abby Lazar, Stan Orzel and Today's Kid Stuff Inc. for *Kid Stuff* □ **Excellence in children's programming**

Vision Cable of Pinellas, Clearwater, Fla. Don Mains, executive producer, Robin Dorian, producer for *Pinellas County: Sunplace Special* □ **Excellence in community events coverage**

Cablevision of Chicago, Oak Park, Ill. Brian K. Read, producer for *Extra Help* □ **Excellence in innovative programming.**

Division II: Excellence in National Programming

Cable News Network, Atlanta. James Alan Miklaszewski, correspondent for *El Salvador/M-16: Home Box Office, New York.* Consumers Union in association with Alvin H. Perlmutter Inc. for *Consumer Reports Presents the All-Around-The-House Show* □ **Excellence in public affairs, news or special events coverage.**

Showtime, New York. Les Haber and Ken Weinstock, producers for *Martin Hamlich: They're Playing My Song* □ **Excellence in music general entertainment.**

WTBS(TV) Atlanta, R.T. Williams, executive producer, Bonnie Turner and Terry Turner, producers for *Tush-Late Night TV Parody* □ **Excellence in comedy general entertainment.**

Showtime, New York. Robert Thiel, producer for *Parlie* □ **Excellence in theater programming**

Showtime, New York. Ellen Krass and Iris Merlis, producers for *Hughie* □ **Excellence in dramatic presentation.**

ESPN, Bristol, Conn. Bruce Connal and Ralph Mole, producers for *1981 Davis Cup Finals: WTBS(TV) Atlanta, R.T. Williams and Bob Neal,* producers for *1981 Masters Waterski Championship* □ **Excellence in sports events coverage.**

CBS Cable, New York, The New Film Co., producer for *American Challenge; HBO, New York.* NFL Films with Steve Sabol for *Sports Illustrated: The First 25 Years* □ **Excellence in programs about sports.**

Nickelodeon (Warner Amex Satellite Entertainment Co.), New York. Janet Cohen and Charles Sessoms, producers for *Pinwheel No. 38* □ **Excellence in children's programming**

ARTS (Hearst/ABC Video), New York, ABC Video Enterprises. Ann Shanks and Robert Shanks, producers for *The Avant-Garde in Russia—1910 to 1930: New Perspectives* □ **Excellence in educational or instructional programming.**

CBS Cable, New York. Merrill Brockway, executive producer,

Catherine Tatge, producer for *Tuylla Tharp: Confessions of a Cornermaker* □ Excellence in innovative programming

HBO, New York, Consumers Union in association with Alvin H. Perlmutter Inc., producer for *Consumer Reports Presents* □ Excellence in public affairs, news or special events

HBO, New York, Round Hill Productions and Arthur Holch for *War Series* □ Excellence in documentary program series

CBS Cable, New York, Horant J. Hohfeld, Harry Krant, executive producers, David Griffiths, producer for *Bernstein/Beethoven* □ Excellence in general music entertainment

HBO, New York, Tim Braine, producer for *Wimbledon '81* □ Excellence in sports coverage

USA Cable Network, Glen Rock, N.J., Bob Seizer and George Wallach, producers for *Sports Look* □ Excellence in programing sports

Nickelodeon (Warner Amex Satellite Entertainment Co.), New York, Janet Cohen and Charles Sessoms, producers for *Pinwheel* □ Excellence in educational or instructional programing.

Distinguished Achievement

C-SPAN, Washington, for "its determination and commitment to bringing government closer to the people." □ Warner Amex Cable Communications' Qube for "pioneering two-way technology and exploring its creative applications" through the Qube system.

Ohio State Awards

45th annual. Presented by the Institute for Education by Radio-Television under the auspices of Ohio State University Telecommunications Center for "meritorious achievement in educational, informational and public affairs broadcasting."

Performing Arts and Humanities

KUHT(TV) Houston □ *Signing With Cindy*.

UWGB Center for Television Production/Wisconsin Educational Television Network, Green Bay, Wis. □ *Reading for a Reason*.

Access Alberta Educational Communications Corp., Edmonton, Alberta, Canada □ *Speakeasy*.

Daniel Wilson Productions, New York □ *The Sophisticated Gent*.

ABC □ *The Wave*.

WTTW(TV) Chicago □ *Summer and Smoke*.

National Radio Theater, Chicago □ *The Odyssey of Homer*.

National Public Radio, Washington □ *Maestro! Kurt Herbert Adler*.

KIRO(AM) Seattle □ *A Minute With the Arts*.

Deutsche Welle, Koln, West Germany □ *Into Death—Hurrah*.

WHA(AM) Madison, Wis. □ *The Secret Garden*.

ABC Video Enterprises in association with Wishupon Productions, New York □ *A Portrait of Giselle*.

ABC □ *The Color of Friendship, ABC Afterschool Special*.

WHYY-TV Philadelphia □ *Three One-Act Plays*.

Westinghouse Broadcasting And Cable, Boston □ *Changing Places*.

CKND-TV Winnipeg □ *The Catch*.

KERA-FM Dallas □ *Beyond and Back*.

WFMT(FM) Chicago □ *The Stokowski Legacy*.

KUSC(FM) Los Angeles □ *The 1982 Los Angeles Philharmonic Broadcasts*.

Radio New Zealand, Wellington, New Zealand □ *Hotchy Potchy*.

WHA(AM) Madison, Wis. □ *Young People's Radio Festival*.

Natural and Physical Sciences

Mississippi ETV, Jackson, Miss. □ *Bioscope, Where Plants and Animals Live*.

Wisconsin ETV Network & University of Wisconsin-Stout Teleproduction Center, Madison, Wis. □ *Let Me See*.

WVIZ-TV Cleveland □ *Kinetic Karnival*.

TV Ontario, Toronto □ *The Science Alliance*.

Mr. Wizard Studio, Canoga Park, Calif. □ *How About...*

WGBH-TV Boston □ *Nova*.

Family Communications Inc., Pittsburgh □ *Mister Rogers' Neighborhood, Mister Rogers Visits an Emergency Room*.

WCVB-TV Boston □ *The Body Works--The Body in Motion*.

WOWT(TV) Omaha, □ *Plus 30: High Stakes Over Water*.

WCVB-TV Boston □ *Someone I Once Knew*.

NBC Radio News □ *Eat, Drink and Be Wary*.

Social Science and Public Affairs

Media Five, Hollywood □ *Welcome to the Future*.

WTHR(TV) Indianapolis □ *Klan*.

WGBH-TV Boston □ *Nova*.

WCPO-TV Cincinnati □ *The Parent's Drug Test*.

CBS News □ *Newsweek Nuclear Arms Race--The Freeze Catches Fire*.

KMOX(AM) St. Louis □ *Death On the Rocks*.

WQDR(FM) Raleigh, N.C. □ *Our Forgotten Warriors: Vietnam Veterans Face The Challenges of the 80's*.

Southwest Center for Educational Television, Austin, Tex. □ *Checking It Out*.

WNET(TV) New York □ *Pick Up Your Feet: The Double Dutch Show*.

WCCO-TV Minneapolis □ *Farewell to Freedom*.

KICU-TV San Jose, Calif. □ *Birth Right*.

WMC-TV Memphis □ *Minority Report: Black Mortality, Is There A Survival Crisis?*

NBC Radio News □ *Hear And Now June 20, 1982*.

KMOX(AM) St. Louis □ *The Gift of Hope*.

CBS News □ *In the News*.

Independent Producers Pat Bodar and Aimee Sands in association with WGBH(FM) Boston □ *Women of the New Right-Part Two*.

WAHT(AM) Lebanon, Pa. □ *Under The Influence. A License To Kill*.

KEBC(FM) Oklahoma City, □ *Newsreel 94 Rape: No One Is Immune*.

SVR Inc. Alexandria, Va. □ *From Washington. Citizen Alert*.

Overseas Press Clubs Awards

Presented by the Overseas Press Club of America for "excellence in reporting and interpretation of foreign news, in writing, by television and radio, and photographic."

Walter Wisniewski, UPI □ *Massacre in Beirut* (radio spot news).

ABC News Radio □ *The Falkland Islands—Perspective* (radio news interpretation).

CBS Evening News with Dan Rather □ Middle East coverage (TV spot news).

Anthony Potter and Marvin Kalb, NBC White Paper □ *The Man Who Shot the Pope: A Study in Terrorism* (TV news interpretation or documentary on foreign affairs).

George Foster Peabody Awards

43rd annual. Presented by the Henry W. Grady School of Journalism and Mass Communications, University of Georgia, for the "most distinguished and meritorious public service rendered each year by radio and television."

National Public Radio □ *The Sunday Show*.

CBC Radio Toronto, Ontario □ *Morningside/1905*.

WMAL(AM) Washington □ *They Served With Honor*.

NBC News □ *Second Sunday/Banks On the Brink*.

National Public Radio □ *Taylor Made Piano: A Jazz History*.

Mutual Broadcasting System, Arlington, Va. □ *The Larry King Show*.

The Radio Foundation, New York □ *The Bob and Ray Public Radio Show*.

Texaco Inc. and the Metropolitan Opera Association, New York □ *43 Years of Live Radio Presentations*.

KOCO-TV Oklahoma City □ *Oklahoma Shame*.

WCYB-TV Needham, Mass. □ *Ground Zero: Victory Road*.

KYW-TV Philadelphia □ *Sweet Nothing*.

British Broadcasting Corp. London, Paramount Television, Los Angeles, and Operation Prime Time, New York □ *Smiley's People*.

WWL-TV New Orleans □ *The Search for Alexander*.

Warner Amex Satellite Entertainment Co. □ *Nickelodeon*.

NBC-TV, Margie-Lee Enterprises Inc. and ITC Productions Inc. □ *Skeezex*.

CBS Entertainment and Cinetex International □ *The Wall*.

WQED(TV) Pittsburgh □ *Stravinsky's 'Firebird' (Dance Theater of Harlem)*.

NBC and Highgate Pictures □ *Project Peacock/The Electric Grandmother*.



Peabody prize. Fred Rappoport, CBS vice president, special programs, holds the Peabody award the network won with Cinetex International for *The Wall*.

KQED(TV) San Francisco □ *Current Affairs/The Case of Dashiell Hammett*.

NBC News □ *The Man Who Shot The Pope: A Study in Terrorism*.

ABC News □ *ABC News Closeup/Vietnam Requiem*.

CBS News □ *Juilliard and Beyond: A Life In Music*.

KGMB(TV) and Lee Productions, Honolulu □ *Beyond The Great Wall: Journey To The End of China*.

WAGA-TV Atlanta □ *Paradise Saved*.

WBMM-TV Chicago □ *Killing Crime: A Police Cop-Out*.

WTSP-TV St. Petersburg, Fla. □ *Prisoners of the Harvest*.

Daniel Wilson Productions, New York and Taurus Film □ *Blood and Honor: Youth Under Hitler*.

Television Corp. of America, Washington □ *74 Days That Changed America-From Watergate To Resignation*.

Alistair Cooke □ (Individual award).

John Chancellor, NBC News □ DiGamma Kappa distinguished achievement in broadcasting award.

Polk Awards

Presented by Long Island University in honor of CBS newsman, George Polk, killed while covering the Greek Civil War.

CBS News □ *CBS Reports: Guatemala*.

Dick Gelfman, Theresa Crawford, John Surrick, WBAL-TV Baltimore □ *Between the Loans*.

Andrew Stern □ *How Much is Enough: Decision Making in the Nuclear Age*.

RTNDA Awards

Presented by the Radio-Television News Directors Association to TV and radio stations for editorializing, documentaries and reporting.

Paul White Award

John Chancellor, NBC News □ For distinguished service to journalism.

Radio

- WMAL(AM) Washington** □ Spot news.
- WHDH(AM) Boston** □ Best continuing radio coverage.
- WXYZ(AM) Detroit** □ Investigative reporting.
- WHAS(AM) Louisville, Ky.** □ Edward R. Murrow Award for outstanding overall news coverage and presentation.

Television

- KBTV(TV) Denver** □ Spot news.
- WWL-TV New Orleans** □ Best continuing coverage.
- WBBM-TV Chicago** □ Investigative reporting.
- KSL-TV Salt Lake City** □ Edward R. Murrow Award for all-around day-to-day excellence.

Sigma Delta Chi Awards

Presented by the Society of Professional Journalists, Sigma Delta Chi, for meritorious achievement in broadcast reporting, public service and editorials.

Radio

- WEEI(AM) Boston** □ Radio reporting.
- WRAL(FM) Raleigh, N.C.** □ Public service on radio.
- WBBM(AM) Chicago** □ Radio editorializing.

Television

- KGTV(TV) San Diego** □ General reporting.
- WCCO-TV Minneapolis** □ Public service on television.
- WDIV(TV) Detroit** □ Television editorializing.

SMPTE Awards

Presented by the Society of Motion Picture and Television Engineers.

Paul Brown, Southern Baptist Radio and Television Commis-

sion: **John Caluger**, consultant, and **Frederick Nobbs**, Eastman Kodak □ Citation for outstanding service to the society

Norman Grover, CBC vice president, engineering, and **Carlo Terzani**, Radiotelevisione. Rome □ Presidential proclamation.

C.B.B. Wood, BBC □ Agfa-Gevaert gold medal for "his involvement in film telerecording, the development of new electronic cameras and early experiments in color."

Erik Barnouw, retired Columbia University professor □ Eastman Kodak gold medal for "his significant contributions as an innovative educator."

Jean-Pierre Beauviala, director, Aaton S.A. □ John Grierson International gold medal for "his outstanding technical achievement in the design of hand-held cameras, associated electronic circuitry and time code synchronizers."

C. Bradley Hunt, Eastman Kodak, and **Haruo Sakata**, Japan Broadcasting Corp. □ Journal award for technical papers.

Hirozo Ueda, Fuji Photo Film Co. □ Herbert T. Kalmus gold medal for "his distinguished contributions to the research and development of Fuji negative and print materials."

Alexander Huston, Metropolitan Vickers Electrical Co. □ Photonics achievement medal for his service to the photonics community

Ray Dolby, Dolby Laboratories □ Alexander M. Poniatoff gold medal for "technical excellence for his contributions to the advancement of magnetic sound recording."

Erik Rasmussen, Danish Filmstudio consultant □ Samuel L. Warner memorial award for "his 50 years of continuing effort in the improvement of sound on film."

Frank Davidoff, retired, CBS-TV Network □ Progress medal for "a sound technical approach to digital video specifications while maintaining high technical quality."

TV News Photography

Presented by the National Press Photographers Association, the Department of Mass Communications, Arizona State University, Eastman Kodak and Cinema Products.

Station of the year

WFAA-TV Dallas



Swartz

Photographer of the year

Kenneth B. Swartz, KRON-TV San Francisco

Awards

Paul Fine, WJLA-TV Washington □ *The Saving of the President* (first place, documentaries).

William Ditton, WTHR(TV) Indianapolis □ *None for the Road* (second place, documentaries).

Ben McCoy, WCCO-TV Minneapolis □ *On the Edge* (third place, documentaries).

Art Donahue, WFSB(TV) Hartford, Conn. □ *Acid Rain* (first place, mini-docs).

Craig Franklin, KRON-TV San Francisco □ *Enterprise Series* (second place, mini-docs).

Larry Hatteberg, KAKE-TV Wichita, Kan. □ *The People of New Zealand* (third place, mini-docs).

Rich Underwood, KBTV-TV Denver □ *Lannie* (first place, feature).

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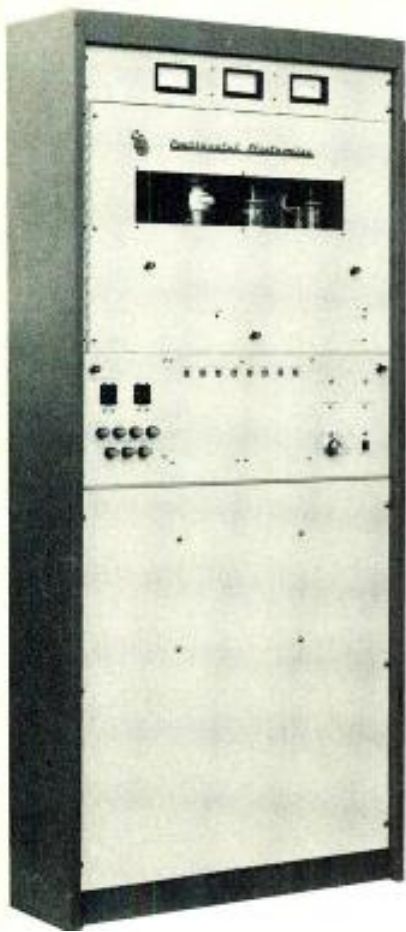


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Aaron Fears, NBC □ *The Maine Way* (second place, feature).
J. Alan Evans, NBC □ *Lawyer-Sawyer* (third place, feature).
Greg Savage, KDKA-TV Pittsburgh □ *BMX Nationals* (first place, sports).
Ken Swartz, KRON-TV San Francisco □ *Western States* (second place, sports).
Robert Brandon Helical Productions, Houston □ *Jimmy's Kids* (third place, sports).
Ken Swartz, KRON-TV San Francisco □ *Menlo Park Vets in Washington, D.C.* (first place, general news).
Richard Burr, NBC □ *Venice* (second place, general news).
Mike Kornely, WFAA-TV Dallas □ *C.F. Camp* (third place, general news).
Haywood Nichols Jr., WTVJ(TV) Miami □ *Overtown—Anatomy of a Riot* (first place, spot news).
Brian Calvert and Jacques Robert, NBC □ *Beirut coverage* (second place, spot news).
Chuck Emmert, KPNX-TV Phoenix □ *Sunflower plane crash* (third place, spot news).

Editing award

John Hyjek, WFSB(TV) Hartford, Conn. □ *Lumberjacks*

TVB/NRMA TV Awards

15th annual. Presented by the National Retail Merchants Association and the Television Bureau of Advertising for the best campaigns and commercials in the retailing field.

Saks Fifth Avenue, New York □ Best commercial, markets 1 to 10.

Alexander's, New York □ Best campaign, markets 1 to 10.

Dayton's, Minneapolis □ Best commercial, markets 11 to 20.

Stix, Baer & Fuller, St. Louis □ Best campaign, markets 11 to 20.

Joske's of Texas, San Antonio □ Best commercial, markets 21 to 50.

Parisian, Birmingham, Ala. □ Best campaign, markets 21 to 50.
Magrams, Burlington, Vt. □ Best commercial, markets 51 to 100.

Pranges, Green Bay, Wis. □ Best campaign, markets 51 to 100.
Liberty House, Honolulu □ Best commercial, markets 101 and above.

Kerrisons, Charleston, S.C. □ Best campaign, markets 101 and above.

Women at Work Broadcast Awards

4th annual. Presented by the National Commission on Working Women "to recognize outstanding radio and television programming about working women's issue."

Television

State of the Art, Washington □ *We Dig Coal: A Portrait of Three Women* (public affairs/documentary).

KOOL-TV Phoenix □ *Women Cops* (news series).

KQED(TV) San Francisco □ *For Me, Myself* (entertainment).

WDVM-TV Washington □ *Mona Harrison* (portrait).

WABC-TV New York □ *Day Care is Vital and Day Care and the New York City Board of Education* (editorial).

WLS-TV Chicago □ *Women in Nontraditional Jobs* (spot).

Radio

Global Village Associates, Roxbury, Mass. □ *Workforce: Anatomy of a Policy* (public affairs).

WGGB(AM) New York □ *Women in Nontraditional Jobs* (news series).

AP Radio Network □ *Successful Women: Ellen Goodman* (portrait).

CBS RadioRadio □ *Women and TV Commercials* (spot).

Special Awards

Betty Thomas □ For "her excellent portrayal of a working woman in a nontraditional role, as policewoman Lucy Bates in *Hill Street Blues*."

Jeann Stapleton □ For "her excellent portrayal of a working woman in a traditional role, as secretary Isabel Cooper in *Isabel's Choice*."

Writers Guild of America Awards

35th annual. Presented by the Writers Guild of America to members whose work in writing and graphic arts for television, radio and motion pictures has been judged exceptional.

Television

Ernest Kinoy □ *Stokie* (CBS), original drama anthology.

E. Nick Alexander □ *Of Mice and Men* (NBC), adapted drama anthology.

Oliver Halley □ *Sidney Shorr* (NBC), original comedy anthology.

Michael Wagner □ "The World According to Freedom." *Hill Street Blues* (NBC), dramatic episode.

Tony Sheehan □ *Hunger Strike* (ABC), comedy episode.

Richard Aifleri, Rita Mae Brown, Rick Mitz, Arthur Allan Seidelman, Norman Lear □ *I Love Liberty* (ABC), variety, musical or comedy.

E. Jack Neuman □ *Inside the Third Reich* (ABC), multipart long-form series.

Josef Anderson □ *First Kill* (CBS), children's show.

Judy Reemtsma □ *People Like Us* (CBS), current events documentary.

Perry Wolff □ *The Museum of Modern Art Presents Pablo Picasso: A Retrospective* (CBS), feature documentary.

Lindsay Miller □ *News in Review* (CBS), news.

Clare Labine, Mary Ryan Munisteri, Eugene Price, Barbara Periman, Rory Metcalf □ *Ryan's Hope* (ABC), daytime serial.

Radio

Phillip Chin, Mary Lou Teel, Joseph Williams □ *The Information Explosion* (CBS), documentary.

Joseph Ferullo □ *War in Lebanon/Special Report* (ABC), news.

Victoria Dann □ *The Magic Stick of Manitou* (CBS), drama.

Ken Girard □ *A Family Tradition* (NBC), comedy.

UPI National Broadcast Awards

Presented by UPI, with national winners picked from competition of state and regional winners.

Outstanding Spot News

WGST(AM) Atlanta □ Division I.

WKY(AM) Oklahoma City □ Division II.

WJLA-TV Washington □ Division I.

WGGB-TV Springfield, Mass. □ Division II.

Outstanding Newscast

WCBS(AM) New York □ Division I

WKY(AM) Oklahoma City and WHBF-AM-FM Rock Island, Ill. □ Division II.

WJLA-TV Washington □ Division I.

WSOC-TV Charlotte, N.C. □ Division II.

Outstanding Feature

WGR(AM) Buffalo, N.Y. □ Division I.

WNIU-FM DeKalb, Ill. □ Division II

KSDK-TV St. Louis □ Division I.

WHIO-TV Dayton, Ohio □ Division II.

Outstanding Documentary

WMAL(AM) Washington □ Division I.

KMJK(FM) Lake Oswego, Ore. □ Division II.

WCKT-TV Miami □ Division I.

KSBY-TV San Luis Obispo, Calif. □ Division II.

Outstanding Sports Coverage

WMAL(AM) Washington and WMAQ(AM) Chicago □ Division

KBLX(FM) Berkeley, Calif. □ Division II.

WXYZ-TV Detroit □ Division I.

WGGB-TV Springfield, Mass. □ Division II.

Videotex '83: molding the dream into reality

More than 1,000 attend conference covering prospects for technology's future; American Bell introduces new frame creation terminal

The nascent videotext industry gathered its flock in New York last week to declare it's no longer an entrepreneur's dream but a businessman's market. More than 7,000 visitors squeezed through the halls of the New York Hilton to glimpse the 60 exhibitors of videotext services and hardware. This year the 1,042 registrants had their choice of attending 30 conference sessions featuring over 100 speakers.

And Videotex '83 drew some heavy hitters. Both American Bell Consumer Products and IBM were well represented, along with Sony, Panasonic, Norpack Corp., Viewdata Corp. of America, Time Video Information Services, Teletext America and a score of others.

The three-day conference was also the site of the unveiling of Sceptre, American Bell's videotext decoder terminal which it is marketing to Viewtron subscribers—the Knight-Ridder Newspapers-owned Viewdata and American Bell joint venture—in south Florida. Sceptre consists of a wireless keypad and decoder modem that retails for \$900. However, American Bell said it would be sold at an introductory price of \$600.

Last year, at Videotex '82, American Bell introduced its videotext frame creation terminal, which now retails for \$42,000. It is also supplying the frame creation terminal to Viewtron for videotext composition.

Viewdata announced at the show that 150 advertisers and marketers have signed up for the south Florida launch set for this fall. National advertisers include J.C. Penney, Eastern Airlines, Merrill Lynch, Hertz, American Bell, Pan American World Airways and Hallmark. Over one-third of the advertisers are retailers.

In addition, Viewdata has slated 18 additional markets for Viewtron, including joint venture arrangements in markets where newspapers are owned by Scripps-Howard, Newhouse Newspapers and Capital Cities Communications.

IBM, the week prior to Videotex '83, announced it had added high-quality color graphics, videotext teleconferencing and new programing capabilities to its IBM Services/1 Videotext System. The enhanced system now offers color graphics based on the North American Presentation Level Protocol Syntax (NAPLPS) as well as British Telecom's Prestel, as it did previously. The NAPLPS protocol, IBM said, has alphanumeric capability that allows for graphics with higher resolution, precise line drawings and a wide range of colors and shadings.

IBM indicated that its role in videotext

will be, however, to serve the business customer first. Its display at the conference was larger than any other exhibitor's, taking up a whole showroom to itself and an adjacent room to hold seminars. As far as the consumer side is concerned, IBM's Dick Liebhaber said its "major growth" would take place in the 1990's.

U.S. videotext experimenters hold school on what they've learned

To convince the consumer that videotext is a "warm, friendly thing to have around the house" and one that is "as familiar as the telephone, radio or TV." That is the primary challenge facing videotext system operators as they attempt to switch their industry from its present, largely experimental phase to a profit-making enterprise in the coming decade, according to Albert Gillen, president of Viewdata Corp. of America Inc. Gillen joined several other leading system operators last Tuesday (June 28) in a session that offered insight into what pioneers in the U.S. videotext industry have learned from their efforts to date.

As with Gillen, most of the others' concerns about the future dealt with marketing the new service, and they included warnings about the need to create an image or "personality" for videotext, to tailor its services to the user and not the technology and, perhaps most important, to price receiving terminals low enough at the outset to attract the "critical mass" of consumers necessary for advertiser support.

Viewtron, a wholly owned subsidiary of Knight-Ridder Newspapers Inc., will launch its first commercial videotext operation later this year in south Florida, said Gillen, and if successful there, it hopes to launch systems in the top 30 markets over the next 10 years.

Knight-Ridder plans to launch videotext systems in six cities in which it owns major daily newspapers, Detroit, Miami, Philadel-

phia, St Paul, San Jose, Calif., and Charlotte, N.C., said Gillen, and in 11 markets where it has entered joint ventures with local newspapers. Those cities are Baltimore, Boston, Cleveland, Denver, Fort Worth, Kansas City, Memphis, New Orleans, Pittsburgh, Seattle, Newark, N.J., and Portland, Ore. The joint ventures in those markets were made with six major publishing companies: A.S. Abell Publishing Co., Affiliated Publications Inc., Newhouse Newspapers, Scripps-Howard, Capital Cities Communications Inc. and the Seattle Times Co. Knight-Ridder anticipates that each local videotext operation will require 50 people and \$25 million to \$30 million in startup costs, said Gillen. It anticipates that 10% of U.S. households will have access to videotext by 1990, he said, and that breakeven for Viewtron will come in "four to five years."

The marketing of videotext will require "a massive educational effort" by the industry, Gillen said. System operators will "need to change social attitudes and behavior patterns in order to gain acceptance from a public that knows very little about videotext and is suspicious about it, he said. Videotext operators are ushering in "the birth of a new product" and a "completely new industry," he said.

Richard Gingras, president, Gingras, Goldman & Associates, a Los Angeles-based consulting firm that, among other things, helped design the NBC teletext system, warned system operators that they must develop a "polished, appealing product" in videotext and not simply attempt to sell it as an "information service." Consumers buy newspapers, magazines and other competing media "on their content," and especially on their "entertainment value," he said. Videotext will compete with a "wide ranging group of media," he said, and to do so, it must "develop a unique style and look."

CBS learned from its experiment with AT&T in Ridgewood, N.J., that there are five key elements necessary for a successful videotext system, according to David Schneider, senior editor, CBS Venture One. A system must be diverse, empowering (offering consumers full use of its computerized capabilities), dynamic, engaging and local, he said.

To give people a reason to tune in every day, CBS, which supplied all the software for its experiment with AT&T, tied some of its programs to events, said Schneider. There were Super Bowl playbooks, written by CBS commentator John Madden, Academy Awards quizzes and polls and a feature allowing users to design and send their own electronic valentines.

System operators must "give videotext a personality," said Schneider, and on Venture One, efforts to that end included Professor Porpoise, who answered children's ques-



American Bell's Sceptre

tions on science and nature. Local services offered on Venture One included wedding, engagement and birth announcements, obituaries, local sales and restaurant specials, and high school lunch menus.

Ben Smylie, vice president, information products, Keycom Electronic Publishing, said his company's system will debut in Chicago on April 4, 1984, after two years of experimental operation. Keycom is a joint venture of Centel Corp., the fourth largest telephone company in the U.S., Field Communications and Honeywell, the Minneapolis-based computer manufacturer. When it debuts in Chicago, Keycom will be available over videotext terminals as well as personal computers, said Smylie. There are already 250,000 personal computers in use in that area.

At Times Mirror Videotext Services, there are currently three major projects under way. The first, Gateway, is a full-fledged system the company hopes to launch in Orange county, Calif., in mid-1984. The second, Videotext America, is a joint venture with Infomart of Toronto, which offers national, advertiser-supported software packages for videotext systems. The third, Newsday Channel, is a cabletext service launched on May 1 over the Cablevision system on Long Island.

Times Mirror tested Gateway in 1982 in Orange county and Los Angeles, said James Holly, executive vice president, Times Mirror Videotext Services, and found that when fees were imposed after an initial five months of free service, 46% of a sample of 350 users opted to continue to receive the system. Initially, users of the free service used their videotext system an average of 25 hours per month, he said. After about five weeks, usage dropped to an average of 12 hours per month, but later leveled out at 20 hours per month. In homes added to the sample after fees were charged, usage started out at 25 hours per month but dropped as much as in free user homes, he said, and finally leveled off at 23 hours per month.

Games are an important feature of videotext service, according to the Times Mirror experiment, in which 79% of heads of households involved put games at the top of "most essential" services. Next in importance were shopping/product information (72%), bill paying at a bank (71%), late breaking news (60%), education for children (57%) and electronic mail (56%).

The biggest hurdle facing teletext system operators during the next few years is overcoming the current high price of user terminals, said Holly. Times Mirror has not yet set a price for the service to be offered in Gateway, he said, but it anticipates a monthly fee of about \$25 to \$35 which would include terminal rental. To market videotext, system operators will have to bundle together fees for services and terminal rental, he said. This will demand "lots of capital."

Newsday Channel is a seven-day-a-week, 24-hour-a-day cabletext service that is heavily localized to the Long Island area, said Holly. There are 36 advertising pages each day, each 20 seconds in duration, and for the first four weeks of the service's operation, those pages have been sold out, he said.

Videotex America announced last week it is close to an agreement with three large

farm cooperatives to launch a national agribusiness videotext service. The service would be a U.S. version of a similar service, called Grassroots, in Manitoba, Canada, said Holly, and would involve Agway Inc., a 110,000-member stockholder organization serving 12 Northeastern states, Cenex (Farmers Union Central Exchange Inc.), which serves 1,600 local cooperatives in 15 Midwestern and Northwestern states and Southern States Cooperative Inc., which serves 137,000 farmers in five states in the upper South. California and Arizona would not be served by the system, said Holly.

Bright future seen for videotext helped by growth of home computers

The reality of videotext was spelled out in a plenary session Tuesday (June 28) by Randy Tobias, president of American Bell Consumer Products. Videotext is a business, Tobias said, that has been paced by the revolution in micro and personal computers.

Tobias explained that about "15% of our elementary schools in this country are now using some form of computer education." He also said more than 100,000 children are enrolled this summer in "computer camps." To further demonstrate what kind of impact computers are having, Tobias said that in 1980 there was one word processor or computer terminal for every seven white collar workers, in 1985 there is expected to be one for every three.

All this has resulted in a "large number of customers having an increased willingness to sit down in their homes in front of a keyboard," Tobias said. This, he indicated, makes videotext more acceptable to the public.

"Despite all these favorable indications," Tobias warned, "we are still cautious about our predictions." American Bell is supplying the hardware to Knight-Ridder's south Florida videotext venture, which has finished its testing stage and is set for commercial launch. By 1990, Tobias estimated that between 5% and 10% of the national home market will be penetrated by videotext.

Tobias noted, however, some "important inhibitors." He cited present costs, customer awareness, enough services to make videotext attractive and "work still to be done in the area of standards."

But American Bell, the AT&T subsidiary

formed to compete in the computer product market and organized after the consent decree between AT&T and the Justice Department, does not plan to allow a business opportunity to pass, Tobias indicated. "Looking at other options for the future," he said, "[they include] aspects of videotext that go well beyond the sale of customer terminals, frame creation terminals and database software."

Tobias also revealed, although tersely, some of the test results from its joint venture with Knight-Ridder in south Florida. The experiment covered homes in Dade, Broward and Palm Beach counties, including the cities of Miami, Miami Beach, Hollywood, Palm Beach and Fort Lauderdale. When the system becomes commercially available—later this year, Tobias said that it will be available to all households within the three-county area. He said that about 28% of those households (200,000) have incomes of \$30,000 or more.

The trial service revealed that "90% of the users in our trial liked the service," Tobias said. He also reported that 90% said it improved their ability to obtain information and services; that 83% ranked it as "a convenient shopping medium, ahead of catalogues, stores, telephones and Yellow Pages," and that 68% of all households ordered something through the service.

"Our experience has already convinced us that a very broad base of participation by many interactive services—banks, retailers, publishers—are absolutely essential to the success of this business," Tobias added. To make videotext a business reality, he said, "the right kinds of partnerships" are required. Newspapers, he said, would play a "key role" because of their capacity to assemble and disseminate a large volume of information rapidly.

Dick Liebhaber, director of business development and practices for IBM, said that videotext "will emerge on a worldwide basis." He added that IBM believes "the initial use lies on the business use of videotext as it complements, rather than replaces, existing information processing obligations."

Liebhaber explained that much of the inventing of videotext is over, and over the next year the "pacing factor is business development." What lies ahead, he said, is "not so much innovation, as it is practical planning and implementation."



Salute to the industry. Tuesday morning's plenary session was addressed by (l-r): Larry Pfister, vice president, Time Video Information Services; Randall Tobias, president, American Bell Consumer Products, and Dick Liebhaber, director of business development and practices, IBM.

Panelists see bullish ad market for videotext, in due time

Yes, agency representatives agreed, videotext is a credible—and unique—advertising medium, but don't expect the market to explode any time soon. During Tuesday's (June 28) session titled "Advertising on Videotext: Can You Count On It?", participants concurred that videotext may play a role in future media planning, but its target audience will be highly selective—and therefore unusual.

Robert Alter, president, Cabletelevision Advertising Bureau, said that "realities have set in" and cable operators now realize they need advertising revenues to make a profit. He noted that consumer resistance in buying a second or third pay tier has made itself felt and system operators are "looking for programming that gives them local availabilities."

Systems are responding in different ways, he reported. Muskegon Cable, he said, serves 35,000 subscribers in Muskegon, Mich., with 30 channels. The system has one text channel that carries everything from the weather to business news and can accommodate up to 24 six-line messages. Last year, Alter said, the system generated \$70,000 in advertising revenue from that channel: "which is fairly good at \$2 per subscriber."

At the other end of the scale, he explained, is United Cable of Colorado's 70,000-subscriber suburban Denver system which programs its 36-channel system with four alphanumeric text channels, each dedicated to a different subject. Alter said that United Cable is about half sold out on display advertising on most of its text channels, while its crawl inventory is completely sold out. On the text channel dedicated to local news and sports, however, only 10% of the inventory is cleared, he said.

