

# Broadcasting Aug 15



## WINNING MORE AWARDS MEANS HOUSTON VIEWERS GET A BETTER PICTURE OF THE NEWS.

One way viewers can tell they're getting first rate news is through UPI and API awards. That's why when KPRC won more first place awards than any other station in Texas, it confirmed that our viewers were getting the best news possible. Meaning every time they turn to KPRC, they get a class picture of the news.

### KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

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52d Year 1983  
 The refining of business  
 news reporting □ CTAM  
 Christine Craft  
 aftermath

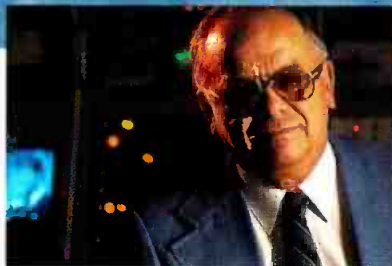
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SIMULSAT is the multi-beam antenna from Antenna Technology Corporation, that can simultaneously see all domestic satellites at once with consistent broadcast quality performance. It is being heralded as a major breakthrough by broadcast and cable operators everywhere.

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**Mr. Gerald Dreger**  
Chief Engineer  
KTVO, (ABC affiliate)  
The Post Corporation  
Kirksville, Missouri

I was told it would do and more. We now pick up 5 satellites simultaneously, and also run our low power station K40AI off SIMULSAT, which, before was impossible. On top of that, it has the capabilities to help us

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**ANTENNA TECHNOLOGY CORPORATION**  
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**GWT GOLDEN WEST TELEVISION**  
5800 Sunset Boulevard  
P.O. Box 500, Los Angeles, CA 90078  
TWX 910-321-2928



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Source: NSI May 1983 report on syndicated programs.

# Broadcasting Aug 15

## Radio dereg: Was it all that it was cracked up to be? □ Craft wins her case in Kansas City □ Jennings named sole ABC anchor □ Special report on business news journalism

**IN NAME ONLY** □ There is growing indication that the Ferris FCC's radio 'deregulation' has done little in practice to free broadcasters from regulatory and clerical burdens. **PAGE 27.**

**CRAFT VERDICT** □ Kansas City anchorwoman Christine Craft is awarded \$500,000 in case that raises hard questions about television news. **PAGE 28.**

**ABC ANCHOR** □ Peter Jennings is named sole anchor for ABC's evening news show. **PAGE 30.**

**PRODUCTION COMEBACK** □ In two years, 20th Century-Fox has gone from two prime time series on the networks to 10 hours of programing this fall. **PAGE 31.**

**MARKETING CONCENTRATION** □ Cable Television Administration and Marketing Society conference addresses problems of gaining and retaining subscribers, reaching the "untouchables," dealing with piracy and effectively marketing pay-per-view events. **PAGE 32.**

**BUSINESS BONANZA** □ With the economy becoming *the* story of the decade, Fifth Estate journalists have expanded the depth and scope of their business and financial news reporting. **PAGE 41.** Business news has become a fixture on both all-news radio and other music-based stations. **PAGE 47.** Cable networks, such as Cable News Network, Satellite News Channel and Entertainment and Sports Programing Network, carry substantial portions of economic news, and one service, the Financial News Network, is solely devoted to the subject. **PAGE 52.**

**CBS VICTORY** □ CBS takes first place in July

sweeps, with NBC taking second and ABC third. A rundown of the metered markets begins on **PAGE 55.**

**TOP 40'S NEW HOME** □ FM side of the dial is seeing a resurgence in top-40 radio. **PAGE 58.**

**U.S. STORY** □ U.S. Information Agency is soliciting broadcast news and feature material for project to tell America's story abroad. **PAGE 60.**

**STOCK DROP** □ *Barron's* article questioning some of Metromedia's accounting procedures blamed for 21% drop in stock price. **PAGE 61.**

**DOW METAMORPHOSIS** □ Dow Jones changes DowAlert service to DowPhone. **PAGE 61.**

**SURVEY RESPONDENTS** □ Broadcasters on the whole seem to be answering programing questionnaire mailed by House Telecommunications Subcommittee. **PAGE 64.**

**TECH DEREG** □ Commenters urge caution in reviewing possible elimination of FCC technical rules and standards. **PAGE 65.**

**RIVERA RESPONSE** □ FCC commissioner takes exception to part of the reasoning behind agency's TV deregulation rulemaking. **PAGE 67.**

**MMTC MEETING** □ Major Market Television Caucus to hold first official organization meeting this week. **PAGE 70.**

**PUTTING THE PIECES TOGETHER** □ When NBC needed someone sensitive to the sales needs of the affiliates and who could sell those stations on the brightness of NBC's long-term future, Pierson Mapes fit the bill. **PAGE 95.**

### INDEX TO DEPARTMENTS

Business .....	61	Datebook .....	16	In Brief .....	97	Programing .....	55
Business Briefly .....	10	Editorials .....	98	In Sync .....	69	Riding Gain .....	36
Cablecastings .....	8	Fates & Fortunes .....	91	Law & Regulation .....	64	Stock Index .....	62
Changing Hands .....	70	Fifth Estater .....	95	Monday Memo .....	24	Telecastings .....	73
Closed Circuit .....	7	For the Record .....	75	Open Mike .....	22		

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**INDEX TO ADVERTISERS** ■ ABC Direction Radio Network 25 □ ADM Technology Inc. Fourth Cover □ Alcoa-NEC Communications Corp. 45 □ Antenna Technology Corp. Second Cover □ Birch Radio Research 39 □ Blackburn & Co. Inc. 70 □ Bosch-Fernseh 43 □ Classified Ads 81-90 □ Columbia Pictures Television 11 □ Continental Electronics 75 □ Conference Management Corp. 17 □ R.C. Crisler & Co. Inc. 19 □ Eastman Kodak Co. 3 □ FairWest 38 □ Field Communications 23 □ Golden West Television 4, 6 □ Harris 35 □ International Lutheran Laymen's League 9 □ KPRC-TV Front Cover □ Lincoln First Bank, N.A. 20 □ Multimedia Entertainment 21 □ Music Magazine Foundation 10, 73 □ Mutual Broadcasting System 37 □ Professional Cards 79 □ Public Affairs Satellite System 77 □ Cecil L. Richards Inc. 71 □ RKO Radio Networks 49, 50-51 □ RKO Radio Sales 15 □ A. H. Robbins Co. 57 □ George T. Rodman Inc. 91 □ Robert W. Rounsaville & Associates 72 □ Satellite News Channel 40 □ Service Directory 78 □ Sony Broadcast 12-13 □ D.L. Taffner/ d. 26 □ TV Guide 18 □ Utility Tower Company Third Cover □ World Wide Bingo Inc. 14 □

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TWX 910-321-2928

Produced by Nancy Dickerson and Robert Drew

## Hybrids

It may be no bigger than man's hand, but some TV station reps think they see cloud coming up. They've detected growing advertiser and agency interest in finding out how stations feel about accepting odd-length commercials in spot, now that Alberto-Culver has plowed split-30 ground with networks. They say thus far it's mostly inquiries about split-30's and 45-15 combinations rather than actual placement attempts, and that stations "aren't particularly happy about it" and in most cases have rejected what few placement attempts have been made.

What bothers many is belief that odd-length jobs will heighten viewers' perception of clutter. Since agencies in general share that view, reps wonder why some agencies seem interested in getting involved. What those agencies are saying in effect, one rep said, is: "We're against everybody's clutter but our own."

## Bigs' attraction

No one knows how many applications will be filed for multichannel multipoint distribution services, but FCC official said commission insiders are wagering that new service will draw anywhere from 2,000 to 20,000. Among those expected to file are group broadcasters—including Taft Broadcasting Co., Metromedia Inc. and Capital Cities Communications Inc. Applications for all markets will be accepted only from Sept. 2 through Sept. 9.

## Travel plans

FCC won't meet again officially until Sept. 9, and commissioners are going separate ways during recess. Chairman Mark Fowler intends to take this week off, perhaps spending part of it at North Carolina beach and working around his weekend house on Shenandoah River outside Remington, Va. Commissioner James Quello has gone back to his hometown, Detroit, to visit friends. He'll attend Michigan Association of Broadcasters meeting that starts in Gaylord, Mich., on Aug. 17. Commissioner Mimi Dawson is vacationing at home, according to aide. Commissioner Henry Rivera has most grandiose agenda. He starts out this week on camping tour of New England. On 21st, he flies to Anchorage, at invitation of Alaska Governor Bill Sheffield, for tour of state. Rivera, who will be

accompanied by Steve Melnikoff, his legal assistant, and Jack Smith, Common Carrier Bureau chief, will work in some fishing with Marvin Weatherly, member of Alaska Public Utilities Commission and former FCC hopeful.

## Alien anchor

Peter Jennings, named last week to be sole anchor of ABC-TV's *World News Tonight* (story page 30) has personal as well as journalistic goal in mind. Canada born and still Canadian citizen, he intends to seek U.S. citizenship. ABC sources say he's already "taking steps" to do so.

## Copyright consciousness

"Copyright in the 21st Century" is theme for major seminar to be held Sept. 24-25 in Williamsburg, Va. Seminar is for members of House and Senate Judiciary Committees and is being financed and put together by U.S. Copyright Office. Members are to be briefed on numerous copyright issues facing Congress, and exhibit hall with latest electronic equipment will also be set up. After seminar, members may be more eager to delve into copyright issues: Senate Copyright Subcommittee has already scheduled hearing on home taping on Oct. 25.

## What's in a name

Temporary Commission on Alternative Financing for Public Telecommunications, which is chaired by FCC Commissioner James Quello, held private meeting to jawbone over whether to recommend that Congress authorize noncommercial broadcasters to offer "limited advertising" or "enhanced underwriting." Commission is divided on issue but will take official vote Sept. 22 or 23. Commission, created by Congress, is supposed to forward final report on noncommercial advertising, and other issues, to Congress by Oct. 1.

## TV's day in Senate

Senator Charles McC. Mathias Jr. (R-Md.), proponent of television in Senate, is telling interested parties that issue will move to Senate floor for debate (and probable filibuster by opponents) in September. Rules Committee reported out Mathias's TV-in-Senate resolution without endorsement.