Alter suggested another revenue source lies in joint ventures with newspaper companies to deliver videotext information. Some companies are betting heavily on it. He cited the *Providence (R.I.) Journal's* \$2-million investment with Colony Cable to develop two videotext news channels on Colony's Providence system.

Jay James, senior vice president, video technology and programming, Doyle Dane Bernbach, warned that "the average man on the street has only a passing acquaintance with these terms." He said it would take a marketing campaign to drive videotext home into consumers' minds.

But as could be expected, he said, videotext may not receive a warm welcome from other media. Established media jealously guard their markets, James explained. "If the new medium has something to offer, chances are that whatever ad dollars it attracts will come at the expense of some other medium. That's the reality, and that's the environment in which videotext and teletext are about to seek support from Madison Avenue."

James said that videotext would not be a good medium to introduce a new product. But once awareness is created, he suggested the medium is good for explaining the product in detail. Videotext's strength is that it



Ad men who add. The advertising personalities of videotext were explored on Tuesday's panel "Advertising on Videotext: Can You Count On It?" (l-r): Gene DeWitt, McCann-Erickson; Jay James, Doyle Dane Bernbach; Robert Alter, Cabletelevision Advertising Bureau, and moderator Gloria Lanza, American Association of Advertising Agencies.

can be instantly updated and is thus well-suited to the airline and theater businesses as well as employment agencies.

Gene DeWitt, executive vice president and director of media services at McCann-Erickson, said that when he first viewed videotext in Germany three years ago: "I got a clear signal that something was going on around the world that the U.S. had not caught on to." He said that advertising on videotext is a "serious business" and that the mandate is to "develop ideas into total concepts."

DeWitt described an incident in England, where McCann-Erickson designed a television commercial for Exxon with a crawl that referenced a videotext page number on the local system. Within a couple of weeks, DeWitt reported, over 1,500 subscribers accessed that videotext page. (The page contained a further description of Exxon's deep water oil production efforts.)

Working teletext into the electronic future

If there is one major challenge facing teletext services it is gaining advertising support. That message was underscored at a panel session featuring representatives from NBC, Taft and Time Inc.

"Teletext will be a tough marketing problem. ... But it will find its marketplace," said Barbara Watson, general manager for NBC Teletext.

Watson explained how NBC decided to launch its national teletext service over the vertical blanking interval (VBI) of the NBC Television Network on May 16 before decoders were available. "This was essential in order to stimulate consumer demand and create a demand for decoders," she noted. "If an audience is there, Madison Avenue won't be far behind," she said.

Watson said catalogue advertising where consumers use the medium as a shopping service will be the most effective. "Our audience will be information purchasers," she said.

Watson said NBC is programming news, weather and sports, as well as feature sections on money, living, people, movies and a romance serial on its teletext system. "As we broaden our audience base, we can add day-part programming," she said.

"Teletext is not a stepchild of videotext. It is more of a mass medium able to reach more homes," Watson said, adding that both technologies will complement rather than com-

pete with each other.

One market that has both a teletext service and decoders available is Cincinnati. Taft Broadcasting Co. began broadcasting its *Electra* teletext service over the VBI of WKRC-TV there on June 23. Zenith is offering teletext decoders for the Taft service at local retail outlets for \$299.95 (BROADCASTING, June 27). The service broadcasts 100 pages of information constructed as a newspaper—the first 65 pages containing mostly hard news items while the remaining 35 pages include theater and TV listings, arts and consumer news, a how-to section and information for children. Each section is indexed, said Terry Connelly, vice president of television news for Taft.

Connelly noted that in Taft's first field test, which used 50 homes, 82% of the viewers rated *Electra* good to excellent with 70% using the service between 5 p.m. and 11 p.m.

The test also showed that quality and timeliness of information "far outweighed" use of graphics, said Connelly. However, advertisers are asking for a larger audience—"the sooner, the better," he added.

Connelly said Zenith has begun an ad campaign in local newspapers for its decoder, and as of last Monday (June 27) was running spots over Taft's two owned radio properties, WKRC(AM) and WKRQ(FM) Cincinnati, with the slogan, "Touch a Button and See the Future." The system has four major advertisers participating on a "demonstration basis." "We hope to attract advertisers who usually buy the print media," he said. Connelly touched upon the controversial issue of standards in his remarks by saying that decoders for the North American Broadcast Teletext Specification systems would cost consumers anywhere from \$900 to \$4,000, while those for the World System Teletext (which Taft uses) are under \$300.

Establishing teletext as a nationwide satellite-delivered service over cable television systems is the approach taken by Time Inc. The cable industry is "well positioned" for teletext, said Larry Pfister, vice president, Time Video Information Services. Decoder can be added to set-top converters already distributed by cable companies, he said. Pfister said subscribers will probably pay \$5 to \$10 per month for the additional service with the majority of the fees being retained by the cable operator.

The Time service, currently being tested in Orlando, Fla., and San Diego, uses a full video channel. It now offers 5,000 pages of

information.

"Our goal is to build new audiences. ...But the information needs to be topical, contemporary, informative, and entertaining," he said.

Pfister said Matsushita is developing decoders for cable subscribers to be delivered in late 1984 for \$150-\$200. The system can also be used in conjunction with tele-software equipment giving it more interactive capabilities for the consumer, Pfister added.

"We feel that there will be sufficient penetration so we can deliver advertisers," Pfister said. He noted results from a major test showed that 78% of present cable subscribers "indicated a willingness to pay for a text service."

VIA sets standards for videotext privacy

The Videotext Industry Association (VIA) opened the three-day-long Videotext '83 conference by announcing its model privacy guidelines for videotext systems. The guidelines spell out how companies operating videotext systems and providing videotext services should handle the information they collect on their subscribers.

The guidelines permit the use of "bulk" information—information in which an individual subscriber cannot be identified—to be disclosed by the videotext company at its own discretion. The system operator may

also use bulk information for its own purposes.

In regard to individual information, the VIA laid down five guidelines. A videotext system or service may collect and use individual information only in the following cases:

- To provide service in response to a subscriber's request.
- To maintain technical operations.
- To prevent illegal or unauthorized use of the videotext system.
- To manage and operate billing and accounting systems.
- To conduct market research in order to compile bulk information.

Individual information on a subscriber for any other purpose, the VIA said, must be obtained only by the consent—either written or electronic—of the subscriber. The operator also may not disclose individual information to any government agency except under a court order, unless the individual subscriber gives consent, the VIA declared. Unless a court orders otherwise, the VIA wrote, the operator will promptly notify an individual subscriber if a government agency or court seeks information on the subscriber as part of an investigation of the individual. The system operator also is to withhold information "for a reasonable period" when complying with a court order to give the individual subscriber time to contest such disclosure.

The system operator, the VIA said, may contest any demand for disclosure if it believes such a demand would seriously jeopardize the privacy of the system.

The guidelines published by the VIA are just that—guidelines—and carry no official force. However, the VIA made it clear it wants to be a self-regulating industry. "For these services to succeed, we need the trust of the subscribers," said Richard M. Neustadt, partner in the Washington law firm of Wiley, Johnson & Rein and vice chairman of the VIA's Fair Practices Committee.

John Woolley, editor of Viewtron's south Florida videotext systems and chairman of the VIA's Fair Practices Committee, said that five videotext operators have separately issued their own guidelines similar to the VIA proposal. They are Knight-Ridder (Viewtron), American Bell, CompuServe, Cox Cable and Keycom. "We recognize our responsibilities as a system operator," Woolley said, "we want your business."

One reason the industry must be self-regulated, explained Larry T. Pfister, vice president of Time Video Services and chairman of the VIA, is the "broad concern" of teletext operators in avoiding "the Orwellian approach."

Clearly, however, VIA's intent is to keep the government out of the business. "Legislation at any level is premature," Neustadt said. □

Law & Regulation

Dealing with the footprint's fallout

Problem of unauthorized use of U.S. satellite services by Caribbean countries will be focus of meeting; program agreements and signal scrambling among possible solutions

Late next month, the ministers of communications of the Caribbean countries will gather in Grenada to discuss a problem that is part of the fallout of the technological age that has given birth to satellites and the television programing they can transmit anywhere, although not with the aim of a marksman.

For the problem is that the footprints of the U.S. domestic satellites involved—Satcom III R and IV and Westar V—extend beyond the borders of the continental U.S. And the spillover of pay programs—entertainment and sports events—has been the gain of entrepreneurs in Caribbean and Latin American countries. They are capturing the signals with receiving antennas, then either transmitting them by broadcast or cable, some scrambling the signals in true pay TV fashion, or recording them on cassettes for later sale.

The public seems to enjoy the programs; sales of television sets are said to have zoomed in areas where the footprint figuratively darkens the landscape. Entrepreneurs are making money. And the governments are

not only licensing the activity; one, in Jamaica, is involved itself, through its Jamaican Broadcasting Corp., in obtaining U.S. satellite-delivered programing for broadcast.

But there are some in the region who believe it has all been too good to be true. There are copyright laws and other inconveniences, like the International Telecommunications Satellite Organization, to which most countries in the region are parties. So their ministers of communications will gather in St. George's Grenada, Aug. 28-31, for the purpose of discussing how the practice of capturing and transmitting the U.S. signals can be put on a legal and proper basis. Stopping the practice, apparently, is not a popular option.

Curtis White, a Washington-based communications lawyer and consultant on communications matters to a number of developing countries, last year studied the problem in Belize, the former British colony, which is bounded on the west by Guatemala and on the east by the Caribbean, and concluded that the practice violates international agreements, is improper and subjects the government and the operators involved to possible liability for royalty payments. He recommended that the government do what is necessary to obtain approval for the use of the

affected space segments and "regularize and legalize transborder video services and use of foreign-owned product." He also recommended that the government consider a coordinated approach to the problem with the countries of the region.

White, who will attend the conference as a consultant for the United Nations Educational Scientific and Cultural Organization, said the ministers will attempt to guarantee their countries' right to receive the signals "without repercussions."

One problem the ministers face is the inability of the suppliers to negotiate for the sale of their product. Those offering theatrical films say they are bound by contracts with the movie studios not to transmit films to the Caribbean, where the movies open several months later than they do in the U.S.; the studios don't want to compete with themselves. Yet, operators in countries that are members of the Universal Copyright Convention, and the governments of the countries involved, are presumably in violation of that agreement.

But of greater scope than the copyright problem is the one posed by the Intelsat agreements. They require that member countries engaging in international communications by satellite first coordinate those activities with Intelsat to insure technical compatibility with its system and "to avoid significant economic harm" to the Intelsat system. Those requirements would involve

the U.S.—the State Department and the FCC—as well as the downlink country. And those familiar with the procedures in the U.S.—application to the FCC, coordination with Intelsat and clearance with the receiving country before final approval is sought from the FCC—say they require time and a great deal of patience. White said the situation in the Caribbean may present “the first occasion where a region”—rather than an individual country—deals with Intelsat under the coordination requirement. Actually, there might be a precedent. RCA is seeking the necessary approval to transmit Entertainment and Sports Programming Network programming on Satcom III R to the Caribbean region.

Then there are the regulations of the International Telecommunication Union. They prohibit member countries from taking satellite signals without permission. White, in his report to the Belizean government, said that since the licenses it granted to television stations “most assuredly were not issued” with the aim of breaking international law, operations under them that do contravene an international agreement “presumably must be found outside the terms of the license and discontinued”—although not, he added, abruptly. The government, he said, could, as he had suggested, take steps to legitimize the manner in which the foreign signals are received.

While the Caribbean countries are preparing to meet on the issue, representatives of the American producers whose material is being enjoyed south of the border without payment to them have been taking their own steps to rectify the situation. The Motion Picture Association of America is lobbying for legislation to deny benefits of the Caribbean Basin Initiative program to any country involved in the unauthorized interception of satellite television signals. Such legislation has already been approved by both House and Senate as amendments to the foreign aid bill. But MPAA is pressing for a version of the legislation that is attached as an amendment to the CBI bill that has been approved by the House Ways and Means Committee: Unlike the other versions, its provisions could not be waived by the President.

The MPAA is not relying only on legislation to deal with such situations. It has gone to court in Freeport, the Bahamas, to stop a hotel there from picking up satellite-delivered movies and piping them into the guests' rooms. MPAA, which is charging copyright infringement, has found that practice to be widespread in the Caribbean. It says it has found instances of it in Panama, Belize, Honduras, Costa Rica, the Bahamas and the Dominican Republic. MPAA's vice president for administrative affairs, Fritz Attaway, indicates the association is particularly concerned about the situation in Jamaica. He said the government's direct involvement in what he says is the unauthorized use of satellite-distributed signals is “outrageous.”

But Attaway thinks the problem “will go away” within the next few years, when pay programmers start distributing their product in scrambled fashion—and through an addressable system that would, theoretically, permit the operator to deactivate the decoder of anyone not authorized to use the product.

HBO is expected to employ the method by the end of the year.

White, however, does not think scrambling would be the best answer for the pro-

grammers or the countries of the Caribbean. He thinks that would be provided in a mechanism permitting the countries to acquire the programs legally. □

Intelsat unveils plans for satellite business communications

It discloses ways member countries can use existing and future birds for transoceanic communications

The International Telecommunications Satellite Organization, for years the dominant if not the only game of its kind in the world, last week indicated it is prepared to respond to expressed needs, as well as threatened competition. It disclosed the plans it is considering for its proposed Intelsat Business Services, which it says would enable firms around the world to establish their own dedicated international communications networks by satellite to carry “all types of communications services.”

The IBS has been under development for two years. And the Intelsat board of governors, at its meeting two weeks ago, while considering “possible parameters and charging policy” for the new services, did not reach any conclusions. But the outline released at a briefing by Intelsat officers carried an implicit answer to the application the Orion Satellite Corp. has filed with the FCC for authority to establish a private trans-Atlantic communications satellite service.

The outline seemed to suggest that IBS, which is expected to become available initially in the North Atlantic region, in January, would meet the needs Orion has spoken of addressing, and then some.

It would offer “a full range of business service applications, from voice to videoconferencing on the same bit stream”; “fully digital operation of high quality”; the possibility of direct access to satellites through small earth stations located on or near user premises; full-time, part-time and occasional-use options; national networking at no extra charge for the Intelsat space segment in association with an established link, and a range of charges that would allow users to benefit from volume purchases.

Convenience would also be a selling point. The outline notes that the IBS charging policy would be designed to promote the establishment of digital networks for domestic and international telecommunications. Users, it says, would establish their own links to suit individual needs, from point-to-point between two earth stations to worldwide multipoint networks incorporating multiple earth stations and countries.

And the range of earth stations available—from 3.5 meters to 11 meters—“should allow three IBS network concepts to evolve, depending on the actions and policies of the user countries,” according to the outline. The three: a user gateway network, where an individual concern would have a small earth station on the premises; an urban gateway network, where a community of users in one area shares a small earth station, and a country gateway network, where users

in a country gain entry to the system through large (existing) standard earth stations.

“Because of the inherent advantages of satellite communications,” charges assessed to each country would decline as IBS networks grew to include additional countries. And no additional charge would be made for additional stations entering a network from a country already participating in the network.

Intelsat plans to use available 14/11 ghz capacity on Intelsat V satellites when the new service is inaugurated over the North Atlantic early next year. Within the next two years, the service will be provided through Intelsat V-A satellites which Intelsat is spending \$23 million to modify. Last week, Intelsat authorized the spending of another \$750,000 to expand the satellites' spot beam coverage to include a greater portion of the eastern United States and Canada.

In one of the major actions that it took at its meeting, the board chose the space shuttle as the launch vehicle for Intelsat's first two, of five, Intelsat VI satellites scheduled to be put into orbit in 1986. Intelsat will reconsider all options, including bids submitted by Aereospace for use of the European Areane 4 rocket and by Federal Express's SpaceTran for use of its Titan 34D, before choosing the launch vehicle for the remaining three satellites. The four-ton Intelsat VI, with the capacity of well over 30,000 simultaneous telephone calls, will be the world's largest commercial satellite. Intelsat Director General Santiago Astrain said the principal reasons for choosing the shuttle were reliability and availability—then economic. The launches will cost \$100 million.

Besides considering the IBS Intelsat will offer, the board looked into the possibility of offering low density telephony service (LDTS) and a second generation maritime capacity to Inmarsat. Intelsat has been studying the possible provision of LDTS to those living on the scattered islands of the South Pacific, and now is considering the provision of the service on a global basis. Intelsat presented the board with an analysis of the general applicability of LDTS in a variety of regions. As for Inmarsat, the board decided to consider at its meeting in September—when detailed studies on the issue will be presented—how to respond to the request for proposals for a new generation of service that Inmarsat will issue on Aug. 1.

Intelsat's director of external relations, Jose Alegrett, disclosed at the press briefing that “some 40 countries” indicated an interest in leasing capacity from Intelsat by 1986. Among the proposals the board approved was one by the U.S.'s signatory, the Communications Satellite Corp. It requested the allotment of one-way pre-emptible television service to Japan to meet a request from a consortium of Japanese broadcasters under a two-year contract beginning in April. □



Digital delivery

Through some complex technological planning, classical formatted WFMT(FM) Chicago will provide all four music dramas of Richard Wagner's *Der Ring des Nibelungen* from the 1983 Bayreuth Festival in West Germany (July 26-30) to an ad hoc network of more than 100 stations in the U.S. and Canada. The first three broadcasts will be delayed by one day while each performance is digitally recorded on tapes and flown overnight to the U.S. The last performance will air live. Distribution to all stations in North America carrying the operas will be via National Public Radio's satellite system on Westar IV.

The live broadcast will occur on Saturday (July 30) at 9:55 a.m. NYT. The signal will travel via television lines from Bayreuth to Raisting, West Germany, where it will be uplinked to the Intelsat satellite. The broadcast signal will be downlinked at Edam, W. Va., and transmitted over both AT&T land lines and microwave to NPR's uplink satellite station in northern Virginia, where it will be beamed up to Westar IV. The live signal will be sent from Europe digitally but converted back to analog form before being distributed to stations in the U.S. and Canada.

Heading the WFMT production team will be Evans Mirageas. Norman Pellegrin will serve as host. Underwriting the cost of the project is the Dresdner Bank of West Germany.

High marks

It's being called the highest billing month in the history of network radio. That's the word

from the Radio Network Association which reports advertising revenues for the month of May up 35% over the same period last year. Translating that into dollar amounts, advertisers spent \$22 million on the medium in May. For the first five months of 1983, network radio sales were up 24%, according to the association, which relies on data from the accounting firm of Ernst & Whinney.

Countdown for countup

With the promise of more music and less talk, CBS RadioRadio's new weekly *Top 30 USA* "countup" show will debut next weekend (July 8-10) on more than 160 stations. National advertisers lined up so far are: Hormel chili, through BBDO; Lee jeans, through Bozell & Jacobs; Revlon's Flex shampoo, through Grey Advertising, and Shasta soft drinks, through Needham, Harper & Steers. Commercial availabilities for each broadcast are 10 minutes per hour—five for the network and five local. Ike Egan of Provo, Utah-based Broadcast International is producer, and one-time West Coast radio personality M.G. Kelly will serve as the series' host. Consultant for the weekly program is John Parikhal, vice president of Joint Communications, Toronto.

Movie tie-in

The Hollywood-based Weedeck Radio Network is offering a one-hour radio special timed as a tie-in with the national release of "Stroker Ace," a new Universal Pictures and

Warner Brothers motion picture starring Burt Reynolds, Jim Nabors and Loni Anderson. The program is available on a market exclusive basis for broadcast now through July 10. Weedeck is offering stations four commercial minutes within the program with four minutes reserved for the syndicator. The special is described as "85% music" and includes performances by The Charlie Daniels Band, Larry Gatlin and the Gatlin Brothers, The Marshall Tucker Band and Terri Gibbs.

NPR profit

One reason National Public Radio should be in better financial shape next year is that its for-profit subsidiary, Ventures, should have a surplus, which will be turned over to the parent radio network, according to Richard Hodgetts, vice president of business services. At the moment there are two operations in which NPR is a partner that are well on the road to commercial start-up. INC Telecommunications, which provides digital data transmission on the subcarrier channels of NPR member stations, has recently been providing NPR with \$30,000 a month. The second full, scale operation, National Satellite Paging, is awaiting comparative hearings on its application for one of the three channels allocated by the FCC to provide the service. NPR and partner Mobile Communications Corp. completed negotiations last week with Western Union to have the communications giant enter as a third partner. Hodgetts says that Western Union could guarantee satellite capacity, provide the option of providing international paging and also would give the paging system already established and "excellent marketing coverage." Western Union's joining the paging system is contingent on approval by that corporation's board.

Hodgetts described Ventures as a "venture capital organization without the venture capital," saying that what it offers instead is an "economical distribution system." Ventures has not had to commit any capital in either of its two partnerships. He expects possibly a third operation to be announced within two weeks.

Student target

A nonwired network of youth-oriented commercial radio stations designed to help advertisers reach the college audience is being formed by Evanston, Ill.-based Clayshire Communications. To date, the Collegiate Radio Network (CRN) has nearly 40 affiliates reaching more than 30 universities in 27 states. "Our analysis indicates that national advertising expenditures in college media have increased annually at 20% since 1975," said Frank Garland, general manager of the company in announcing the new network.



Underground advertising. WNBC(AM) New York's current promotion campaign centers on its key morning and afternoon drivetime personalities—Don Imus (6-10 a.m.) and Howard Stern (4-8p.m.) and employs two ads which, for the most part, appear side-by-side throughout New York's subway system. The Imus and Stern ads depict the various characters who "visit" each show as seen through the eyes of cartoonist Jack Davis. Standing alongside the billboards are (l-r): Michael Nirenberg, account executive with the subway system, and Ellen Kaye, the station's advertising and promotion manager. The station's advertising agency is Della Femina, Travisano & Sherman.

The concept is similar to that of a nonwired rep network with the national advertiser placing one order and receiving only one bill for a specially targeted group of stations.

Newest

Westwood One, a Culver City, Calif.-based radio program production and distribution company, is marketing a two-hour weekly "modern" music countdown show called *The Rock of the 80's*. The show hosted by KROQ-FM Pasadena, Calif., program director Freddie Snakeskin, is being produced in conjunction with the consulting firm of Carroll, Schwartz & Groves Inc. Initial station clearances include: WIFM(FM) Philadelphia; KQAK(FM) San Francisco; XTRA(FM) Tijuana, Mexico (San Diego); KBPI(FM) Denver; KYYX-FM Seattle; KDKB(FM) Phoenix, and KWFM(FM) Tucson, Ariz.

From France

Several radio stations in New York and Los Angeles will soon be getting a visit from Michel Brillie, director of new programs for Radio Europe I, one of six national stations in France, who wants to get a closer look at programming trends in the U.S. "We believe the U.S. is far ahead of any country in radio programming," Brillie told BROADCASTING.

Among the stations Brillie plans to visit will be those programming album rock, urban contemporary and nostalgia formats. In particular, Brillie said he is interested in hearing "new music" stations like KROQ-FM Pasadena, Calif., which airs Rick Carroll's "The Rock of the 80's" format (see above).

Brillie, who arrives in New York next week, will look to incorporate some "novel" programming ideas found in the U.S. into the French station, whose signal not only covers France but parts of Belgium and Switzerland as well. Radio Europe I, one of the three national commercial stations—the others are government controlled—currently offers block programming consisting mostly of a news/talk and MOR from 5 a.m. to 2 a.m.

Format news

The New York-based Gene Ladd Broadcast Group is offering its first major market FM format and package—"Rockhits"—for the 12-to-34-year-old audience. Billed as "more vertical than top 40" and broader than "Hot Hits" (a hybrid top 40 format currently airing in five major markets), it can run on total automation or with a local DJ if desired. "Rockhits" will include electronic and synthesized "logos and image builders."

Car stereo

Concord Electronics, a Los Angeles-based car radio receiver manufacturer, said it will begin building sets capable of receiving Motorola's AM stereo system. Motorola's system was also chosen by Delco for its car radios (BROADCASTING, Dec. 13, 1982).

Both sides

Mutual Broadcasting has launched preliminary discussions with Washington journal-

Bullish

"In all sectors of the radio community—local, regional, national spot and network—business is racing ahead of last year's sluggish levels and this year's predictions," said ABC Radio President Ben Hoberman in an address before the Washington, D.C.-Maryland-Delaware Broadcasters Association. Hoberman noted that many advertisers are rediscovering radio as a selling medium. "Procter & Gamble, Gillette and Lever Brothers are new to network radio this year. Wrigley's and S.C. Johnson have upped their buys. . . American Home products is returning after more than a year away and Bristol-Myers after more than 10 years. Kraft Foods and the Mars Company have also returned in force."

ists Tom Braden and Pat Buchanan, who represent liberal and conservative points of view, respectively, for possibility of launching network talk show featuring the duo. Braden and Buchanan are currently heard for two hours each weekday afternoon over NBC's WRC(AM) Washington.

What is radio?

The Radio Department of the National Association of Broadcasters has published a new booklet, "Radio Is . . ." containing basic information on demographics, listeners, marketing and history. It is available to NAB members for \$1; \$3 for nonmembers. Contact: NAB Services (800) 368-5644.

Playback

Robert Plant, former member of the Led Zeppelin rock group, will be highlighted in a 90-minute music and interview special being made available through London Wavelength, a New York-based distributor of radio programming, for airing Aug. 1-15. *The Robert Plant Special* is being offered to stations on a market-exclusive basis. National advertisers include Atari and The Gap. Thus far, 110 stations have signed to air the broadcast, which is expected to clear over 200 outlets by next month.

Sabo signing

Walter Sabo has signed a five-year consultancy agreement with the RKO Radio Division. Sabo, who resigned his post as vice president for ABC Radio Networks to form his own consulting firm, W.R. Sabo Inc. ("In Brief," June 27) will work with the 10 RKO-owned properties as well as its two radio networks (RKO I and II) on programming and marketing.

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Paramount lining up first-run buyers

"The 'fourth network' is inevitable," declared John E. Goldhammer, senior vice president for programming at Paramount Television. "It's just a question of when, and that depends on the advertisers."

Goldhammer told BROADCASTING in an interview last week that Paramount has "an incredible commitment to first-run television, and it's really starting to pay off. There is no question that the advertisers are interested." The Paramount executive revealed that his company is going ahead with production of *Taking Advantage*, a first-run weekly series set to debut next fall and sold in more than 100 markets, including New York, Chicago, and "close to being signed" in Los Angeles.

The half-hour "financial lifestyles program," as Goldhammer calls it, is a joint venture with McGraw-Hill, publisher of *Business Week* magazine. Paramount has hired Jim Crum, who co-produced *People's Court* for Telepictures, to produce the series, which will have access to editorial material gathered by *Business Week*, in addition to a large production staff of its own. "Our goal is weekend access," Goldhammer, "coming out of news."

Taking Advantage will be satellite-delivered, as is Paramount's co-production of *Entertainment Tonight* and *Entertainment*

This Week, entering their third year with clearances on 133 stations. All outlets but one receive *Entertainment Tonight* via satellite.

Goldhammer claims *Entertainment Tonight*, produced in tandem with a weekly wrap-up show, represents the most expensive budget ever mounted for a syndicated strip. "It has the largest nonnetwork news staff ever assembled on a national level," he asserted, including 110 full-time employees in Hollywood, 16 full timers in New York, and stringers in Miami, Nashville, Atlanta,

Chicago and London.

The most successful first-run series on the current Paramount roster, in terms of clearances, is *Solid Gold*, airing in 214 U.S. markets and 54 foreign countries. Goldhammer said he doubts if the three-year-old series will be used by NBC affiliates to replace the news magazine, *Monitor*, scheduled to go against *60 Minutes* at 7-8 p.m. Sundays NYT next fall. "It would be very difficult," he explained, "because *Solid Gold* is in so many markets already. You'd have to take it away from an incumbent. We don't do that."

Deciphering the sweeps

The pieces of the Arbitron May sweeps puzzle are laid out in the table on pages 71-73. The puzzle originated when the three networks, extracting and adding up Arbitron's market-by-market prime time ratings, came up with totals significantly different to produce three different network rankings. Thus NBC was first according to NBC and ABC arithmetic; CBS was first according to CBS's, second according to NBC's and third according to ABC's, while ABC was third according to NBC and CBS but second according to ABC (BROADCASTING, June 27).

The networks never agree completely in their sweeps arithmetic, but the differences usually do not affect rankings. The accompanying table, showing the market-by-market ratings extracted by each network, undertakes to show *where* some of the differences occurred, if not *why*.

There are some methodology differences. CBS does its compilation by hand; NBC works partially by hand, and ABC works from Arbitron computer tapes.

In the table, household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday. Boldface numbers indicate market winners.) CBS and NBC compilations include local programming; ABC's does not. A dash (—) indicates no primary affiliate in market. Asterisk indicates affiliation change between May 1982 and 1983 sweeps. The networks sometimes refer to hyphenated markets differently. The 1983 sweep period was April 27-May 24. (Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas.) The 1982 May sweeps appeared in BROADCASTING, July 12, 1982. □



Three-for-all. Group W Satellite Communications was host June 26 at a reception and concert that attracted some 700 from Washington's communications corps. On the scene (l to r): (top photo) Dan Ritchie, chairman, Group W Broadcasting and Cable; columnist Art Buchwald; country entertainer Charlie Daniels, whose band was featured in the concert; Father Daniel Gatti, winner of an award from the Vincent T. Lombardi Cancer Research Center, which benefitted from the evening's entertainment, and Group W Satellite President Jonathan Hayes; (above left) Charles T. Marck of Dow Chemical, House Minority Leader Bob Michel (R-Ill.) and Bill Baker, chairman of GWSC; (above right) Senator Edward Zorinsky (D-Neb.) being greeted by GWSC Executive Vice President Harlan Rosenzweig.

The May Sweeps: Abilene-Fort Wayne

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)			NBC's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	15	14	25	15	14	25	15	14	25
Albany, Ga. (149)	6	—	56	6	—	56	—	—	56
Albany-Schenectady-Troy, N.Y. (52)	67	76	63	67	78	63	67	78	63
Albuquerque, N.M. (68)	57	41	46	57	42	46	57	42	46
Alexandria, La. (174)	—	—	35	—	—	35	—	—	35
Alexandria, Minn. (166)*	—	30	—	—	30	—	—	30	—
Alpena, Mich. (209)	—	6	—	—	6	—	—	6	—
Amarillo, Tex. (113)	30	24	26	30	24	25	30	24	25
Anniston, Ala. (192)	—	15	—	—	15	—	—	15	—
Ardmore-Ada, Okla. (172)	12	19	—	12	19	—	12	19	—
Atlanta (15)	160	160	144	162	162	139	162	162	139
Augusta, Ga. (103)	49	40	22	49	40	22	49	40	22
Austin, Tex. (85)	33	52	31	33	52	30	33	52	30
Bakersfield, Calif. (150)	22	18	21	22	18	21	22	18	21
Baltimore (20)	168	146	160	163	148	162	163	148	162
Bangor, Me. (156)	17	24	20	17	24	20	17	24	20
Baton Rouge (92)	62	54	35	62	55	34	62	59	34
Beaumont-Port Arthur, Tex. (121)	32	39	37	31	38	37	31	38	37
Bend, Ore. (204)	—	—	4	—	5	—	—	—	5
Billings-Harding, Mont. (167)	13	15	8	13	15	8	13	15	8
Biloxi-Gulfport-Pascagoula, Miss. (179)	33	—	—	33	—	—	33	—	—
Binghamton, N.Y. (135)	11	44	17	11	45	17	11	45	17
Birmingham, Ala. (47)	105	37	102	107	37	101	107	37	101
Bluefield-Beckley-Oak Hill, W.Va. (131)	27	—	31	27	—	31	27	—	31
Boise, Idaho (126)	21	20	24	20	20	24	20	20	24
Boston (6)	297	244	275	294	244	272	276	244	272
Bowling Green, Ky. (185)	23	—	—	23	—	—	23	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (84)	23	52	69	22	53	69	22	53	69
Buffalo, N.Y. (32)	101	101	94	100	102	91	100	102	91
Burlington, Vt. (94)	17	47	28	17	47	36	17	47	28
Casper-Riverton, Wyo. (180)	13	9	2	13	9	2	13	9	2
Cedar Rapids-Waterloo, Iowa (76)	51	42	53	51	43	53	46	43	53
Charleston, S.C. (111)	34	43	35	34	43	35	34	43	35
Charleston-Huntington, W.Va. (43)	68	84	118	67	85	117	67	85	117
Charlotte, N.C. (31)	103	108	48	101	110	48	101	110	48
Chattanooga, Tenn. (79)	53	52	46	54	52	45	54	52	45
Cheyenne, Wyo. (189)	—	16	—	—	17	—	—	17	—
Chicago (3)	439	354	488	435	358	480	435	358	480
Chico-Redding, Calif. (140)	27	21	—	27	21	—	27	21	—
Cincinnati (28)	118	104	104	115	106	110	115	106	110
Clarksburg-Weston, W.Va. (168)	—	22	19	—	22	19	—	22	19
Cleveland (9)	251	201	236	251	203	234	251	203	234
Colorado Springs-Pueblo (104)	41	35	36	41	35	34	41	35	34
Columbia, S.C. (90)	27	26	72	27	27	72	72	27	27
Columbia-Jefferson City, Mo. (139)*	27	30	19	26	31	19	19	31	26
Columbus, Ga. (112)	37	43	18	37	43	18	18	43	37
Columbus, Ohio (35)	109	115	111	107	115	108	108	115	107
Columbus-Tupelo, Miss. (143)	—	25	46	—	25	46	—	25	46
Corpus Christi, Tex. (136)	27	22	21	26	22	21	26	22	21
Dallas-Fort Worth (10)	206	207	171	204	208	167	204	208	167
Davenport, Iowa-Rock Island-Moline, Ill. (73)	50	52	56	50	53	56	50	53	56
Dayton, Ohio (49)	69	97	74	71	99	73	71	99	73
Denver (19)	130	125	142	127	127	139	127	127	139
Des Moines (65)	50	62	52	49	63	51	49	63	51
Detroit (7)	325	276	302	324	280	284	324	280	284
Dothan, Ala. (159)	11	42	—	11	43	—	11	42	—
Duluth, Minn.-Superior, Wis. (114)	31	29	25	30	30	24	30	30	24
El Centro, Calif.-Yuma, Calif. (178)	4	—	6	4	—	6	4	—	6
Elmira, N.Y. (164)	11	—	13	11	—	13	11	—	13
El Paso, Tex. (106)	24	24	31	24	25	31	24	25	31
Erie, Pa. (144)	27	21	38	26	21	38	26	21	38
Eugene, Ore. (122)*	28	32	14	28	32	14	28	32	14
Eureka, Calif. (181)	10	10	—	10	10	—	10	10	—
Evansville, Ind. (88)	53	39	40	53	40	40	53	40	40
Fargo, N.D. (108)	24	28	32	24	28	32	24	28	32
Farmington, N.M. (202)	—	—	4	—	—	4	—	—	4
Flint-Saginaw-Bay City, Mich. (53)	83	43	92	82	44	91	82	44	91
Florence, S.C. (147)	19	52	—	19	53	—	19	53	—
Fort Myers-Naples, Fla. (117)	21	39	24	20	38	24	20	38	24
Fort Smith, Ark. (148)	15	31	15	15	32	15	15	32	15
Fort Wayne, Ind. (93)	43	36	39	40	37	38	40	37	38

The May Sweeps: Fresno-Panama City

ADI (rank)	ABC's computations			CBS's computations			NBC's computations		
	1983 households (000)			1983 households (000)			1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Fresno, Calif. (63)	45	48	46	45	48	46	45	48	46
Gainesville, Fla. (170)	19	—	—	19	—	—	19	—	—
Glendive, Mont. (210)	—	2	—	—	2	—	—	2	—
Grand Junction, Colo. (186)	7	14	—	7	13	—	7	13	—
Grand Rapids-Kalamazoo, Mich. (37)	91	81	86	89	81	85	89	81	85
Great Falls, Mont. (177)	12	—	11	12	13	—	12	13	—
Green Bay, Wis. (69)	64	52	60	64	53	60	64	53	60
Greensboro-Winston Salem, N.C. (51)	71	87	76	70	89	74	70	89	74
Greenville-New Bern, N.C. (100)	31	50	54	31	50	56	31	50	56
Greenville-Spartanburg, S.C. (39)	84	98	104	84	99	104	84	99	104
Greenwood-Greenville, Miss. (175)	27	10	—	27	10	—	27	10	—
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	59	53	102	59	79	101	59	71	101
Harrisonburg, Va. (195)	20	—	—	20	—	—	20	—	—
Hartford-New Haven, Conn. (24)	116	143	69	115	146	67	115	146	67
Helena, Mont. (206)	—	—	4	—	—	5	—	—	5
Houston (11)	192	189	177	191	191	176	191	191	176
Huntsville-Decatur-Florence, Ala. (91)	40	50	42	40	51	41	40	51	41
Idaho Falls-Pocatello (157)	13	16	16	13	16	16	13	16	16
Indianapolis (23)	142	130	122	141	131	121	141	131	121
Jackson, Miss. (86)	28	53	65	27	53	65	27	53	65
Jackson, Tenn. (183)	28	—	—	27	—	—	27	—	—
Jacksonville, Fla. (62)	56	76	49	55	76	48	55	76	48
Johnstown-Altoona, Pa. (83)	0	58	79	0	59	77	0	59	77
Jonesboro, Ark. (173)	30	—	—	30	—	—	30	—	—
Joplin, Mo.-Pittsburg, Kan. (118)*	28	31	22	28	32	21	28	32	21
Kansas City, Mo. (27)	109	114	101	108	116	111	108	116	111
Knoxville, Tenn. (58)	78	86	44	78	91	43	78	91	43
La Crosse-Eau Claire, Wis. (133)	15	31	35	15	31	34	15	31	34
Lafayette, Ind. (191)	—	12	—	—	12	—	—	12	—
Lafayette, La. (112)	39	58	—	39	59	—	39	59	—
Lake Charles, La. (162)	—	—	37	—	—	37	—	—	37
Lansing, Mich. (98)	—	50	39	—	51	38	—	51	38
Laredo, Tex. (199)	—	4	4	—	4	5	—	4	5
Las Vegas (102)	28	28	31	28	29	31	28	29	31
Laurel-Hattiesburg, Miss. (163)	—	—	31	—	—	31	—	—	31
Lexington, Ky. (78)	44	53	45	43	53	42	43	53	42
Lima, Ohio (193)	—	—	15	—	—	14	—	—	14
Lincoln-Hastings-Kearney, Neb. (89)	30	47	14	30	47	14	30	47	14
Little Rock, Ark. (54)	84	79	83	84	79	82	84	79	82
Los Angeles (2)	560	450	584	560	485	578	560	485	578
Louisville, Ky. (44)	69	94	103	67	93	102	67	93	102
Lubbock, Tex. (134)	17	23	28	17	23	27	17	23	27
Macon, Ga. (138)	17	36	15	17	37	15	17	37	15
Madison, Wis. (101)	27	39	34	27	39	34	27	39	34
Mankato, Minn. (197)	—	11	—	—	11	—	—	11	—
Marquette, Mich. (182)	—	19	—	—	19	—	—	19	—
McAllen-Brownsville, Tex. (124)	—	—	—	23	20	12	23	20	12
Medford, Ore. (152)	27	—	23	27	25	—	27	—	25
Memphis (36)	69	111	99	65	110	98	65	110	98
Meridian, Miss. (171)*	23	10	—	23	10	4	23	10	4
Miami (13)	163	159	158	161	161	157	161	161	157
Milwaukee (29)	102	103	106	102	102	103	102	102	103
Minneapolis-St. Paul (14)	172	166	128	169	168	124	169	168	124
Minot-Bismarck-Dickinson, N.D. (142)	—	23	32	—	22	31	—	22	31
Missoula-Butte, Mont. (154)	26	—	20	—	28	20	28	—	20
Mobile, Ala.-Pensacola, Fla. (61)	56	80	61	56	80	61	56	80	61
Monroe, La.-El Dorado, Ark. (105)	11	53	23	11	53	23	11	53	23
Montgomery, Ala. (119)	18	22	60	17	22	59	17	22	59
Nashville, Tenn. (30)	89	136	48	88	138	124	88	138	124
New Orleans (32)	89	118	107	89	119	107	89	119	107
New York (1)	940	778	1,042	930	788	1,026	930	788	1,026
Norfolk-Portsmouth, Va. (46)	62	80	77	62	81	77	62	81	77
North Platte, Neb. (208)	—	—	6	—	—	6	—	—	6
Odessa-Midland, Tex. (145)*	19	24	17	19	24	17	19	24	17
Oklahoma City (40)	64	84	69	62	85	68	62	85	68
Omaha (70)	67	59	59	67	60	58	67	60	58
Orlando-Daytona Beach, Fla. (33)	106	97	106	106	99	105	106	99	105
Ottumwa, Iowa-Kirksville, Mo. (201)	19	—	—	19	—	—	19	—	—
Paducah, Ky.-Cape Girardeau, Mo. (72)	33	74	54	32	75	54	32	75	54
Palm Springs, Calif. (188)	6	—	5	7	—	5	7	—	5
Panama City, Fla. (176)	19	—	22	19	—	22	19	—	22

The May Sweeps: Parkersburg-Zanesville

ADI (rank)	ABC's computations 1983 households (000)			CBS's computations 1983 households (000)			NBC's computations 1983 households (000)		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Parkersburg, W.Va. (194)	—	—	7	—	—	4	—	—	7
Peoria, Ill. (99)	36	33	38	35	33	36	35	33	36
Philadelphia (4)	452	356	396	451	362	381	451	362	381
Phoenix (25)	98	101	105	98	99	103	98	99	103
Pittsburgh (12)	243	203	164	241	200	162	241	200	162
Portland, Ore. (22)	116	106	110	116	115	109	116	115	109
Portland-Poland Spring, Me. (77)	52	39	43	51	39	43	51	39	43
Presque Isle, Me. (200)	—	8	—	—	8	—	—	8	—
Providence, R.I.-New Bedford, Mass. (41)	89	72	103	89	74	103	89	74	103
Quincy, Ill.-Hannibal, Mo. (153)	—	31	31	—	31	31	—	31	31
Raleigh-Durham, N.C. (38)	95	84	32	95	85	32	95	85	32
Rapid City, S.D. (161)	13	—	23	13	—	24	13	—	24
Reno (125)	24	18	19	24	18	19	24	18	19
Richmond, Va. (56)	56	75	67	56	76	65	56	76	65
Roanoke-Lynchburg, Va. (66)	40	71	57	40	72	58	40	72	58
Rochester, Minn.-Mason City, Iowa (141)	22	19	24	22	19	23	22	19	23
Rochester, N.Y. (71)	49	48	52	50	49	50	50	49	50
Rockford, Ill. (109)	31	27	30	31	28	29	31	28	29
Roswell, N.M. (184)	—	13	—	—	14	—	—	14	—
Sacramento-Stockton, Calif. (21)	121	102	135	121	101	131	121	101	131
St. Joseph, Mo. (190)	14	—	—	14	—	—	14	—	—
St. Louis (18)	152	161	155	152	163	156	152	163	156
Salinas-Monterey, Calif. (110)	—	—	—	44	19	27	44	19	27
Salisbury, Md. (165)	9	18	—	9	18	—	9	18	—
Salt Lake City (42)	83	86	78	82	87	83	82	87	83
San Angelo, Tex. (196)	—	9	—	—	9	—	—	9	—
San Antonio, Tex. (45)	72	76	59	73	79	60	73	79	60
San Diego (26)	86	84	66	86	85	65	86	85	65
San Francisco (5)	246	246	253	246	250	251	246	250	251
San Jose (110)	44	19	27	—	—	—	—	—	—
Santa Barbara-Santa Maria, Calif. (116)	20	18	17	20	18	17	20	18	17
Savannah, Ga. (107)*	30	40	24	30	41	24	30	41	24
Seattle-Bellingham-Tacoma (16)	141	109	151	141	112	149	141	121	149
Seima, Ala. (207)	—	6	—	—	6	—	—	6	—
Shreveport, La.-Texarkana, Tex. (55)	73	78	65	72	79	64	72	79	64
Sioux City, Iowa (137)	32	11	27	31	11	27	31	11	27
Sioux Falls-Mitchell, S.D. (95)	16	57	34	16	57	35	16	57	35
South Bend-Elkhart, Ind. (80)	48	55	60	48	55	59	48	55	59
Spokane, Wash. (75)	48	48	51	47	48	51	47	48	51
Springfield, Mass. (96)	42	—	44	41	—	44	41	—	44
Springfield, Mo. (82)	21	47	59	20	48	59	20	48	59
Springfield-Decatur-Champaign, Ill. (74)	45	53	59	45	53	58	45	53	58
Syracuse, N.Y. (67)	50	61	70	49	63	70	49	63	70
Tallahassee, Fla. (127)	12	47	—	12	48	4	18	48	4
Tampa-St. Petersburg-Sarasota (17)	169	170	148	164	173	140	164	172	140
Terre Haute, Ind. (123)	12	38	36	12	38	35	12	38	35
Toledo, Ohio (60)	59	78	84	58	78	84	58	78	84
Topeka, Kan. (145)	19	24	17	—	29	25	—	29	25
Traverse City-Cadillac, Mich. (132)	17	42	32	17	42	32	17	42	32
Tucson, Ariz. (87)	41	37	39	41	36	39	41	36	39
Tulsa, Okla. (57)	84	66	63	83	67	58	83	67	58
Tuscaloosa, Ala. (187)	—	9	—	—	9	—	—	9	—
Twin Falls, Idaho (203)	—	—	10	—	—	10	—	—	10
Tyler, Tex. (160)	42	—	—	42	—	—	42	—	—
Utica, N.Y. (158)	15	—	24	15	—	24	15	—	24
Victoria, Tex. (205)	4	—	5	4	—	5	4	—	5
Waco-Temple, Tex. (97)	47	—	47	46	—	37	46	—	37
Washington, D.C.-Hagerstown, Md. (8)	213	193	269	212	196	268	212	196	268
Watertown-Carthage, N.Y. (169)	—	17	—	—	17	—	—	17	—
Wausau-Rhineland, Wis. (130)	26	37	12	25	38	12	25	38	12
Weslaco-Harlingen, Tex. (124)	23	20	12	—	—	—	—	—	—
West Palm Beach-Ft. Pierce, Fla. (64)	35	17	49	34	16	49	34	16	49
Wheeling, W.Va.-Steubenville, Ohio (129)	—	43	47	—	44	46	—	44	46
Wichita-Hutchinson, Kan. (59)	53	62	59	54	63	58	64	63	58
Wichita Falls-Lawton (128)	22	25	22	22	25	22	22	25	22
Wilkes Barre-Scranton, Pa. (50)	87	51	79	87	52	78	87	52	78
Wilmington, N.C. (151)	25	—	54	26	—	53	26	—	53
Yakima, Wash. (120)	21	29	22	21	30	23	21	30	23
Youngstown, Ohio (81)	45	58	51	44	59	51	44	49	51
Zanesville, Ohio (198)	—	—	9	—	—	9	—	—	9

Not all the beat was down at PTV conference

Medium is coming off its best year, Grossman and others tell Washington meeting; NPR fiscal problems reflect negatively but not fatally on others in public broadcasting; unity cited as the byword for all in industry

More than 300 public television broadcasters gathered for the annual Public Broadcasting Service and National Association of Public Television Stations meeting held June 23-25 in Arlington, Va. (BROADCASTING, June 27)—a conclave that, despite most of the headlines, had its share of good news as well. Despite a serious retrenchment in services at many public stations, it was apparent that the system was holding on. Nevertheless, the mostly upbeat and positive tone of the meeting was overshadowed by National Public Radio's financial crisis. It became instantly clear that NPR's fiscal struggle would affect the entire public broadcasting community, and that the fallout from the crisis would likely color congressional attitudes toward future funding for the entire system.

The PBS half of the meeting opened with a star-studded "Salute to Congress" dinner at which a number of appeals for federal funding were addressed to the hundred or so congressmen in attendance. The next day PBS presented members with an intensive state-of-the-industry update. PBS President Larry Grossman and Board Chairman Dallin Oaks were optimistic about PBS's future; it was on sound financial ground, they said, and moving forward. Despite their optimism, the PBS officials recognized that NPR's financial difficulties could not be dismissed. There was considerable sympathy for the "sister organization," roughly 70 of the 170 PBS stations are joint licensees with NPR members.

Although there was repeated concern during the three-day conference that the public TV community might be penalized for public radio's financial difficulties, there was no talk of disassociation. Instead, a theme of system unity was sounded repeatedly, chiefly by CPB President Edward Pfister and Board Chairman Sharon Rockefeller. They told the public TV group that NPR's problems "confront every one of us," and that it is "absolutely vital we stay together."

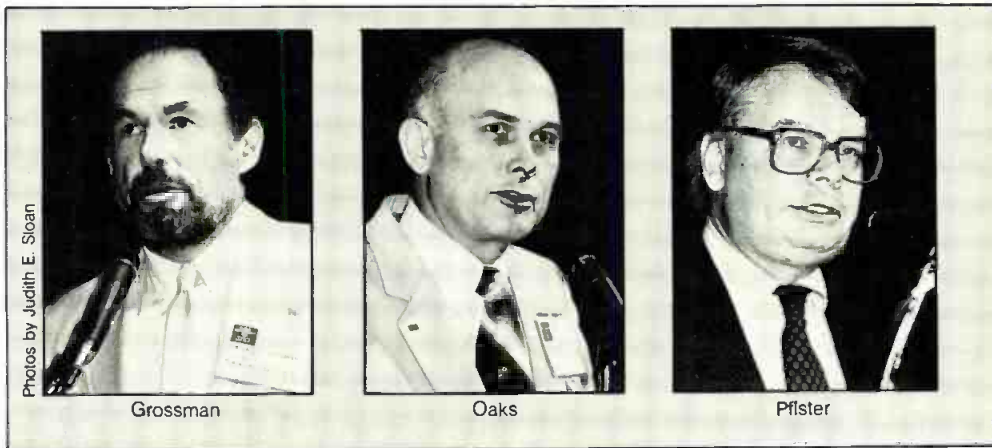
The CPB officials agreed that the system was going to have to persuade the Congress that public broadcasting "can take care of its own business." However, they felt the job could be done. Pfister briefly described the corporation's proposal to help public radio, although at the time details were sketchy. "The patient is on the table with its chest torn open and is about to be sewn back up," Pfis-

ter said. The CPB officials emphasized that the proposal to rescue NPR would not jeopardize its commitment to public television. It was clear, however, that no matter what the final shape of the rescue plan, CPB was determined to insure it would not happen again. "This should not have happened, it cannot happen again, and we are going to get to the bottom of the entire problem so that it will never happen again," Rockefeller said.

The public broadcasters' concern with NPR resurfaced when Senator Ted Stevens (R-Alaska) spoke before NAPTS members. Stevens, a member of the Senate Commerce Committee, predicted that NPR's financial crisis would not affect the entire public broadcasting community. He also didn't think the industry would see much of an increase in federal funding. Stevens noted, however, that NPR's troubles point to the fact that public broadcasters must keep an

the future due to increasing cable penetration.

"Financing the Future of Public Television" was the theme of NAPTS's portion of the conference. One key alternative funding method now being explored is the potential of accepting limited commercial advertising. Nine public television stations have been participating since last year in a demonstration advertising project, authorized by Congress. The experiment expired June 30, and FCC Commissioner James H. Quello, chairman of the Temporary Commission on Alternative Financing for Public Telecommunications, which oversaw the project, addressed the PTV meeting. He noted that a final report on the experiment will be sent to Congress by Oct. 1. Quello did not state his position on the project nor did he announce any findings. However, studies of the project compiled by NAPTS and the initial findings



Photos by Judith E. Sloan

Grossman

Oaks

Pfister

ter said. "I am very concerned and anxious to learn what I can do to help," he told the group.

Stevens praised the industry for an "effective and efficient" job of delivering diverse communications options to the public. He noted that cable is not a substitute for public TV, particularly in rural areas. Public television's mission to provide educational services must continue to grow, he said. The senator told the broadcasters that there is support in the Senate and on the Commerce Committee for the proposed supplemental funding for CPB's FY 1984, 85 and 86, now pending in the House. He urged the group to let Congress know how important that additional funding is to the industry. Stevens also advised, when asked about the feasibility of long-term authorizations, that public broadcasting wait until after the election year before asking for longer authorizations. He was, however, supportive of the concept of five- or six-year authorizations. In addition, the senator predicted that funds from the National Telecommunications and Information Agency's facilities programs may dry up in

by TCAFPPT showed no negative public outcry in response to the advertising.

Quello said he was optimistic about public TV's future and thinks the attitudes in Congress and at the FCC are improving. He urged the group to play an active role in presenting public TV's case to the Congress. "Don't just rely on an excellent Washington staff: Don't go back and do nothing. If you do you'll be like 60% to 70% of commercial broadcasters," he said.

NAPTS President Bruce Christensen repeated Quello's call for increased grass-roots lobbying from the industry. "As your Washington staff, we can analyze the trends, gather the information and suggest the actions for you to take. Ultimately, however, you are the ones who must act. You must make the case for public television to the Congress, to the administration, to regulatory agencies, to the press and to your viewers. Successful financing for public television will be the result of your labors," he said.

NAPTS Vice President Peter Fannon presented an overview of the association's lobbying efforts to achieve new authorizing leg-

islation in 1984. Fannon noted that NAPTS wants to increase and lengthen the federal commitment. Chief among its goals, he added, is the extension and continuation of NTIA's facilities program. NAPTS, he said, is interested in lengthening the current three-year authorization to five years. NAPTS also is considering making the case for funding levels from \$300 million to \$400 million annually in the new legislation. CPB and NAPTS, however, are not in complete agreement on all of these points and will continue discussions on the issues. In addition, CPB and NAPTS appear to be at odds over the allocations formula contained in the present law. CPB would like to see the formula removed while stations favor retaining it.

Fannon and NAPTS's planning and research specialist, John Ford, presented the results of a "state of the stations" survey showing that many stations responded to the funding crisis by:

- Directing more resources to fund-raising.
- Starting new profit-seeking ventures.
- Cutting back staff expenses.
- Putting expansion plans on the shelf and curtailing equipment purchases.
- Last, and only of necessity, cutting program services.

Other highlights of the NAPTS meeting

population." Rhodes also presented the results of a Roper poll of public TV viewers showing that "public TV viewers differ from nonviewers in three broad categories: a significantly higher exposure to print, cable TV and FM radio; broader personal horizons, and more personal communications with others, more hobby and travel activities and more contemporary activity." The poll also found that public reaction to public television is overwhelmingly positive in comparison to commercial television, Rhodes stated. He noted that other studies, including the recent TV trends study commissioned by the National Association of Broadcasters, show high levels of satisfaction for public television and increasing dissatisfaction with other television.

PBS's educational mission and alternative funding ventures also were the focus of staff reports. William Reed, senior vice president of educational services, discussed the progress made by PBS's Adult Learning Service. "On the adult learning front, 245 public TV stations worked with over 600 colleges and universities to offer television courses for credit distributed by PBS. In this two-year period, over 130,000 people received college credit as a result of that collaboration; millions more watched for their own informal education. In that same two-year period, the adult learning service gener-

lege course broadcasts.

PBS's financial condition was described by PBS Senior Vice President James Kluttz, who outlined the service's fiscal 1984 budget of \$61.9 million. He noted that PBS has no long-term debt and does not plan to borrow in 1984. Working capital, Kluttz said, was \$4.3 million on June 30, 1982, and should increase to \$7.3 million by the end of June 1983. Kluttz reported that PBS had become almost entirely financially supported by its member stations.

Operating costs, however, would still present management with challenges, he said. The service, he added, planned to overcome those costs by increasing staff productivity among other efforts. Part of the plan to increase productivity includes replacing outdated equipment and making a major expenditure for office automation, including word processors and computing equipment.

"A review of this year's funding initiatives reveals that public television is much healthier than many had predicted. Our cautious optimism of a year ago is now more optimism than caution as we move to take advantage of the opportunities before us. We aren't out of the woods, by any means. The growth rate in some of our fund-raising has slowed, but the diversity continues and it is clearer than ever before that the opportunities are there—and we don't think they'll



Rockefeller



Stevens



Quello



Christensen

At the podium for public broadcasting

included a panel session called "Getting the Next Dollar: Financing Public Television Through the Decade." The seriousness of public TV's financial future, however, didn't overshadow the good news that kept rolling in. During the PBS portion of the meeting, Dale Rhodes, director of audience research, PBS, reported that "52.7% of all U.S. TV households watched public television during an average week last season—the six months from October 1982 through March 1983. This translates into 44 million households, or some 87 million persons in the audience on a weekly basis." Rhodes noted that the public TV audience grew 37% in the last six seasons; in prime time, he added, it rose 54%. He pointed out that PTV's carriage on cable systems has contributed immensely to increasing the medium's growth. "As cable penetration grows, then so will the circulation of public television," Rhodes said.

According to audience demographic studies, he said, public TV "enjoys the best of both worlds—very high penetration into the nation's relatively few upscale households, and a broad appeal to all segments of the

ated \$2.1 million in revenue for public television. Now the service is self-supporting," he reported.

Reed also talked about PBS's proposed National Narrowcast Service, predicting that the service will meet growing demands for education and training. Reed said the backbone of the service would be based on the instructional television fixed service operations at PTV stations. "The countdown to the launch of the National Narrowcast demonstration has started. We will seek money to support the effort, work with national and local institutions to create the program schedule and develop a business plan to make the National Narrowcast Service self-supporting," Reed said.

The significance of PBS's narrowcast service was underscored by *TV Guide* publisher Walter Annenberg, who was presented the annual CPB Ralph Lowell award at the NAPTS meeting (BROADCASTING, June 27). In his acceptance speech the former broadcaster (Triangle Stations) noted that ITFS channels may provide another successful delivery system for the CPB/Annenberg col-

turn out to be insurmountable opportunities, as some have speculated," reported Neil Mahrer, PBS senior vice president for marketing, information services, operations and personnel. Mahrer discussed traditional and nontraditional funding sources. For most of the traditional fund-raising activities, Mahrer said, the news was good and bad. He noted that public TV's membership and contribution figures continue to increase but at a slower rate. Local underwriting is also increasing at a slower rate, Mahrer reported. "Corporate underwriting, including corporate foundations, was slightly over \$38 million last year and we're estimating it to be about the same for this year, which is somewhat encouraging in this economy. Other fund-raising activities such as planned giving continued to show increases this year and capital campaigns had encouraging results for a number of stations," he stated.

In the arena of new ventures, he said, "we are actually somewhere in between." Some of the initiatives, he noted, "have worked well and will grow, some have worked less well and we're closely examining those or

have already set them aside. We do know there are a number of good opportunities." PBS's video conferencing service, Confer-sat, was cited as one project with future potential. Data delivery services and the sale and rental of PBS programs also promised further revenues. Some of the less successful revenue-making ventures have been PBS's Blairsat, which is now out of business, and its technical maintenance services.

There was more on PBS's new ventures from Grossman. "PBS cable is alive and well—and resting. We said we'd pursue it with all deliberate speed; that we were not too late with our pay initiative, but too early. We planned to wait for the others to fold, to move carefully and cautiously, to use other people's money, to research it thoroughly and to get it going when the time was right." PBS's co-venture with Columbia Pictures, he said, continues to move forward. "The next two years, in my judgment, will give us the opportunity for all of us together to make some bold decisions. I am increasingly optimistic that we hold the key to success," Grossman said.

"We are the ones who can fully exploit these new technologies and promising opportunities, thanks to our capacity to reach more than 95% of the nation's population by means of 300 local broadcast outlets, interconnected by the world's most sophisticated satellite system. Customers like Merrill Lynch realize we may be the only national data network capable of establishing these services. Other companies, such as RCA

and Columbia Home Video (and we are working with both of them), realize that we have access to an audience of the most likely customers by means of the best promotional and marketing resources available—our stations. Columbia Pictures calls us a 'partner of preference' not only for our loyal audience and our ability to reach the upscale market, but also for our national reputation for innovation and quality, and our influential local identification in each community through our member stations," Grossman stated.

He predicted that old-fashioned broadcasting would continue to dominate the scene. "The commercial networks may be suffering. The pressure is on them to cheapen the cost of their programs and to compete even more fiercely for the shrinking piece of the pie. But they remain the dominant force," he said. However, public TV continues to do better and better. "The chief source of the networks' problems comes from the independent channels and from us and HBO, rather than from the rest of the cable programming field," Grossman claimed. Overall he urged the stations to continue the course of exploring new funding options.

The future of PBS was magnified even further by a report from PBS's Task Force on Future Services, established last year to examine the role of PBS's services in the future. Task force chairman George Gruenwald of Twin Cities Public Television, Minneapolis, summarized the findings. He predicted no abrupt changes in public televi-

sion during the 1980's. "It is important that PBS," Gruenwald said, "continue to emphasize conventional broadcast television delivered over free TV airwaves." Moreover, he noted that the task force was skeptical about DBS as a replacement technology. "While it may, in one sense, be more efficient, we believe it would sacrifice the critical values which are central to our mission—the vital role played by the local institution," he said. Subscription TV was also ruled out of PBS's future. "An interesting question is whether public television might be more financially secure if it operated as a subscription television service. The task force's instant answer was 'no' because conventional charges for STV would limit our service to the relatively well-to-do," Gruenwald explained.

Other findings from the report concluded:

- That PTV should program to follow audience/consumption patterns—and not attempt to force-feed an audience habit change.

- That PTV should improve its efforts in education, drama and instructional skills programming.

- And that PTV should promote those special segment program services now offered—but which are not as well recognized (or viewed) as they should be, to serve minority needs and interests.

- That individual stations must find the means to provide more and better local interest programming.

- That PTV must pursue both federal and private initiative funding—and put less time and effort in the development and execution of low-yield, often diversionary profit ventures. □

Early Spring Sales*

WYOR-FM	Coral Gables, Florida	\$ 3,600,000
WVCG-AM	Coral Gables, Florida	\$ 1,500,000
WWCA-AM	Gary, Indiana	\$ 650,000
KNYO-AM	Independence, California	\$ 147,000
KIOI-FM	San Francisco, California	\$12,400,000
KIKN-AM	Sinton (Corpus Christi), Texas	\$ 310,000
KNBN-TV	Dallas, Texas	\$14,900,000
KCBQ AM/FM	San Diego, California	\$ 8,500,000
WILS AM/FM	Lansing, Michigan	\$ 1,400,000

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7/4/83

Truce at CBS

Confrontation between management and news division dissipates as Jankowski meets with Sauter, pledges increased documentary programming

A truce, described by CBS News sources as a wary one, was in effect between CBS News and CBS/Broadcast Group Management last week after management gave assurances that the news division would have money and personnel enough "to continue the caliber of journalism" to which it and its public have become accustomed (BROADCASTING, June 27).

The assurances in effect rescinded a \$12-million budget cut reportedly mandated upon CBS News, on top of a \$7-million cut absorbed earlier in the year, as the broadcast group sought to offset a multimillion-dollar revenue shortfall resulting from miscalculation of the economic recovery's timing (BROADCASTING, May 23, June 6).

The assurances came at the end of a week of newspaper stories and speculation centering on CBS News's budgetary problems and their effect on the division's news coverage.

It was repeatedly pointed out that CBS, alone among the networks, failed to provide live coverage of the Pope's arrival in Poland. This was seen by critics, especially within CBS News, as foreshadowing a severe cut-back in news coverage in the future, perhaps

to the point of reducing CBS News to a second-rate organization.

Among at least some high corporate executives, however, the failure to provide live coverage of the Pope was seen as something else entirely—as a ploy to dramatize CBS News's opposition to budget cuts.

In any event, as stories and speculation about CBS News's future mounted, CBS/Broadcast Group President Gene F. Jankowski met with CBS News President Van Gordon Sauter on Thursday (June 23) and the next day made a personal visit to CBS News headquarters to meet with Sauter and a larger group. At that meeting he was said to have pledged a return to 20 prime time hours of documentaries a year (from 10 in the past season) and to have urged the division to do

more "tough, hard" reports.

The word from CBS News sources afterward was that "there isn't going to be any \$12-million cut" and that reports of 60 imminent layoffs wouldn't materialize either. "The word was to watch expenses and save where we can," a high CBS News source said, adding that "this story has been entirely overblown."

The word from other sources there last week was that CBS News was more peaceful as a result of Jankowski's visit but that, as one put it, "we're still watchful."

"It's sort of like a Cold War," one said. "I don't detect a great deal of warmth passing between us [CBS News] and them [CBS management], but we'll wait and see. Certainly we feel relieved." □

Changing Hands

PROPOSED

KTMA-TV Minneapolis-St. Paul □ Eighty percent sold by Buford/Beaudoin Television Inc. to HEN Inc. for \$7.5 million. **Seller** is owned by brothers, Robert P., Gerald and Geoffrey R. Buford (80% jointly), who are selling their interests, and Irving Beaudoin and wife, Delores (20% jointly). It also owns KTRE-TV Lufkin and KLTV(TV) Tyler, both Texas. Bufords also have 20% interest in HEN Inc. **Buyer** is 80%-owned by United Cable Television Corp., Denver, 12th largest MSO (570,000 basic subscribers); Gene W. Schneider is president. United purchased interest in HEN Inc., which owns and offers STV service over WBTI(TV) Cincinnati, from Bufords in 1982 (BROADCASTING, Jan. 11, Oct. 11, 1982). KTMA-TV is STV station on channel 23 with 1,740 kw visual, 174 kw aural and antenna 1,150 feet above average terrain.

WHJJ(AM)-WHJY(FM) Providence, R.I. □ Sold by Franks Broadcasting Co. to TA Associates and Robert Fish for \$8.85 million. **Seller** is owned by John Franks, who has no other broadcast interests. **Buyer:** TA Associates is Boston-based financial investment firm. Fish is general manager of WRKO(AM) Boston. Neither TA nor Fish has other broadcast interests. WHJJ is on 920 khz with 5 kw full time. WHJY is on 94.1 mhz with 50 kw and antenna 546 feet above average terrain. *Broker: Robert O. Mahlman Inc.*

WPTR(AM) Albany-WFLY(FM) Troy, both New York □ Sold by Rust Communications Group Inc. to Robert Dyson for \$4 million. **Seller**, principally owned by William Rust, also owns WHAM(AM)-WHFM(FM) Rochester, N.Y.; WSOM(AM)-WQXK(FM) Salem, Ohio, and WNOW(AM)-WQXA(FM) York, Pa. **Buyer** also owns WEOK(AM)-WPDH(FM) Poughkeepsie, N.Y. WPTR is on 1540 khz with 50 kw full time. WFLY is on 92.3 mhz with 13 kw and antenna 850 feet above average terrain. *Broker: Cecil L. Richards Inc.*

WLQR(FM) Toledo, Ohio □ Sold by Susquehanna Broadcasting Group to WSPD Inc. for between \$3.2 million and \$3.5 million. **Seller** is owned by Wood Broadcasting Inc. (80%); Thomas M. Girocco, president, and Michael Lareau (6.33% each); James P.

White, vice president and general manager (5.33%), and Jerry Vander Sloot, chief engineer (2%). Wood Broadcasting, owned by Lareau, Willard Schroeder and Edsko Hekman, also owns WOOD-AM-FM Grand Rapids, Mich. **Buyer**, owned principally by Louis J. Appell Residuary Trust, is spinning off WLQR so it can purchase KFOG(FM) San Francisco from General Electric Broadcasting Co. for estimated \$4.5 million to \$5 million (BROADCASTING, June 27) and comply with FCC's multiple ownership rule. It owns six other FM's and six AM's: WQBA-AM-FM Mi-

ami and WKIS(AM) Orlando, both Florida; WRMM(FM) Atlanta; WFMS(FM) Indianapolis; WHLO(AM) Akron, and WRRM(FM) Cincinnati, all Ohio; WARM(TV) Scranton and WSBA-AM-FM York, both Pennsylvania; KLIF(AM) Dallas, and KPLX(FM) Fort Worth. WLQR is on 101.5 mhz with 15 kw and antenna 810 feet above average terrain. *Broker: The Ted Hepburn Co.*

WNAV(AM)-WLOM-FM Annapolis, Md. □ Sold by Rau Radio Stations Inc. to ABW Broadcasting Inc. for \$2.8 million. **Seller** is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It also owns WBBB(AM)-WPCM(FM) Burlington, N.C.; WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and WPDX-AM-FM Clarksburg, W.Va. It has also sold, subject to FCC approval, WDOV(AM)-WDSO(FM) Dover, Del. (see below). **Buyer** is principally owned by J. George Cuccia, Annapolis businessman; Damian Einstein and Marvin Rosenbloom, part of group that sold WHFS(FM) Bethesda, Md., to Outlet Co. for \$2.1 million (BROADCASTING, June 20), and Robert Urquart, executive with C&P Telephone. Cuccia and Urquart have no other broadcast interests. WNAV is on 1430 khz with 5 kw day and 1 kw night. WLOM-FM is on 99.1 mhz with 47 kw and antenna 360 feet above average terrain. *Broker: Blackburn & Co.*

WKZE-AM-FM Orleans, Mass. □ Sold by K-Z Radio Inc. to Roth Broadcasting Inc. for \$2.4 million. **Seller** is owned equally by Donald Wilks, Michael Schwartz and Albert

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Makkay. Wilks and Schwartz also own WIXY(AM)-WAQY(FM) Springfield, Mass.; WKRZ-AM-FM Wilkes-Barre, Pa.; WZFM(FM) Briarcliff Manor, N.Y., and WPET(AM) Greensboro, N.C. Makkay has no other broadcast interests. Buyer is owned by David Roth, Boston neurosurgeon, who also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla., and KCBN(AM)-KRNO(FM) Reno, Nev. WKZE is 1 kw daytimer on 1170 khz. WKZE-FM is on 104.7 mhz with 50 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

KIVA-TV Farmington, N.M. □ Sold by Four States Television Inc. to KOB-TV Inc. for \$2.35 million. Seller is owned by Stephen Adams (90%) and Dale Palmer (10%). It also owns WRTH(AM) Wood River, Ill.; WTVN(AM)-WLAV-FM Grand Rapids, Mich.; KEZK(FM) St. Louis, and WGTU(TV) Traverse City, Mich. Buyer is owned by Hubbard Broadcasting Inc., based in Minneapolis-St. Paul, and headed by Stanley S. Hubbard, president. It also owns three AM's, two FM's and three TV's. It recently bought, subject to FCC approval, KSWs-TV Roswell, N.M. (BROADCASTING, June 27). KIVA-TV is NBC affiliate on channel 12 with 158 kw visual, 15.8 kw aural and antenna 410 feet above average terrain.

WDOV(AM)-WDSO(FM) Dover, Del. □ Sold by Rau Radio Stations Inc. to Dover Broadcasting Inc. for \$2.3 million. Seller has also sold, subject to FCC approval, WNAV(AM)-WLOM-FM Annapolis, Md. (see above). Buyer is owned by Barry J. Dickstein and Joel M. Hartstone, principals of Hartstone & Dickstein, Hartford, Conn., investment banking firm specializing in broadcasting. WDOV is on 1410 khz with 5 kw full time. WDSO is on 94.7 mhz with 50 kw and antenna 360 feet above average terrain. Broker: Blackburn & Co.