## Dwindling interest

Several major American programing producers and syndicators will not return to second annual London Multimedia Market as exhibitors next month. Reasons range from overcrowding of programing shows to poor facilities at last year's event. Companies not returning include: ABC Video Enterprises (along with ABC Motion Pictures and ABC Sports), Viacom International, Group W Productions, MCA-TV International and Westinghouse Broadcasting. Some companies indicated, however, that representatives from their London office would visit show.

One often-cited reason is that proliferation of trade shows is getting out of hand. Also, former exhibitors expressed criticism that LMM's attempt to bring theatricals, television, cable and home video marketplace all under one roof splinters effective deal making. Promoters of LMM say overall attendance is expected to hold up, despite absence of some Americans.

## Imports

Are British TV series about to break out of U.S. public TV stronghold and invade commercial channels? Answer may come soon when *Man About the House*, half-hour comedy upon which hit ABC-TV series, *Three's Company*, was patterned, enters syndication market. Combined with its two sequels, *Robin's Nest* and *George and Mildred*, series includes 125 episodes and is being offered as low-cost alternative to U.S. off-network series by D. L. Taffner Ltd. Aired this summer on WNEW-TV New York, *Man About the House* typically ran first in its 6 p.m. time period against local news on network-owned stations and off-network reruns on other independents.

## Inflation

TVS Television Network is still in contention against joint venture of Katz Communications and Anheuser/Busch for TV broadcast and cable rights to basketball games of Big Eight college conference in Midwest ("In Brief," July 4). Katz-A/B won tentative rights by offering reported \$7.5 million for three years, but TVS, which had carried Big Eight Games for five years, had option to renew. It upped offer, and in turn partnership raised bid. TVS increased its figure and has now offered estimated \$9 million. Big Eight is expected to make decision soon.

## CAB campaign

Cabletelevision Advertising Bureau, New York, is receiving funding of estimated \$500,000 from cable TV networks to mount an extensive advertising-promotion campaign in the fall calling attention to cable's prowess as an advertising medium. Advertising is planned in trade publications and on cable networks and individual systems. Collateral promotion and merchandising materials also are being developed, and presentations will be made to agencies and advertisers. The bureau still needs to develop a catch-phrase for its campaign.

## Cox beats Bell

Federal District Court for the District of Nebraska Judge Richard Robinson has asked the Nebraska Public Service Commission to take another look at its decision finding Comcline, Cox Cable's institutional cable service, to be a common carrier service subject to state regulation.

The state regulatory commission, responding to a complaint by Northwestern Bell, had ordered Cox to stop offering Comcline over its Omaha cable system earlier this year, informing the cable operator that it would have to apply for state common carrier status (BROADCASTING, June 13), but Cox appealed.

In his decision, Robinson said he had determined that Cox stood a "strong probability of success" in its assertion that the FCC

has pre-empted state regulation in this area and had shown "a substantial likelihood" that the state regulatory commission would "impermissibly burden interstate commerce if it mandates a regulatory scheme that significantly impedes Comcline's planned interconnection with . . . interstate systems."

Tim Sloan, assistant general counsel for the National Cable Television Association, said the "general tenor" of the opinion is that if the state commission doesn't rethink its decision in Cox's favor, the judge will do that for it.

## Baseball bickering

Turner Broadcasting System has filed suit with the U.S. District Court in Atlanta against NBC in an attempt to gain the right to televise baseball's National League West playoff games, should the Turner-owned Atlanta Braves make it (they have been in first place for most of the season). The suit seeks the right either to televise the games on WTBS(TV) Atlanta, seen nationally by more than 25 million cable subscribers, or to assign that right to a local broadcaster in the Atlanta market. In either case, the regular WTBS Braves announcing team would work the playoff games. In a prepared statement, TBS Chairman Ted Turner said, "We think that if the Braves make the playoffs our fans are entitled to hear the regular announcing crew during the playoffs."

Last year, Turner lost a court fight (waged in New York, not Georgia) with playoff

rights holder ABC to air the Braves playoff games. The courts ruled that while WTBS, as the television originator of the Braves, was exempt from ABC's exclusive right to cover the playoffs, the exemption applied only to the team's local market. However, had WTBS used a split feed to provide Braves coverage to the Atlanta market, the status of Southern Satellite System as a passive common carrier would have been jeopardized. SSS transmits WTBS nationwide.

## State's rightists

The National Conference on State Legislators passed a resolution last week during its annual meeting in San Antonio, Tex., stating its strong opposition to any further erosion of state regulatory authority over cable TV. During the conference, House Telecommunications Subcommittee counsel, Thomas Rogers, tried to persuade NCSL's members to keep an open mind toward any national cable deregulation legislation that emerges from the House. Rogers noted, however, that the legislators appeared to have already made up their minds.

According to the NCSL resolution, the organization:

- Opposes pre-emption by the federal government of state and local regulation of cable television rates.
- Urges the U.S. Congress to reject any efforts to pre-empt or curtail the role of state or local governments in regulating the cable television industry.
- Urges the states to enact legislation to protect subscribers' rights of privacy from intrusions by cable television.

## Parity push

The FCC's proposal to re-examine the application of the fairness doctrine and equal time law to cable has drawn an ambivalent endorsement from the National Association of Broadcasters. But in comments at the FCC, the NAB criticized the commission's notice of proposed rulemaking for suggesting that application of equal time and fairness doctrine obligations is more justified for broadcasting than cable.

"In the commission's zeal to lessen cable television's burden of complying with Section 315 [of the Communications Act] and the fairness doctrine, the commission has overlooked or mischaracterized the extent to which the rules continue to be a very real burden on broadcasters," NAB said. "NAB supports the commission in its efforts to repeal altogether Section 315 and the fairness doctrine as applied to cable television operators, broadcast licensees and all other components of the electronic press. NAB urges that this ultimate goal will be best achieved if the commission recognizes that Section 315 and the fairness doctrine are equally impermissible burdens on the First Amendment rights of broadcasters and cablecasters alike."



**All the public affairs that's fit to air.** Ever since C-SPAN expanded its purview to include Washington-oriented programming beyond gavel-to-gavel coverage of the House of Representatives, it has had problems telling its viewers just what programming it has and when it can be watched. C-SPAN hopes it has partially solved its problems with *C-SPAN Update*, a new weekly tabloid, available on a subscription basis, that contains features, columns and information on C-SPAN's call-in guests, congressional hearings, conferences and special events.



At the request of the Media Access Project, the FCC has extended the comments deadline on the proposal to Aug. 25; reply comments are now due Oct. 11.

## Upward movement

ESPN's prime time average rating climbed two-tenths of a point during the second quarter of 1983 to a 2.3, according to A.C. Nielsen. In the fourth quarter of 1982, when Nielsen first started measuring the service, ESPN had a 2 rating in prime time. The network's top-rated series during the second quarter were United States Football League games (an average 3.1 rating/5 share), Top Rank Boxing (3/5), the National Basketball Association playoffs (2.8/5) and the College Baseball World Series (2.6/5). ESPN reports that its demographic figures for the second quarter were also up significantly, with 40% of viewing households having income of \$30,000 or more, up from 33% in the previous quarter. The network now claims a subscriber universe of about 26 million households.

## Broadening experience

Viacom Worldwide Ltd., has announced that it has agreed to participate as a partner in the construction of Japan's first two-way interactive cable system in Machida, 20 miles west of Tokyo. The system will begin operation in 1985. There will be about 30 partners in the venture to build the system, although at this point Viacom is the only non-Japanese firm involved. Other partners include the Mitsui group, Toshiba, Odakyu

Railways, Fujita Industry Ltd. and Midoriyama Studio. The announcement follows by a few weeks one that Viacom Worldwide had signed an agreement with Visionshire, the United Kingdom's second largest cable operator, to provide consulting services to the British MSO.

## WA's New York chief

Richard Aurelio, acting senior vice president for programming, marketing and sales at Warner Amex Cable, has been appointed president of Warner Amex Cable of New York, the company that will build and operate the WA systems in Brooklyn and Queens. For the past four years, Aurelio has overseen most of WA's franchising activity, and has been successful in gaining franchises for Pittsburgh, Dallas, the suburbs of St. Louis and Chicago, and more recently, Milwaukee. The New York franchises, which will be operated as a single system, will be the largest cable operation in the WA system and one of the largest in the country. There are a total of 500,000 homes in the Queens and Brooklyn franchises.

Aurelio was deputy mayor of New York during the administration of Mayor John V. Lindsay in the early 1970's, and before joining WA in 1979 he served as president of Daniel J. Edelman of New York Inc., a marketing and public relations firm.

Assuming the corporate vice presidency for programming, marketing and sales is John Charlton, who moves to WA from Tele-Communications Inc., where he is currently national director of programming and marketing.

## Disney deal

The Disney Channel plans to produce between six and eight made-for-pay television motion pictures during the coming year with budgets ranging from \$2 million to \$3 million, according to James P. Jimirro, president of the four-month-old pay cable service. Jimirro told members of the Los Angeles chapter of Women in Cable at a dinner meeting last Tuesday (Aug. 2) some of the made-for-pay movies might be released first as theatricals before being shown on The Disney Channel, depending on in-house assessments of their box office potential. He added that no co-productions are yet planned, but the studio has not ruled out joint ventures in production of such motion pictures. Disney's first made-for-pay film, *Tiger Town*, will be shown on the service in October.

Jimirro also announced that for the foreseeable future, The Disney Channel's programming will remain about 40% original product, 40% from the Disney library, and 20% from outside producers.

He noted the channel now has distribution agreements with all of the 10 largest multiple-system operators, following the signing of a contract with Group W Cable on July 29. The first Group W-owned cable system to begin offering The Disney Channel, located in Ontario, Calif., began taking subscribers Aug. 1.

New program acquisitions announced last week include *Lucky Luke* and *Asterix*, five full-length animated features from France, being seen for the first time on U.S. TV.

# STRESS!

It's a natural part of life, but all too often it gets out of hand. A tough job or no job at all...money worries or marital problems...parental responsibilities or a child's need for independence...So many life situations are stress-producing, and so many of your listeners would welcome helpful advice on coping with stress.

Bring them The International Lutheran Laymen's League series of public service announcements on positive ways of handling stress. It includes nine 30-second and three 60-second spots on a 12-inch disc. Each announcement offers a free booklet, **LIVING WITH STRESS.**

It's a natural way to give your listeners a little rest and relaxation. And there's no charge. Call Vi Knickrehm at 314-647-4900, or return the coupon.