KXLS(FM) Alva (Enid), Okla. □ Sold by Zuma Broadcasting Co. to Larry E. Smalley for \$2.1 million. Seller is owned by Bill Lacy. He also owns KZBS(FM) Oklahoma City. Buyer is former pilot for Duncan Oil Co. in Oklahoma City. He has no other broadcast interests. KXLS is on 99.7 mhz with 100 kw and antenna 835 feet above average terrain. Broker: Chapman Associates.

WGGA(AM) Gainesville, Ga. □ Sold by Radio Station WGGA Inc. to WDUN Radio Inc. for \$750,000. Seller is owned by Kirk Broad-

casting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLT(FM) Gainesville. They are selling WDUN (see below). WGGA is on 550 khz with 5 kw day and 500 w night.

KKAN(AM) and CP for KBMJ(FM) Phillipsburg, Kan. □ Sold by Bengel Broadcasting Inc. to Barracuda Broadcasting Co. for \$625,000. Seller is owned principally by Joseph Engle, general manager of KKAN, and Bernard M. Brown, station manager of KAYS-TV Hays, Kan. They have no other broadcast interests. Buyer is owned equally by Kenneth R. Kohrs, attorney in Kearney, Neb., and Jan D. Parker, Kearney-based Muzak operator. They have no other broadcast interests. KKAN is on 1490 khz with 1 kw day and 250 w night. CP for KBMJ is for 95.3 mhz with 3 kw and antenna 200 feet above average terrain. Broker: Chapman Associates.

WDUN(AM) Gainesville, Ga. □ Sold by WDUN Radio Inc. to WGGA Radio of Gainesville, Inc. for \$425,000. Seller is owned by John W. Jacobs Jr. and James A. Dunlap, who are also buying WGGA(AM) Gainesville (see above). Buyer is owned by Terry W. Barnhardt, president. He is Athens, Ga., cheese broker, who has no other broadcast interests. WDUN is on 1240 khz with 1 kw day and 250 w night.

KTTL(FM) Dodge City, Kan. □ Sold by Cattle Country Broadcasting to Van Smith for \$350,000. Seller is owned by Charles C. Babbs and wife, Nellie L. It has no other broadcast interests. Buyer is Garden City, Kan., attorney, who has no other broadcast interests. KTTL is on 93.9 mhz with 100 kw and antenna 560 feet above average terrain.

□ Other proposed station sales include: WLVN(AM) Luverne, Ala.; KXLR(AM) North Little Rock, Ark. (BROADCASTING, May 30); KALG-FM (CP) LaLuz, N.M.; WRDG(TV) (CP) Burlington, N.C.; WABV(AM) Abbeville, S.C.; WXKY(AM) (CP) Mount Pleasant, Tenn.; KFJZ(AM) Fort Worth (BROADCASTING, June 13); KRAB(FM) Seattle (BROADCASTING, June 27), and KTHE(AM) Thermopolis, Wyo. (BROADCASTING, June 27).

APPROVED

████████████████████ KCMO(AM)-KCEZ(FM) Kansas City, Mo. □

Sold by Meredith Corp. to Fairbanks Broadcasting Co. for \$8 million. Seller is Des Moines, Iowa-based publisher of *Better Homes & Gardens* magazine and group broadcaster. It also owns KPHO-TV Phoenix; WNEM-TV Bay City, Mich.; KCMO-TV Kansas City, Mo.; WTVH(TV) Syracuse, N.Y.; WPGH-TV Pittsburgh; KSEE(TV) Fresno, Calif.; WOFL(TV) Orlando, Fla., and WGST(AM)-WPCH(FM) Atlanta. Buyer is Indianapolis-based group owner with five AM's and five FM's, including KCMO-KCEZ. It also owns cable systems in Lawrenceburg, Ind., and Delray Beach, Fla., serving about 14,000 subscribers. Richard Fairbanks is president. KCMO is on 810 khz with 50 kw day and 5 kw night. KCEZ is on 94.9 mhz with 100 kw and antenna 1,060 feet above average terrain.

KCSJ(AM) Pueblo, Colo. □ Sold by Miller Communications Inc. to Sunbrook Communications Broadcasting for \$700,000. Seller is owned by Rex R. Miller, president, and Dr. Wiley Baucher, who have no other broadcast interests. Buyer is owned by Larry Roberts, Alan Cooper and Ed Cooper, who also own KQUY(FM) Butte, Mont. KCSJ is on 590 khz with 1 kw full time.

□ Other approved station sales: WWNT(AM) Dothan, Ala.; KDQN-AM-FM DeQueen, Ark.; WBOK(AM) New Orleans, and KJEL-AM-FM Lebanon, Mo., and KNEM(AM) Nevada, both Missouri (see "For the Record," page 84).

NPR stations OK CPB loan agreement

National Public Radio was nearer rescue from bankruptcy last week after 93% of member stations polled lent their approval to a proposed Corporation for Public Broadcasting loan and "fiscal control" package (see "In Brief")—but not without questions as to whether the sword that will cut the knotty problem is two-edged. The proposal, drawn up by NPR chief operating officer Ronald Bornstein and David Brugger, director of broadcast services for CPB, followed by four days the decision by the CPB board, the last apparent hope for NPR, to act to "preserve" the radio network (BROADCASTING, June 27).

Bornstein, who along with Brugger outlined the proposal in a presentation to NPR member-station general managers via satellite on Monday, said that the proposal was actually "suggestions" and that the "the specific elements of the plan are still under discussion." He introduced the proposal as one that "is designed to enforce fiscal control... to insure maintenance of your programming priorities and the interconnection system... and to involve each licensee in its national programming." The outline of "suggestions" shows that:

■ CPB would forgive \$600,000 owed to it by NPR.

■ CPB would "make loans to NPR over the next few months in amounts for NPR to pay off all of its current debts." Bornstein said that rate charged NPR, equal to the interest CPB could have made on an investment, should be several points lower than

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what NPR could have gotten commercially.

■ CPB "would have oversight of NPR's financial operations, and only financial operations until the debt is resolved." Asked if that oversight extended to line items on NPR's budget, Brugger said that it applied only to "financial controls . . . reporting systems, accounting systems, the ability of the management and CPB to monitor it to insure that debt doesn't occur again."

■ The loan would be guaranteed by NPR member stations with their community service grants (CSG's—money the stations will receive from CPB totalling \$60 million over the next three years). Bornstein said that to protect the satellite interconnection system, with which NPR distributes programming from risk caused by "financial problems," part of it would also become collateral for the loan.

The debt would be repaid, over the next three years, in part with the three-year pledge already made by member stations of \$1.6 million in CSG money. Bornstein said he thought member stations would have to pay off the loan with additional CSG money only as a "remote possibility . . . in the event of failure to identify other revenue sources," such as fund raising or "distribution [NPR's satellite distribution system] revenues in excess of expense."

■ CPB would reduce the amount of program production and support money given directly to NPR, at the same time increasing in like amount the CSG money given to stations. The "illustrative figures" presented by Bornstein had CPB giving \$10 million to NPR in 1984, \$8 million in 1985 with the other \$2 million going to the stations, \$6 million in 1986 with \$4 million going to the stations. While saying the changeover would make the system more of a "cooperative or shareholders" system with members investing money in the programming they wanted from NPR, Bornstein, in response to a question, added that the money was "discretionary" and in fact did not have to go to NPR. Brugger said the changeover was being proposed to give the stations a greater "financial interest" in NPR, an incentive to oversee its operations more closely. Don Mullally, NPR board chairman, who also spoke in the presentation, added that giving stations program funding responsibility would be one of "the elements of controls . . . that if NPR can't keep its program costs in line, then the stations will go to other suppliers, and it becomes a trade-off of quality and reliability and prestige and the greatness of the program . . . versus cost."

That last part of the proposal, to reduce the funds given directly to NPR, raised the most controversy, with several general managers suggesting that it was an effort to make NPR a "buy-back" network, similar to PBS, where member stations select programming from decentralized sources, as opposed to the strongly centralized news and arts programming NPR previously provided. While NPR management had previously agreed to the general idea, it was predicated on rosier revenue assumptions and subject to year-by-year review. Ron Kramer, general manager of KSOR-FM Ashland, Ore., said that proposals to divert money from NPR to the stations has "certainly been an ever-present discussion item basically presented by larger sta-

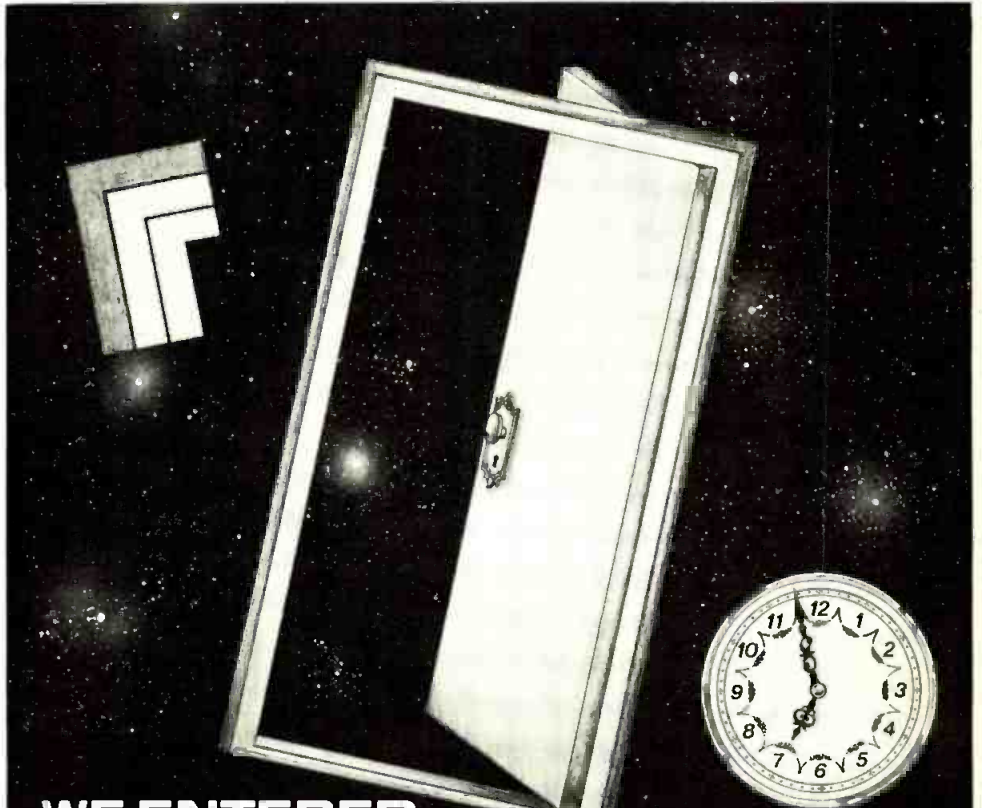
tions" and noted that it was considered a year ago and rejected by a public radio task force.

It appears the issue will be handled carefully by NPR management. Mullally said, "I would like to see a lot of discussion among stations before that is nailed down."

Former NPR Board Chairman Myron Jones also said that NPR stations should think carefully about the legal commitment they will have to give by July 8, preceding a July 13 CPB board meeting. Noting that the response of member stations was not being assessed by NPR, but rather by CPB, Jones said there was a lack of separation between NPR and CPB. "I can't tell what NPR wanted and what CPB wanted in the discussions between Bornstein and Brugger. They may

have congruent interests . . . they don't have identical interests," he said.

Jones said because the funding issue was "tied in with the loan," station sentiment is unclear. "If now a majority says they're in favor of Monday's proposal, you can't tell what that means; I can't imagine anyone being against a CPB loan below market rates." He and others with questions and criticisms of the proposal will have their opportunity to speak on Tuesday afternoon, July 5, when an "informational" satellite interconnect, sponsored by some Missouri stations, will host Jones. It is apparently the first time station members have ever used the system for a discussion not originating from NPR headquarters. □



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BPA/BDA in New Orleans: Priming for change

Two groups' annual joint convention attracts record number of registrants, heavy traffic at booths of 53 exhibitors

New Orleans will be a tough act to follow.

That was the happy opinion shared last week by Fred Bergendorff and Jerry Cappa, new presidents of the Broadcasters Promotion Association and the Broadcast Designers Association, respectively. It came at the conclusion of the BPA/BDA joint seminar that closed out a June 23-26 stand in the Crescent City.

Bergendorff, from KNX(AM) Los Angeles, lauded the seminar as "the best organized convention in BPA history" with everyone giving "110%." He expressed particular pleasure with the increased emphasis on market expertise and the new technologies, adding that the BPA's goals in the coming year would be broadened in those and related areas. "That is not to say," Bergendorff cautioned, "that we will not retain basics for those new to the business and for the apprentices coming out of college."

BDA's Cappa, from WLS-TV Chicago, was back in his office Tuesday (June 28), already sketching in plans for the designer's role in the Las Vegas seminar June 10-14, 1984. He said the BDA theme would emphasize "imagination." There will be added sessions on greater infusion of that element in the art designer's output as well as presentations of case histories by individuals and organizations synonymous with imagination.

Cappa said BDA will be strengthening its focus on the new technologies while continuing to offer members "hands-on" guidance in traditional areas. Special priority will be given to "broadening the working knowledge of design people and enhancing their management skills, an area neglected in the past," he said. Outgoing BDA President Al Medoro of KABC-TV Los Angeles, put it simply: "We're trying to establish more credibility with management."

Those BPA-BDA aspirations were enhanced at the June 24 opening breakfast of the seminar when Robert Wold offered Wold Communications satellite facilities for regular teleconferences in which the organizations could supplement information that currently is being disseminated to their memberships through publications and annual conventions ("In Brief," June 27). Outgoing BPA President Anne Coleman of WAVE-TV Louisville, Ky., and new President Bergendorff almost immediately confirmed that BPA had accepted Wold's offer. Cappa said that while no formal decision has yet been made, BDA is very receptive to the proposal.

The changing scope of the organizations has prompted the BPA, at least, to consider a name change more accurately reflecting its constituency and its place in an expanding Fifth Estate. Bergendorff said the name change would be considered at the next BPA board meeting.

More than 1,200 registered for the joint

seminar, breaking last year's record of 1,172. For them it was a four-day, dawn-to-dusk round of workshops on promotion and design that ranged from basics to state of the art. The last, perhaps, was best reflected in the Saturday night presentation of the BPA and BDA annual awards (see page 43 for winners), with syndicated film critics Roger Ebert and Gene Siskel as masters of ceremonies.

In addition, traffic was heavy at booths of 53 exhibitors in the Fairmont hotel's International ballroom and in the 26 hospitality suites.

The chairman for the 1984 seminar in Las Vegas, June 10-14: Steve Sohmer of NBC-TV (BPA) and Charles Muczulski of KABC-TV Los Angeles (BDA).

□

The BPA/BDA workshops and roundtables offered four days of orientation on promotion-marketing and design that ranged from basics to state-of-the-art reports.

The need for proper schooling for those entering the promotion field was underscored at one of the first sessions. BPA President Fred Bergendorff, and Susan Tyler Eastman of Indiana University outlined desirable curricula that reflect situations that might be encountered at stations. Moderator Hayes Anderson urged delegates to campaign at local universities for promotion classes and even offer to teach them.

A session on "Network Design for Print Collateral" provided insight on the reasoning of the top designers at the three commercial TV networks: NBC's Charles Blake, ABC's Henry Epstein and CBS Entertainment's David November. Their presentations gave examples of corporate design, letterheads and graphics, along with cost tips and suggestions for source material, e.g. museums, auction houses.

Charles Reilly of In Person Communications, New York, told his workshop that creative personnel must venture outside their office environment, making it imperative to make good first impressions. His tips ranged from a firm handshake and direct eye contact to effective oral presentations at meetings.

"The ratings share of TV's prime time audience is dropping and will continue to drop unless TV stations do some serious promotion of their programs," warned Ransell Potter of United Media Enterprises, who moderated a session on "TV Station Advertising Dollar Allocations." In it, he and Dr. Robert Hinman of Arbitron explained a report on research conducted by his company for TV Extra and United Mass Media Enterprises. Among the findings: Only 20% of the stations surveyed have a fixed budget for promotion; generally, promotion and ad budgets for TV stations are under \$250,000, accounting for less than 5% of a station's total revenues, and most of a station's promotion budget is used for radio and newspaper pitches.

Dick Orkin, once part of the successful



Center ringers. The magnitude of the hopes NBC-TV holds for its fall TV season were symbolized by the mount Steve Sohmer and Martha Stanville used for their entrance into New Orleans' Audubon Zoo for one of several events the network staged for promotion managers of affiliated stations in association with the Broadcasters Promotion Association meeting. This particular occasion ended with Sohmer (senior vice president of NBC Entertainment) presenting a check for \$10,000 to the zoo in compensation for the peacocks NBC "adopted" in honor of the record 280 advertising promotion people attending the conference. Stanville (vice president for affiliate promotion services) also arranged for a "bayou cruise" on the Mississippi and a "cajun picnic" with 88 dishes prepared by Chef Paul Prudhomme.

"Dick and Bert" commercial team, said creating memorable and effective radio advertising begins with concise thinking. He told the workshop on "The Best in Radio Advertising" that this meant understanding the limitations (e.g., poor position, the need for sufficient time to project image), the possibilities (e.g., building of awareness and motivation of employes) the how-to's (e.g., concentrating on objectives, positioning and reflecting reality) and establishing credibility while shunning generalities. Bert Gould of WPIX-FM New York, joined Orkin with his own suggestions: create situations people can relate to; don't be blatant when using comparisons, and keep the pitch simple.

At a "Cable Video Workshop," Ken Keefer of Home Box Office explained the cable promoter enjoys more open time in which to fashion his promotion as opposed to the more rigid programming strictures of conventional TV. However, he said the lack of commercial break time in some cable services does limit promotional placements. Moderator Robin Brown of Oak Media Corp. cautioned against overpromoting certain events, citing the example of boxing matches: "Don't make each one sound like

the fight of the century.”

At another cable workshop, “Cablexploitation,” the focus was on the major problem of operators in attracting new viewers while retaining present subscribers. Showtime’s Joshua Sapan and HBO’s Dee Lefkowitz discussed solutions. Sapan said Showtime enjoyed considerable success by scheduling preview periods, in which the local operator unscrambles the pay service signal so that basic subscribers see it. Lefkowitz elaborated on the cost effectiveness of previewing. In addition, she said that viewer response during preview periods is greater when live hosts are used for the subscription breaks.

□

After the software is developed and the methods to deliver it are perfected, “the twin of programing, an item called promotion, comes to the fore.”

That was the reminder of Richard Geismar, board chairman, Broad Street Communications Corp., to BPA’s June 25 luncheon program.

Geismar prefaced his observation with a detailed explanation of the new technologies that have expanded the field of communications. He noted, however, that they have not spelled doom for the older methods, but have prodded the “older media to seek their highest level of efficiency.”

The bottom line for promotion people, according to Geismar, is the realization that “there is no way programing can be successful unless those from whom it is intended are made aware of, and indeed interested in, finding it.”

Geismar harkened back to his days at the former DuMont Television Network when “the demise of DuMont came because, in spite of its superior product, it basically was not able to sell it.” The lesson, he said, is that “if you’re going to provide services, you’re going to have to learn to sell them and market them.”

The Broad Street Communications executive digressed at one point of his speech to express his misgivings about regulation, “something as a broadcaster, I’ve lived with all my life and expect to have to continue to have to live with as part of the social envi-



BDA honors its ‘godfather.’ The 1983 BDA President’s Award went to Lou Dorfsman of CBS Television. Making the presentation to Dorfsman (left) during the New Orleans seminar was Al Medoro, outgoing president of BDA.

ronment.” Geismar noted the “tremendous fight” now going on between the television networks and film producers and program suppliers over repeal of the FCC’s syndication and financial interest rules. He then declared:

“I want to go on record to state that regulation never created anything. Regulation, by nature, is designed to limit, to impede, to stop the flow of progress. Oh yes, I know it [the rules were] originally created to correct some apparent wrong, or to prevent some wrong from taking place. But in an era where creativity is in such short supply, and where software for this ever more involved electronic media is in short supply, we do not need regulation that is going to limit the creation of additional product.”

□

If the independent station promoter felt beleaguered during the Independents’ Day workshop in New Orleans, the blame could go to James Dowdle. As keynote speaker for the June 23 program, the president of Tribune Broadcasting Co. cited both the competitive disadvantages of the independents and the growing number of competitors.

“Your counterpart at any affiliated station really only promotes a few hours of news programing each day—usually news-oriented,” Dowdle said. “How many affiliate promotion people are prepared to compete across the day the way you do, without mother network to support you?”

Dowdle went beyond networks and today’s limited competition: “Ask yourself what will happen when, in place of only four or five stations in your market, viewers can choose from 50 or more channels on cable?... and there are already markets with more than 50% cable penetration.”

He said one advantage the independent has is the freedom to be captain of your own ship,” without concern for or obligations to the operations of others. And the bottom line, Dowdle added, is that the well-promoted station is the one that comes out ahead.

The Tribune Broadcasting executive warned that being creative and innovative isn’t good enough. “When you’re promot-

ing, you’re positioning everything your station stands for,” he said. “You’re making a promise to the viewer which the entire station must live up to, and you’re talking to everyone in town.”

Dowdle affixed a second warning: “You have to be damned careful about what you say and how you say it. Simply throwing something together can destroy, in a matter of hours, what it has taken years to build.”

With that kind of responsibility, he said, “it strikes me as odd that many people view the promotion manager’s job as nothing but a pit stop on the way to some other position in the station.”

But in today’s increasingly competitive industry, Dowdle declared, “experienced promotion and advertising people could well mean the difference between winning and losing in the years ahead.”

□

Peggy Charren warmed up her audience at the opening luncheon June 22 by confessing it was “much nicer talking to this audience than to the NAB—I don’t think they applauded me in 15 years.”

The president of Action for Children’s Television then lectured the promotion and design people. She contended: “More service in programing is the way to make people think you’re better, not better slogans.”

Charren, who founded ACT in 1968, also criticized public broadcasting for disservice to its own excellent programing by underfunding promotion to the point of “near invisibility.”

She commented that to provide programing without adequately notifying the public of its availability is to provide no service at all. She expressed similar concern about access services that go unheralded on commercial and public outlets as well as cable systems.

Charren noted that design elements on TV provide many children with their first—and sometimes only—exposure to the arts.

Charren offered a list of practices that she said marketing and design people should avoid. It included scheduling of promo announcements for adult fare during family and children’s programing; creation of violent promos that distill all of the action of a program out of context and are more violent than the program itself, and the trend to treat children’s programing as a total merchandising package. “I think they [broadcasters] can’t have a program meeting without the toy manufacturer,” Charren declared.

“If the promotion manager, who wants good public relations, could lead the way to good programing, it would be a wonderful influence,” ACT’s president said.



Hail to the Spartan. The 1983 BPA President’s Award went to Dr. Robert Schlater of Michigan State University for the years (1973-80) in which he coordinated the annual BPA awards and the association’s library of materials. Presenting the award at the New Orleans seminar was Anne Coleman, outgoing BPA president.

Chuck’s chuckles. CBS News Correspondent Charles Osgood used the Saturday BDA luncheon to perpetuate his reputation for antics in semantics. Sampler: He took credit for moving POSSLQ—Persons-of-Opposite-Sex-Sharing-Living-Quarters—out of the realm of the U.S. Bureau of Census acronym and into the dictionary. He also revealed one of his favorite words: “ecdemolagnia,” meaning the tendency to be more lustful when away from home, he said.

Stock Index

Exchange and Company	Closing Wed. Jun 29	Closing Wed. Jun 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
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BROADCASTING

N ABC	62 7/8	65 3/8	-2 1/2	- 3.82	12	1,823
N Capital Cities	151 1/4	153	-1 3/4	- 1.14	20	1,993
N CBS	67	68 1/4	-1 1/4	- 1.83	14	1,986
N Cox	52	54 3/4	-2 3/4	- 5.02	23	1,474
A Gross Telecasting	55 1/2	57 3/4	-2 1/4	- 3.89	13	44
O LIN**	23 1/2	22 1/8	+1 3/8	+ 6.21	12	488
N Metromedia	545	548	-3	- .54	38	1,524
N Outlet Co.	40 1/8	40 3/8	- 1/4	- .61	17	162
O Scripps-Howard	25 1/4	24 1/2	+ 3/4	+ 3.06	13	261
N Storer	30 1/8	31 1/4	-1 1/8	- 3.60	d	493
O SunGroup Inc.	4 3/4	4 3/4			7	3
N Taft	47 3/4	53 1/4	-5 1/2	-10.32	13	434
O United Television	12 7/8	12 5/8	+ 1/4	+ 1.98	16	152

BROADCASTING WITH OTHER MAJOR INTERESTS***

A Adams-Russell	27	28 3/8	-1 3/8	- 4.84	27	163
A Affiliated Pubs.	41 7/8	41	+ 7/8	+ 2.13	20	327
N American Family	22	22 1/8	- 1/8	- .56	15	298
O Associated Commun.	30 1/2	34 1/2	-4	-11.59	12	73
O A.H. Belo	44 5/8	51 7/8	-7 1/4	-13.97	16	418
N John Blair**	33 1/4	34 7/8	-1 5/8	- 4.65	7	260
N Chris-Craft	24	24			26	148
N Cowles	18	18			19	71
N Fairchild Ind.	21 1/2	23 5/8	-2 1/8	- 8.99	14	281
N Gannett Co.	69 1/2	67	+2 1/2	+ 3.73	20	3,703
N General Tire	32 5/8	36	-3 3/8	- 9.37	32	784
O Gray Commun.	46 1/2	46 1/2			14	22
N Gulf United	26 3/8	26 5/8	- 1/4	- .93	8	740
N Hartco-Hanks	52 5/8	51 1/4	+1 3/8	+ 2.68	19	523
N Insilco Corp.	24 3/4	26 1/4	-1 1/2	- 5.71	22	395
N Jefferson-Pilot	34 1/4	35	- 3/4	- 2.14	9	735
O Josephson Intl.	17 1/2	17 3/4	- 1/4	- 1.40	13	84
N Knight-Ridder	59 1/4	59 1/4			18	1,933
N Lee Enterprises	23	23 1/8	- 1/8	- .54	16	314
N Liberty	20	20 3/4	- 3/4	- 3.61	16	196
N McGraw-Hill	49 1/2	51 7/8	-2 3/8	- 4.57	11	1,234
A Media General	62 3/4	62	+ 3/4	+ 1.20	13	436
N Meredith	119 3/4	123 5/8	-3 7/8	- 3.13	13	374
O Multimedia	37 3/4	38 1/4	- 1/2	- 1.30	19	594
A New York Times Co.	80	85 3/4	-5 3/4	- 6.70	18	1,034
A Post Corp.	43 1/4	43 3/4	- 1/2	- 1.14	19	79
N Rollins	15 1/2	16 3/4	-1 1/4	- 7.46	16	402
N Schering-Plough	45 1/8	45	+ 1/8	+ .27	14	2,402
N Signal Cos.	35 3/4	35	+ 3/4	+ 2.14	70	3,789
O Stauffer Commun.*	43	43			11	43
A Tech Operations	36 1/4	38 1/2	-2 1/4	- 5.84	23	30
N Times Mirror Co.	76	80 3/4	-4 3/4	- 5.88	17	2,598
O Turner Bcstg.	19 1/2	20	- 1/2	- 2.50	d	398
A Washington Post	67	69	-2	- 2.89	18	947
N Wometco	35 1/4	37 1/2	-2 1/4	- 6.00	24	609

CABLE

A Acton Corp.	10 7/8	11	- 1/8	- 1.13	64	55
N American Express	69 3/8	71 3/4	-2 3/8	- 3.31	14	8,833
O Burnup & Sims	9 1/4	8 1/2	+ 3/4	+ 8.82	d	82
O Comcast	23 3/4	22 1/2	+1 1/4	+ 5.55	25	184
N General Instrument	56 3/4	53 3/4	+3	+ 5.58	17	1,761
N Heritage Commun.	14 1/2	14 1/4	+ 1/4	+ 1.75	24	107
O Rogers Cablesystems	10 1/2	10 5/8	- 1/8	- 1.17	d	232
O Tele-Communications	35	34 3/4	+ 1/4	+ .71	74	738
N Time Inc.	73	76 7/8	-3 7/8	- 5.04	29	4,144
O Tocom	10 1/2	10 3/4	- 1/4	- 2.32	9	72
N United Cable TV	22 3/4	24 1/8	-1 3/8	- 5.69	d	249
N Viacom	36	38 1/8	-2 1/8	- 5.57	18	417

Exchange and Company	Closing Wed. Jun 29	Closing Wed. Jun 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
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PROGRAMMING

O Barris Indus.	6 3/4	6 7/8	- 1/8	- 1.81	75	31
N Coca-Cola	50 3/8	50 1/8	+ 1/4	+ .49	13	6,838
N Disney	67	65 3/4	+1 1/4	+ 1.90	21	2,301
N Dow Jones & Co.	51 5/8	53 3/8	-1 3/4	- 3.27	35	3,294
O Four Star	13 3/8	15	-1 5/8	-10.83	14	1
N Getty Oil Corp.	69 5/8	71 5/8	-2	- 2.79	8	5,510
N Gulf & Western	27 3/4	29 1/4	-1 1/2	- 5.12	14	2,130
O Lorimar	23 1/2	24 1/2	-1	- 4.08	15	111
N MCA	39 1/4	40	- 3/4	- 1.87	11	1,871
N MGM/UA	17	18 5/8	-1 5/8	- 8.72	22	841
N Orion	22 1/2	24	-1 1/2	- 6.25	d	201
O Reeves Commun.	21 3/4	18 1/4	+3 1/2	+19.17	11	261
O Telepictures	21	22 3/4	-1 3/4	- 7.69	28	121
O Video Corp. of Amer.	10 7/8	11 1/8	- 1/4	- 2.24	25	111
N Warner	27 1/2	28 1/4	- 3/4	- 2.65	11	1,751
A Wrather	32 1/2	32 1/2			d	71

SERVICE

O BBDO Inc.	44 3/4	42 1/4	+2 1/2	+ 5.91	17	260
O Compact Video	8 1/8	9 5/8	-1 1/2	-15.58	d	27
N Comsat**	41 1/2	41 1/2			49	747
O Doyle Dane Bernbach	27 1/4	27 3/4	- 1/2	- 1.80	20	156
N Foote Cone & Belding	50 1/4	50	+ 1/4	+ .50	13	140
O Grey Advertising	104	104			9	60
N Interpublic Group	55 5/8	56 1/4	- 5/8	- 1.11	14	260
N JWT Group	34	34 1/2	- 1/2	- 1.44	680	180
O MCI Communications	48 7/8	49 7/8	-1	- 2.00	31	5,695
A Movielab	6	5 3/4	+ 1/4	+ 4.34	d	10
O A.C. Nielsen	37 1/2	38 3/4	-1 1/4	- 3.22	18	1,161
O Ogilvy & Mather	58 3/4	57 3/4	+1	+ 1.73	17	250
O Telemation	6 1/2	6 1/2			14	1
O TPC Communications	2 1/4	2 1/4			d	1
A Unitel Video	10 5/8	12 5/8	-2	-15.84	15	151
N Western Union	46	47 1/8	-1 1/8	- 2.38	14	1,101

ELECTRONICS/MANUFACTURING

O AEL	36 1/2	36 3/4	- 1/4	- .68	d	71
N Arvin Industries****	25 5/8	22	+3 5/8	+16.47	16	181
O C-Cor Electronics	20	21 7/8	-1 7/8	- 8.57	16	71
O Cable TV Industries	7	8 1/4	-1 1/4	-15.15	47	21
A Cetec	10 3/8	11	- 5/8	- 5.68	26	21
O Chyron	25 3/4	26 1/4	- 1/2	- 1.90	28	101
A Cohu	9 3/8	10	- 5/8	- 6.25	27	11
N Conrac	22 3/4	23	- 1/4	- 1.08	16	131
N Eastman Kodak	72 1/2	68 3/4	+3 3/4	+ 5.45	10	12,011
O Elec Missile & Comm.	13 1/4	13 1/4			d	31
N General Electric	53 3/4	57	-3 1/4	- 5.70	d	24,491
N Harris Corp.	44 1/8	42 5/8	+1 1/2	+ 3.51	24	1,390
N M/A Com. Inc.	31 1/8	33 3/8	-2 1/4	- 6.74	43	1,331
O Microdyne	15 1/2	15 1/2			37	71
N 3M	84 5/8	86 1/2	-1 7/8	- 2.16	16	9,971
N Motorola	134 1/2	134 1/4	+ 1/4	+ .18	30	5,231
N N. American Philips	63 7/8	65 7/8	-2	- 3.03	12	881
N Oak Industries	10 1/8	10 5/8	- 1/2	- 4.70	41	161
A Orrox Corp.	5 1/2	5 3/8	+ 1/8	+ 2.32	5	11
N RCA	29	31 1/8	-2 1/8	- 6.82	18	2,361
N Rockwell Intl.	31 7/8	35 3/8	-3 1/2	- 9.89	7	4,891
A RSC Industries	6 3/4	6 5/8	+ 1/8	+ 1.88	68	21
N Scientific-Atlanta	20 7/8	22	-1 1/8	- 5.11	d	491
N Sony Corp.	14	15 3/8	-1 3/8	- 8.94	26	3,230
N Tektronix	81 3/8	85 1/4	-3 7/8	- 4.54	25	1,541
O Telemet-Geotel	3 3/8	3 1/4	+ 1/8	+ 3.84	26	11
A Texscan	22 3/4	24 7/8	-2 1/8	- 8.54	27	131
N Varian Associates	59	59			35	1,231
N Westinghouse	49 1/2	51 7/8	-2 3/8	- 4.57	10	4,321
N Zenith	25 7/8	26 5/8	- 3/4	- 2.81	d	490

Standard & Poor's 400 Industrial Average **188.23** 192.80 - 4.57 - 2.37

Notes: A-American, N-N.Y., O-Over the counter (some of bid prices by Shearson American Express, Washington), P/E based on est. new year earnings as published by Standard & Poor's, otherwise figures for last 12 reporting months used (d is for deficit). Earnings figures exclusive of extraordinary gain or loss whenever possible.