Please send me, at no charge, on a 12-inch disc,  
**LIVING WITH STRESS**

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

MAIL TO:  
International Lutheran Laymen's League  
**LIVING WITH STRESS**  
2185 Hampton Ave., St. Louis MO 63139

# Business Briefly

## TV ONLY

**SeaCrest Marketing** □ Sea Galley restaurants extends campaign to over 12 markets with fourth-quarter buy. Schedule calls for periodic flight, with length of off-and-on cycle depending on market. All dayparts will be used. Target: adults, 25-49. Agency: Evergreen Media, Seattle.

**Sanderson Farms** □ Miss Goldy food products will be advertised in three-week flight, starting in late September, in eight markets in South, with possibility that market list will be expanded. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Sawyer Advertising, Gainesville, Ga.

**Rose's Stores** □ Various items will be spotlighted in one-week flight to begin in 10 markets in mid-September. Commercials will be scheduled in prime time. Target: adults, 25-49. Agency: Dunenbury & Alban, Durham, N.C.

**J. M. Smucker Co.** □ Jams and jellies will be spotlighted in four-week flight to start in late August in about 100 markets. Commercials will be scheduled in all dayparts. Target: women, 25-54. Agency: Wyse Advertising, Cleveland.

**Weight Watchers** □ Promotion for Weight Watchers classes will be aired during four-week campaign to begin in early September in 23-25 markets. Commercials will run in all dayparts. Target: women, 35-54. Agency: Stone, August & Co., Birmingham, Mich.

**Charles F. Cates & Sons** □ Various pickle products will be highlighted in spot TV flight, starting in early November for four weeks in 36 markets. Radio flight is being considered, but still lacks definite schedule. Commercials will run in all dayparts. Target: women, 25-54. Agency: Leslie Advertising, Greenville, S.C.

**Aldi Foods** □ Various food products will

be highlighted in flight to start in late September in nine markets for eight weeks. Commercials will run in all dayparts. Target: women, 25-54. Agency: Grant/Jacoby Inc., Chicago.

**ShowBiz Pizza Place** □ Pizza products will be showcased in 13-week spot flight to start in late September in about 40 markets. All dayparts will be used. Target: adults, 25-49. Agency: Emerson/Nichols/Bailey, Irving, Tex.

## RADIO ONLY

**Almaden Vineyards** □ Table wine will be spotlighted in eight-week flight to start

## Rep Report

WYSL(AM)-WPHD(FM) Buffalo, New York: To CBS FM National Sales from Major Market Radio.

□

KNIX-AM-FM Phoenix: To Katz Radio from Christal.

□

KUZZ(AM)-KXXX(FM) Bakersfield, Calif: To Katz Radio from Christal.

□

WHTZ-FM (formerly WNUJ-FM) Newark: To Eastman Radio (no previous rep).

□

WOOS-FM Canton, Ohio: To Eastman Radio from Roslin Radio Sales.

□

WBRU(FM) Providence, R.I.: To Eastman Radio from Roslin Radio Sales.

□

KEPT(FM) Shreveport, La.: To Eastman Radio (no previous rep).

□

KJR(AM) Seattle: To Eastman Radio from McGavren Guild

□

KOEO(AM)-KZZX(FM) Albuquerque: To Eastman Radio from Selcom

□

KAME-TV Reno, Nev.; KJAA(TV) Lubbock, Tex.: To Seltel from Adam Young.

□

**New phone number.** Blair Radio's office in Minneapolis has changed its telephone number to (612) 339-8895. Blair Radio formerly shared the number of Blair Television there which continues: (612) 339-8894.

## MUSIC MAGAZINE CELEBRATION!

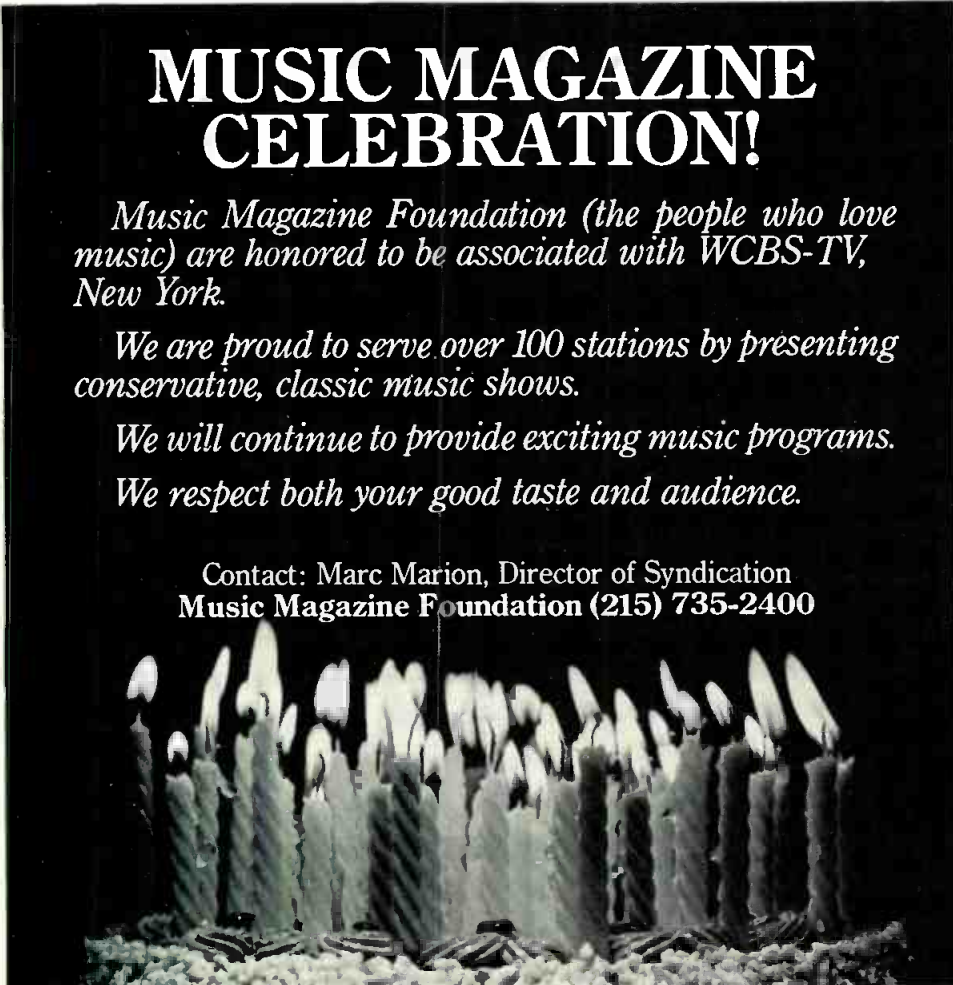
*Music Magazine Foundation (the people who love music) are honored to be associated with WCBS-TV, New York.*

*We are proud to serve over 100 stations by presenting conservative, classic music shows.*

*We will continue to provide exciting music programs.*

*We respect both your good taste and audience.*

Contact: Marc Marion, Director of Syndication  
Music Magazine Foundation (215) 735-2400



# CAPTURE YOUR MOST WANTED AUDIENCE!

Angie Dickinson is **POLICE WOMAN**, the key to capturing young urban adults 18-49 like no other crime drama on TV!

**POLICE WOMAN**. 91 hours.  
Available now!

## POLICE WOMAN



A David Gerber Production  
in association with



# HOW TO TECHNOLOGICALLY ADVANCE YOUR BOTTOM LINE.

You are looking at what many experts believe to be two of the most effective forms of investment spending in the industry today.

The Sony BVE-5000 editor and BVH-2000 recorder. Two extraordinary machines created for a single and simple purpose:

To help you shuttle more customers in and out of your facility than ever before.

## THE FIRST THING THEY EDIT IS DOWNTIME.

Every day, in countless production facilities around the country, \$400-an-hour editing suites are reduced to high-priced waiting rooms by

editing systems that fail to function.

Leaving anxious facility owners and disgruntled clients making small talk instead of headway. While they ponder an all-too-common question:

"How long will we be down this time?"

Thanks to the Sony editing system, this scenario is rarely, if ever, played out in leading production houses like Broadway Video, Videoworks JSL and a host of others currently using it.

The reason?

"Sony belongs to a small group of manufacturers that still think of broadcast equipment as a product, not an experiment," says Frank Herold,



Chief editor of Videoworks in New York.

"When you take a piece of Sony equipment out of the box and plug it in, an amazing thing happens. It works!"

And keeps working. Faster. Easier. And more precisely than any other system.

## THE MOST INTELLIGENT CONVERSATION YOU'LL EVER HAVE WITH A MACHINE.

Today, there are any number of people trying to compete in this, a communications industry, with machines that can't even communicate with each other.

An irony not lost on all those who have invested in the equipment you see here.

All elements of the Sony editing system have been programmed to speak to each other fluently. And to understand each other perfectly. With absolute

nothing lost in translation or transmission.

You'll find that they're geared to speak equally well with Sony's Beta® and U-matic® recorders.

Not to mention with you.

The system's high-resolution CRT screen provides clear, easy-to-follow instructions. Asks questions when you haven't been explicit enough. And delivers the most comprehensive, and yet, comprehensible display in the industry.

## A MYRIAD OF FUNCTIONS WITHOUT A MYRIAD OF BUTTONS.

The BVE-5000 control panel has the capacity



to make an editor feel like an editor, not like a typist.

Strikingly short of buttons, the system is in no way short of features. Offering dynamic tracking. Variable speed search. Full Biderex Jog. And Vertical Interval Time Code.

Each of which, like everything else in the Sony system, helps to push profits in a rather vertical direction.

For more information contact Sony Broadcast in New York/New Jersey at (201) 368-5085; in Chicago at (312) 773-6045; in Los Angeles at (213) 841-8711; in Atlanta at (404) 451-7671; or in Dallas at (214) 659-3600.

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**SONY**  
Broadcast



on Sept. 12 in about 15 markets. Commercials will run in drive times and on weekends. Target: adults, 25-49. Agency: Dancer Fitzgerald Sample, New York.

**Dannon Milk Products** □ Yogurt will be advertised in five-week flight to start in late August in five West Coast markets. Commercials will run in all dayparts on weekdays and weekends. Target: women, 18-49. Agency: Marsteller Inc., New York.

**Kinney Shoes** □ Back-to-school advertising will be carried in 48 to 50

markets in two-week campaign to begin end of August. Commercials will be carried in all weekday dayparts. Target: persons, 12-24. Agency: Sawdon & Bess, New York.

RADIO AND TV

**Bell Telephone of Pennsylvania** □ Long distance calling will be promoted in four-week flight, starting in late August, in five television markets and 25 to 30 radio markets. Early and late fringe, prime and daytime will be used on TV and all dayparts will be used for radio. Target: women, 25-49. Agency: Lewis, Gilman & Kynett, Philadelphia.

AdVantage

**New look.** Since American Telephone & Telegraph Co. can no longer use name, Bell, or Bell logo, AT&T launched television and print advertising campaign last week to call attention to its official name, AT&T (BROADCASTING, Aug. 8). Gone is familiar bell-within-a-circle logo; in its place is stylized blue and white globe. Initial television advertising was set for this week, with commercial showing pinpoint of light, gradually enlarging to form new AT&T globe symbol. Voice-over describes each division of new corporation. Campaign will continue through mid-October. AT&T's message is: "More than a new look, a new outlook." AT&T's agency is N W Ayer, New York.

**Guilty plea.** John L. Ernst, chairman and co-founder of Advertising to Women, New York, has pleaded guilty to charges of conspiracy and of income tax evasion. He will be sentenced on Oct. 2 in U.S. Southern District Court of New York, and faces up to 10 years imprisonment and fine of \$20,000 plus costs. Ernst was accused of paying substantial amount of his personal expenses and those of some employees by using assets of Advertising to Women, agency that bills more than \$50 million. On second count, U.S. Attorney's office referred to 1980 joint return of Ernst and his wife, Lois Geraci Ernst, president and creative head of agency, and charged that couple paid taxes on reported income of \$186,518 and not actual income of \$256,518. Lois Geraci was not charged by government nor were any other persons, at this time. In charge relating to Ernst's use of agency assets for his personal expenses and those of some of his employees, U.S. Attorney's office cited information indicating these sums amounted to more than \$200,000 between 1977 and 1980. They included \$80,000 paid to relative of defendant between 1978 and 1980 as employe of agency, although family member was not employe; at least \$65,000 paid toward renovation of Ernst's apartment and charged to agency; more than \$13,000 spent by defendant to charter yacht used by him and his family for summer vacation and charged in ATW's records as "a corporate creative seminar," and more than \$9,000 spent on Christmas vacations in London and Paris by defendant and his wife and listed in agency's books as business trip.

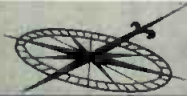
**Kurnit moves to Raboy.** Shepard Kurnit, former chairman of Calet, Hirsch, Kurnit & Spector, will soon take over chairmanship of Epstein, Raboy. Latter agency's chairman, Mitchell Epstein, died in December.

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 Harry A. Jessell, *associate editor*.  
 Doug Halonen, Matt Stump, Kim McAvo, *assistant editors*.  
 John Eggerton, *staff writer*.  
 Anthony Sanders, *systems manager*.  
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 Rufus Crater (New York)

Editorial Consultants

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 Charles Mohr, Ruth Windsor, *sales managers*.

Hollywood  
 Tim Thometz, *sales manager*.

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 Debra De Zarn, Joseph Kolthoff,  
 Chris McGirt.

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

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Patricia A. Vance, *director*.

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

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

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



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## This week

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

**Aug. 14-20**—Fourth annual *Banff Television Festival*, international television program competition. Banff Center, Alberta, Canada. Information: P.O. Box 1020 Banff, Alberta, Canada. TOL OCO; (403) 762-6248.

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

**Aug. 15**—*New York TV Academy* dinner. Theme: "Kings of Comedy." Copacabana, New York.

**Aug. 15-17**—*National Satellite Cable Association* summer-fall convention titled, "The Entrepreneur's Place in the New Communications Industry." Regency,

■ Indicates new or revised listing

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**—*Southern California Cable Association* luncheon meeting. Speaker: Al Gilliland, chairman of Gill Cable and CCTA. Airport Hilton hotel, Los Angeles.

**Aug. 16**—"Radio's College of Sales Knowledge," seminar sponsored by *Indiana Broadcasters Association*. Columbus Holiday Inn, Columbus, Ind.

**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 Orlentangy River Road, Columbus, Ohio, 43210.

**Aug. 17**—*Ohio Association of Broadcasters* "novice sales school." Columbus Marriott North, Columbus, Ohio.

**Aug. 17**—*New York TV Academy* luncheon. Speaker:

Patrick Plevin, director, daytime programs, East Coast, NBC Entertainment, Copacabana, New York.

■ **Aug. 17**—*American Women in Radio and Television, Houston chapter*, meeting. Sakowitz Post Oak, Houston.

**Aug. 17-20**—*Michigan Association of Broadcasters* annual meeting. Hidden Valley Resort, Gaylord, Mich.

**Aug. 18**—*Major Market Television Caucus's* board meeting. Washington.

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

**Aug. 18-21**—*Alaska Cable Television Association* annual convention. Speakers include Ted Turner, Turner Broadcasting System. Sheraton Anchorage, Anchorage.

## Also in August

**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. 23-25**—International symposium on electromagnetic compatibility sponsored by *EMC Society of the IEEE*. Hyatt Regency, Crystal City, Va. Contact: John Kelleher (703) 560-4438.

**Aug. 23-Sept. 2**—*Edinburgh International Television Festival*. Edinburgh, Scotland. Information: Beverly Neill, EITF Picture Palace, 71 Beak Street, London, W1R 4HP.

**Aug. 24**—*Ohio Association of Broadcasters'* "novice sales school." Marriott North, Columbus, Ohio.

**Aug. 24**—*New York TV Academy* luncheon. Speaker: Jack Avrett, chairman, Avrett, Free & Ginsberg, on "Television: Where's the Vision...An Update on Creativity in TV Commercials." Copacabana, New York.

**Aug. 24**—"Radio's College of Sales Knowledge," seminar sponsored by *Indiana Broadcasters Association*. Meshingomesia Country Club, Marion, Ind.

**Aug. 24-25**—*Society Of Cable Television Engineers* technical seminar on signal leakage. Holiday Inn Oceanfront, Indiatlantic (Melbourne), Fla.

**Aug. 25-26**—Libel workshop for media defense counsel, sponsored by *American Newspaper Publishers Association, National Association of Broadcasters and Libel Defense Resource Center*. Hyatt Regency O'Hare, Chicago.

**Aug. 27**—*Radio-Television News Directors Association* region four conference with *University of Oklahoma*. Ramada Inn, Norman, Okla.

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

**Aug. 29**—*New York TV Academy* dinner. Topic: "Backstage at the Miss America Pageant." Copacabana, New York.

**Aug. 29-30**—*New England Cable Television Association* annual convention and exhibition. Dunley Hyannis hotel and resort, Hyannis, Mass.

**Aug. 31**—*New York TV Academy* luncheon. Speaker: Chet Simmons, commissioner, United States Football League. Copacabana, New York.

**Aug. 31-Sept. 1**—*Society of Cable Television Engineers* seminar, "Operations, Technology & Integration of Addressability." Philadelphia Marriott hotel, Philadelphia.

**Aug. 31-Sept. 3**—*Information Film Producers of America* national conference. Manor Vail Lodge, Vail, Colo. Information: (213) 795-7866.

## Major Meetings

**Aug. 28-31**—*National Association of Broadcasters'* Radio Programing Conference. Westin St. Francis, San Francisco. Future conferences: Aug. 26-29, 1984, Atlanta Hilton and Towers, Atlanta, and Aug. 25-28, 1985, Opryland hotel, Nashville.

**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, Grand Hyatt, New York; May 12-15, 1985, Chicago; May 18-21, 1986, Los Angeles.

**Oct. 2-5**—*National Radio Broadcasters Association* annual convention. Hilton hotel, New Orleans. Future conference: Sept. 16-19, 1984, Westin Bonaventure hotel, Los Angeles.

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

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

**Nov. 7-10**—*AMIP '83, American Market for International Programs*, organized by Perard Associates with 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 Programing Conference. Biltmore, Los Angeles.

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

**Jan. 14-18, 1984**—*Association of Independent Television Stations (INTV)* annual convention. Biltmore hotel, Los Angeles.

■ **Jan. 15-20, 1984**—*National Association of*

*Broadcasters'* winter board meeting. Westin Wailea Beach hotel, Maui, Hawaii.

**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; Dallas, April 12-15, 1987, and Las Vegas, April 10-13, 1988.

**May 7-9, 1984**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 13-16, 1984**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-22, 1984**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**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.



# Stay Tuned

A professional's guide to the intermedia week (Aug. 15-21)

**Network television** □ PBS: (check local times) *Evening at Pops: Peter Paul and Mary*, Sunday, 8-9 p.m.; NBC: *Pump Boys and Dinettes on Television* (country-rock music special), Monday, 10-11 p.m.; ABC: *The Gift of Laughter, part II*, Tuesday, 8-9 p.m.; ABC *News Closeup: The Cocaine Cartel*, Saturday, 10-11 p.m.; CBS: *13 Thirteenth Ave.* (comedy special), Monday, 8:30-9 p.m.; "The Wiz" (1978), Saturday, 8:30-11 p.m.

**Cable** □ Showtime: *The US Festival '83* (four-part program featuring concert segments), Friday-Monday (Aug. 22), 10:30-11 p.m. each night; WGN-TV Chicago: *Taking Advantage\** (financial/consumer info), Sunday, 6:30-7 p.m.

**Museum of Broadcasting** □ (1 East 53d Street, New York) *The Early Days*, Beatles documentary, now-Sept. 17; *Hanna Barbera Cartoons*, return of earlier exhibit, now-Saturday.

\*indicates a premiere episode

## September

**Sept. 1**—Deadline for entries in 18th annual Gabriel Awards competition, presented by UNDA—USA for television and radio programs that creatively treat issues concerning human values. Information: Rev. Harry Schlitt, awards chairman, (415) 673-9294.

■ **Sept. 7**—"Super Track Day," sponsored by Cable Television Administration and Marketing Society, Atlanta Hilton, Atlanta.