Footnotes: * Stock did not trade on given day, price shown is last traded price. ** for 1 stock split *** Dun & Bradstreet, which last week sold Corinthian Broadcasting Division, and Charter Co., which has divested itself of radio stations, are removed from index. **** Buy recommendations from both Bear Stearns and Roton Mosie Inc

terest. Although National Association of Broadcasters had petitioned FCC to reconsider decision, commission dismissed that and similar petitions in reaffirming its order (BROADCASTING July 19, 1982). In response to petition for declaratory ruling, FCC said it would permit public broadcasters to air paid, promotional announcements for nonprofit groups, as long as those announcements didn't interrupt regular programming. FCC also said its prohibition against paid announcements for profit-making entities still stood. □

Prime time access rule. FCC dismissed petition by Chronicle Broadcasting Co. to delete prohibition against use of nonnetwork programming during prime time access (BROADCASTING, Nov. 16, 1982). FCC said that although there might be merit to Chronicle's proposal, it should be considered in context of review of entire prime time access rule which it said might be addressed when commission takes up staff recommendations stemming from FCC's network inquiry. Chronicle petitioned FCC to repeal section of PTAR that restricts off-network programming on network affiliated stations in 50 largest TV markets (BROADCASTING, July 27, 1981), arguing that it was unconstitutional, ineffective and gave stations not affected by rule competitive advantages. NBC, filing comments, urged that proceeding be expanded to consider repeal of entire prime time access rule, arguing that rule presented "barrier" to expansion of its *Nightly News* to 60 minutes (BROADCASTING, Aug. 17, 1981). NBC's proposal to expand proceeding was strongly opposed by Chronicle and all network affiliates' associations (BROADCASTING, Aug. 31, 1981). ABC has stated publicly that it won't seek repeal of PTAR without consent of its affiliates (BROADCASTING, March 21). □

Networks first appeared to back off on drive to win repeal or waiver of PTAR, rechanneling their energies to lobby for repeal of financial interest and network syndication rules, (see "Financial interest" above). Network affiliates have agreed to support networks in that endeavor, but have linked their support to retention of PTAR (BROADCASTING, Dec. 13, 1982). □

Public broadcasting. House Energy and Commerce Committee voted additional funds to increase authorization levels for Corporation for Public Broadcasting's FY 1984, 1985 and 1986 to offset impact of inflation. However, committee has stipulated that no federal funds will be distributed to National Public Radio until its financial crisis has been corrected (see "Top of the Week"). Process is now under way at CPB to relieve congressional concerns and meet existing financial criteria in order to continue funding of NPR.

Extra \$70 million is viewed with hearty enthusiasm by public broadcasting community which has been fighting erosion of federal funding. CPB is asking Congress to maintain funding for its fiscal 1985 and 1986 budgets at \$130 million. Administration is attempting to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21).

Advertising experiment under way at nine public TV stations expired June 30. Temporary Commission On Alternative Financing for Public Telecommunications which has jurisdiction over experiment will file report with findings of experiment in October. Latest reports show that ex-

periment is well received by public and has become profitable (BROADCASTING, Jan. 3). Because experiment got off to late start, participating stations were seeking extension of experiment scheduled to expire June 30, 1983. It became apparent, however, that Congress would grant extension.

Named to CPB board (BROADCASTING, Feb. 21): current board chairman Sharon Percy Rockefeller (Democrat), wife of West Virginia Governor Jay Rockefeller; Karl Eller, media consultant and former president of Combined Communications; Richard Brookhiser, editor of *National Review*, and Harry O'Connor, O'Connor Services, Los Angeles-based radio program production company, all Republican. Nomination of Helen Taylor of Richmond, Va., remains in limbo. Commerce Committee refuses to act on nomination because of concern about Taylor's FBI file and her contributions to Accuracy in Media and Moral Majority.

National Public Radio is without president following resignation of Frank Mankiewicz after disclosure of significant debt for radio network (BROADCASTING, Apr. 25). Temporary chief operating officer Ronald Bornstein is negotiating final details of loan package from CPB to pay debt, which is forecast to be \$9.1 million by October (BROADCASTING June 20, 27). Portion of debt will be paid by NPR member stations who have committed \$1.6 million of their Community Service Grants, for next three years if necessary. Decisions about NPR programming are still being made, although number of programs will be ended, especially from Arts and Performance division. Budget of \$17.65 million for 1984 is 34% smaller than current budget. NPR expects to have new president by September. □

Radio Marti. Administration proposal to establish radio station to broadcast news of Cuba to that country cleared House and won favorable vote of Senate Foreign Relations Committee, but it died on Senate floor during lame-duck session after senators who opposed it—both for fear it would lead to radio war with Cuba and for international policy reasons—threatened filibuster. Administration proposed new Radio Marti bill in new Congress, and companion bills were introduced in Senate and House. Legislation was tailored to meet broadcasters' concern that Radio Marti would lead to increase in Cuban-caused interference to American stations. However, it does not satisfy National Association of Broadcasters, which has mounted effort to defeat it if changes it wants are not made. Senate Foreign Relations and House Foreign Affairs

Committees have approved legislation in essentially form requested by administration (BROADCASTING, June 13). In House, bill was referred to Energy and Commerce Committee for consideration of provisions affecting broadcasting industry. □

Regional Administrative Radio Conference. U.S. is seeking eight eclipse-protected orbital slots at conference of western hemisphere countries now meeting in Geneva to plan direct broadcast satellite service use of 12 ghz band. U.S. says slots will be needed to accommodate eight DBS applicants whose proposals it has already approved and five others whose proposals are awaiting review. U.S. delegation of 32 members is headed by former FCC Commissioner Abbott Washburn. U.S. work during first two weeks of conference was handicapped by inability to reach agreement with Canada on mutually satisfactory technical requirements underlying their respective plans.

One surprise development was sharp increase in number of channels being requested by western hemisphere countries, from 1,138, on record when conference opened, to 2,974 (BROADCASTING, June 27). □

Teletext. Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4). It refused, however, to select technical standard or to give teletext must-carry status on cable. In order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop those without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext on for-profit basis.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and videotext interests. WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under an agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. NABTS proponents are led by CBS-TV and NBC-TV, which are broadcasting national teletext services along with regular net-

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work programing, even though decoders cheap enough for mass market are not yet available.

□

TV cameras in Senate. Senate Rules Committee passed resolution (S. Res. 66) to allow televising of chamber proceedings last month (BROADCASTING, June 20). After barely reaching quorum, committee voted out resolution that would permit radio and television coverage of Senate proceedings, by 6-3. Vote in committee is reflection of intense division both on committee and in full Senate on issue. Senate Majority Leader Howard Baker (R-Tenn.), chief propo-

nent of measure, will continue push for passage. Resolution's major critics, Senators Russell Long (D-La.) and Wendell Ford (D-Ky.) will continue to try to defeat measure. Ford is considering introducing substitute proposal to permit radio-only coverage of Senate.

□

WARC. Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference, which concluded in Geneva in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by

about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

For the Record

As compiled by BROADCASTING, June 20 through June 24, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

AM applications

■ Monument, Colo.—Monument Broadcasting Inc. seeks 1040 khz, 5 kw-D. Address: P.O. Box 2842, Steamboat Springs, Colo., 80477. Principal is owned by Mary Jane Cadgene and Clara Moore (45% each), and James B. F. Oliphant (10%). They have no other broadcast interests. Filed June 17.

■ Brandenburg, Ky.—Meade County Broadcasting Co. seeks 1140 khz, 250 kw-D. Address: Route 2, Brandenburg, Ky. 40108. Principal is group of 23 stockholders, principally owned by Mr. and Mrs. James E. Greer, Mary June Hamilton and Mr. and Mrs. Joe L. Hobbs. It also owns WMMG(FM) Brandenburg. Filed June 15.

■ Leesville, La.—West Central Broadcasting Co. Inc. seeks 1160 khz, 1 kw-D. Address: Highway 468 1 M. N.E., Leesville, La. 71446-0910. Principal is owned by Douglas M. Stannard, president. He is executive vice president, with no ownership interest, of Stannard Broadcasting Co., which

owns KVVP(FM) Leesville, La. Filed June 17.

FM applications

■ Bakersfield, Calif.—Louis B. Burke Jr. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 3901 W. Quinn Place, Denver, Colo. 80236. Principal has no other broadcast interests. Filed June 20.

■ Panama City, Fla.—Sun Broadcasters Ltd. seeks 106.3 mhz, 3 kw, HAAT: 188 ft. Address: 1000 Savers Federal Building, Little Rock, Ark. 72201. Principal is owned by Sun Broadcasting, general partner (5%), headed by Richard Mays, president; Haley-Tucker Partnership, limited partner (28%); James Guy Tucker (25%); Richard Mays (14%); John C. Earl (14%) and (Jack) Cameron (John D.) Seawright partnership (14%). Principals also have interests in new FM at Honolulu, and Mays has additional interest in new TV at Little Rock, Ark. Filed June 17.

■ Augusta, Ga.—Augusta Radio Fellowship Institute Inc. seeks 91.7 mhz, 3.25 kw, HAAT: 800 ft. Address 3213 Huxley Drive, Augusta 30909. Principal is nonprofit corporation, headed by C.T. Barinowski. It has no other broadcast interests. Filed June 15.

TV applications

■ Jefferson City, Mo.—New Life Evangelistic Center Inc. seeks ch. 25; ERP: 1,600 kw vis., 320 kw aur., HAAT: 1,160 ft.; ant. height above ground: 1,031 ft. Address: 1411 Locust Street, St. Louis, 63103-2332. Principal is headed by Rev. Larry Rice, president. It also owns KNLC(TV) St. Louis. Filed June 17.

■ Bismark, N.D.—WDAY Inc. seeks ch. 17; ERP: 510 kw vis., 90 kw aur., HAAT: 948 ft.; ant. height above ground 623 ft. Address: 301 Eighth Street South, Fargo, N.D. 58103. Principal is headed by William C. Marcil, president. It also owns WDAY-AM-FM-TV Fargo; WDAZ-TV Devils Lake, both N.D., and is applicant for new TV at Minot, N.D. (see below). Filed June 20.

■ Minot, N.D.—WDAY Inc. seeks ch. 14; ERP: 510 kw vis., 90 kw aur., HAAT: 2,718 ft.; ant. height above ground: 623 ft. Address: 301 Eighth Street South, Fargo, N.D. 58103. Principal is headed by William D. Marcil, president.

It also owns WDAY-AM-FM-TV Fargo; WDAZ-TV Devils Lake, both N.D. It is also applicant for new TV at Bismark, to operate satellite of WDAY-TV (see above). Filed June 20.

AM actions

■ Humble, Tex.—Humble Audiocomm Corp. granted 1180 khz, 1 kw-U. Address: 121 West First Street, Suite D, Humble 77338. Principal is owned by J.M. Keller and C.H. Kersh Jr. (45% each), and Donna Keller and Pamela Kersh (5% each). J.M. Keller is owner of retail drug store chain. C.H. Kersh is Humble, insurance agency owner. They have no other broadcast interests. (BP-810410AS). Action May 10.

■ Houston—Vel Communications Corp. dismissed application for 1180 khz, 50 kw-D, 5 w-N. Address: 727 Montclair, Sugarland, Tex. 77478. (BP-810410AD). Action May 10.

FM actions

■ Gurdon, Ark.—Southwestern Broadcasting Inc. returned application for 92.7 mhz, 3 kw, HAAT: 299 ft. Address: 603 Crayton Ave., Gurdon 71743. (BPH-820728AO). Action June 1.

■ Hope, Ark.—Debra L. Cope returned application for 101.7 mhz, 3 kw; HAAT: 300 ft. (BPH-830407AB). Action June 9.

■ Mountain Home, Ark.—Knight Broadcasting Co. returned application for 107.5 mhz, 100 kw, HAAT: 763 ft. Address: 1806 Arbor Place, Mountain Home, Ark. 72653. (BPH-830420AL). Action June 1.

■ Snowmass Village, Colo.—Alpine Broadcasting dismissed application for 103.9 mhz, 3 kw; HAAT: minus 13 ft. (BPH-810819BX). Action April 29.

■ Snowmass, Colo.—Ervin L. Cartwright dismissed application for 103.9 mhz, 3 kw, HAAT: minus 763 ft. Address: 9896 East Maplewood Circle, Englewood, Colo. 80111. (BPH-810817AG). Action April 29.

■ Snowmass Village, Colo.—Pitkin-County Broadcasting Inc. dismissed application for 103.9 mhz, 3 kw, HAAT: minus 763 ft. Address: Box 4153, Aspen, Colo. 81611. (BPH-810204AF). Action April 29.

■ Snowmass Village, Colo.—Sno-Mass Communications Inc. granted 103.9 mhz, 3 kw, HAAT: minus 84 ft. Address: P.O. Box 5455, Snowmass Village 81615. (BPH-810817AE). Action April 29.

■ Callaway, Fla.—Panama City Radio Ltd. returned application for 103.5 mhz, 100 kw; HAAT: 578 ft. (BPH-830412AB). Action May 26.

■ Paxton, Ill.—Plowshares Broadcasting Inc. denied 104.9 mhz, 3 kw; HAAT: 300 ft. Address: 625 South Park, Decatur, Ill. 62523. (BPH-810427AG). Action April 7.

■ Cadillac, Mich.—MacDonald Broadcasting Inc. dismissed application for 107.1 mhz, 3 kw; HAAT: 300 ft. Address: 2000 Whittier Street, Saginaw, Mich. 48605. (BPH-820415AL). Action June 13.

■ Cadillac, Mich.—Mighty-Mac Broadcasting Co. granted 107.1 mhz, 3 kw, HAAT: 300 ft. Address: 334 North State Street, St. Ignace, Mich. 49781. Principal is owned by Donald E. Benson, who is principal owner of WLVM(AM)-WMKC(FM) St. Ignace, Mich., and is applicant for new FM at Manistisue, Mich. (BPH-820908AX). Action June 3.

■ Cadiz, Ohio—Cadiz Broadcasting Inc. granted 106.3 mhz, 3 kw, HAAT: 264 ft. Address: 136 S. Main Street.

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Cadiz 43907. Principal is owned by Harrison News-Herald Inc. (80%) and Helen L. Wilgus (20%). Harrison News-Herald is owned by Milton Ronsheim (50%), Maynard A. Buck Jr. (2%) and Maynard A. Buck III trust. Ronsheim is president of News-Herald, Cadiz, Ohio weekly newspaper. Buck is vice president. Wilgus is 15% owner of Cadiz lumber company. They have no other broadcast interests. (BPH-800317AF). Action May 23.

■ Cadiz, Ohio—Carroll-Harrison Broadcasting Inc. dismissed application for 106.3 mhz, 3 kw; HAAT: 299.5 ft. Address: Route 2, East Sandusky Avenue, Bellefontaine, Ohio 43311. (BPH-790813AE). Action May 23.

■ Cadiz, Ohio—Harrison County Broadcasting dismissed application for 106.3 mhz, 3 kw, HAAT: 215 ft. Address: 3238 Bellevue Road, Toledo, Ohio 43606. (BPH-790829AB). Action May 23.

■ Durant, Okla.—B&D Co. dismissed application for 97.7 mhz, 3 kw; HAAT: 300 ft. Address: P.O. Box 81, Cleveland, Okla. 74020. (BPH-820713AG). Action June 8.

■ Durant, Okla.—Jack and Donna Mann granted 97.7 mhz, 3 kw; HAAT: 300 ft. (BPH-821021AL). Action June 3.

■ Muncy, Pa.—John A. Kennedy Jr. granted 103.9 mhz, 912 kw; HAAT: 500 ft. Address: 1336 Sherman Street, Williamsport, Pa. 17701. Principal has no other broadcast interests. (BPH-821110AK). Action May 25.

■ Muncy, Pa.—Stereo 104 Broadcasting dismissed application for 103.9 mhz, 1.5 kw, HAAT: 410 ft. Address: RD 1, Box 80, Muncy 17756. (BPH-830103A1). Action May 25.

■ Henderson, Tenn.—Chester County Broadcasting Inc. dismissed application for 95.9 mhz, 3 kw, HAAT: 95 ft. Address: 103 1/2 West Main, Henderson 38340. (BPH-810818AH). Action April 11.

■ Henderson, Tenn.—Wolfe Communications Inc. granted 95.9 mhz, 3 kw; HAAT: 300 ft. Address: P.O. Box 1686, Jackson, Tenn. 38301. Principal is owned by James E. Wolfe Jr. and wife, Denise J. (25.5% each) and James R. Hight and Steve Hilliard (24.5% each). Wolfes are Jackson night club owners and entertainment managers. Hight is vice president of First National Bank of Jackson. Hilliard is sales manager at WJHR(AM) Jackson, Tenn., and one-third owner of new AM applicant for Milan, Tenn. (BPH-810417AD). Action April 11.

■ Minor Hill, Tenn.—Randy Sledge and Reba Sledge returned application for 92.1 mhz, 3 kw, HAAT: 332 ft. (BPH-830201AA). Action June 1.

■ Ellensburg, Wash.—Lord Broadcasting Co. granted 103.1 mhz, 3 kw; HAAT: minus 188 ft. (BPH-820830BC). Action June 3.

■ Ellensburg, Wash.—Tri-Country Broadcasting dismissed application for 103.1 mhz, 3 kw; HAAT: minus 223 ft. Address: P.O. Box 111, Colville, Wash. 99114. (BPH-820412AA). Action June 8.

■ Charleston, W. Va.—James S. Hoge returned application for 100.9 mhz, 3 kw; HAAT: 300 ft. Address: Box 854, Charleston 25323. (BPH-830225A1). Action June 9.

TV applications

■ Decatur, Ill.—Decatur Foursquare Broadcasting Inc. granted ch. 23; ERP: 404.6 kw vis., 40.5 kw aur., HAAT: 627 ft.; ant. height above ground: 633 ft. Address: 321 East Leafland, Decatur 62521. Principal: Nonprofit subsidiary of International Church of the Foursquare Gospel; Charles Durante, executive secretary. It is also licensee of KHIS-AM-FM Bakersfield, Calif., and KFSG(FM) Los Angeles. (BPCT-810102KG). Action Sept. 28, 1982.

Ownership changes

Applications

■ WLVN(AM) Luverne, Ala., (1080 khz, 500 kw-D)—Seeks assignment of license from Joe R. Sport to Stephen P. Holmes for \$35,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed June 20.

■ KXLR(AM) N. Little Rock, Ark., (1150 khz, 5 kw-D, 1 kw-DA-N)—Seeks assignment of license from KXLR Inc. to KEZQ Ltd. for \$500,000, including \$250,000 non-competitive agreement (BROADCASTING, May 30). Seller, based in Hollywood, Calif., is owned by Shamrock Broadcasting Co. Inc., headed by Roy E. Disney, chairman. It also owns one AM, five FM's and four TV's. Buyer is owned by general partner, Robert Understein and group of eight limited partners, including Washington communications attorneys, Jason Shrinky, Bruce Eisen and James Weitzman. They are principals in KIEL(AM)-KEZQ(FM) Jacksonville, Ark.; WXKS-AM-FM Medford, Mass., and WUSQ(AM)-WVAI(FM) Winchester, Va. Filed June 21.

■ WDUN(AM) Gainesville, Ga., (1240 khz, 1 kw-D, 250

w-N)—Seeks assignment of license from WDUN Radio Inc. to WGGG Radio of Gainesville Inc. for \$425,000. Seller is owned by John W. Jacobs Jr. and James A. Dunlap, who also own WWLT(FM) Gainesville. They are also buying WGGG(AM) Gainesville (see below). Buyer is owned by Terry W. Barnhardt, president. He is cheese broker, who has no other broadcast interest. Filed June 21.

■ WGGG(AM) Gainesville, Ga., (550 khz, 5 kw-D, 500 DA-N)—Seeks assignment of license from Radio Station WGGG Inc. to WDUN Radio Inc. for \$750,000. Seller is owned by Kirk Broadcasting. It is Moultrie, Ga.-based owner of five AM's and two FM's, principally owned by James L. Kirk II. Buyer is owned by John W. Jacobs and James A. Dunlap, who also own WDUN(AM)-WWLT(FM) Gainesville. They are selling WDUN(AM) Gainesville (see above). Filed June 22.

■ KTTL(FM) Dodge City, Kan., (93.9 mhz, 100 kw, HAAT: 560 ft.)—Seeks assignment of license from Cattle Country Broadcasting to Van Smith for \$350,000. Seller is owned by Charles C. Babbs and wife, Nellie L. Babbs. It has no other broadcast interests. Buyer is Garden City, Kan., attorney, who has no other broadcast interests. Filed June 20.

■ KTMA-TV Minneapolis-St. Paul, (ch. 23, 1740 kw vis., 174 kw aur., HAAT: 1,150 ft.)—Seeks transfer of control of Buford Beaudoin Television Inc. from Buford Television Inc. (80% before; none after) to HEN Inc. (none before; 80% after). Consideration: \$7.5 million. Principals: Seller is owned by brothers, Robert P., Gerald and Geoffrey R. Buford (one-third each) who are selling their interest, and Irving and wife Delores Beaudoin (20% jointly). It also owns KTRE-TV Lufkin and KLTV(TV) Tyler, both Texas. Pay sub STV programming: Independent. Buyer is owned by United Cable Television Corp., Denver-based cable MSO, headed by Gene W. Schneider, president. It owns 35 cable systems. Filed June 20.

■ KIVA-TV Farmington, N.M., (ch. 12, 158 kw vis., 15.8 kw aur., HAAT: 410 ft.)—Seeks assignment of license from Four States Television Inc. to KOB-TV Inc. for \$2.35 million. Seller is owned by Stephen Adams (90%) and Dale Palmer (10%). It also owns WRTH(AM) Wood River, Ill., WTWN(AM)-WLAV-FM Grand Rapids, Mich., KEZK(FM) St. Louis, and WGTU(TV) Traverse City, Mich. Buyer is owned by Hubbard Broadcasting Inc., based in Minneapolis-St. Paul and headed by Stanley S. Hubbard, president. It also owns three AM's, two FM's and three TV's. It recently bought, subject to FCC approval, KSW-

TV Roswell, N.M. (BROADCASTING, June 27). Filed June 15.

■ [CP] KALG-FM LaLuz, N.M., (92.7 mhz, 3 kw, HAAT: 172 ft.)—Seeks assignment of license from Audrey Anderson to Cottonwood Communications Corp. for \$30,000 and \$12,000 consulting fee. Seller has no other broadcasting interests. Buyer is owned by Robert J. Flotte, president, and wife, Beverly. It also owns KPSA(AM) Alamogordo and KUUX(AM) Hobbs, both New Mexico. Filed June 20.

■ [CP] WRDG(TV) Burlington, N.C., (ch. 16, 4,502 kw max. and 3,646 kw horiz. vis., 450 kw max. and 365 kw horiz. aur., HAAT: 520 ft.)—Seeks assignment of license from National Group Telecommunications of Burlington to Louis J. Kearn and family for \$22,834, less other considerations. Seller is headed by N. John Douglas, who also owns 54% of KSTS(TV) San Jose, Calif. Buyer is owned by Louis J. Kearn, his wife, Shirley C. and their children, Robert L. and Janet L. Louis Kearn has 10.4% interest in seller. Filed June 20.

■ WABV(AM) Abbeville, S.C., (1590 khz, 1 kw-D)—Seeks assignment of license from Abco Inc. to Lively Broadcasting Inc. for \$100,000. Seller is principally owned by William Brissett, president, Norman Whamm, Paul S. Mimms, William Thompson. None has other broadcast interests. Buyer is principally owned by Edward Lively, president (58.65%), who is engineering director for Jimmy Swaggart ministries, licensee of 3 FM's and 4 AM's. Filed June 17.

■ [CP] WXKY(AM) Mt. Pleasant, Tenn., (1360 khz, 5 kw-D, 500 kw-N)—Seeks transfer of control of Cory Communications Inc. from J. Michael McCallum (100% before; none after) to Willie Baker and others (none before; 100% after). Consideration: \$38,000. Principals: Seller is applicant for new FM at Wickliffe, Ky. Buyer is owned by Willie Baker, Thomas Hardin, Robert Murray, Carl B. Swafford, his son, Michael Swafford and G. Ray Wilson (16 2/3% each). Carl and Michael Swafford have interest in WXRQ(AM) Mount Pleasant, rest have no other broadcast interests. Filed June 21.

■ KFJZ(AM) Fort Worth, (1270 khz, 5 kw-U, DA-1)—Seeks assignment of license from Swanson Broadcasting Inc. to Founders Broadcasting Fort Worth Inc. for \$2 million (BROADCASTING, June 13). Seller is based in Tulsa, Okla., is principally owned by Gerock H. Swanson, president. It also owns two AM's and two FM's. Buyer is subsidiary of Founders Communications Inc., headed by John L. Teeger, president. It is venture capital group with 20 investors in-

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volved in mobile home manufacturing and oil and gas drilling. It has no other broadcast interests. Filed June 17.

■ **KCBD-TV Lubbock, Tex.**, and its satellite, **KSWS-TV Roswell, N.M.** (K CBD-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 owned by **The State-Record Co., Columbia, S.C.**, based newspaper publisher. 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.

■ **KRAB(FM) Seattle**, (107.7 mhz, 63 kw vert., 27 kw horiz., HAAT: 1,200 ft.)—Seeks assignment of license from **The Jack Straw Memorial Foundation to Sunbelt Broadcasting Inc.** for \$4 million (BROADCASTING, June 27). Seller is nonprofit corporation, headed by **Nicholas Johnson**, chairman. It has no other broadcast interests. Buyer is subsidiary of **Sunbelt Communications Ltd.**, which is owned by **C.T. Robinson, William C. Moyes** and **Michael B. Hesser**. It also owns **KFYE(FM) Fresno, Calif.**, **KVOR(AM)-KSPZ(FM) Colorado Springs**, and **KQEO(AM)-KZZX(FM) Albuquerque, N.M.**, and has bought, subject to FCC approval, **KTWN-FM Anoka, Minn.** Filed June 20.

■ **KTHE(AM) Thermopolis, Wyo.** (1240 khz, 1 kw-D,

250 w-N)—Seeks transfer of control of **Big Horn Basin Broadcasting Co. Inc.** from **Bruce R. Long** (100% before; none after) to **Longcrier Radio Inc.** (none before, 100% after). Consideration: \$250,000 including noncompete agreement (BROADCASTING, June 27). Principals: Seller also owns **KURA(AM) Moab, Utah**, and CP's for new FM's at **Moab and Thermopolis**, latter one is included in this sale. Buyer is owned by **B. Edward Longcrier**, president and his wife, **Dee Ann** (51% jointly); his brother, **Paul**, and **Paul's wife, Jeri** (49% jointly). **Edward Longcrier** is announcer and engineer at **KELA-AM-FM Centralia, Wash.**. **Dee Ann Longcrier** is medical technologist; **Paul and Jeri Longcrier** are public school teachers. Filed June 21.

Actions

■ **WWNT(AM) Dothan, Ala.** (1450 khz, 1 kw-D, 250 w)—Granted assignment of license from **Early Bird Broadcasting Inc.** to **Dove Broadcasting** for \$22,500 cash and assumption of \$217,500 debt. Seller is owned by **Johnny Culpepper**, president (49.83%), **Ronald Lamar Trammell** (49.83%) and **Mary Jo Pate** (.34%). They have no other broadcast interests. Buyer is owned by **Ronald Lamar Trammell**, president (90%), his wife, **Sybil B. Trammell** and **Brenda Pelham Huff** (5% each). **Ronald Trammell** is sales manager at **WWNT** as well as 49.83% owner. **Sybil Trammell** is former civil service employe at **Fort Rucker, Ala.**; **Huff** is station manager at **WWNT**. Action June 10.

■ **KDQN-AM-FM DeQueen, Ark.** (AM: 1390 khz, 500-D; FM: 92.7 mhz, 3 kw)—Granted assignment of license from **Radio DeQueen to Jay W. Bunyard and Anne W. Bunyard** for \$475,000. Seller is owned by **Haskell Jones** and wife, **Verlaine**, who have no other broadcast interests. Buyer is **Jay W. Bunyard** (55%) and mother, **Anne** (45%). **Jay Bunyard** is sports director and announcer at **KDQN-AM-FM**. **Anne Bunyard** is in traffic department and administration at **KDQN-AM-FM**. They have no other broadcast interests. Action June 10.

■ **KCSJ(AM) Pueblo, Colo.** (590 khz, 1 kw)—Granted assignment of license from **Miller Communications Inc.** to **Sunbrook Broadcasting** for \$700,000. Seller is owned by **Rex R. Miller**, president, and **Dr. Wiley Baucher**, who have no other broadcast interests. Buyer is owned by **Larry Roberts, Alan Cooper** and **Ed Cooper**, who also own **KQUY(FM) Butte, Mont.** Action June 13.

■ **WBOK(AM) New Orleans** (1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from **Starr WBOK Inc.** to **Christian Broadcasting Corp.** for \$450,000 cash. Seller is owned by **Shamrock Broadcasting Co. Inc.**, which is headed by **Roy E. Disney**, chairman. **Shamrock** also owns **KMGK(FM) Dallas**; **KXLR(AM) North Little Rock, Ark.**; **KUDL(FM) Kansas City, Kan.**; **KABL(AM) Oakland, Calif.**; **KABL-FM San Francisco**; **WTQV-TV Lexington, Ky.**; **WWWW(FM) Detroit**; **KITV(TV) Honolulu**. **KHVO(TV) Hilo** and **KMAU(TV) Wailuku, all Hawaii**. It also is applicant for new FM at **Gainesville, Ga.** (see above), and new CP for TV at **Sacramento, Calif.** Buyer is owned by **L.E. Willis Sr.**, president. It also owns **WPCE(AM) Portsmouth, WFTH(AM) Richmond** and **WOWI(FM) Norfolk, all Virginia**; **WSUE(FM) Green Cove Springs, Fla.**, and **WIMG(AM) Ewing, N.J.** Action June 13.

■ **KJEL-AM-FM Lebanon, Mo.** (AM: 1080 khz, 250 w-D; FM: 103.7 mhz, 30 kw)—Granted assignment of license from **KJEL Inc.** to **Ozark Broadcasting Inc.** for \$450,000. Seller is owned by **Ronald M. Sewell, Larry E. Gilpin, O.L. Cooper, Joe Hendricks Jr.** and **William N. Perkin**. They have no other broadcast interests. Buyer is principally owned by **Jerrell A. Shepherd**, president, who also principally owns **KAAN(FM) Bethany, KWIX(AM-KRES(FM) Moberly** and **KREI(AM)-KTJJ(FM) Farmington, all Missouri**. He also has application for CP for AM at **New Hampton, Mo.** Action June 10.

■ **KNEM(AM) Nevada, Mo.** (1240 khz, 250 kw)—Granted assignment of license from **Kesler Broadcasting Co. Inc.** to **KNEM Communications Inc.** for \$291,667 plus \$30,000 noncompete agreement. Seller is owned by **Jeffrey F. Kesler** (25%), **Everett G. Wenrick** (37.5%) and **Marvin E. Leuhrs** (37.5%). **Wenrick** and **Leuhrs** own majority interest in **KTTN-AM-FM Trenton, Mo.**, and **WMNE(AM)-WMEQ(FM) Menomonic, Wis.** **Wenrick** owns 28% of **KBOE-AM-FM Oskaloosa, Iowa**. **Kesler** will stay at **KNEM** as vice president but without ownership. He has no other broadcast interests. Buyer is owned by **Darrell K. Selstan, Roger D. Ballard** and **Fred D. Lightner** (30% each), and **Lightner's brother, William** (10%). **Selstan, Ballard** and **Lightner** are **Columbia, Mo.** insurance men; **William Lightner** is retired insurance man there. They have no other broadcast interests. Action June 13.

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Facilities changes

AM applications

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■ **WREM** (1190 khz) **Pine Castle-Sky Lake, Fla.**—Seeks CP to increase power to 25 kw. (830613AD) Ann. June 20.

■ **WCCR** (1580 khz) **Urbana, Ill.**—Seeks CP to change hours of operation to day; change frequency to 870 khz and make changes in ant. sys. (830614AB) Ann. June 21.

■ **WLUX** (1550 khz) **Baton Rouge**—Seeks CP to change city of license to **Port Allen, La.**; change hours of operation to unlimited by adding night service with 500 w; install **DA-N**; change **TL**; make changes in ant. sys. Major environmental action under section 1.1305. (830616AD) Ann. June 23.

■ **WHHO** (1130 khz) **Hilton Head Island, S.C.**—Seeks CP to change hours of operation to unlimited by adding night service with 500 w, **DA-N** and make changes in ant. sys. Major environmental action under section 1.1305. (830613AC) Ann. June 20.

■ **KEYH** (890 khz) **Houston**—Seeks petition for reconsideration: CP to change city of license to **Spring, Tex.**; change frequency to 830 khz; change hours of operation to unlimited by adding night service with 1 kw; increase day power to 50 kw; install **DA-2**; change **TL**. Major environmental action under section 1.1305. (830615AC) June 21.

Accepted

■ **KERO** (1370 khz) **Longview, Tex.**—Seeks modification


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of CP (BP-800110AE) to make changes in ant. sys. and modify standard pattern. (BMP-830613AM) Ann. June 21.

- WXVA (1550 khz) Charlestown, W. Va.—Seeks CP to make changes in ant. sys. (increase antenna height). (BP-830615 AD) Ann. June 21.

FM applications

Tendered

- KFXZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change TL; change ERP; 50 kw H&V; HAAT: 2556 ft. and make changes in ant. sys. Ann. June 21.

- KGBR-FM (102.5 mhz) Hillsboro, Tex.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 548.9 ft. and make changes in ant. sys. Major environmental action under section 1.1305. (830610AE) Ann. June 21.

Accepted

- WRSA (96.9 mhz) Decatur, Ala.—Seeks CP to make changes in ant. sys.; change HAAT to 1,127 ft. (BPH-830607AG) Ann. June 21.

- KUUZ (95.9 mhz) Lake Village, Ark.—Seeks waiver of section 73.1201 (B) (2) of rules to identify as "Greenville, Mississippi." (BMPH-830608AF) Ann. June 23.

- KPEN (97.7 mhz) Los Altos, Calif.—Seeks CP to make changes in ant. sys.; increase ERP to 2.99 kw; decrease HAAT to 303 ft., and change coordinates. (BMPH-830609AA) Ann. June 21.

- KWOD (106.5 mhz) Sacramento, Calif.—Seeks CP to make changes in ant. sys. and increase HAAT to 420 ft. (BPH-830616AA) Ann. June 23.

- WIRE-FM (107.3 mhz) Greensburg, Ind.—Seeks waiver of section 73.1201 (B) (2) of rules to identify as "Columbus, Indiana." Ann. June 21.

- KSMB (94.5 mhz) Lafayette, La.—Seeks to change name of license communication Broadcasting Inc. to Radio KSMB Inc. and Sugarland Broadcasting Inc. to Communications Broadcasting Corp. (BMPH-830608AF) Ann. June 21.

- WRNO-FM New Orleans—Seeks CP to make changes in ant. sys.; decrease ERP to 27.5 kw; increase HAAT to 1004 ft.; change TL; change coordinates (BPH-830614AD) Ann. June 21.

- KZIN-FM (96.3 mhz) Shelby, Mont.—Seeks modification of CP (BPH-811013AU. as mod.); decrease HAAT to 550 ft. (BMPH-830615AA). Ann June 23.

- WCJO (94.3 mhz) Smithtown, N. Y.—Seeks CP to make changes in ant. sys.; change ERP to 12.53 kw; change HAAT to 430 ft.; increase tower height to 440 ft.; change coordinates. (BPH830613AK) Ann. June 21.

- *WKNC-FM (88.1 mhz) Raleigh, N. C.—Seeks CP to make changes in ant. sys.; replace existing tower with one 20 ft. taller. increase HAAT to 260 ft.; replace transmission line, increase TPO to 1.03 kw; increase ERP from 2.9 kw to 3 kw. change coordinates. (BPED-830613A1). Ann. June 21.

- KHFI-FM (98.3 mhz) Austin, Tex.—Seeks CP to make changes in ant. sys.; change ant. location and type, transmission line and TL; change ERP to 1.3 kw, change coordinates. (BPH-830613A) Ann. June 21.

- KURE (93.3 mhz) Seattle—Seeks modification of CP (BPH-811130 BM. as mod.) to make changes in ant. sys.; decrease ERP to 87.12 kw; increase HAAT to 1,226 ft., change coordinates. (BMPH-830610A1) Ann. June 21.

TV applications

Tendered

- WAIM-TV (ch. 40) Anderson, S. C.—Seeks to change ERP to 3499 kw vis., 349.9 kw aur.; change TL; and change HAAT to 1,017 ft. (BMPCT-821103KH) Ann. June 21.

Accepted

- KSBI (ch. 52) Oklahoma City—Seeks Modification Permit (BPCT-800926KE) to change to 595 ft. and change TL. (BMPCT-830613KJ) Ann. June 21.

- WVER (ch. 28) Rutland, Vt.—Seeks CP to change transmitter equipment (BPET-830610KF) Ann. June 20.

AM actions

- WRUS (610 khz) Russellville, Ky.—Granted CP to increase power to 5 kw (BP-820609AB) Action June 15.

- WCEG (1530 khz) Middleborough, Mass.—Dismissed modification of CP (BP-820707AQ, as mod.) to make changes in ant. sys. and change TL; increase height of tower. Failed to timely submit. (BMP-830103AM) Action June 10.

- WTCM (580 khz) Traverse City, Mich.—Granted increase in day power to 5 kw. (BP-810417AJ) Action June 15.

- WKBR (1250 khz) Manchester, N.H.—Granted CP to

make changes in augmentation of nighttime modified standard pattern. (BP-830339AC) Action June 13.

- KCOH (1430 khz) Houston—Dismissed CP to change hours of operation to unlimited by adding nighttime service with 2.5 kw; increase day power to 50 kw; install DA-2; change frequency to 1180 khz and make changes in ant. sys. (BP-810410BA) Action May 10.

Summary of broadcasting as of March 31, 1983			
Service	Licenses	CP's	Total*
Commercial AM	4,708	148	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.

FM actions

- *KABF (88.3 mhz) Little Rock, Ark.—Granted modification of CP (BPED-2617) to make changes in ant. sys.; change TL; change type transmission; change type ant. sys. and change TPO. (BMPED-820507AB). Action June 15.

- KCAL-FM (96.7 mhz) Redlands, Calif.—Granted CP to change ERP to 2.860 kw; decrease HAAT to 306 ft. and change TPO. (BPH-821101BE) Action June 9.

- KZLS (97.1 mhz) Billings, Mont.—Granted CP to change TL and change HAAT to 293 ft. (H). (BPH-821221AB) Action June 14.

- WHCN (105.9 mhz) Hartford, Conn.—Granted CP to change type aux. ant.; increase ERP to 3 kw.; increase HAAT to 836 ft.; and change TPO (for aux. purposes only). (BPH-830117AA) Action June 14.

- WRBS (95.1 mhz) Baltimore—Granted modification of CP (BPH-820409AH) to increase ERP to 50 kw; increase HAAT to 500 ft. and change TPO. Major environmental action under section 1.1305 of rules. (BMPH-821014AQ) Action June 15.

- WSUS (102.3 mhz) Franklin, N.J.—Granted CP to change ERP to .521 kw; decrease HAAT to 745 ft. and change TPO. (BPH-830117AH) Action June 15.

- WUUU (102.5 mhz) Roma-Utica, N. Y.—Granted request waiver of section 73.1201 (B) (2) of rules to identify as "Roma-Utica." (BMPH-830426AK). Action June 14.

- KABE (107.5 mhz) Orem, Utah—Granted CP to make changes in ant. sys.; change TL; change ERP to 46 kw; increase HAAT to 2,796 ft. and change coordinates. (BPH-830525AL) Action June 15.

- WYTK (95.3 mhz) Washington, Pa.—Granted CP to decrease ERP to 1.68 kw; increase HAAT to 386 and change TPO. Major environmental action under section 1.1305 of rules. (BPH830103AE) Action June 14.

- WLID (98.9 mhz) Vieques, P.R.—Granted modification of CP (BP-820205A1) to change SL and request waiver of section 73.1125 (B) (2) of rules. (BMPH-830324AF; Action June 15.

- WBCV (1550 khz) Bristol, Tenn.—Granted CP to increase power to 5 kw. (BP-820818AA) Action June 14.

- WNKX (95.3 mhz) Clinton, Tenn.—Granted CP to change TL; change ERP to .537 kw; increase HAAT to 674 ft., and make changes TPO. Major environmental action

under section 1.1305 of rules. (BPH-830107AB) Action June 14.

- KWWA (106.9 mhz) Bremerton, Wash.—Granted modification of CP (BPH-10054, as mod.) to change TL; change ERP to 30 kw; increase HAAT to 1,435 ft. and change TPO. (BMPH-821206AE) Action June 14.

- WMIL-FM (106.1 mhz) Waukesha, Wis.—Granted CP to install aux. ant. at main TL on ERP 17.1 kw at HAAT 723 ft. and change TPO (for auxiliary purposes only). (BPH-820929BJ). Action June 15.

- KOLL-FM (93.5 mhz) Gillette, Wyo.—Granted CP to make changes in ant. sys. in response to docket 21119; change channel to 245C; change frequency to 96.6 mhz; change TL; increase ERP to 100 kw; increase HAAT to 492 ft., and change TPO. (BPH-830314AL) Action June 14.

- KPQC-FM (92.9 mhz) Powell-Cody, Wyo.—Granted request waiver of section 7391201 (B) (2) of rules to identify as "Powell-Cody." (BMPH-830222AX) Action June 10.

Call letters

Applications

Call Sought by

New FM's	
*KMPO	Radio Bilingue Inc., Modesto, Calif.
*WMEW	University of Maine, Waterville, Maine
KRYK	Rick David Davies, Chinook, Mont.
KRLQ	Trail of Tears Communications Inc., Muskogee, Okla.
KWDQ	C&P Broadcasting, Woodward, Okla.
New TV's	
WWTD-TV	WORD TV Inc., La Salle, Ill.
WSOY-TV	Forest City Television Inc., Forest City, N.C.
WUJA	Community Television of Caguas, Caguas, P.R.
WCNT	Cidra Broadcasters, Cidra, P.R.
Existing AM's	
KOTE	KKZZ Lancaster, Calif.
KLLB	KLVV Lompoc, Calif.
WDDW	WDDW Johnston City, Ill.
Existing FM's	
KGLI	KBCM Sioux City, Iowa
KKIB	KKWB Breckenridge, Minn.
KYND-FM	KCJB-FM Minot, N.D.
WGLL	WRCV Mercersburg, Pa.
Grants	
Call	Assigned to
New AM's	
KGHX	The Great Alaska Electric Radio Co., Fairbanks, Alaska
New FM's	
KRRA	Madison Broadcasting Co., Huntsville, Ark.
*KLLN	Newark Public School, Newark, Ark.
KZDO	Zido Corporation, Copperopolis, Calif
WIBN	Sandra Sue & Francis E. Hertel, Earl Park, Ind
KKEB	Pluimer Communications, Belle Fourche, S.D.
KCKL	Cedar Creek Radio Co., Malakoff, Tex
New TV's	
WTJR	Believer's Broadcasting Corp., Quincy, Ill.
KCHF	Son Broadcasting Inc., Santa Fe, N.M.
WNRP	Interamerican Broadcasting Co., Ponce, P.R.
KMLT-TV	Holt-Robinson of Texas Inc., Marshall, Tex.
Existing AM's	
WMLF	WIFE Indianapolis, Ind.
WJRB	WNKZ Madison, Tenn.
Existing FM's	
WTBX	WKKQ-FM Hibbing, Minn.
WKPQ	WHHO-FM Hornell, N.Y.
WUSY	WQLS Cleveland, Tenn
KBHV	KTMP Spanish Fork, Utah

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

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.

Top-rated contemporary AM-FM has immediate opening for PD/morning drive in competitive 8-station market on the beautiful Oregon coast. Tape and resume to KSHR, Box 250, Coquille, OR 97423.

Opportunity for ambitious, sales-oriented owner-operator, with \$25,000 plus. Sunbelt AM, 5,000 watts, daytime. Write Box Z-24.

KJAZ, San Francisco's jazz station, is currently accepting applications for PD. Applicant must have an in-depth knowledge of jazz and commercial radio experience. Please include air check, resume and salary history to GM, KJAZ, 1509½ Webster St., Alameda, CA 94501. No phone calls will be accepted.

General manager wanted. Experienced, aggressive individual with strong sales background. Central Illinois class A FM with excellent potential. Need take-charge person to grow with us. Salary, commission, profit sharing. Write Box Z-25.

Absentee owner needs selling manager for small market AM-FM. Will lead to ownership. Pay for station out of profits. Located in central South. Original ownership for over 20 years. Write Box Z-36.

General sales manager—AM/FM combination in Pittsburgh market. Send resume and salary history to Box Z-37. EOE.

HELP WANTED SALES

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.

If you can produce sales results without a boss breathing down your neck, we'll show you how you can earn over 50 thousand dollars a year and still have time to develop your tennis game. Call Bob Manley, 806-372-2329. Travel required within your state.

South Florida—experienced, successful street salesperson who believes in & loves to sell radio. Start at same income level you now have: increased income thereafter depends upon your individual effort. Resume to Box 216, Ft. Myers, FL 33902. EOE. All replies strictly confidential.

Suburban Springfield, Illinois station seeks both experienced and non-experienced salespeople for growing FM. Liberal commission. Great potential. One immediate opening for Springfield territory. Resume to Randal J. Miller, WRVI, Box 215, Virden, IL 62690. EOE.

NH's newest FM seeks motivated account executive. Great potential for all. Experience required. Reply in confidence. Resume to: WJYY, Box 422, Concord, NH 03301.

Aggressive, experienced, hard working and dynamic person to be sales manager for FM/AM combination, Gulf Coast. Opportunity wide open for growth and advancement in company. Confidentiality assured. Write Box Z-29.

Southeast Texas AM/FM expanding sales force after power increase & high tower construction. Small market, group operation. Unlimited advancement opportunity. Send record of sales experience to Box Z-39. EEO/M-F.

California daytimer/San Francisco suburban market. Seeking outstanding sales manager who can do it all; sell personally, lead, train sales staff—an achiever, a goal setter. Resume and references to Box Z-44.

Need aggressive salesperson desiring to move up with expanding company. Midwest, top rated AM-FM, university market. List producing \$18,000 per year. Resume to Box Z-45.

Account executive. Experienced and willing to work hard. Excellent opportunity with growing broadcast company for individual with good sales skills. Expanding sales staff due to growth of station. If you are interested and qualified, please send resume and cover letter to David Vantrease, WYMX Radio, PO. Box 669, Augusta, GA 30903. EOE.

Senior salesperson. Tyler, Texas ADI. Leading radio combo including 100,000 watt FM seeks ambitious, hard working pro. Good list. Great organization. Advancement opportunity. Phone 214-586-2527. EOE.

Radio sales: experienced salesperson for nostalgia format. Guarantee plus car expenses. Send resume to: KAOL, Box 279, Carrollton, MO 64633.

HELP WANTED ANNOUNCERS

100,000 watt beautiful music/easy listening station in Tyler, Texas ADI is seeking articulate announcer. Must have at least 3 years' experience, good voice, and good references. Send tape, resume, and salary requirements to KEBE/KOOI Radio, PO Box 1648, Jacksonville, TX 75766. EOE.

We're looking for talented PBP sportscasters, who have a nack for all events. Send resume and tape to: AMB, 1724 W. Verdugo, Burbank, CA 91506. No phone calls accepted.

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.

Engineers. Sandusky Radio, a major Western group broadcaster, has engineering positions available in Phoenix, Arizona, and San Luis Obispo, California, for entry level and experienced personnel. Send resume with salary requirements to Robert Van Buhler, KDKB Radio, 1167 W. Javelina, Mesa, AZ 85202. An excellent opportunity with an expanding corporation. Equal opportunity employer.

Chief engineer. Connecticut AM/FM combo. Need an experienced chief who, aside from the paperwork involved, is willing to work the mechanical end. Salary—open. Resume/salary requirements to Box Z-10.

Engineer-announcer needed for New Jersey Radio Reading Service. Must be able to maintain and repair studio equipment, do on-air announcing and production and train volunteers. Salary: \$14,500. Send letter and resume only to Box Z-35.

KOB AM & FM, the Southwest's leading information & music stations, are now seeking a chief engineer. If you're highly organized, versed in FCC regulations, a pro at maintenance, and experienced in high power operations, this could be your once in a lifetime dream come true. Resume to Scott Chapin, Program/Operations Manager, KOB-AM, 77 Broadcast Plaza, SW, Albuquerque, NM 87103. EOE, M/F.

Engineer/announcer needed by prominent AM station in the West. You will be our C.E., and be responsible for maintenance of studio equipment, transmitter and directional antenna system. Knowledge of FCC rules essential. Job includes light announcing on overnight shift, five mornings per week. We have excellent facilities in one of America's great cities & a staff of congenial broadcast veterans. 3-5 years' experience required. Women and minorities encouraged to apply. An equal opportunity employer. Resumes only to Box Z-30.

Engineer-announcer. 50KW FM & 1 KW AM north of Boston. Maintenance and air shift. Contact Bill Gould, Mgr., WHAV/WLYT, PO. Box 1500, Haverhill, MA 01830. 617-374-4733. EOE.

HELP WANTED NEWS

News director—position requires minimum of 5 years' experience in gathering and delivering news in small/medium market. We offer a full commitment to news, a 3-person news staff and up to \$15,000/yr. in salary. Send resume, salary history, air check and references to President, WJEQ, 1506 E. Jackson, Macomb, IL 61455.

Attention small & medium market news pros! KOB-AM, the 50,000 watt voice of the great Southwest, is now conducting a search for the one person to complete our top flight news operation. If you're a hustler, a writer, a doer, you could be that one person. Tape & resume to Alan Pettit, News Director, 77 Broadcast Plaza, SW, Albuquerque, NM 87103. No calls. EOE, M/F.

Southeastern medium market station with an intense commitment to local and regional sports coverage is looking for other stations with the same commitment to exchange information and audio. Write Box Z-5.

News director. AM/FM. Group station, advancement opportunity. Journalism training and experience required. Tapes and resumes to: Roy May, KTXJ, Box 6090, Jasper, TX 75951. EEO/M-F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Northern California top rated soft A/C needs operations director/announcer. Tape and resume to KZST, Box SS, Santa Rosa, CA 95402. EOE, M/F.

Experienced PD—WNOE-FM. TM format—country. Send tape & resume: Eric Anderson, GM, 529 Bienville St., New Orleans, LA 70130. EOE, M/F.

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 date to PO. Box 216, Fort Myers, FL 33902. An equal opportunity employer.

We're looking for a morning Personality to host news and nostalgia, music programming. Two years' experience, good voice and good control board skills are a must. Operations directorship possible. Resume only to Box Z-40. EOE.

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.

Seeking turnaround challenge. 15-year broadcaster. Proven sales, programming, promotion, production ace. 207-761-0581, anytime.

SITUATIONS WANTED MANAGEMENT CONTINUED

Small markets west, sales promotions, programming, engineering, honest, aggressive, unusual extras. Country consultant seeks GM position. Bill Taylor, 213-791-4836.

Attention station owners/group owners. General manager with 20 years of successful management all markets. Looking for an opportunity and challenge. Expertise includes: leadership, motivation, programming. High achiever of goals and profit oriented. Strong sales development ability. Excellent credentials. Write Box Y-95.

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 FCC rules. Creative leader, motivator. Will consider all situations. Write Box Y-127.

Vice president & general manager. 24 yrs. broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, too. Radio or TV. Write Box Z-6.

12 years up through the ranks radio professional seeking stable, responsible GM or operations manager position with corporate or group owner. Experience in all areas and markets. Community leader available in August 1983, prefer West. Small to mid markets with earning potential acceptable, but no mom and pop shops, please. Reply in confidence for resume and references to Box Z-19.

Award winning pro needs job! Announcer, radio-TV production, agency copywriter-coordinator, advertising sales. Mass Communications/music degree. Ready for sales management or agency job. For information, call 806-537-3089, or write Box 582, Panhandle, TX 79068.

If you need a manager and don't answer this ad, you're missing out on ability, proven track record and understanding of cost control and bottom line importance. 30 years in the business. You have the station, I have the experience to make it a winner! Box Z-20.

General manager, Presently 325,000 + market - AM/FM (100,000 watts) combo. Sharp increase in sales. Consistent No. 1 contemporary ratings. Write Box Z-26.

SITUATIONS WANTED SALES

I love rock 'n roll and can sell it! Top biller at a Long Island station seeks sales manager position with a promotion minded AOR rocker. Market unimportant, but prefer Sunbelt. Heavy hitter, great promoter, high enthusiasm that motivates clients and salespeople. We'll make money together. Write Box Z-46.

SITUATIONS WANTED ANNOUNCERS

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.

Milwaukee metropolitan area. Good sounding beginner. Interested in part time. You'll like my tape. Larry Klein, 414-462-9068.

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.

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.

Do you need an MD, PD, or announcer? This one is degreed and has done everything from T-40 to telephone talk. I've learned a lot in 3 yrs. Now, I'm looking for a bigger job or bigger market. For tape and resume, write Box Z-4.

Talented, versatile small market PD or medium market announcer available. Call Dan, 313-629-8775. Able to start immediately.

Female announcer looking for position in Midwest. Have training from Columbia School of Broadcasting. Call Ruth Bull, 317-643-7956.

Mature, creative top 40 and AOR talent available now. Six years' experience. Up-tempo programmer. Barnes Carr, 504-861-9052; 504-891-6305.

18 years' experience as adult conversational communicator. National voicing background. Also, sports expert. Presently in Northern major market with top ratings. Desire morning show in Sunbelt. Am stable, honest and totally reliable. Write Box Z-16.

Mature, low-pressure personality, proven ratings winner, available for classical, big-band or easy-listening formats. Box Z-47.

Talented announcer with excellent knowledge of pop music. Does sports and can sell. Mike, 513-548-5603.

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.

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.

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).

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.

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.

Employed TV-radio sports director looking for organization with commitment to PBP, especially basketball. Prefer Division I. Write Box Z-11.

Experience or quality? Quality is this youngster's virtue. Personable, motivated, creative and unique presentations. Experienced in all varieties of PBP sports. Pre and post game interviews expertly done. Ad-lib ability for sports talk show. Needs break in medium market community, active in sports. Immediately available—television or radio. Degree in communication. Call George, 304-242-0522, collect.

Play-by-play broadcaster. Football-basketball. Major college or pro. 10 years' experience. 5 years college. Former owner sports production company that originated 100 games in two years. 31, M.S. communications. Tom, 417-782-0031.

Career change wanted: medium market news director, major market city hall beat. Call Don Quinn, 817-699-2589.

Newscaster with experience ready to join your team. Versatile, multi-talented. Small markets. Larry, 313-732-1262.

Award-winning eight-year sports/news comboman in market of 250,000 seeks position including college play-by-play. Write Box Z-18.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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.

SF Bay lady w/gold track rec. Exp. CHR/AC (MD) + AOR. Seeks sm/med. mkt. hands-on PD pos. Anywhere in CA or close. Refs: PO. Box 700/EI Sobrante, CA 94803. 415-547-6345.

TELEVISION

HELP WANTED MANAGEMENT

Business manager. New independent station, operated by experienced broadcasters, in Austin, Texas, is seeking business manager. Previous experience required. Send resume to PO, Box 6669, Corpus Christi TX 78411, or call 512-853-7700. Equal opportunity employer.

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, PO. Box 102880 Anchorage, AK 99510. 907-276-5807.

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.

KRMA-TV coordinator of administration and finance. Serves as a member of the senior management staff of the public television station in Denver, Colorado. Has primary responsibility for the organization and implementation of the administrative and financial operation of the station. BS in accounting or related field, with three years' accounting experience required. Experience in the area of administrative and finance functions at a public television station is highly desirable. Salary range: \$27,550-\$32,676. Send letter of application, resume and three professional references with full knowledge of candidate's background and ability. All materials must be received by July 22, 1983. Send to: Donald D. Johnson, General Manager, KRMA-TV, 1261 Glenarm Place, Denver, CO 80204. EEO/AA, M-F.

Public broadcaster needs capable attorney with relevant experience for general counsel's office. WGBH-TV and radio in Boston seeks candidates with excellent interpersonal communications skills and the ability to draft, review and negotiate contracts. Send resume, cover letter, and salary requirements to: Office of the General Counsel, WGBH Educational Foundation, 125 Western Avenue, Boston, MA 02134.

Marketing research analyst to provide ratings research and marketing services to television sales staff and its clients. New position in dominant station looking to increase our lead. BA/marketing, plus experience in television sales, sales service, agency, or rep firm. Top math and writing skills assumed; background in television production or graphic arts helpful. If you can start with a rating book and end up with research that sells, write to Mike Smith, General Sales Manager, KWVL-TV, 500 East Fourth Street, Waterloo IA 50703. EOE.

HELP WANTED MANAGEMENT CONTINUED

General manager for the New Jersey Public Broadcasting Authority and its four-station UHF network. Preference will be given to those with experience dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: \$46,000-\$62,000. Deadline for applications is July 19th. Send resume to CN080, Trenton, NJ 08625. EOE.

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.

Medium market central PA TV station seeks sales trainee with broadcast experience. A career opportunity for the right person. EOE. Resume to Box Z-3.

One of the country's leading UHF independents—located in an attractive, vibrant, growing Sunbelt market—is looking for a strong, aggressive local sales manager. We are not interested in prospects who do not have extensive independent local sales experience in markets outside the top 50. We have a capable local sales staff in place. Our local sales manager would lead them and be the key person in our aggressive new business campaign. We are an equal opportunity employer. Reply to Box Z-41 in confidence.

Account executive—applicant should have good general knowledge of broadcast sales, ability to work well with people and own your own car. Send resume to John Quinlan, WLNE-TV, 430 County Street, New Bedford, MA 02741. An equal opportunity employer.

Account executive. VHF network station in a middle-sized Texas market seeking individual with television sales experience and retail knowledge. Must be creative, organized, and self-motivated. We are looking for an over-achiever with successful broadcasting sales experience to take over an existing list of agencies and retailers. There are also opportunities in sales management. Send resume to: Mark Zindler, P.O. Box 729, Lufkin, TX 75901.

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 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.

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.

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 productions, etc). Must be available to travel entire country. Salary commensurate with experience. Contact Eric Address, E.J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 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 or general operator's license. Technical training desirable. Excellent salary and company benefits. Resume to Clarence Mosley, WINK-TV, P.O. Box 1060, Fort Myers, FL 33902. EEO.

Videotape editor. San Francisco network affiliate TV station needs magazine show videotape editor. Prior video magazine or news feature editing a must. Datatron Tempo 76 experience preferred. We need more than a button pusher. If you are creative, know how to select music and put a story together, send a resume and tape to Human Resources, 855 Battery, San Francisco, CA 94111.

ENG maintenance engineer. Immediate opening. Must have a technical background with two years' experience in repair of Sony 3/4" Ampex 1", microwave and associated terminal equipment. The ability to work with people an absolute must; first/general class FCC license essential. SBCE certification a plus. Apply to Ted Newcomb, Chief Engineer, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113, 405-478-3000, for an appointment. An equal opportunity employer.

Chief engineer—independent, state of the art production and post-production facility in New York City. Candidate should be able to supervise technical personnel & recommend future growth plans. Salary commensurate with experience. Send resume to Box Z-43.

Maintenance engineers needed. New Midwest ABC affiliate. Experience 3/4 and 1" formats. UHF transmitters preferred. Forward resume and salary requirements to: Gary Krohe, KLDH-TV, Box 2229, Topeka, KS 66601.

HELP WANTED NEWS

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.

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, detailing 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 749, North Platte, NE 69101. Equal opportunity employer.

News director for medium NBC-TV affiliate in upper Midwest. Excellent opportunity for proven newspaper. Send resume only to Box Y-143.

Seattle's No. 1 rated news is expanding. Seeking experienced/capable executive producer, show producer, personable anchors with interviewing and reporting skills, "self-improvement" reporter/producer, science/technology/weather reporter, field producer, CNN-type graphics producer, assignment planner, and consumer unit producer for new 4 PM. news. Minimum three years' professional experience and outstanding track record required. Please send tape and resume to Personnel, KIRO-TV, 2807-3rd, Seattle, WA 98121. No phone calls, please. EOE.

We're no. 1 from sign on to sign off. Top 40 market. We need a top notch news producer to help keep us there. If you qualify, want to live in the Sunbelt and work for a 1st class operation with excellent benefits, send resume only to Box Z-28. EOE.

TV news photographer. Top rated news department seeking to fill full time news photographer position. Experience in ENG, TV news taping, filming and editing required. Some travel expected. Successful applicants will be energetic, creative and able to meet deadline pressures. Send resumes to: Mike Sechrist, News Director, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc., is an equal opportunity employer.

Weekend sports anchor/rep. Strong on features with anchor expr. Resume and tape to Frank Morock, WJTV, PO Box 8887, Jackson, MS 39204.

TV news reporter: Medium-size Northeast market station seeking news reporter. Must be experienced in broadcast news and understand elements required to produce a quality news story. Priority qualifications include experience in a similar position; strong broadcast news background; familiarity with contemporary technology in TV news; positive attitude. May also entail some back-up weather anchor duties. EOE. Send resumes only to Box Z-34.

Reporter. Are you the best reporter in your market? Would you like to be the best reporter in my market? Upper Midwest 60's. Send resume and salary requirements only to Box Z-42.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Editor 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 Farrington, Dallas, TX 75207. 214-630-4848.

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.

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, PO Box 1165, Beaufort, SC 29902. SC ETV Network is an EOE. Starting salary: \$15,552.

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. TVR, 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.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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.

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.

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.

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.

Aggressive PTV station needs broadcast journalist to develop and produce on-air journalistic programs relating to public service issues. Researches, writes, and edits material for programs; provides reporter/coverage on daily news developments and legislative session; produces public affairs, cultural or sports programs as required. Write Idaho Personnel Commission, 700 W. State Street, Boise, ID 83720, requesting application forms for announcement for PTV writer/reporter/producer. Applications must be returned by July 11, EOE.

Promotion producer/writer needed for top 20 market. Must have extensive experience in producing and writing on-air promotion. Send resume only to Box Z-9. An equal opportunity employer. M/F.

Public affairs manager. WFYI (PBS), Indianapolis. To supervise and manage public affairs unit. Responsible for all public affairs programming. Requires 4 years' experience in broadcast journalism at commercial or public station. Salary: \$15,400-\$18,400. Send resume to Director of Production, WFYI, 1401 N. Meridian St., Indianapolis, IN 46202.

Telecourse producer for college credit telecourse. Skills required include script development, video production, and budget and staff administration. News/documentary or telecourse experience and Master's degree preferred. Write to: Bob Crook, Center for Telecommunications, Dallas County Community College District, 4343 North Highway 67, Mesquite, TX 75150; 214-324-7993. An equal opportunity/affirmative action employer.

Art Director. BFA or equivalent and 3 years as artist (graphic & scenic) at TV station required. Responsibilities to include supervision of graphic art department; purchase materials and equipment for use in department; work directly to produce high quality scenic and graphic arts. Send resume to Box Z-31. Equal opportunity employer.

Director/news: news leader in central Ohio looking for pro to direct fast, tough 6PM and 11PM news. Three years' experience directing news in top 50 markets preferred. Send resume and salary history to Dale Laackman, production manager, WBNS-TV, Box 1010, Columbus, OH 43216. WBNS-TV is an equal opportunity employer, M/F.

Producer/director. Major TV market. Seeking only creative/experienced person; minimum 4 yrs' directing background. Must possess strong news, specials & sports production skills. EOE. Resume/tape: Galen Spielman, KDKA-TV, 1 Gateway Ctr., Pittsburgh, PA 15222. No calls.

Producer for magazine show comparing Japan and America. Weekly one hour national cable program. Require 2 years' news or magazine show experience in studio production, script development and field producing. Resume to Carl Sears, CNB-TV, 49 East 68th Street, New York, NY 10021.

PM Magazine co-host: dynamic, mature person to co-host our show with established, talented, hard-working female already on board. Number one rated in time slot. I want to keep it that way! Experience in magazine/news-feature on-air is a must. Hurry and send tape/resume to George Hulcher, WHAS-TV, Box 1084, Louisville, KY 40201. EOE.

Promotion manager: northern New England NBC affiliate seeks creative, high-energy promotion manager. Writing, media-buying, hands-on production skills needed. Small market experience helpful. Send resume/salary requirements to: Charlie Webb, General Manager, WNNE-TV, P.O. Box 1310, White River Junction, VT 05001, or call 802-295-3100.

Two field producers are needed at Evening Magazine in Philadelphia. If you have experience producing television programs or producing magazine stories in the field, then write to us. If you have strong writing skills, good original ideas, are well organized and a self starter, then get in touch with us. We need you. Send resume to: Susan Mascio, Executive Producer, Evening Magazine, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE.

SITUATIONS WANTED MANAGEMENT

News director—11 years solid performance. Now in 50s market, seeking bigger challenge-maybe yours? Box Y-85.

Vice president & general manager. 24 yrs' broadcast experience. Currently employed. Seeks new opportunity. During our most recessionary time, have increased sales by 15%. Serviced debt without additional capital. Accomplished this with aggressive collections & new business. Ratings up, too. Radio or TV. Write Box Z-7.

SITUATIONS WANTED NEWS

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.

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.

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.

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.

Feature reporter: "Gosh! Wow!" features. Flair for unusual people, animals, and events. Top-notch field producer, writer, editor, reporter. Stories you'll be talking about the next day. Seeking quality medium or large market. Box Z-13.

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!

Attractive, creative writer looking for an entry level position as a news or sports reporter. BA in Broadcasting and English. Write Box Z-1.

Sportscaster seeking position in small market. Can shoot, edit, and do news also. Tapes available. Frank Fraas, 716-896-4062.

Cameraman-editor-production manager. 29-year-old available for positions in Wash., DC area. 4 years' commercial and 3 years' cable TV experience with TV-communications/BA degree. Box Z-14.

Wanted: reporter-photog/producer position. 31 yrs. old. English major (including news writing), Master's degree. Six years' TV experience, including news photography, live ENG, and extensive news/production editing. Knows how to tie loose ends into a clear, tight story. Top notch production values, good appearance. Box Z-15.

Class weathercaster with winning personality/ratings. 2 years' major market experience. I'm looking to be No. 1 or 2 man in major/medium market. I believe in community involvement and people weather. Let's talk and make some plans for Fall. Write Box Z-17.

Talented, professional on-air meteorologist seeks medium-large market with strong weather commitment. My high ratings and unique presentation will make your station number one for weather. Write Box Z-27.

Sportscaster, medium market. 4 years' experience. Pro, college, local sports. Can do it all. Call 414-435-1984.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Workaholic with two years' major commercial experience in special effects, storyboards, product animation, CMX, general production (Stresstabs, Campbell's Soup, Connecticut Savings Bank, Washington Lottery, etc., etc.). Will relocate for challenging position. Sample tape upon request. Scott Wilson, 212-765-4773.

Seeking new challenge: want chance to get out of newsroom and learn ropes of commercial TV. Excellent right-hand man for good producer. Degree, 3 years' experience, editing, writing, producing. Available. will go anywhere. Call 813-947-0971.

RDS III computer—can do logs, traffic billing, payroll, ledgers & journals, and more. Perfect for AM/FM. Assume closed end lease. WADA, 704-482-1390.

Lack of advancement potential forcing creative, quick thinking director to seek new challenges elsewhere. Nearly 2 years' experience in all facets of studio and remote production. Doesn't quit until the job is done right. Excellent references. Box Z-48.

Promotion team member—strong right arm to promotion manager. Solid professional experience: heavy marketing, promo writing (TV, print) & on-air. Creative with strong organizational skills. Degree Broadcasting, Boston University. Will relocate. 203-453-5719.

ALLIED FIELDS

HELP WANTED MANAGEMENT

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 Z-2.

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 TECHNICAL

Chief engineer/technician for one-person engineering operation. Heavy on maintenance and repair. Responsible for supervision and operation of student FM radio station and CCTV studio. Must be able to work with students and faculty. FCC first or general phone preferred. Possible opportunity for part-time teaching if desired and degreed. Finest university facilities in this Sunbelt state, including Philips LDH-20 cameras, Ampro audio consoles, etc. Deadline for applications July 29, or until suitable applicant hired. Job starts as soon as possible. Send letter of application, resume, three current letters of recommendation, college transcripts (if applicable) to: Ralph Carmode, Division of Communication, Mississippi University for Women, Columbus, MS 39701. EEO/AA.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Producer/director needed for major West Coast satellite entertainment service. Resume to: Bob Sundeck, PO Box 67185, Los Angeles, CA 90067.

Audio production house looking for full-time, top-flight voice actor. Very high rewards for proven performer willing to re-locate. Send tape and resume to Box 14123, Tulsa, OK 74103.

HELP WANTED INSTRUCTION

Radio/TV instructor with Master's degree in communication and professional experience in radio and/or television. Direct campus radio station and teach radio/television courses. Contact Personnel Office, Odessa College, 201 W. University, Odessa, TX 79763, before July 18. An equal opportunity employer.

Instructor: experienced broadcast sales and management professional sought for teaching position at Southern Illinois University-Carbondale for Fall, 1983. Teach courses in sales, programming, and management. Master's degree in radio-TV or related area and significant broadcast experience required. Send resume and letter of application to: Sam Swan, Department of Radio-TV, SIU-C, Carbondale, IL 62901, by July 15.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Adult, professional radio/TV broadcast journalist, news director, photographer, with background in print media. Interested in promotion/public relations position. Experience includes business and sales, work with volunteers, as well as statewide political campaign manager. Write Box Z-21.

WANTED TO BUY EQUIPMENT

Good useable broadcast equipment needed: all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices for your broadcast equipment. Urgently need towers, transmitters, antennas, transmission line, studio equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Co., 813-685-2938.

Transmitters-antennas-towers. Call us for great prices on new & used equipment. Quick delivery. Several used items in stock; best deals on new equipment. Bill Kitchen, Quality Media Corp., 404-324-1271.

New TV startups—let Quality Media show you how to save a fortune when building a new TV station. Bill Kitchen, Quality Media Corp., 404-324-1271.

Studio equipment—cameras, VTRs, film chains, thousands of items available. Best deals on new & used. Bill Kitchen, Quality Media Corp., 404-324-1271.

FM transmitters: CSI T-20-F, 20KW (1978)—Collins 830F, 10KW (1969)—McMartin BF-5.5, 5KW (1982)—M. Cooper, 215-379-6585.

AM transmitters: CCA 5000D, 5KW (1969)—Collins 21E, 5KW (1962)—RCA BTA-5H, 5KW (1959)—CSI T-2.5-A, 2.5KW (1980)—Gates BC-1G, 1KW (1965)—Gates 250GY and 250T, 250 watts—M. Cooper, 215-379-6585.

Pickup remainder lease. Tower site, Seattle, Washington. Reasonable rent. Possible partnership. PO. Box C11949, Santa Ana, CA 92714. 714-832-2950.

Copper wire, strap, expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

Video camera, Ikegami HL79A with Fujinon 14:1 lens. \$19,000, or best offer. Video production switcher, Vital VIX 114-10A, featuring downstream keyer and audio-follow video package. \$9,000, or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

AVR II 2" VTR, Gates film chain, multiplexer, TP 66 film projector. Simplex GPL 35mm film projector, Hitachi SK 70 color camera, 19" Conrac color monitors, image enhancers, audio consoles. Call Jim Riley, 214-630-4848.

QEI 7775 ATS system with accessories. Good condition. Paul Demaree, KXXI, 501-474-3422.

RCA FR-35 Telecine projector, excellent condition, low hours, many options. Priced well below market at \$24,500. Write, wire, or phone International Cinema Equipment Company, 6750 NE 4th Court, Miami, FL 33138. Ph: 305-756-0699. Telex: 522071 (Int Cinema Mia).

For sale: 110 volt Bardwell-McAllister tungsten studio lamps, stands, cables, bulbs: 750, 2K, 5K, 10K, Box Y-138.

Sony BVH-500 1" VTR, AC, HT-500, 2 batteries, shipping case. RCA TK-76A, Cannon 10-1, pistol grip, AC battery belt, B-Case, Sony BVU-50 VCR, batteries. Contact Walter Edel, 212-689-1040.