**Sept. 7**—Ohio Association of Broadcasters' "Small Market Potpourri" Stouffer's Avalon Inn, Warren, Ohio.

**Sept. 7**—New York TV Academy luncheon. Speaker: Kay Koplovitz, president, USA Cable Network Copacabana, New York.

**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. 8-9**—National Association of Broadcasters broadcast investment seminar Century Plaza hotel, Los Angeles.

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

**Sept. 9**—Deadline for entries in International Film and TV Festival of New York. Information: 251 West 57 Street, New York, N.Y., 10019, (212) 246-5133.

**Sept. 9-10**—Radio-Television News Directors Association region five meeting with Mary College, Bismarck, N.D. Mary College campus, Bismarck, N.D.

**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**—California Associated Press Television-Radio Association conference, "How to Prepare for Earthquakes and How to Cover Them," Hyatt Regency, Oakland, Calif.

**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 Engi-

neers, Cable Television Advertising 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. 12**—Deadline for entries in Television Bureau of Advertising's competition for best local or regional commercials. Information: TVB, 485 Lexington Avenue, New York, N.Y., 10017.

**Sept. 12-13**—Alaska Broadcasters Association convention, Captain Cook hotel, Anchorage, Alaska.

**Sept. 13**—"Overview of Cable Television," seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable, Gallagher's, Jack London Square, Oakland, Calif.

**Sept. 13**—Ohio Association of Broadcasters Youngstown managers' luncheon, Youngstown Club, Youngstown, Ohio.

**Sept. 14**—Ohio Association of Broadcasters Cleveland managers' luncheon, Bond Court hotel, Cleveland.

**Sept. 14**—New York TV Academy luncheon. Speaker: John Moffitt, producer-director, *Not Necessarily the News*, HBO, Copacabana, New York.

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

■ **Sept. 15**—New York Market Radio Broadcasters Association seventh annual radio festival, Sheraton Center, 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. 15**—Public Service Satellite Consortium seminar, "Buying Your Earth Station: Making the Right Decision," Shoreham hotel, Washington.

**Sept. 15**—Ohio Association of Broadcasters Toledo managers' luncheon, Toledo Athletic Club, Toledo, Ohio.

**Sept. 15**—Radio Advertising Bureau retail and co-op workshop, Hilton Airport Plaza Inn, Kansas City, Mo.

**Sept. 16**—Deadline for applications for certification exams of Society of Broadcast and Communications Engineers. Information: Certification secretary, SBCE, P.O. Box 50844, Indianapolis, Ind., 46250.

**Sept. 16**—Ohio Association of Broadcasters Akron-Canton managers' luncheon, Quaker Square hotel, Akron, Ohio.

**Sept. 18-20**—National Association of Black Owned Broadcasters seventh annual fall broadcast management conference, "Politics and Profits: Looking Ahead to Campaign '84." Keynote speaker: Representative Mickey Leland (D-Tex.), Sheraton Washington hotel, Washington.

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■ **Sept. 19**—*Syracuse University chapter of National Academy of Television Arts and Sciences* "distinguished visiting professor" lecture series. Speaker: Jerome Dominus, VP, CBS Television Network Sales, S.I. Newhouse School of Public Communications, Syracuse, N.Y.

**Sept. 19-20**—*Minnesota Broadcasters Association* fall convention. Sunwood, St. Cloud, Minn.

**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 Pulteney 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**—*Radio Advertising Bureau* retail and co-op workshop. Registry hotel, Minneapolis.

**Sept. 20-21**—*Society of Cable Television Engineers* seminar. Sessions will cover cable TV signal leakage, fiber optics and fiber optic transmission systems, data and networking, feedforward, cellular radio and computer testing systems. Sheraton hotel and conference center, Concord, Calif.

**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 Televi-

sion Association, to be roasted. Shoreham hotel, Washington.

**Sept. 21-22**—*Television Bureau of Advertising* sales advisory committee meeting. Indian Lakes, Chicago.

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

■ **Sept. 22**—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Southfield, Detroit.

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

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

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

**Sept. 23**—*Southern California Cable Club* third anniversary dinner/dance. Century Plaza hotel, Los Angeles.

**Sept. 23**—*Society of Broadcast and Communications Engineers* central New York regional convention and equipment show. Sheraton Syracuse, Syracuse, N.Y.

**Sept. 23**—*FCC*, in cooperation with *American Women in Radio and Television*, symposium. "Women in the Electronic Media." Ownership opportunities will be primary topic. FCC, Washington.

**Sept. 23**—"The Lawyer and the New Video Marketplace II," sponsored by *American Bar Association Forum Committee on Communications Law*. Grand Hyatt New York, New York.

**Sept. 23**—"State of the American Music Market," seminar sponsored by *Burkhardt/Abrams/Michaels/Douglas*. London Hilton, London.

■ **Sept. 23-24**—Seventh annual "South Dakota Broadcasters Day," sponsored by *South Dakota State University*. SDSU campus and Holiday Inn, Brookings, S.D., 57007; (605) 688-4191.

**Sept. 23-25**—*Maine Association of Broadcasters* annual convention. Sebasco Resort, Sebasco Estates, Me.

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

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

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

**Sept. 25-28**—*Broadcast Financial Management Association* 23rd annual conference. Hyatt Orlando, Kissimmee, Fla.

**Sept. 27**—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

**Sept. 27**—Programming seminar sponsored by *Bay Area Cable Club and Northern California chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

■ **Sept. 27**—*Radio Advertising Bureau* retail and co-op workshop. Drawbridge Inn, Cincinnati (Fort Mitchell, Ky.).

**Sept. 27-29**—*University of Wisconsin-Extension* 29th annual "Broadcasters' Clinic." Sheraton Inn and Conference Center, Madison, Wis.

■ **Sept. 28**—*Orlando (Fla.) Radio Broadcasters Association* seminar, "Radio: The Sound Alternative." Harley hotel, Orlando, Fla.

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

■ **Sept. 29**—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Florida Center, Orlando, Fla.

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



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## Errata

CBS Television Network President **Tony Malara** was misquoted in Aug. 1 story on upfront selling season as saying he was, "surprised" at how well the three networks fared. That statement should have been attributed to **Lou Dorkin**, senior vice president, network TV programming, Dancer Fitzgerald Sample.

□

**Owners of WWVQ(AM)-WPFM(FM) Panama City, Fla.**, are **John Dorris**, president, and **James Broaddus**, executive vice president. Broaddus has interest in WMNX(FM) Tallahassee, Fla., not Dorris, as reported in "Changing Hands," Aug. 8.

■ **Sept. 30**—Deadline for entries in Ohio State Awards, recognizing excellence in educational, informational and public affairs programs, sponsored by **WOSU-AM-FM-TV Columbus, Ohio, Ohio State University**. Information: Institute for Education by Radio-Television, 2400 Olentangy River Road, Columbus, Ohio, 43210; Phyllis Madry, (614) 422-0185.

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

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

■ **Sept. 30-Oct. 2**—**American Women in Radio and Television** Southeast area conference. Clearwater Beach, Fla.

## October

■ **Oct. 1**—"East Coast Hispanics in Telecommunica-

tions" symposium, sponsored by **National Association of Broadcasters' minority and special services department**. New York Hilton, New York. Information: Dwight Ellis, NAB, 1771 N Street, N.W., Washington, 20036; (202) 293-3584.

■ **Oct. 1**—Deadline for entries in **U.S. Television Commercials Festival**. Information: 841 North Addison Avenue, Elmhurst, Ill., 60126; (312) 834-7773.

**Oct. 1-3**—**Southern Educational Communications Association** conference, "Bridge to 1984." Peabody hotel, Memphis.

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

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

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

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

**Oct. 3-7**—**VIDCOM/MIJID**, international conference and exhibition for cable, home video and video games. Old Palais and New Palais des Festivals, Cannes, France.

■ **Oct. 4**—**Radio Advertising Bureau** retail and co-op workshop. Holiday Inn-O'Hare, Chicago.

**Oct. 4-6**—**LPTV East** conference. Sheraton Washington hotel, Washington.

■ **Oct. 6**—**National Coalition on Television Violence** conference, "Violence on Television: A National Health Issue?" George Washington University, Washington.

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

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

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

Tulsa, Okla.

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

**Oct. 10-12**—"Children's Television: Still Growing Strong," seminar sponsored by **National Association of Broadcasters' Children's Television Committee**. Hyatt Regency, Washington.

**Oct. 11**—Technical seminar sponsored by **Bay Area Cable Club and Northern California Chapter of Women in Cable**. Gallagher's. Jack London Square, Oakland, Calif.

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

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

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

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

**Oct. 18**—**International Association of Satellite Users** monthly meeting. Twin Bridges Marriott, Arlington, Va.

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

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

**Oct. 19-20**—**Kentucky Broadcasters Association** fall convention. Hyatt Regency, Lexington, Ky.

**Oct. 19-21**—Eighth annual conference of **Public Service Satellite Consortium** and its subsidiary, Services by Satellite Inc. (SatServe). Washington Hilton, Washington.

**Oct. 19-21**—**Tennessee Association of Broadcasters** annual convention. Marriott hotel, Nashville.

**Oct. 19-22**—**National Broadcast Association for Community Affairs** convention. Sir Francis Drake hotel, San Francisco.



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SEPTEMBER



**THE BOY WHO COULDN'T LOSE**

An imaginative boy learns the limits of his "fantastic" powers.

OCTOBER



**ROSIE**

Her sister's terminal illness brings a young girl confusing and unexpected emotions. Tara Kennedy stars.

NOVEMBER



**DANNY AND THE KILLER RAIN**

A concerned boy finds himself caught in the current acid rain controversy.

JUNE



**ALL ABOUT DOGS**

Allison "Annie" Smith leads a lighthearted look at dogs and pet care.

**YOUNG PEOPLE'S SPECIALS**

**NINE YEARS OLD AND GROWING STRONG!**

It takes a special kind of television program to earn the adulation of educators, critics and parents. To stack up nearly every major award for TV excellence, including two National Emmys. To capture the imaginations of nearly sixty million viewers—including Adults 18-49 and Children and Teens 2-18.

That's what we've been doing for almost a decade. And for Series 9, it's five first run shows and five of our most popular classics airing in 90% of the U.S. once again!

But more important than the awards, the ratings or the rave reviews is the simple fact that Young People's Specials have found a special place in the hearts of families all across America.

Because Young People's Specials say something special to everyone they touch.