New, MW 5A Harris xmtr. Never uncrated. Factory fresh tuned to 1320 KC. Will sell for less than you can buy from factory. Call 308-635-1320; ask for Geoff Hammond.

Harris System 90 automation includes: 2 program consoles; CRT logging terminal; logging encoder; extel printer; 3 Revox A-77; three 24 tray SMC carousels; one 48 tray IGM instacart; 2 play only Gates cart decks for time announce. Housed in attractive green racks. Best offer over 20K. WVIR, 914-241-1310.

RDS III computer—can do logs, traffic billing, payroll, ledgers & journals, and more. Perfect for AM/FM. Assume closed end lease. WADA, 704-482-1390.

Cameras: RCA-TK 630. Clean. Gibraltar dolly. Asking \$2250 pair. 816-861-3663, Kansas City.

TV transmitter. Brand new channel 3 in crates at CGE factory, Toronto. Three KW. Tunable by factory 2-6. With antenna. For immediate delivery. Peter Onnigan, 916-392-8964. 1236-40th Ave., Sacramento, CA 95822.

COMEDY

Free Sample of radio's most popular humor service. (Request on station letter head). O'Liners, 1237 Armacost, 6C, Los Angeles, CA 90025.

INSTRUCTION

NYC news director (O&O) and network anchor will evaluate your tape and resume in a detailed, personal report. \$25. Send material to Radio Talent Services, Box 5038, FDR Station, New York, NY 10150.

CONSULTANTS

Feedback Unlimited: Tapes critiqued for television newscpeople. Not a talent agency. 1313 Williams, No. 901, Denver, CO 80218.

RADIO Help Wanted Sales

PARKWAY COMMUNICATIONS CORPORATION The Broadcast Service of U.S. News & World Report



has an immediate opening for a syndication sales representative for our classical music and news programs. Station management experience essential preferably in classical music format. Draw and benefits base of \$20,000.00 plus good commission should provide 30-40K annually for enthusiastic, self-starter. Apply in writing to

President
Parkway Communications Corp.
7979 Old Georgetown Road
Bethesda, Maryland 20814
An Equal Opportunity M/F Employer

**For Fast Action Use
BROADCASTING's Classified Advertising**

SALES MANAGER

Experienced pro; must carry list, build sales organization. Central PA. Two-station market. Salary, commission, golden opportunity for aggressive, highly motivated person that wants to move up. Send resume and income requirements to Box Z-8. EOE.

Help Wanted Announcers

MAJOR MARKET MORNING DRIVE

Fast moving FM rock station in 15th radio market seeks experienced (min. 2 years) morning drive personality/entertainer. Excellent opportunity to express creativity. No phone calls. Send resume with tape to Dick Poe, Gen. Mgr., 917 N. Lilac Drive, Minneapolis, MN 55422. EOE.

Help Wanted News

PARKWAY COMMUNICATIONS CORPORATION **The Broadcast Service of U.S. News & World Report**

U.S. NEWS
A WORLD REPORT

has immediate on-air openings for experienced radio news producer/writers. If you would like to join a team of highly-motivated news professionals send your resume, air-check, and examples of your broadcast writing together with a brief letter outlining your special interest or expertise in world and national news coverage to

Manager, U.S. Newsradio Division
Parkway Communications Corporation
7979 Old Georgetown Road
Bethesda, Maryland 20814
An Equal Opportunity M/F Employer

Help Wanted News Continued

NATION'S NO. 1 INDEPENDENT

Looking for top notch sports anchor for nightly prime time news show. Opportunity to work in 14th market with station that broadcasts Minnesota Twins, North Stars and U of M basketball. Need individual with strong background and enthusiasm who can cover the gamut from professional sports to boxing kangaroos. Minimum 2 years' sports anchor experience required. Send tape, resume and salary requirements to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. S., Mpls., MN 55435. No phone calls, please. EOE.

DRIVE-TIME NEWS

Anchor/writer for Northeast No. 1 medium market. Prestige adult station. Delivery, voice convey authority, credibility. Narrative writing skill will generate and hold interest. Great career opportunity! No beginners. Send resume only to Box Z-22. EOE.

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.

Situations Wanted Programing, Production, Others

EXPERIENCED PD

for CHR, AC or country station. Medium & large market background. Good references. Contact Ron Dennington, 2609 Charlack, St. Louis, MO 63114. Call 314-428-3132 or 427-4485 after 2 PM CDT.

TELEVISION

Help Wanted Management

BROADCAST SYSTEMS SUPERVISOR

Independent TV station in top 10 market is seeking a broadcast systems supervisor with at least three years' experience in computer facilities. Responsible for the supervision and maintenance of station's computer system, working with traffic and engineering departments to arrange for daily output of logs and scheduling of daily and monthly runs. Send resume and salary requirements to Box Z-32. An equal opportunity employer.

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

Assignment Edito

If you know New York like the back of your hand and have honed your skills in another market, maybe now's the time to come back.

WABC-TV

WABC-TV is seeking an aggressive Assignment Editor to take a bite of the Big Apple.

3-5 years on a hard-hitting Eyewitness style assignment desk successfully mapping out news gathering strategies and stories in competitive news markets may qualify you to join our five person desk working with a news staff of over 200 top professionals.

All interested applicants should send resume (no phone calls please) including salary history, in confidence, to:

Tom Huban, Director of Personnel
American Broadcasting Companies, Inc.
40 West 66 St.
New York, New York 10023



American Broadcasting Companies, Inc.

Equal Opportunity Employer M/F/H/V



Help Wanted Technical

KPIX 5 GROUP W

The top news department in the fifth market is looking for the best ENG technician in the business. Primary responsibilities: edit video tape with speed and accuracy, operate microwave receive, satellite and ENG control room equipment. 2-3 years' ENG editing experience required; FCC license preferred. Send resume with references to: Will Dishong, News Operations Manager, KPIX, 855 Battery Street, San Francisco, CA 94111. KPIX is an equal opportunity employer.

Help Wanted Programing, Production, Others



PM MAGAZINE CO-HOST

needed to join current male co-host on top-rated show. We are a network affiliate in an attractive Mid-western 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.

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.

SHOOTER/EDITOR

For Group W Evening Magazine in top 20 market, 4-5 years' field experience preferred. Send resume to: P.O. Box 4861, Baltimore, MD 21211.

WJZ-TV 13 GROUP W

An Equal Opportunity Employer



PM Magazine with consistent No. 1 rating seeks co-host/story producer, with previous PM experience, to work with current female co-host. Send resume & cassette to Rhonda Kanet, WKRC-TV, 1906 Highland Ave., Cincinnati, OH 45219. No phone calls, please. An EOE.

Help Wanted Programing, Production, Others Continued



Co-host needed to work with current male co-host on seven-person experienced staff. Writing and producing experience preferred. Join us for our fifth season. Send tape and resume by July 15, 1983 to Program Director, WXEX-TV, 21 Buford Road, Richmond, VA 23235. An equal opportunity employer.

Situations Wanted Programing, Production, Others

WEEKLY "ON THE ROAD" PROGRAM PLUS

features for your newscast by top feature reporter-photographer team. Have rec. vehicle-will travel. Desire SE station willing to share profits from local sales & regional syndication. Experienced, dependable and recognized. Write Box Z-12.

Employment Service

RADIO JOB PLACEMENT

AIR PERSONNEL, DJs, NEWS, SPORTS, PROGRAMERS. If you are ready to move up, NATIONAL can help. NATIONAL, the nation's leading radio placement service, places radio personnel in all size markets from coast to coast. If you are seriously seeking a change, contact NATIONAL. For complete details, including registration form, enclose \$1.00 postage & handling to: NATIONAL BROADCAST TALENT COORDINATORS, Dept. B, P.O. Box 20551, Birmingham, AL 35216. 205-822-9144.

ALL READY

Ready for the position to fit your announcing, programming or management skills? Now send one audition and one resume to one source for that new opportunity. We're experienced broadcasters in telemarketing and our background and equipment gives us the big edge to reach all TV and radio stations & adv. agencies. When you're in the market for a move up, it's time to call **READY TALENT, 813-749-0726.**

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, newscasters & program directors. Small, medium & major markets, all formats. Many jobs require little or no experience. One week computer list, \$6. Special bonus: 6 consecutive weeks, only \$14.95—you save \$2!! **AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 89108.**

Public Notice

PUBLIC NOTICE

The Town of Kent, Putnam County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "request for proposals" available from the undersigned. Applications will be accepted until September 12, 1983, and all applications received will be available for public inspection during normal business hours at the Kent Town Clerk's Office, 280 Smadbeck Avenue, Lake Carmel, New York. Edith M. Schanil, Town Clerk, Town of Kent, 280 Smadbeck Avenue, Carmel, NY 10512. 914-225-2067.

CABLE Help Wanted Management

Supervisor, Technical Operations

With our recently developed 24 hour all news cable service, Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, has become a recognized leader in the programming of Cable TV.

Position responsibilities will include technical staff development and training, directly supervising technical crews; employee salary administration, and career planning/counseling.

To qualify, applicants must possess a minimum of 5 years' managerial experience with a network or major market broadcasting operation.

Group W Satellite Communications provides an excellent work environment that recognizes and rewards contribution. We offer a competitive salary, generous fringe benefits and an ideal waterfront location near New York City. For prompt consideration, please forward your resume with salary history to:

R. Dobey, Department S/O
41 Harbor Plaza Drive
P.O. Box 10210
Stamford, CT 06904



Satellite Communications

GWSC is an equal opportunity employer m/f.

ALLIED FIELDS Help Wanted Sales

BROADCAST EQUIPMENT SALES REPRESENTATIVE

Major supplier of broadcast equipment requires additional sales representatives for the Chicago area. Candidates must have experience in broadcast equipment sales. Willing to travel. We are seeking self-starters, Comprehensive benefits package. Compensation commensurate with experience. Please reply in confidence to

BOX Z-50.

Miscellaneous

WANT TO OWN A STATION?

Full-day, individual seminar for broadcast investors, given to you & your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, 551 Fifth Ave., Suite 800, NYC 10176. 212-861-2820.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY · DRAMA · COMEDIES · MYSTERIES · SCIENCE FICTION
included in each series



Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Consultants

FM FREQUENCY SEARCH - \$200

Also reasonable rates on new FM applications
FM Translators a specialty.

BROADCAST PLANNING SERVICES

Box 42, Greenwood, ARK 72936
501-996-2254

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.
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Cleveland, OH 44141
216-526-6017

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms
International

300 North Zeeb Road,
Dept. PR., Ann Arbor,
MI 48106

Wanted To Buy Stations Continued

TV CP'S

or financially troubled UHF's or
VHF's. Principals or brokers.
Reply to Box Y-123.

ATTENTION: DAYTIMERS

Our firm is looking to purchase an AM
daytimer in a Wisconsin market of 25,000
population and up. If your station is for sale or
you are interested in selling, write: Jeff Smith,
c/o JKS Communications, 543 South
Tomahawk Avenue, Tomahawk, WI 54487.

For Sale Stations Continued

EASTERN MONTANA

Absentee-owned AM station covering a num-
ber of Montana and Dakota communities has
thrived with excellent staff and very limited
competition. FM license just approved. Ex-
cellent terms offered. \$1,100,000. Agent: Bob
Hale, Oakland & Co., 406-248-3641.

FULL TIME AM CLASS A FM

Unique Sunbelt location makes more power
unnecessary. Arbitron leader in medium
Southern market. Price: \$1,750,000, is approx-
imately 2X gross and less than 8X cash flow.
Excellent assumable financing available.
Write Box Y-115.

For Sale Stations

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!



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& ASSOCIATES
MEDIA BROKERS/APPRISERS

5050 Poplar Ave. • Suite 816 Memphis, TN 38157



**Wilkins
and Associates**
Media Brokers

MD	AM	\$400,000	25%
GA	AM	\$25,000 downpayment	
NC	AM	\$25,000 downpayment	
SC	AM	\$30,000 downpayment	
MN	AM/FM	\$25,000 downpayment	
VA	AM	\$25,000 downpayment	
PA	AM	\$25,000 downpayment	
KY	FM	\$50,000 downpayment	
TN	FM	\$35,000 downpayment	
AZ	AM	\$75,000 downpayment	
MS	AM	\$50,000 downpayment	
IA	AM	\$50,000 downpayment	
TN	AM/FM	\$425,000	25%

P. O. Box 1714
Spartanburg, SC 29304 803/585-4638

FOR SALE

Network TV affiliate.
Owners need cash for
other interests. Terms
available. Excellent oppor-
tunity. A quick reply will
reap rewards. Write Box
Z-38.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

HELLO, JOE!

"We're happy to have Joe Rayball join us to
give better coverage to buyers & sellers in
southern New England. There's no need to go
into extensive details on Joe—you must have
run across him in Massachusetts or in Wash-
ington, DC sometime in the last 30 years. Joe's
office phone number is 617-222-0172. We
welcome him aboard!" George Wildey & Bob
Kimel

8 DRISCOLL DR.
ST ALBANS, VT 05478
802-524-5963

or George Wildey, 207-947-6083.

PLAINS AM-FM

Established successful professional
small market operation. 5 kw AM and
100 kw FM with fine equipment, choice
real estate, good Arbitron. Asking 2.5
times billing of \$480,000. Cash. Write
Box Y-144.

For Fast Action Use
BROADCASTING's
Classified Advertising



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

STATION				CONTACT	
FL Metro	UHF-TV	\$4,100K	Terms	Bill Cate	(904) 893-6471
SW Metro	FM	1,500K	\$300K	Bill Whitley	(214) 680-2807
MW Medium	Cl.IV	995K	Terms	Peter Stromquist	(312) 580-5778
M.Att. Small	AM/FM	575K	29%	Mitt Younts	(804) 355-8702
NE Small	AM	575K	Terms	Jim Mackin	(207) 623-1874
Plns. Small	FM	450K	Terms	Bill Lochman	(816) 254-6899
FL Small	Cl.IV	345K	\$40K	Randy Jeffery	(813) 294-1843
R.Mt. Small	Cl.IV/FM	325K	\$75K	Greg Merrill	(801) 753-8090
SE Small	AM	300K	1/3	Ernie Pearce	(615) 373-8315
M.Att. Small	Cl.IV	225K	55K	Mitt Younts	(804) 355-8702
SE Small	AM	200	Cash	Bob Thorburn	(404) 458-9226
W Small	Fulltime	150K	40K	Ray Stanfield	(213) 366-2554

To receive offerings within your area of interest, or to sell, contact John D. Emery, President, Chapman Associates Inc., 1835 Savoy Dr. Atlanta, GA 30341. (404) 458-9226.

HAPPY HOLIDAY WISHES

From
Bill Walker & John Hurlbut. "The Independent Brokers."

WALKER MEDIA & MANAGEMENT INC.

703-521-4777 813-778-3617

AM-FM COMBO-WEST VA.
Facility in top condition. \$950,000. cash-terms possible.

CLASS B FM-VIRGIN ISLANDS
Showplace. Unique property. \$1,000,000—real estate included.

Call Barry Bosiger: 804-239-6911

NATIONAL MEDIA BROKERS
A division of McCarthy-Read Inc., Realtors

BILL - DAVID ASSOCIATES BROKERS - CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

JAMAR·RICE CO. Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

FULLTIME AM
Sunbelt medium market. All news format with tremendous potential, \$600,000. \$100,000 down and excellent terms to qualified buyer. Bill Kitchen, 404-324-1271.

BROKERAGE

*Over twenty years of service to Broadcasting
Appraisals • Brokerage • Analysis
Westgate Mall, Bethlehem, PA 18017
215-865-3775*

THE HOLT CORPORATION

EASTERN PA DAYTIMER
Medium market. \$300,000, with \$110,000 down. 12% interest, long payoff. Real estate available. Owner retiring. Write Box Y-145.

NORTH CAROLINA

Class A FM in beautiful small market coastal area. Automated, excellent equipment. Great opportunity for owner-operator. \$275,000. includes real estate. Write Box Z-33.

MEDIUM MARKET FM/AM COMBO

Class B FM and 5 kw regional AM in top 50 market. Asking price approximately two and one half the annual revenues. Property at both transmitter sites is owned. No unions and stations operate from a common studio and office. At the asking price of \$3,950,000, these stations are priced at the value of the licenses. Write Box Z-49.

H.B. La Rue, Media Broker


RADIO · TV · CATV · APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

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BROADCASTING's
Classified Advertising**

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Institution _____
Street _____
City _____
State _____ Zip _____



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Marma Corporation has acquired the assets of Radio Station WVAP-AM Burnettsville, South Carolina, from the Midland Valley Investment Corporation for \$157,500. We are pleased to have acted as brokers in this transaction.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-842-5251
809 Corey Creek - El Paso, Texas 79912 915-581-1038

RADIO STATIONS

in

- California
- Texas
- Colorado

Major market FM; large market AM-FM; small market FM; small market AM.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

INACTIVE INVESTOR PARTNER

needed. Very profitable small market Midwest AM. Same management and ownership for years. Excellent long term investment. Buying out partners. Minimum cash, \$50K. Write Box Z-52.

RALPH E. MEADOR

Media Broker
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

NW TEXAS

Profitable daytimer in town of 4,500. 2 larger markets in primary. Well-accepted. 50.2% rating. \$160,000, with excellent terms. Absentee owner must sell due to other interest. Write Box Z-23.

Dan Hayslett

& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

For Fast Action Use
BROADCASTING'S
Classified Advertising

BROADCASTING'S Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., NW, Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy — all copy must be clearly typed or printed. Any and all errors must be reported to the classified department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box num-

ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85c per word, \$15 weekly minimum. Situations Wanted (personal ads): 50c per word, \$7.50 weekly minimum. All other classifications: 95c per word, \$15 weekly minimum. Blind box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word Count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number including area code or zip code counts as one word each.



Fates & Fortunes

Media



Wean

Carolyn Wean, station manager, Group W's KDKA-TV Pittsburgh, named VP and general manager, succeeding Thomas Goodgame, who joined co-owned station WBZ-TV Boston ("Fates & Fortunes," June 20).

Al Seethaler, VP and station manager for KUTV(TV) Salt Lake City, named VP and general manager.

John DeRoche, general sales manager, Meredith Broadcasting's KCTV(TV) Kansas City, Mo., joins Meredith's WTVH(TV) Syracuse, N.Y., as general manager.

Len Bilotti, general sales manager and air personality, WAQX(FM) Manlius, N.Y., joins WEZG(AM)-WSCY-FM North Syracuse, N.Y., as general manager.

David Scribner, general manager, KIDN(AM) Pueblo, Colo., joins KORK-AM-FM Las Vegas in same capacity.

George Sandoval, program director, (BNO)AM Denver, joins KDVR(TV) there as VP and station manager. **Gury Vautin**, from (MPH)TV Visalia, Calif., joins KDVR as program and operations manager.

Edward Branca, sales manager, KTXL(TV) Sacramento, Calif., joins KPDX(TV) Vancouver, Wash., as station manager.

Bill Thrash, program manager, KTVY(TV) Oklahoma City, named director of operations.

Robert Baum, VP, operations, Cablentertainment, Zanesville, Ohio, named senior VP of New York-based MSO.

Roger Fairfax, deputy executive director, Pittsburgh Urban League, joins Sheridan Broadcasting Corp. there as VP.

Joseph Gomez, manager, news budgets and administration, NBC Enterprises, New York, named manager, production and financial control.

Ellen Strahs Fader, VP and secretary, Republic Broadcasting Corp., subsidiary of Price Communications, New York-based station group, named secretary of Price.

Paul Marlon, general manager, noncommercial WTVI(TV) Charlotte, N.C., retires.

Harold Parsons, assistant general manager of production, noncommercial WHY-FM Philadelphia-WHYY-TV Wilmington, Del., named manager of operations.

John Cole, internal auditor, Cowles Media, Minneapolis, named assistant treasurer.

Marketing



Young

Jack Young, president, foods and frozen foods division, Quaker Oats Co., Chicago, joins Foote, Cone & Belding/East, New York, as president.

Peter Cornish, senior VP, associate creative director, Young & Rubicam, New York, joins Ketchum Advertising there as executive VP, creative director.

David Bandler, copy supervisor, Ketchum Advertising, Pittsburgh, named creative director, Ketchum Far East, Hong Kong.

Helene Balzarini, producer, Cunningham & Walsh, New York, elected VP.

Norman Berger, account supervisor, Kenrick Advertising, St. Louis, elected VP.

Richard Macedo, senior VP and general manager, J. Walter Thompson, Los Angeles, joins Campbell-Ewald, Warren, Mich., as group senior VP.

Shirley Young, executive VP, marketing planning and strategic development, Grey Advertising, New York, named president of newly created Grey Strategic Marketing subsidiary there.

Lawrence James, account supervisor, Venet Advertising, New York, joins W.B. Doner, Baltimore, in same capacity. **Sandra Burke**, from Procter & Gamble, Detroit, joins W.B. Doner there as account executive.

Appointments, Foote, Cone & Belding, New York: **Doug Spak**, media supervisor, Wells Rich Greene, New York, to same capacity; **Robyn Borok**, media planner, Wells Rich Greene, New York, to same capacity, and **Tim O'Connor** and **Ray Trosan**, assistant media planners, to planners.

Appointments, D'Arcy-MacManus & Masius, St. Louis: **James Lawenda**, account executive, ABC-TV, New York, to VP, broadcast services, sports and programing department; **Ernest Eversz**, from Media Bureau International, Chicago, to media buyer, and **Richard Zempel**, associate creative director-producer, Hanley Partnership, St. Louis, to senior writer.

Michael McKenna, copywriter, Quinn & Johnson, Boston, named associate creative director. **Charles Bryson**, assistant account manager, Humphrey Browning MacDougall, Boston, joins Quinn & Johnson there as account executive.

Diane Hall, associate research director, and **Jim Hall**, account supervisor, Tatham, Laird & Kudner, Chicago, elected partners.

Robert Nugent, creative consultant, Creative Firepower, New York advertising agency, named VP, director of special projects.

June Schifsky, from BBDO, Minneapolis, joins Bozell & Jacobs there as associate media director.

Thom Carroll, manager, ABC/green sales team, Blair Television, New York, named VP.

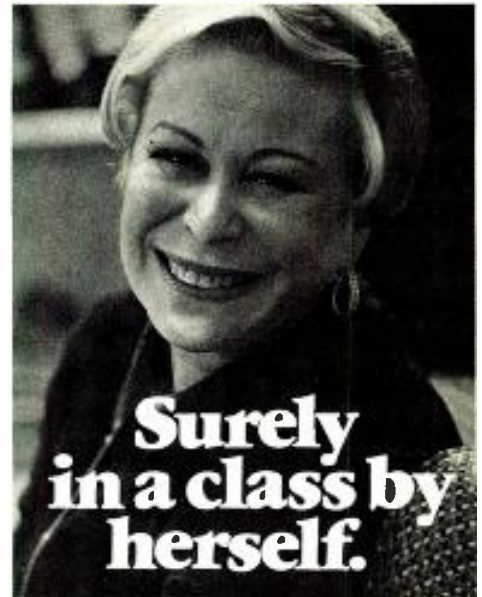
Amy Caplan, account executive, CBS-FM National Sales, New York, joins CBS's RadioRadio there as director of sales.

Mark Stephens, from Blair Radio, Los Angeles, joins Eastman CableRep there as Western sales manager.

Patrick Twyn, from Storer Broadcasting, New York, joins Petry Television there as director of sports.

Marie Cerny, radio and television director, Media/Marketing Service Center, Western Springs, Ill., named VP.

John Lunghi, from Peters Griffin Woodward, New York, joins Katz Independent Television there as account executive, swords team. **Norman Brame**, from WTVD(TV) Raleigh-Durham, N.C., joins Katz Television, Charlotte,



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N.C., as account executive.

Bresci Leonard, account executive, Storer Television Sales, Los Angeles, joins Harrington, Righter & Parsons there in same capacity.

Liz Ferraro, radio buyer, Wells, Rich, Greene, New York, joins Pro Radio there as account executive.

Jeffrey Goetz, media supervisor, D'Arcy-MacManus & Masius, St. Louis, named account executive.

Bob Shive, local sales manager, WTHR-TV Indianapolis, named general sales manager.

James McCann, national division sales manager, Group W Productions, New York, joins WXNE-TV Boston as general sales manager.

Larry Deutsch, VP, local sales manager, KBTW(TV) Denver, named VP, general sales manager. **Rod Bacon**, national sales manager, KBTW, named VP, sales manager.

Stephen Dant, VP and general sales manager, WTOV-TV Steubenville, Ohio, joins KTUL-TV Tulsa, Okla., as general sales manager.

Kent Lillie, general sales manager, KOA-TV Denver, joins KDVR(TV) there in same capacity. **John Figgie**, account executive, KWGN-TV Denver, joins KDVR as local sales manager.

Patrick North, national sales manager, Meredith Broadcasting's KCTV(TV) Kansas City, Mo., named general sales manager, succeeding John DeRoche, who joins co-owned WTVH(TV) Syracuse, N.Y. (see "Media" above). **Ed Bradley**, account executive, KCTV, succeeds North.

Paul Wise, national sales manager, KTVY(TV) Oklahoma City, assumes additional duties as general sales manager.

Ray Mineo, from KKBB(AM) Denver, joins Pikes Peak Broadcasting as Denver sales team leader. **Nancy Jackman**, from KEZW(AM) Denver, joins Pikes Peak as account executive there.

Chet Wilke, account executive, KXYZ(AM) Houston, joins KEYH(AM) there as general sales manager. **Bea Thompson**, marketing consultant, KEYH, named local sales manager.

Spencer Williams, from KDOC-TV Anaheim, Calif., joins KCRA-TV Sacramento, Calif., as account executive.

Tamela Noel, from WBEE(AM) Harvey, Ill., and **Kevin Simkowski**, from WIVS(AM)-WXRD(FM) Crystal Lake, Ill., join WIND(AM) Chicago as account executives.

Carlos Ramos, from KSTS(TV) San Jose, Calif., joins KBHK-TV San Francisco as account executive.

Pam Kozubal, from Gerity Cablevision, Essexville, Mich., joins WJRT-TV Flint, Mich., as account executive.

Brian Douglas, traffic assistant, WJAR-TV Providence, R.I., joins WXNE-TV Boston in same capacity.

Programing

Kerry McCluggage, senior VP, dramatic development, Universal Television, Los Angeles, named senior VP, creative affairs. **Char-**

maine Balian, VP, development, Viacom Productions, Los Angeles, succeeds McCluggage.

Paul Lazarus, executive producer, Marble Arch Productions, Los Angeles, joins Home Box Office there as VP, production, Home



Lazarus



Gumpert

Box Office Film Licensing Inc. **Jon Gumpert**, senior VP, business affairs, MGM/UA Entertainment, New York, joins Home Box Office Film Licensing there as VP, operations.

John Tyler, chief operating officer, Satellite Music Network, Dallas, elected chairman of board, president and chief executive officer.

Kenneth Schanzer, VP, talent and program negotiations, NBC Sports, New York, named executive VP, NBC Sports. **Bertram Zeldin**, VP, sports sales, NBC-TV, New York, named VP, negotiations, NBC Sports there.

Robert Blattner, VP and general manager, RCA/Columbia Pictures Home Video, Los Angeles, named president.

William H. Delany, general manager, Tampa MDS Systems, Tampa, Fla., joins Telefirst Entertainment Recording Service, division of ABC Video Enterprises, as director of distribution.

Appointments, MGM/UA Home Video: **Bill Gallagher**, VP, sales and marketing, U.S. and Canada, New York, to VP, worldwide marketing; **Saul Melnick**, national sales manager, U.S. and Canada, succeeds Gallagher, and **Colin Bayliss**, managing director, United Kingdom, London, to European area manager there.

A. Scott Hulst, from Warner Amex Satellite Entertainment, New York, joins Financial News Network there as VP, sales.

Jay Garfinkel, director of program development and production, NBC, New York, joins Marvel Productions there as VP, marketing and development.

Michael Conway, national sports specialist, Petry, New York, named president, Petry Sports Productions there.

Dayna Lalins, senior VP, business affairs, 20th Century-Fox Television, Los Angeles, named VP, series development, 20th Century-Fox Television there. **Dahn Cahn**, post-production supervisor, *The Fall Guy*, 20th Century-Fox Television, named VP, post-production.

Helen Ann Britton, executive director, marketing and programing, new market development, Group W Cable, New York, joins Telefirst Entertainment Recording Service, division of ABC Video Enterprises, New York, as director, program acquisitions.

Warren Littlefield, VP, comedy development,

NBC Entertainment, Los Angeles, named VP, comedy programs.

Hal Cooper and **Rod Parker**, executive producers, *Love, Sidney*, Warner Brothers Television, Los Angeles, named to same position for *Gimme a Break*, Alan Landsburg Productions, Los Angeles. **Artie Julian**, producer, *Love, Sidney*, named producer, *Gimme a Break*.

Thomas Seehof, member of sales staff, Samuel Goldwyn Co., Los Angeles, named to newly created position of director of television acquisitions.

Gary Conner, VP, Satori Productions, New York, named senior VP. **Jeffrey Sass**, production manager and director of acquisitions, Satori, named VP, acquisition and production.

Katherine Preminger, counsel, legal and business affairs, Warner Amex Satellite Entertainment, New York, named director, legal and business affairs.

Paul Mason, supervising producer, *CHiPs*, MGM-TV, Los Angeles, joins Glen A. Larson Productions there as co-executive producer, *Manimal* and *The Fall Guy*.

Peter Gimber, from Group W's WBZ-TV Boston, joins Group W Productions there as Eastern division manager.

Andy Klein, manager of research, Rainbow Programing Services, Woodbury, N.Y., named director of research services. **Sylvia Warren**, product manager, Colgate-Palmolive, London, joins Rainbow as product manager for Playboy Channel.

Frank Bronson, director of marketing research, Universal Studios, Los Angeles, joins Disney Channel there in same capacity.

William Pasha, group operations manager, Tanist Broadcasting Corp., Boston, joins Toby Arnold & Associates, Dallas-based broadcast production and syndication firm, as assistant national program director.

Stephen Morley-Mower, manager, sales services, Embassy Telecommunications, Los Angeles, named director of unit. **Deborah Willard**, contracts administrator, Embassy Telecommunications, named director, contracts.

John Reagan, director of business affairs, and **Fred Kuperberg**, associate counsel, Paramount Television and Video Distribution, Los Angeles, named directors of legal and business affairs. Reagan is made-for-pay-cable and home video and Kuperberg is first-run syndication.

Chris Barch, operations manager, WIFR-TV Rockford, Ill., joins DCA Productions, production subsidiary of WDCA-TV Washington, as manager, succeeding Stephanie Campbell ("Fates & Fortunes," June 27).

Brian Nobles, from Dallas Ballet, Dallas, joins Airies Productions, Grand Prairie, Tex., as director.

Bill Dale, from educational development center, Newton, Mass., joins Eastern Educational Television Network, Boston, as director of special projects, interregional program division.

Kent Jones, air personality, WTVN(AM) Columbus, Ohio, named assistant program director.

Michael Ritka, acting manager and program director, noncommercial WAMU(FM) Washington, joins noncommercial KERA-FM Dallas as program director.

Thomas Richards, writer-producer, WOTV(TV) Grand Rapids, Mich., named production manager.

Steve Shapiro, from WWTB(TV) Richmond, Va., joins WLWT(TV) Cincinnati as sports anchor.

Scott Wahle, sports director, WVIT(TV) Hartford, Conn., joins WXYZ-TV Detroit as weekend sportscaster.

Nancy Glass, anchor-reporter, WNEW-TV New York, joins KYW-TV Philadelphia as co-host, *Evening Magazine*.

Eddie Hubbard, from WJJD(AM) Chicago, joins WAIT(AM) there as air personality.

News and Public Affairs



Vecchione

Al Vecchione, executive producer, *MacNeil/Lehrer Report*, New York and Washington, named president, MacNeil-Lehrer-Gannett Productions.

Appointments, *ABC News Nightline*, Washington: **Glenwood Branche**, bureau producer, ABC News, Washington, to pro-

ducer; **Aviva Golan**, associate producer, to field producer; **Terry Irving**, producer, **Susan Mercandetti** and **Frank Radice**, program producers, defunct *The Last Word*, Washington, to field producers, and **Neal Shapiro**, North-east editor, ABC News, New York, to newly created position of coordinating producer.

Bill Lord, executive producer, *Extra*, television news magazine, KUTV(TV) Salt Lake City, named managing editor, KUTV news. **Brad Remington**, city editor, *Ogden Standard-Examiner*, Ogden, Utah, joins KUTV as news editor.

Barbara Allen, anchor, WTAJ-TV Altoona, Pa., named news director.

Chris Forhan, from KRTV(TV) Great Falls, Mont., joins KFBB-TV there as news and public affairs director.

Jack Hawkins, from KITV(TV) Honolulu, joins KSHO(TV) there as news director and anchor.

Rick Little, acting news director, KGW-TV Portland, Ore., joins WBBM-TV Chicago as assistant news director.

Mike Hevel, writer-producer, WCPO-TV Cincinnati, joins WLWT(TV) there as producer, *Over Story*, daily news feature.

Don Powers, independent media critic, *Entertainment Tonight*, Paramount Productions, Los Angeles, joins *CBS News Sunday Morning* as media critic.

V. Richard Nelson, assistant professor, school of journalism, University of Missouri, Columbia, Mo., joins Television Broadcast Ltd., Hong Kong, as news production consultant.

Appointments, KVOS-TV Bellingham, Wash.: **Christine Lombard**, producer, KATU(TV) Port-

land, Ore., to producer, *10:30 Report*; **Muriel Siki**, anchor, KIVI(TV) Nampa, Idaho, to co-anchor, *10:30 Report*, and **John Field**, meteorologist, KTVL(TV) Medford, Ore., to same capacity.

Sandra Jackson, from KLTV(TV) Tyler, Tex., joins KHOU-TV Houston as weekend producer-reporter.

Richard Hull, anchor, Cable News Network, Atlanta, joins WLWT(TV) Cincinnati as anchor, succeeding Rick Taylor (see "Marketing" above).

Ken Ellis, from KGO-AM-FM San Francisco, joins noncommercial KQED-FM there as current affairs director.

Dave Stanley, morning and noon anchor-reporter, KYW-TV Philadelphia, named weekend anchor and producer. **Jerry Penacoli**, reporter, KYW-TV, succeeds Stanley.

Melodie Wilson, reporter, WTMJ-TV Milwaukee, named co-anchor, *News Four Tonight*.

Rick Notter, member of news staff, WFIE-TV Evansville, Ind., named weekend news anchor.

Sharon Stevens, from noncommercial WGBH-TV Boston, joins KTVI(TV) St. Louis as reporter.

Mary Maguire, producer-anchor, WPTZ(TV) Plattsburgh, N.Y., joins WHTM-TV Harrisburg, Pa., as reporter.

Technology

Edward Anderson, director of operations, Satellite News Channel/Group W Satellite

Communications, Stamford, Conn., joins United Satellite Communications, New York, as director of operations. **Herbert Estrin**, VP, financial planning and administration, Warner Home Video, New York, joins United Satellite there as director of operations-administration.

Joel Alper, VP, communications services, world systems division, Comsat, Washington, named executive VP of division.

Richard Sirinsky, marketing manager and director of sales development, audio video systems division, Ampex, Redwood City, Calif., joins A.F. Associates, Northvale, N.J., broadcast equipment manufacturer, as VP and general manager.

Alan Rosenfeld, from Showtime, New York, joins Tape-Film Industries there as manager of customer services.