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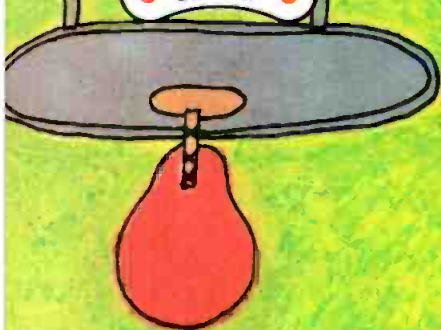
DECEMBER



**GRANDMA DIDN'T WAVE BACK**

A grandmother presents her family with the problem of understanding senility. Molly Picon stars.

MAY



**BROTHER TOUGH**

A young boy finds his own way in the shadow of his older brother's boxing fame.

JANUARY



**MY MOTHER THE WITCH**

The Salem Witch Trials cast haunting suspicion on the mother of a 17th century girl.

APRIL



**JUST ANOTHER STUPID KID**

A learning-disabled boy suffers misunderstanding at home and school.

MARCH



**NAVAJO MOON**

Three Navajo children illustrate the tribe's history and modern problems.

FEBRUARY



**THE DAY DAD GOT FIRED**

A teenage girl shares the heartbreak and trauma of her father's sudden unemployment.

**Oct. 20**—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

**Oct. 20-21**—Pittsburgh chapter of Society of Broadcast and Communication Engineers' 10th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 21**—Radio-Television News Directors Association meeting with region 12. Sheraton Center, New York.

■ **Oct. 21**—New York Women in Communications meeting, "The Video Communications Revolution," co-sponsored by New York University. Speakers include Drew Lewis, Warner Communications; Daniel Ritchie, Westinghouse Broadcasting and Cable; Gerald Levin, Time Inc.; William Scott, Satellite News Channel; Mary Alice Dwyer, Daytime/Arts, and Mary Alice Williams, Cable News Network. New York University, Washington Square campus, New York.

**Oct. 23-25**—Televest U.S.A., second international telecommunications conference, sponsored in part by E.F. Hutton. Speakers include Richard Colino, Intelsat; William Ellinghaus, AT&T; Richard Butler, ITU; Mark Fowler, FCC; Senator Robert Packwood (R-Ore.); Eddie Fritts, National Association of Broadcasters; Tom Wheeler, National Cable Television Association, and Irving Goldstein, Comsat, Montreux, Switzerland. Information: Marianne Berrigan, Televest executive director, Suite 1128, 1120 Connecticut Avenue, N.W., Washington, 20036; (202) 857-4612.

**Oct. 23-25**—Canadian Association of Broadcasters/Central Canada Broadcasters Association joint conference and trade show, "Communications Expo '83." Sheraton Center, Toronto.

**Oct. 25**—Marketing seminar sponsored by Bay Area Cable Club and Northern California chapter of Women in Cable. Gallaghers, Jack London Square, Oakland, Calif.

**Oct. 25-27**—Telecommunications symposium sponsored by American Newspaper Publishers Association and Newspaper Advertising Bureau. Amlac hotel, Dallas-Fort Worth Airport.

**Oct. 25-27**—International Broadcast Equipment Exhibition sponsored by Electronic Industries Association of Japan, co-sponsored by National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.) Tokyo Ryutsu Center, Tokyo.

**Oct. 26-28**—National Cable Television Association's second annual business development symposium, "Minorities and Cable: The Interconnect of the 80s." Ramada Renaissance hotel, Washington.

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

**Oct. 30-Nov. 1**—Multimedia teleconferencing conference sponsored by Institute for Graphic Communication. Andover Inn, Andover, Mass.

**Oct. 30-Nov. 2**—National Over-the-Air Pay TV conference and exposition, hosted by Subscription Television Association and National Association of MDS Service Companies. Century Plaza, Los Angeles.

## November

**Nov. 1-3**—Atlantic Cable Show. Convention Hall, Atlantic City, N.J. Information: Registration supervisor, Slack Inc., 6900 Grove Road, Thorofare, N.J., 08086; (609) 848-1000.

**Nov. 3-5**—Eastern regional convention of National Religious Broadcasters. Aspen hotel, Parsippany, N.J.

**Nov. 5-8**—Missouri Broadcasters Association meeting. Marriott's Tanlora, Lake of the Ozarks, Mo.

**Nov. 6-8**—"Institutional Cable TV Networks: Planning and Utilization for Business, Government and Education," sponsored by University of Wisconsin-Extension. UW campus, Madison, Wis. Information: Barry Orton, (608) 262-2394.

**Nov. 7-9**—Scientific-Atlanta's ninth annual Satellite Communications Symposium. Hyatt Regency-Atlanta, Atlanta.

**Nov. 7-10**—AMIP-TV, international television marketplace, to be held in U.S. for first time. Fontainebleau, Miami Beach. Information: March Five, (212) 687-3484.

**Nov. 8**—"Cable Management: Politics, Press, Public and Personnel," seminar sponsored by Bay Area Cable Club and Northern California Chapter of Women

in Cable. Gallaghers, Jack London Square, Oakland, Calif.

**Nov. 8-11**—Unda-USA, National Catholic Association for Broadcasters and Allied Communicators,

12th annual general assembly. Theme: "Making Connections: Issues, Trends and People." Hollenden House, Cleveland. Information: Ann DeZell, Unda-USA, 3035 Fourth Street, N.E., Washington, 20017;



## No guarantees

**EDITOR:** I have a problem comprehending the nerve of persons like Christine Craft (see "Top of the Week") who feel they have some sort of inherent right to hold their on-camera jobs interminably.

On-camera talent positions are extremely well-paid jobs and people who hold them should consider themselves lucky. Owners and operators of broadcast operations should have the right to pick and choose who will appear on camera, no matter how capricious their criteria are for choosing or changing talent. This is a competitive marketplace; equal pay for equal work does not apply around here, and guarantees for duration and compensation belong in individual contracts.—James J. Donnelly, cable TV system program director, New Bedford, Mass.

## Barter problem

**EDITOR:** Your pages have recently mentioned the network fall selling season, and have referred to the opinions of some agency people that the network prices might have been even higher were it not for the existence of the "syndication market." It appears to me that the affiliates of the networks have a lot more to be concerned about by the existence of this market than they do about the amount of dollars, more or less, sold by the networks this fall.

The "advertiser-supported" syndication market... or barter... to use the real word, appears to me to be the biggest problem which all stations in the country have to cope with. The rationale for many stations' acceptance of barter is that it saves them cash-out-of-pocket. To many stations, this cash out of pocket saving is quickly dissipated by the loss of sales from the advertisers who have chosen to use barter as a way of getting cheaper rates from those very stations.

Although this may not be apparent to stations in the large markets, it is very clear at the lower levels. For example, it is a well known remark that every minute sold in a barter show is worth \$5 million. And that the barter market may exceed \$300 million does not suddenly appear out of thin air as a new-found fount of cash. It comes from somewhere... and if the networks have gotten theirs, it has to follow that the bonanza has come from the spot side of the marketplace.

So barter is not a savings of cash... it is possibly a net loss of cash to many stations.

More important than that, however, is the damage the system does to the station rate card. Why should any advertiser pay stations their published rates if it is so apparent that a barter buy, which is a well known very wholesale rate, can reduce substantially the cost of a spot buy in any market. Thus the

stations have just cut their own throats by accepting barter which undercuts their own rate cards very substantially.

I cannot believe that I am the only operator who believes the above to be true. As one station, we cannot stop the thrust of the practice. But the stations as a whole should begin to rethink this problem and make as concerned an effort as possible to start saying "no" to the guys who come in with this type of proposition.

It is time the stations set the issue to right and take charge, once again, of their financial operations.—David M. Baltimore, president, WBRE-TV Wilkes-Barre, Pa.

## Competitive concerns

**EDITOR:** In recent months your magazine has carried articles about the NCTA's, and in particular, Tom Wheeler's concern towards the new technologies (MDS, STV, DBS and SMATV). We would like to make the following comments in regard to those concerns:

In response to the phrase "Johnny come lately's," Marquee Television Network was the first (still operating) over-the-air pay television service in the country as it began transmissions in September 1973. When we expanded into the residential market in 1975, the pay television universe consisted of approximately 265,000 subscribers, and Home Box Office was not even available on the satellite. We now provide HBO (via MDS) to over 40,000 residents in the nation's capital. As of this date, no cable operator has been able to serve the needs of residents in the nation's capital.

In response to the NCTA's desire for a "level playing field," we don't believe that is a fair and accurate representation of the marketplace. It is not a level field when MDS has had only one channel and cable offers multiple channels, or when line-of-sight problems prevent 40% of the potential subscribers from receiving a signal. Other disadvantages we deal with are excessive common carrier tariffs, satellite programmers who refuse to make product available and pirates who routinely steal our potential customers.

We don't pay franchise fees, but we have been paying to local governments sales tax, use tax, property taxes and service taxes, the sum of which is much greater than any franchise tax.

In conclusion, let's put an end to these remarks as to who entered the business first or which technology has an advantage. Let the marketplace dictate who survives. Allow technical and marketing innovations to flourish so the public can benefit by meaningful competition.—Steven Wechsler, executive vice president, Marquee Television Network Inc., Rockville, Md.

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These are dedicated people who have been heavily involved in their communities in the Philadelphia area and intend to continue their careers in similar or allied industries. They are highly recommended by Field Communications.

## SKILLED BROADCASTERS AT EVERY LEVEL.

These dedicated people are now available for interviews.

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- Administrative/Clerical
- Traffic & Sales Service
- Financial/Accounting
- Engineering
- Production

Please direct all inquiries to:

Vince Barresi  
Vice President & General Manager  
WKBS  
3201 South 26th Street  
Philadelphia, PA 19145  
(215) 336-6400

\*WKBS will cease operation at sign-off, Monday, Aug. 29, 1983.

Nov. 9-11—26th annual *International Film and TV Festival of New York*, honoring "creativity and effective communication in film, TV and audiovisual media." Sheraton Center, N.Y. Information: (212) 246-5133.

Nov. 10—18th annual Gabriel Awards banquet and presentation, sponsored by *UNDA—USA*. Hollandan House and Arcade, Cleveland.

Nov. 10-13—14th annual *Loyola Radio Conference*. Hotel Continental, Chicago.

Nov. 14-16—*Television Bureau of Advertising* 29th annual meeting. Riviera hotel, Las Vegas.