Appointments in restructuring of communications division, Tektronix, Beaverton, Ore.:


Tom Jordan, regional sales manager, New York region, to national sales manager, television products business unit; **Dale Jones**, manager, Dallas, to national sales manager, frequency domain instrumentation business unit there, and **Mike Griffin**, data communications analyzer, Boston, to national sales manager, communications network analyzers business unit.


George Currie, VP, sales, Audiotechniques, Stamford, Conn., joins Sony Professional Audio Products, Park Ridge, N.J., as Eastern regional manager. **Graeme Goodall**, general manager, MCI, Nashville, joins Sony Professional Audio Products there as Southern regional manager.

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Richard Kearney, from Reeves Teletape, New York, joins CCR Video Corp. there as head of sales.

Greg Pine, marketing manager, Howe Audio, Boulder, Colo., joins Sony Broadcast Products, San Jose, Calif., as sales engineer, responsible for northern California and northern Nevada regions.

Charles S. Arledge, group VP, and **Marc Stern**, VP, Signal Companies, La Jolla, Calif., named senior VP's.

E. Baker Jenner, product development manager, Keycom Electronic Publishing, Schaumburg, Ill., named assistant VP and director of product development.

Richard Smith, director of tax research and planning, St. Joe Minerals Corp., New York, joins General Instrument Corp. there as assistant treasurer and director of taxes.

Edward Bolger, director, broadcast sales, ADDA Corp., Los Gatos, Calif., joins CMX/Orox, Santa Clara, Calif., broadcast equipment manufacturer, as product manager.

Daniel French, senior audit manager, Price Waterhouse, Washington, joins Southern Pacific Satellite Co., McLean, Va., as controller.

Dan Sullivan, director, technical operations, University of California, San Diego Television Production Center, joins KMXT(TV) Los Angeles as manager, ENG operations.

C.W. Willie Scullion, national sales manager, audio-video systems division, Ampex Corp., Redwood City, Calif., named director of marketing. **Tom Nielson**, Western regional manager, audio-video systems division, Glendale, Calif., succeeds Scullion, relocating to Redwood City.

James Rushing, regional sales manager, M/A Comm, Dallas, joins Hughes Microwave Communications there in same capacity.

Mike Richards, manager, marketing technical services, Owens Corning Fiberglas, Toledo, Ohio, joins Siecor Optical Cable, Hickory, N.C., as sales engineer.

David Howell, from Ampere Electronic, Slatersville, R.I., joins Sony Broadcast Products, Park Ridge, N.J., as sales engineer.

Karen Levine, from J. Walter Thompson, San Francisco, joins WXNE-TV Boston as production-engineering secretary.

Promotion and PR

Robert Oswaks, director, advertising, Embassy Television, Los Angeles, named director of advertising, Embassy Communications.

Ronald Vickers, director of client services, Needham, Harper & Steers/Issues & Images, Washington, elected senior VP.

Curtis Swenson, executive VP, Adams & Rinehart, New York, joins Dorn Public Relations, Minneapolis, as president.

Appointed account executives, Hill & Knowlton, Chicago: **Jonathan Dedmon**, reporter, States News Service, Washington; **Constance Singer**, staff director, gubernatorial campaign, Adlai Stevenson, and **Judith**

Mennen Williams, from Organization for Economic Cooperation and Development, Paris.

Myrna Goodman, editor, *Wantagh-Seafood Citizen*, Long Island, N.Y., joins Rainbow Programing Services, Woodbury, N.Y., as public relations and promotion writer.

Steve Thaxton, corporate promotion director, KMSP-TV Minneapolis-St. Paul, joins WTCN-TV there as promotion manager.

John Schlick, promotion director, Kansas State Network, Wichita, Kan., joins WDV(R)TV Denver in same capacity.

Eric Block, promotion manager, WTCN-TV Minneapolis-St. Paul, joins WFLD-TV Chicago as director of creative services.

Kathy McAllister, creative services writer, KTHI-TV Fargo, N.D., named public relations director.

Pat Burch, from KRDO-TV Colorado Springs, joins KKT(TV) there as promotion manager.

Donna Friedman, promotion assistant, WDCA-TV Washington, named promotion writer-producer there.

Allied Fields

William Kennard, associate, law firm of Verner, Liipfert, Bernhard, & McPherson, Washington, joins National Association of Broadcasters there as assistant general counsel and First Amendment attorney.

Walter Flynn, VP and general manager, ABC Television Spot Sales, New York, elected chairman, national sales advisory committee, Television Bureau of Advertising, New York. **David Allen**, president, Petry Television, New York, elected vice chairman.

James Riley, senior VP and general counsel, Braniff International, Washington, joins Electronic Industries Association there as general counsel and secretary.

David Nace and **Pamela Gist**, communications attorneys, Nace & Duffy, Washington, join law firm of Dempsey & Koplovitz there in same capacity, with emphasis on cellular radio, telephone and cable television.

George Herman, correspondent, CBS News, Washington, elected to Washington hall of fame, Society of Professional Journalists/Sigma Delta Chi.

Jack Clifford, chairman, Colony Communications, elected chairman of board, Cabletelevision Advertising Bureau, New York, succeeding **William Ryan**, president, Palmer Communications, who becomes ex officio board member. Elected directors: **Robert Alter**, CAB; **Edward Bennett**, Viacom Communications; **William Burton**, Eastman Cable-Rep; **John Charlton**, Tele-Communications; **James Cownie**, Telecommunications Group; **Arthur Dwyer**, Cox Cable; **J. William Grimes**, Entertainment and Sports Programing Network; **James Heavnor**, Village Cable; **Larry Howe**, American Television & Communications; **Bruce Johnson**, Cable Health Network; **Robert Johnson**, Black Entertainment Television; **Kay Koplovitz**, USA Cable Network; **Larry Miles**, Times Mirror Cable Television; **Timothy Robertson**, CBN Cable Network; **Paul Schonewolf**, General Electric

Cablevision; **Burton Staniar**, Group W Cable; **Edward Taylor**, Satellite Programing Network; **Charles Townsend**, United Cable; **Susan Wallace**, Metrovision; **Douglas Wenger**, Storer Cable Communications; **Lloyd Werner**, Group W Satellite Communications, **Thomas Willett**, VP, marketing, Continental Cablevision; **Beryl Wolk**, TVSM/Goodway Marketing; **Robert Wussler**, Turner Broadcasting System, and **Jack Yearwood**, Bay Area Cable Interconnect.

Elections, Tucson (Ariz.) Broadcasters Association: **Michael Cutchall**, KNST(AM) KRQQ(FM), president; **Dick Paye**, KAIR(AM) KJOY(FM), vice president, and **Bill Slater**, noncommercial KUAT-AM-FM, secretary-treasurer.

Peter Cross, member of marketing staff, Nielsen Station Index, Menlo Park, Calif., named account executive.

Elected officers, Iowa Broadcasters Association, Clear Lake, Iowa: **Jack Gilbert**, KCAU-TV Sioux City, president; **Larry Edwards**, WMT-AM-FM Cedar Rapids, vice president, and **George Carpenter**, WHO-AM-TV Des Moines, treasurer.

Elected officers, Pacific Mountain Network, Denver: **Boyd Rooney**, noncommercial KUAT-TV Tucson, Ariz., chairman; **Burnie Clark**, noncommercial KCTS-TV Seattle, vice chairman, and **Elmo Sackett**, noncommercial KAKM(TV) Anchorage, secretary-treasurer.

Neil Wasserstein, director of research and sales development, WXYZ-TV Detroit, joins McHugh & Hoffman, communications consultant, Fairfax, Va., as account executive.

Terry Dugas, assistant program manager, WPEC(TV) West Palm Beach, Fla., joins Seton Hall University, South Orange, N.J., as instructor of communication.

Deaths

Harry M. Engel, 67, president, Valley Isle Broadcasting, licensee of KHEI(AM) Kihei-KVIB(FM) Makawao, both Hawaii, died of heart attack June 25 at Veterans Administration hospital, Honolulu. He is survived by his wife, Kristan, two sons and daughter.

John K. Clarke, 69, former president and chairman of Art Moore & Associates (now Art Moore Inc.), Seattle-based broadcast representative, died June 14 of complications following cancer surgery in Seattle hospital. He is survived by his wife, June, son and daughter.

June Jackson, 79, former timebuyer, Russel M. Seeds Advertising, Chicago, died of heart attack June 25 at River Forrest nursing home Three Rivers, Mich. She is survived by her husband, Hub Jackson, media broker, Blackburn & Co., and two daughters.

J. Daniel Rudy, 35, graduate student and teaching assistant, George Mason University, Fairfax, Va., and editorial assistant, staff writer, assistant to managing editor and assistant managing editor, BROADCASTING Magazine, from 1969 until he left in 1980 to write fiction and return to school, died June 24 of injuries sustained in automobile accident near his home in Reston, Va. He is survived by his wife, Christine; daughter, Rachel, and son Matthew, who was injured in accident.

The non-retiring ways of a nonagenarian newswoman

On June 26, Dorothy Snell Fuldheim, news analyst for WEWS(TV) Cleveland, celebrated her 90th birthday. She was back in the office the next morning, however, taping the interviews that would appear on the station's weekday noon news program and the commentaries destined for its weekday evening and 11 p.m. newscasts, doing pretty much the same thing she has been doing for the station for the past 36 years.

At 90, she is, as far as can be determined here, the oldest commentator appearing regularly on television. The station claims she also has appeared regularly on television for longer than anyone else. In a career that has literally taken her around the world on assignment, she has collected a wall full of honors including awards from United Press International and the Overseas Press Club. She has been named Ohio's Woman of the Decade.

Unlike many relative newcomers to the TV business, Fuldheim could have had no inkling that TV would exist when she first started thinking about what to do with her life. After receiving a teacher's degree from the Milwaukee Normal College in 1912, she it first tried her hand at teaching, but abandoned the formal classroom for a career in professional acting, landing parts on the stage in Milwaukee and Chicago.

One of her first big breaks came when she was appearing in a play in Chicago in 1918. Lane Addams, the pioneering social worker, saw a Fuldheim performance and invited the actress to share the lecture platform on an Addams program aimed at promoting social justice and world peace. Fuldheim accepted and eventually became one of the busier lecturers around, following the circuit in the United States and Europe.

She never lacked the nerve to ask leading questions. In 1932, when she was in Munich, Germany, she asked Adolf Hitler why Germany lost World War I. His answer was unrecorded but lengthy. By the early 1930's, her lectures had become sufficiently well known to get her branded in the press as the "militant Cleveland lecturer." Newspaper accounts of the day said she was an advocate of birth control and an opponent of public railroads and utilities.

In 1947, Fuldheim got her first taste of broadcasting through the ABC Radio Network. Her radio commentary show, which followed Metropolitan Opera presentations on Saturdays, was sponsored by the Brotherhood of Railroad Workers.

About the same time, according to Fuldheim, WEWS, the first TV station in Ohio, according to the station, was getting set to go on the air. Its management, aware of Fuldheim's reputation, offered her a job. She has been with the station since it went on the air on Dec. 17, 1947.



Dorothy Snell Fuldheim—news analyst, WEWS(TV) Cleveland, Ohio; b. June 26, 1893, Passaic, N.J.; teaching degree, Milwaukee Normal College, 1912; teacher, actress, 1912-1918; freelance lecturer, 1919-1947; news commentator, ABC Radio Network, 1947-1949; news analyst and interviewer, WEWS, since 1947; host of *Inside Cleveland Today*, 1948-1949; *Views on the News*, 15-minute news analysis, 1949-1951; *Highlights of the News*, news analysis, 1951-1966; co-hosted *One O'Clock Club*, 90-minute daytime program, 1957-1964; has provided interviews for noon news since 1958, and has been providing commentary for evening and 11 p.m. newscasts since 1957. Author of three books: "Where Were the Arabs"; "I Laughed, I Cried, I Loved, a Thousand Friends," and "Three and One-Half Husbands"; married Milton Fuldheim, 1918 (he died in 1952); married William Ulmer in 1953 (he died in 1969); her only daughter, Dorothy Fuldheim Jr., died in 1980 at age 60.

Fuldheim, who at the outset disbelieved that television would amount to much, for a while worked for the TV station as a sideline, but gradually cut back on other endeavors, as her first impressions about TV's future proved wrong.

What has kept her a dominant figure in Cleveland so many years? "I think it's because I'm honest," she said. "I've never catered to the popular notion. When I analyze the news, I analyze it the way I see it. It may not always be logical; it may not always be correct, but this is the way I see it."

Edward D. Cervenak, WEWS general manager, who also has been at the station since it first went on the air, is less restrained about her talents. "She's an outstanding interviewer, one who has good knowledge of the news," he said. "She's just a definite, strong personality."

While at times Fuldheim will wax poetic, she also has demonstrated that she's no pushover. Her friends, for example, note that she's not afraid to take charge of an inter-

viewee. For example, she once was interviewing then-radical Jerry Rubin, who was trying to sell one of his books on WEWS's air. When he started telling Fuldheim why he thought people should smoke marijuana, she retained most of her cool. But when Rubin started talking about "eliminating pigs" and boasting about his support for the Black Panther party, he pushed her too far. She waved him off the set as if Rubin were an evil spirit in need of exorcism and shouted: "Out; the interview is over."

She has interviewed all Presidents since Franklin Delano Roosevelt and newsmakers from Albert Einstein to Zsa Zsa Gabor. Perhaps the most interesting interview, she said, was one with Albert Speer, the Nazi architect, after he was released from prison. "He gave me a picture of what happened in that bunker when Hitler got married, when he committed suicide," she said. "It's a great story," she said, one she plans to include in her next book.

Her most moving interview was with the deaf and blind Helen Keller. "She never saw any sunshine, never saw a smile, never heard the ripple of water, the sound of music, and yet this woman understood everything," she said. "It was a moment of emancipation from the senses that left me awed; I've never gotten over it."

Fuldheim said she has received offers to move on from time to time, some that would have quadrupled her salary, but she has accepted none. "I have a curious sense of loyalty," she said. "They took a gamble with me."

It hasn't always been so easy, she said. When she first started lecturing, men would groan when they saw that they were about to listen to a woman. But that changed over the years. Also, she said, when she was first at the TV station, it was tough to get important people to come on, since they were "a little cynical" about this then new thing called television. "Now when people come to Cleveland, they want to be on my show," she said.

One of her secrets of longevity, both in life and on the screen, may be keeping active. She still reports to the station every weekday at 9:30 a.m. and stays until 6:30 p.m. She still follows her work day with an occasional lecture somewhere—or even an appearance on the talk show circuit (she has appeared on the *Larry King Show*, *Good Morning America* and *Tonight*, among others). However, she has her own opinion on her durability, just as she has on so many subjects. "It may be it's evolution and some of us are getting the kinds of bodies that last longer," she said.

If she has a message for those in her business, it's to strive not to abuse power. "We [TV personalities] have an enormous influence. It's an enormous responsibility. You have to have to have a definite sense of morality," she said.

Broadcast Advertisers Reports, leading compiler of estimates of advertiser spending on TV networks and stations (and more recently on cable networks, too) **was acquired** last Friday (July 1) by **SFN Companies**, Glenview, Ill., textbook publisher, for reported **\$24 million cash**. SFN President Jack Purcell, said assets of 36-year-old BAR included \$2.5-million in excess of working capital, making net price \$21.5 million for SFN's entry into database publishing. Purcell said Gerard L. Grady would continue as BAR president and become chief executive, and that BAR co-founders, Robert W. Morris, chairman, and Phil Edwards, vice chairman and publisher, would be available for consultation. Grady joined BAR as president 14 months ago from Fidelity Bank of Philadelphia, where he had been vice president, corporate department (BROADCASTING, May 10, 1982). SFN put BAR's 1982 sales at \$10 million. SFN, traded on New York Stock Exchange, reported \$273,427,000 revenue and \$26,485,000 net income for fiscal year ended April 30.

Katz Sports, division of Katz Agency, and **Anheuser-Busch** have formed tentative partnership to **acquire TV broadcast and cable rights to basketball games of Big Eight** college conference, reportedly first step in brewing company's plan to launch cable sports network within two years. Partnership was still pending Friday, dependent on Katz's getting firm rights deal with Big Eight. Katz had tentative rights—at price said to be in \$7.5-million range for three years, starting this winter—but independent TVS Television Network, which has carried Big Eight games past five years, had option to bid for renewal. Option expired Friday, and Katz said it expected final word from Big Eight this week. TVS, meanwhile, reported it had reached agreement with Petry Sports Productions, unit of Petry Television, to jointly sell time in TVS's coverage of Southeast and Southwestern Conferences basketball games.

American Market for International Programs (AMIP) has signed 26 more exhibiting companies, bringing total to 76, for Nov. 7-10 event in Miami Beach where attempt will be made to bring together American buyers with overseas sellers of programming. More than 55% of exhibit space has been sold to companies representing 24 countries, according to Harvey Seslowsky, AMIP managing director, and 125 buyers have signed so far to attend. Companies represented on list of buyers include Metromedia TV, Home Box Office Enterprises, Dancer Fitzgerald Sample, Sony Consumer Products

Co., Post Newsweek Video, Blair TV, Embassy Telecommunications, ABC owned and operated stations, Telepictures Corp., U Cable Network, U.S. Satellite Broadcasting and Tribune Broadcasting Co.

ABC has reached agreement for sale of KGO-FM San Francisco to K Radio, limited partnership comprising Davis Fowler Corp. and Weaver Broadcasting, for approximately **\$5.5 million** in cash and notes. Davis Fowler and Weaver own five radio properties in California: KARM(AM)-KFIG(FM) Fresno, KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose. Blackburn and Co. brokered deal two weeks after station was put on market ("In Brief," June 27).

It's possible that both NBC and ABC will not provide gavel-to-gavel coverage of 1984 Democratic and Republican party convention depending on outcome of next spring's primaries. NBC News President Reuben Frank told BROADCASTING in interview "gavel-gavel [coverage] is not automatically a good thing" and that NBC considering other approaches. "We don't want to get locked in any decisions on the conventions this early," he stressed. ABC News Senior Vice President Richard Wald disclosed last month (BROADCASTING, June 20) that ABC may pare down its convention coverage if nominees for President have become foregone conclusions by end of primaries.

WNEV-TV Boston will cancel its 4-6 p.m. live program, LOOK, for nine months on air. Station announced last week that show launched last November with considerable ballyhoo and \$3 million annual budget, would end Sept. 9. Show was losing money a drawing less than half of audience of VHF competitors. Announcements on cuts and reassignments of 50-plus LOOK staff is expected shortly.

A.C. Nielsen announced Thursday (June 30) it has begun **preparing to start metering Boston TV stations** for overnight ratings, **start in April 1984**, same month in which Arbitron plans to begin metered service there. Arbitron has one client in market, independent WXNE-TV, while Nielsen, according to spokesman, has decided to enter market regardless of whether it secures client station. Stations in Boston, according to Nielsen spokesman, have demonstrated more positive attitude toward metering than stations

M*A*S*H rehash. For those who haven't read enough about the FCC's proposal to repeal its network syndication and financial interest rules, CBS has published a new pamphlet, "Competition or Regulation," which it says summarizes the data, analyzes it and contains opinions of Reagan administration economic and anti-trust experts—and proponents and opponents of the rules.

The pamphlet doesn't break a lot of new ground, but it should, according to CBS, lay to rest the myth that the networks wouldn't allow independent stations to get their hands on shows like M*A*S*H without the rules.

To the contrary, according to the pamphlet, the history of M*A*S*H—its negotiation, network run and syndication—"actually reveals how the marketplace, not regulation, is successful."

According to CBS, M*A*S*H was negotiated before the rules. It has been argued, according to CBS, that without the rules, CBS would have controlled the syndication rights to M*A*S*H, but CBS negotiated with Fox over rights to that show before the rules were in effect. In those negotiations, CBS obtained network exhibition rights, but Fox refused to sell domestic and foreign syndication rights, CBS said.

Also, according to CBS, during its network run, M*A*S*H was "constantly" renegotiated by Fox on terms increasingly favorable to it. "It has been argued that the rules are needed to prevent the networks from 'controlling' contract terms over their suppliers. The contract history of M*A*S*H demonstrates that whatever 'bargaining power' existed between CBS and Fox, it was exercised by Fox—the supplier," CBS said.

In initial negotiation, CBS said, for example, Fox and CBS split profit shares 75/25, Fox retained music rights and CBS purchased

merchandising rights. In renegotiating the fourth television season of M*A*S*H, CBS relinquished its merchandising rights. CBS also relinquished any off-network profit shares in any episodes produced after the fifth season of M*A*S*H, the network said. In renegotiation for the ninth television season, CBS relinquished all off-network rights it ever held in any past episode of M*A*S*H. As a result, over the life of the series, CBS relinquished all interests and rights it had initially acquired from Fox, it said.

More important, Fox successfully renegotiated an increased license fee per episode each time that CBS negotiated to renew M*A*S*H for another television season. The license fee per episode rose dramatically over the 11-year history of the program," CBS said.

According to CBS, Fox also controlled the timing of release of M*A*S*H into syndication. CBS received exclusivity to the show for the first five television seasons. It also purchased exclusivity for the sixth and seventh TV seasons. However, in renegotiations for the eighth season—1979/1980—Fox did not sell exclusivity to CBS because Fox had already committed M*A*S*H to local stations to begin syndicated broadcasts in September 1979, CBS said. "M*A*S*H is clearly not an example of how the financial interest and syndication rules insure syndication of off-network series, as opponents of repeal argue," CBS said. "Fox controlled syndication rights from the start—before the rules were in effect. Fox renegotiated contracts on terms increasingly favorable to it. And Fox determined when it would sell M*A*S*H in syndication."

According to a CBS announcement, the 31-page pamphlet is being distributed to legislative and governmental representatives and the media.

Illas and Washington where Arbitron began metered service this year, despite lack of interest from most stations there. Stations lined up for metered service in other markets Arbitron plans to enter soon are WCIX-TV and WDZL(TV) Miami, for start in December; KH(TV) Houston, for start in February 1984, and WJBK-TV and WZZM-TV Detroit, for start in September 1984.

WCCO-TV Minneapolis formally announced last week that it has joined forces with **seven other TV stations to form Local Program Network (LPN)**, which will pool stations' resources to provide programming to one another ("Closed Circuit," June 27). LPN's first effort is 60-minute weekly news and magazine service to be fed by teletype from Minneapolis facilities of Midwest Communications, parent of WCCO-TV, starting July 20. In development are joint documentary program and five-night strip. In addition to WCCO-TV, stations now in LPN are KRON-TV San Francisco, KING-TV Seattle, KSL-TV Salt Lake City, WBTW(TV) Charlotte, N.C., WDVM-TV Washington, WBTV-TV Boston and WAGA-TV Atlanta. LPN is seeking complement of about 10 stations.

The Larry King Show, after 18 live TV broadcasts, **will cease production** July 10. Number of major-market television stations moved it to post-midnight time slot. Ninety-minute program has been satellite-fed live on Sunday at 11:30 p.m. from Washington since March but. Originally cleared in 113 markets, stations have option to run eight reruns after last broadcast or drop it without obligation. About half of stations plan to drop it, source said.

New York City Board of Estimate unanimously **approved agreement** with six cable companies picked to **wire four outer boroughs** of New York. Agreement now goes to mayor and cable companies for signature, expected week of July 18, before review by state cable commission in Albany. Cable companies are: Cablevision Systems (Bronx and half of Brooklyn), Warner Amex Cable (remaining half of Brooklyn and part of Queens), American Television & Communications and Queens Inner Unity Cable (they will divide rest of Queens) and Cox Cable and Vision Cable (they will divide Staten Island). State cable board now has 60 days to review agreements.

American Society of Composers, Authors and Publishers reported today that **federal court jury** in Boston **had awarded it \$112,000 in damages** in its **copyright infringement suit** charging **WEZE(AM)** Boston with playing 14 ASCAP-licensed songs without license. Attorney for Stuart Epperson, WEZE president, said station would "definitely appeal." He claimed ASCAP counsel made "inflammatory and improper" arguments to jury in case, which he claimed was filed in retaliation for 1977 suit, not yet tried, brought against ASCAP by group of religious broadcasters.

Libbard Broadcasting has **asked Court of Appeals** in Washington to **review FCC decision permitting United Satellite Corp. to offer DBS programming** to homes via fixed service satellite. In rash of other cases, Faith Center Inc. asked court to review administrative law judge orders dismissing motions concerning its application for new license of KHOF-TV San Bernardino, Calif.; City of New York Municipal Broadcasting System, licensee of noncommercial WYNC-TV, has appealed FCC's refusal to reconsider decision denying WYNC permanent authority to operate during nighttime hours and change in antenna site and power increase; Neighborhood TV, Inc. and Corporation for Public Broadcasting have asked court to review FCC's reconsideration of low-power TV order; Overmyer Co. has asked review of decision granting involuntary assignment of license of WDHO-TV Toledo, Ohio, from D.H. Overmyer to First National Bank of Boston; Cleveland Television Corp asked review of decision denying its application for new UHF TV in Cleveland, and granting mutually exclusive application of Channel 19 Inc. for station at facility in Shaker Heights, Ohio.

Reaffirming bottom line of decision by Review Board, **FCC** last week **reaffirmed Global Broadcasting Group interim authority** to operate former **WHBI(FM) Newark, N.J.**

Staff salaries. *The latest reports filed by the House and Senate on earnings reveal that key staff members involved with communications policy earn nearly as much as the legislators for whom they work. The reports, filed by the clerk of the House and the Secretary of the Senate, summarize data collected from Jan. 1 to March 31, 1983 in the House and from Oct. 1, 1982 through March 31, 1983 in the Senate.*

On the House Telecommunications Subcommittee, chaired by Representative Tim Wirth (D-Colo.), the report shows that chief counsel and staff director David Aylward earns \$63,800. The subcommittee's minority counsel, Rodney Joyce, makes \$55,237. Other staffers on the subcommittee include: David Leach, telecommunications policy analyst; Howard Symons and Tom Rogers, counsel, \$37,440 each; Roberta Weiner, policy analyst and press secretary for the subcommittee, \$33,280, and Pat Teegarden, policy analyst, \$20,800.

The chief counsel and staff director for the subcommittee's parent, the House Energy and Commerce Committee, Frank Potter, makes \$67,200, according to the report. The committee's minority counsel, Arnold Havens, makes \$60,000. Tim Nulty and Tom Ryan, professional staff members on the committee, earn \$63,800 and \$56,367 respectively.

Over in the Senate the salaries on a whole were higher. According to the report, staff salaries on the Communications Subcommittee, chaired by Senator Barry Goldwater (R-Ariz.), were: Ward White, chief counsel, \$59,382; Thomas Cohen, minority counsel, \$45,830; Chris Coursen and Riley Temple, counsels, \$40,898 and \$49,098, respectively; Dan Phythyon, professional staff, \$27,494, and Marsha Dubrow, press secretary, \$38,998. Chief counsel for the subcommittee's parent Commerce Committee, Gerald Kovach, earned \$63,276, and the committee's minority counsel, Ralph Everett made \$63,144.

Corporation for Public Broadcasting announced that **final tally of station acceptance of NPR proposed loan package** (see story, page 78) **was 197 yes, 10 no and 3 abstaining.** CPB broadcast services director, David Brugger, had previously indicated stations would be called if responses were not forthcoming, but said Friday all of stations responding (75% of NPR members) volunteered their replies and did not have to be polled. Based on station responses, **CPB board has authorized NPR and CPB management to draw up specific document**, to be approved by board on July 13. Spokesman for CPB said: "We're finding that many stations are having questions about the programming money split. . . Some were kind of thinking, 'We'd like it all to go to NPR.' . . We're telling them any part of that can be adjusted; it can end up in a different kind of arrangement. . . Nothing is firm, take it or leave it."

Ad hoc fundraising group, headed by former senator Dick C. Clark (D-Iowa), announced that as of Friday, July 1, it had received **\$80,000 to give to NPR's programming budget.** "Friends of NPR" had bought newspaper ads last week soliciting money (BROADCASTING, June 27), causing consternation among some member stations that effort would detract from their own annual fund drives.

Grey Advertising has won three-year **advertising contract with Department of Defense**, coming out on top over NW Ayer, Cunningham & Walsh and J. Walter Thompson. According to DOD, total 1984 advertising budget is **\$20,400,000.** Joint services ad test is scheduled for some time in fall.

John H. Levergood, senior VP and group executive, Scientific-Atlanta's communications products group, has been named president and chief operating officer of S-A. Sidney Topol, who has held titles of both chairman and president, continues as chairman and chief executive officer.

George J. Hiltzik, general attorney in law department of NBC, named VP, policy administration, NBC-TV, assisting NBC-TV President Pierson Mapes in day-to-day management of network.

Editorials

Action now

At its regular monthly meeting next week, the executive committee of the National Association of Broadcasters is to consider what to do about Peter Kenney's proposal that the association be reorganized into a federation with semiautonomous divisions for radio and television. There are those, especially some members of the NAB staff, who hope that the executive committee will do nothing. Others whose perspectives are somewhat larger than those commonly found in the NAB bureaucracy think the committee ought to do a lot.

It is puzzling that there should be resistance to consideration of the Kenney plan. For its origins alone, coming as it has from a director with longer service than that of anyone else on the NAB boards, the plan deserves a thorough airing. It is also relevant to note, as Kenney himself has pointed out, that he has come to believe in federation after years of opposition to the concept. He thinks the time is right for change.

So apparently do others. Executives of 42 major station groups, predominantly in television, met in Washington last month to form a caucus that they hope will give them an identifiable presence in Washington. They were careful to avoid impressions of a confrontation with the NAB, to which they all belong, but they clearly feel lost in an association that attempts to distribute its attentions equally and all the time to daytime radio stations in Two Sticks and VHF operations in New York.

Nor is the sense of lost identities peculiar to group television operators. There are radio broadcasters in great numbers whose wants are not fully satisfied by membership in the NAB, else why would NAB members constitute 60% of the membership of the National Radio Broadcasters Association? The views of one broadcaster with dual NAB-NRBA memberships appear on page 24 in this week's "Open Mike." They are instructive.

Obviously, reorganization is another way of spelling threat to some executives of the NAB. It needn't be to those with demonstrated abilities. Talents and energies would be in new demand in strong radio and television divisions as well as in the umbrella federation offices.

The executive committee will be acting in everybody's interest if next week it names a task force of workable size to design the new federation in time for action by the boards at their meeting next January. As a modest contribution to that process, the full text of Kenney's farewell message to the boards at their meeting last month is presented in this week's "Monday Memo" beginning on page 20.

Commerce keeps its cool

The House Commerce Committee acted with intelligence and restraint last week in instructing the Corporation for Public Broadcasting to issue no more federal funds to National Public Radio until the latter's financial system can be straightened out. There must have been a strong temptation to write off NPR. To put it in the nicest way, in running up a \$9.1-million deficit in a total budget hardly more than twice that size, NPR has set a record for profligacy, even for Washington. The urge to dismiss NPR as a lost cause must have seized more committee members than expressed it in their votes.

Still, the committee has sided with those who think that public radio, like public television, is entitled to a place in the American

cultural scene. It has endorsed the rescue mission that CPB will undertake—but with stipulations that show considerably more regard for the American taxpayer than has been evident among recent custodians of National Public Radio. The committee wants NPR—under professional supervision—to begin keeping books that will tell how much money it is taking in and putting out. It also will want to find out, not unreasonably, who got NPR into its present fix and why.

Meanwhile, with the cooperation of noncommercial stations, CPB has devised a loan program to keep NPR from going bankrupt, while appropriate authorities decide how NPR is to be run in the future.

It has been a squalid episode in the history of noncommercial broadcasting, but with the kind of corrections that are now in evidence, it need not leave permanent damage.

Yawning vacancy

As of this week, broadcasting and cable are being regulated by a four-member FCC. Congress didn't plan things to turn out that way: Legislation passed last year was intended to put five members on the commission as of last Thursday, June 30. The reduction in force to four results from inactivity at the White House in the selection of a replacement for former FCC Commissioner Anne Jones.

It isn't as though this condition should have caught the White House by surprise. Jones announced early in April that she would leave government service by the end of May. At that time the law reducing the commission from seven members to five had been on the books for months. The White House must have known what was happening, unless it was still counting on Jimmy Carter's briefing books for its cues to presidential action.

Until the White House sees fit to move, the FCC faces the arithmetical possibility of tie votes slowing its regulatory action. The longer that condition obtains, the larger the odds of deferred resolution of the FCC's case load.

Anne Jones, who kept to her scheduled departure, and Joseph Fogarty and Stephen Sharp, the casualties of the legislated cut-back, didn't always vote the way the readers of this page wanted, but the longer the FCC seat stays open, the more they will be missed.



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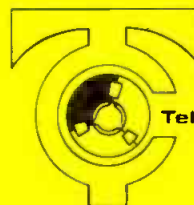
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Philadelphia	KYW	NBC	People Are Talking	10:00-11:00 AM
San Francisco	KGO	ABC	AM Weekend	8:00-9:30 AM
Boston	WCVB	ABC	Sunday Open House	9:00-11:00 AM
Detroit	WJBK	CBS	Focus Detroit	12:00-12:30 PM
Atlanta	WSB	ABC	Action News AM	6:15-7:00 AM
Seattle	KING	NBC	Northwest Today	9:00-10:00 AM
Sacramento	KXTV	CBS	Eyewitness News at Noon	12:00-12:30 PM
Portland	KGW	NBC	Northwest Today	9:00-10:00 AM
Cincinnati	WLWT	NBC	Cincinnati At One	1:00-1:30 PM
Charlotte	WBTV	CBS	Good Morning With Jim Patterson	6:00-7:00 AM
Buffalo	WGR	NBC	Newscenter Two	12:00-12:30 PM
Orlando	WESH	NBC	2's Company	7:00-7:30 AM
Memphis	WREG	CBS	Dateline Memphis	5:00-5:30 PM
Raleigh/Durham	WPTF	NBC	Morning Digest	9:30-10:00 AM
Greenville/ Spartanburg	WSPA	CBS	Nancy Welch Show	10:30-11:00 AM
Louisville	WAVE	NBC	Urban Insight	7:30-8:00 PM
Wilkes Barre/ Scranton	WDAU	CBS	Noon Newscene	12:00-12:30 PM

CITY	STATION	AFFIL.	PROGRAM PLACEMENT	TIME
Greensboro/ Winston Salem	WFMY	CBS	Good Morning	6:00-8:00 AM
Flint/Saginaw	WNEM	NBC	Farm and Garden	6:00-6:30 AM
Richmond	WXEX	ABC	Good Morning Virginia	10:00-10:30 AM
Mobile/Pensacola	WKRG	CBS	Early Morning News	6:00-7:00 AM
Albuquerque	KGGM	CBS	Stopwatch	12:00-1:00 PM
Syracuse	WSTM	NBC	Woman On The Go	10:00-10:30 AM
Spokane	KREM	CBS	Northwest Today	9:00-10:00 AM
South Bend	WSBT	CBS	Rod Johnson Show	9:00-9:30 AM
Baton Rouge	WAFB	CBS	Morning in Louisiana	8:00-8:30 AM
Ft. Wayne	WKJG	NBC	Wayne Rothgeb Show	6:30-7:00 AM
Sioux Falls/ Mitchell	KELO	CBS	Good Morning KELO Land	6:30-7:00 AM
Lansing	WILX	NBC	Spectrum	12:30-1:00 PM
Augusta	WAGT	NBC	Morning Break	9:00-9:30 AM
Savannah	WJCL	ABC	5:30 Evening News	5:30-6:00 PM
Terre Haute	WTWO	NBC	Noon News	12:00-12:30 PM
Traverse City/ Cadillac	WTVT	CBS	Lunch Break	12:00-12:30 PM
Greenwood/ Greenville	WABG	ABC	Magazine 6	6:00-6:30 AM

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