Nov. 15-17—*Washington Journalism Center's Conference for Journalists*, on "Energy Issues: Oil, Gas, Nuclear." Watergate hotel, Washington.

# Monday Memo

A television advertising commentary from Richard R. Kiernan, executive vice president Grey Advertising Inc., New York

## When special effects become 'special defects'

The fact that so many agencies are using—or misusing—so many special effects in so much television advertising today is testament to the unflinching hope for a magic solution.

Carving out a distinctive and motivating positioning for a brand in an era of brand proliferation is hard work. Crafting an advertising execution that brings that positioning alive and makes it meaningful to the target audience compounds the difficulty. How very human to search for and believe in a magic solution. Something that will get a 40 Burke and still win a Clio.

I used to work with a guy whose one consistent contribution in any creative brainstorming session was: "I got a great idea! Let's get Walter Cronkite!" That was a time long ago in an agency far away. In this, the George Lucas era, the specific has changed: "I got a great idea! Let's get some 'Star Wars' special effects." But the principle remains the same: A magic execution idea can substitute for a selling idea.

Wrong. How about this: A magic execution can amplify, strengthen and dramatize a sound selling idea. That's the major difference, I believe, between a special effect and a "special defect."

Special defect is my term for a totally inappropriate use of special effects. Things like using a laser beam to create an apple pie when the strategy calls for old-fashioned-like-Grandma-used-to-bake. That kind of special effect not only doesn't reinforce the strategy; it undermines it. Or the bank that uses computer graphics in the attempt to dramatize warm, friendly, personalized service. Another special defect.

Film, videotape and optical bench technology today offer the creative craftsman a shiny new toolbox full of magic to heighten, deepen and dramatize a good selling proposition. From the Quantel to the improvements in glass matte painting, from computer graphics to motion control photography, all the tools are there to produce images that continually startle, amaze and astound us. And when the best ones technically are also the best ones tactically, the results can be as amazing as the images themselves.

Our commercials for the new Renault Alliance are one example. First, a little background. Voted Europe's Car of the Year in 1982, the Renault R9 was scheduled to be built and introduced in the U.S. in the 1983



Richard R. Kiernan is executive vice president and co-director of creative services at Grey Advertising Inc., New York. He is responsible for creative work and is in direct supervision of the radio and television production department and Crescendo Productions, Grey's music subsidiary. After 10 years at Kenyon & Eckhardt, Kiernan joined Grey in 1966 as creative supervisor. He was named a vice president in 1967, group creative director in 1973, deputy creative director in spring 1979, and assumed his current position in the fall of 1979.

model year. The marketing strategy for the Renault Alliance was, in a nutshell, to offer European technology and excellence at made-in-America prices.

A way of thinking about the strategy suggested that there was a gap between European technology and American affordability. And that the Renault Alliance closed that gap. Which, in turn, suggested a special effect visual idea. All the great cars of Europe are driving along the rim on one side of a chasm. On the rim of the other side of the chasm are people who'd like to get their hands on the European excellence, but they can't bridge the gap. Along comes the new Renault Alliance and—literally—closes the gap; closes the chasm between what people want and what they can afford. The earth shakes, the music track rumbles and what looks like the Grand Canyon closes up, bringing car to people and people to car.

The Alliance's runaway sales success is not the only point of the example. The appropriate use of the appropriate special effect is. Sure, other special effects could have been used—for the sake of using special ef-

fects. Making the car big... or small... creating it out of stardust... et al. But these effects—or any of 20 others—have nothing to do with the selling idea. Interesting and attention getting, yes. Organic to the selling idea, no.

We've also been very careful in using the right special effects in our recent commercials for Timex digital watches and Olin's HTH pool chlorinator.

For Timex we brought attention to specific watch features in a series of vignettes in which people interact with what looks like giant-sized watches that become part of their life style and activities.

We show runners jogging up the side of an actual sports watch, a ballerina dancing across the face of a watch, activating the control bar with her toes, and a boating family leaving a dock that has been transformed into a waterproof Timex watch.

The technique used to film these commercials, called bluescreen, permits the removal of a background from one shot and then superimposing action from another to create the desired illusions. But, with all due respect to the intricacies of the technique, we used it because it was the perfect way to focus on the specific Timex watch features in dramatic fashion—not just because it's a catchy and attention-getting device. And because the high technology of the film effects is a very organic message about the high technology of the new Timex watches.

One final example, to carve in stone the point I'm making about special effects. The challenge from Olin was to show dramatically how HTH pool chlorinator keeps pool water crystal clear.

So we filmed what looked like a "normal" poolside sequence—a model in bathing suit sitting in a lounge chair, with sunglasses, magazine and suntan lotion. All perfectly normal until she dives off her chair and zooms upwards breaking the surface. The entire scene was filmed *underwater*.

I defy anyone to find a more graphic way to show how clear pool water can be. And I won't go into the details of how technically difficult it was to light and shoot the spot. But there was no bluescreen used here. The way we got the pool water so clear was to use HTH.

No, there's nothing wrong in believing in magic solutions. The slice. The stand up. The candid. The celebrity endorsement. And the special effect.

The magic, I maintain, is in how organic the solution is to the selling proposition. If you lose sight of the objective, then special effects can become special defects. □



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you have access to all  
the resources of a  
great network,  
with the flexibility  
you need to manage  
your station.”**

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When you join Direction, your station has access to the world's largest radio news-gathering organization. With its hourly three minute newscasts, daily and weekend sports reports, exclusive Olympic coverage, and personal health and fitness features, Direction will help you build your station's position in the local marketplace. And will provide you with many new local sales opportunities... all with a surprisingly low network inventory.

Direction's dynamic programming relates to adult listeners in a warm, personal manner. It doesn't just tell listeners what's happening in the world today, but how it will affect their lives.

Best of all, you keep the flexibility you need to control your station's programming and sales. You choose which programs and sales opportunities give your station the greatest competitive edge.

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**Exclusive Radio Broadcasters of the 1984 Summer Olympics.**



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# HOW TO BUILD ONE SUCCESS ON TOP OF ANOTHER.



Program the original British hits that launched **THREE'S COMPANY** and **THE ROPERS** in the U.S.

## Same characters. Same comedy. Same proven audience appeal.

Now... **THE THAMES ORIGINALS**.  
Spotlighting the situations and characters that are proven hits on both sides of the Atlantic.

In June, WNEW premiered this fresh, funny strip right after **THREE'S COMPANY**.

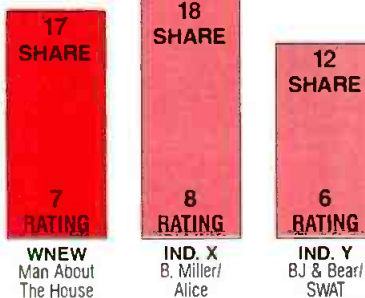
It became an instant early fringe success in the tough N.Y. market.

Here's 125 half hours of top-quality programming from Thames Television—a unique strip opportunity for your station.

### MAN ABOUT THE HOUSE

The runaway British hit that became the American smash comedy

N.Y. INDIES, 6:30-7:00 PM  
Solid strip competition for "Barney Miller."



SOURCE: ARB OVERNIGHT ESTIMATE AVERAGES, 6/5/83-7/22/83, MON-FRI, 6:30-7 PM



**THREE'S COMPANY**. Here's the eligible student chef and his two bachelor girl roommates—British style.

### GEORGE AND MILDRED

In the U.S., they were **THE ROPERS** spinoff of **THREE'S COMPANY**.

Here's the hilarious British favorite: she's a social climber... and he's a social misfit.

### ROBIN'S NEST

The other highly successful British spinoff of **MAN ABOUT THE HOUSE**. Now the student chef has his own bistro... a gorgeous girlfriend... and Irish Albert, the only one-armed dishwasher in London.

# Broadcasting **4** Aug 15

Vol. 105 No. 7

TOP OF THE WEEK

## The myth of deregulation

**Still under gun at renewal time, radio broadcasters go on doing what they did before FCC 'liberalized' rules in 1981; any better deal for television?**

Now that the Court of Appeals has okayed most of the FCC's order "deregulating" radio, the real-world impact of that order is emerging. As of last week it appeared that the decision is doing broadcasters little practical good.

A canvass of broadcasters and communications lawyers, in fact, revealed that most major station groups are continuing to operate as though the so-called radio deregulation had never taken place, keeping logs, adhering to prescribed programming and commercial standards, ascertaining community needs. Broadcasters who think the Charles Ferris FCC of early 1981 deregulated radio are misreading the decision, those who are still operating by the old rules say. Anyone who thinks radio is a freed marketplace risks comeuppance.

True, the commission eliminated its guidelines for news and nonentertainment programming, its limitations on commercial load, its requirement of surveys of the public and community leaders to ascertain wants and needs and its requirement that stations keep comprehensive logs of what is broadcast (the last remanded by the appellate court for further FCC review).

But the more sophisticated managers and lawyers agree with FCC Commissioner Mimi Weyforth Dawson's observation (BROADCASTING, Aug. 8) that radio was "re-regulated," not "deregulated." Dawson, hoping for honest television deregulation in the proceeding now going on, said the radio action represented merely "the replacement of specific ascertainment and programming guidelines with amorphous ones." Stations remain vulnerable to challenge on the same grounds that were the grounds of challenges before.

Indeed, some veteran observers of the scene in Washington see prospects of a logging burden more onerous than the FCC formerly required. In response to the appellate court's rejection of the FCC's attempt to eliminate logging altogether (BROADCAST-

ING, May 16), the commission has proposed to require licensees to keep a record of all "issue-oriented" programming, including a description of the issue, and the date, time and duration of the program in which the issue was addressed. The clerical demands would be extensive. "If we're lucky, we'll end up with what we used to have; if we're unlucky, we'll end up with something more," a communications attorney quipped.

One Washington attorney, who asked that he not be identified, said the commission's order had accomplished nothing. "Radio deregulation really isn't worth a damn, and everybody knows it, but no one wants to say it," he said.

The FCC's order, he said, had only eliminated certain procedural aspects of its old regulatory structure; it didn't eliminate basic

hasn't done a damn thing. But in the real world, nothing has changed, and TV deregulation won't change anything either."

Another communications attorney, who also requested anonymity, said the larger group-owned broadcasters were continuing to operate as though the rules never were changed. "They're operating on the assumption that what the Lord giveth, the Lord can taketh away," he said.

Other operators, even in the larger markets are, however, "acting as if there aren't any FCC regulations left," he said. "They have the feeling that the message from Washington is, 'Do what you want to do,'" he said. "I don't really see a [renewal] risk in the present commission; they talk pretty big, but they don't do much. But I think there could be a big change if there is a change in administration."

Yet another attorney said his firm had advised all of its radio clients that their underlying obligations to the public have not changed. "There would be a grave risk at renewal time if they act like they're bakeries," he said.

"We want our clients to continue to achieve the goals for which ascertainment was required, even if they do it their way, to continue to provide responsive programming and to maintain the kinds of records that will demonstrate to the FCC and the world that they haven't abandoned those goals," he said.

Preston Padden, Metromedia assistant general counsel, told BROADCASTING that group's stations hadn't changed their procedures much at all since the order was approved.

The major change, he said, is that the stations have

stopped paying research outfits like Mediastat for surveys of the general public, as was formally encouraged by the ascertainment rules. The stations, however, still conduct surveys of community leaders and make sure they don't violate the FCC's old commercial loading and nonentertainment programming guidelines, he said. They also keep the same sorts of logs they did before the order—both computer-generated and slow-speed audio tapes of entire broadcast days. "These are enormously valuable licenses," he said. "We want to be able to demonstrate that we've been operating in the public interest."

Even though the commission has "simplified" renewal reporting, requiring only a "postcard" renewal form (the commission's postcard renewal order is currently pending appeal), Padden said, the Metromedia sta-



The FCC that gave broadcasters radio 'deregulation.' Back row, l-r: Tyrone Brown, Abbott Washburn, Joseph Fogarty and Anne Jones. Front row: Robert E. Lee, Charles Ferris and James Quello. Quello is the only member still on the commission.

obligations, "so any licensee who is at all concerned about keeping his license is going to stick to the [former] guidelines," he said.

All the hype about "deregulation" is "crap," he said. The commission may still be taking bows for the radio deregulation order, just as it may be for eliminating policies aimed at discouraging licensees from making bogus claims about their ratings and coverage areas (BROADCASTING, July 18). But "if you read those orders [on the ratings and coverage map policies] closely, they don't eliminate anything," he said. "All the FCC is saying is, 'We do care; we're just going to let someone else prosecute in the first instance.'"

"This is a PR thing for the National Association of Broadcasters," he said. "No one wants to say it [the radio deregulation order]

tions fill out copies of the old renewal forms when their renewals are coming up and place them in their public files, both as a "drill" to insure that they're in good shape and to discourage potential competing applicants or petitioners to deny renewal. "If someone is looking for a station to pick on, we're hoping they'll look at that [the copy of the old renewal form] and pick on someone else," he said.

Bob Hosking, president, CBS Radio, said the practical impact of the FCC's order on the network's radio stations was "virtually nil."

"While there's been a lot of talk, we still don't have it [deregulation], and in my opinion, we won't have it until they get rid of Section 315 [of the Communications Act] and the fairness doctrine," he said.

Charles DeBare, president, ABC Owned Radio Stations, said the order hadn't changed the way its stations operated much either, but he seemed more appreciative. "It's cut back on some of our paperwork, but more important, it has enabled us to use more discretion in serving the community," he said. At NBC, executives preferred not to comment on deregulation, but it is known that NBC's owned stations are doing everything they used to do except buying Media-station reports.

Wallace Dunlap, senior vice president, Washington, Westinghouse Broadcasting and Cable, said that group's stations still ascertain their communities' needs, although not in the "formalized and heavy handed" fashion the FCC had required. The stations have retained their logging procedures, which are necessary for billing purposes anyway, he said. "The changes may have taken away some of the requirements, but they haven't changed any of our policies. Our policies are the same," he said.

Alan Campbell, another communications attorney, said he hadn't noticed many changes either. Most stations, he said, are keeping pretty much the same logs they always did since they need them for commercial purposes. Most stations also are doing the same things they did to find out what is going on in their communities, "even if they don't have to formalize it," he said.

Campbell also said that none of his clients had asked him if they could delete all of their nonentertainment programming. "And I think most stations are doing pretty much the same thing they were doing before," he said.

One Washington communications attorney said he thought the impact of the decision had been fairly limited while the FCC's order was pending appeal. But now that the court has upheld most of the order, he thought some changes would become noticeable, with licensees "experimenting" in the amounts of nonentertainment programming they offer.

He thought there would be "slight diminutions" in the volume of public affairs and religious programming offered, but foresaw no slackening in the amount of news.

Alfred Cordon, also a communications attorney, said there had been a "great relaxing of attitudes as you go from larger to smaller stations . . . You do find a slacking off of

responsibility."

Metromedia's Padden thought the order would be of significance only to small-market stations. "They don't face as much of a risk; they don't need to keep as detailed logs," he said.

Another attorney agreed, contending that small-market stations always have had an advantage of sorts anyway. "No one is going to go through comparative proceedings for

an AM daytimer," he said.

Sam Miller, a communications attorney who represents a number of small radio stations said, however, that even they will generally meet the former processing guidelines and maintain logs. The only place where the FCC really had "advanced the ball," he said, was in eliminating formal ascertainment procedures. "If you're part of the community, you know what the problems are." □

## Craft decision leaves questions

**Anchorwoman awarded \$500,000; judgment on sex discrimination still to come; industry leaders don't see major fallout problems with case**

A federal jury in Kansas City, Mo., awarded anchorwoman Christine Craft \$500,000 last week in a case that put television in the media spotlight again and raised sensitive and, for the most part, still unanswered questions about the relationship between station managers and their "news talent" and the relative importance of cosmetics and journalistic ability in television news.

Reaction to the Craft verdict came quickly from the broadcasting industry, primarily because of the widespread coverage it received in the national press. Although there was some concern that newsroom management would be handicapped and that a rash of copycat suits would emerge, the opinion of James Snyder, vice president, news, Post-Newsweek Stations, seemed to be the prevailing one: "Enlightened television news management has

nothing to fear." Snyder took issue with pundits in the print media who saw the behavior of KMBC-TV as indicative of the visual medium. He said he has "no defense" for the actions of KMBC-TV. "It's a disservice to take the Chris Craft case and say that it is typical of what's going on in America."

(The fear of copycat suits may be well founded. Laura Talmud filed a \$1.5-million sex discrimination suit against Metromedia's WCVB-TV Boston last Wednesday, alleging that she was demoted from chief assignment editor to night assignment editor after returning from maternity leave. She claimed in the suit that she was fired when she refused the demotion.)

After five years in television as a weatherperson, reporter, sportscaster and anchor, Craft had had enough. She didn't want to change her appearance to conform to the image of what an anchorwoman should be in the eyes of a station executive or television news consultant.

So when Metromedia invited her in December 1981 to co-anchor the news at its KMBC-TV Kansas City, Mo., she said last week from her home in Santa Barbara, Calif., she warned station executives not to tamper with her looks. "If you like what you see, hire me," she told them. "If you don't, please don't hire me."

They should have heeded the warnings. After a rocky eight months at the station's anchor desk and after several attempts by the station to "improve" her image with viewers, Craft sued Metromedia for \$1.2 million, charging that the group broadcaster discriminated against her because she was a woman and misrepresented the terms and conditions of her job (BROADCASTING, Aug 1). After two weeks of testimony and eight-and-a-half hours of deliberation, the jury of four women and two men last week agreed that the station (which Metromedia sold to Hearst Corp. last year for \$79 million) was guilty of fraud in hiring Craft and awarded her \$375,000 in actual and \$125,000 in punitive damages.

"They felt they could just hire me and [make me over] after I was there," she said after the verdict. "They fraudulently hired me. They had the intention of changing me from the very beginning."

The jury also recommended that U.S. District Court Judge Joseph E. Stevens rule the station discriminated against Craft in its treatment of her because of her sex. Lawyers for the parties were unable to say



Craft

last week when Stevens would make his sex discrimination ruling; briefs were due today (Aug. 15).

Apparently feeling her male co-anchor deserved more money because of his stronger credentials, however, the jury turned thumbs down on Craft's allegation that Metromedia violated laws requiring men and women to receive equal pay for equal work.

The lead attorney for Metromedia, Donald Giffin, said last week talk of appeal is premature, although one is possible. "I would not attempt that evaluation," he said, "until the judge has ruled on the motion for a new trial and on motions for directed verdict and for judgment notwithstanding the verdict." The last two motions, he said, give the judge the opportunity to examine the evidence and overturn the jury's verdict.

Despite assurances from station management when she signed on that she was being hired for her journalistic ability and not for the way she looked, Craft testified that the station and its consulting firm, Audience Research and Development, of Dallas, soon decided she wasn't attractive enough.

"From day one," she said, her appearance was subjected to criticism. The station and the consultant changed her hair style and makeup and purchased for her an on-air wardrobe, which was organized according to a daily calendar. At one point, an employe of the consulting firm attempted to make her up. The makeup was applied so heavily, she said, "I found it physically hard to open my mouth."

The changes did not improve ratings and, in August 1981, the station removed Craft from the anchor's desk, telling her, Craft testified, she was "too old, unattractive and not deferential enough to men." The station offered her a reporter's job, but she rejected it and decided to go back to her old job, anchoring the evening news at KEYT(TV) Santa Barbara, Calif. According to Craft's attorney, Dennis Egan, the return to KEYT was costly. She would have made \$38,500 in the second year of her contract at KMBC-TV, he said, and is only making \$25,000 at the smaller-market station. Gene Forssell, assistant general manager, KEYT, who has steadfastly refused to comment on the case, said Craft is on an unpaid leave of absence for the month of August.

According to Craft, her apprehensions about being redone by makeup artists stem from a nine-month stint she did with CBS Sports as a sportscaster in 1978. "I gave CBS carte blanche to do with me what they wanted," she said. "They proceeded to bleach my hair platinum blond, put on black eyebrows and dark red lips." She said she learned from the experience. "I didn't do well being made over," she said. "I knew who I was and I knew that I did best when I was able to be myself." She carried her new philosophy into her job at KEYT, begun in July 1979 after almost a year out of the business, and would have been content had not Metromedia come knocking on her door.

Craft will be watching closely the

**Electoral collage.** As proposed by ABC Chairman Leonard Goldenson in a speech at Harvard University last December (BROADCASTING, Dec. 20, 1982), it was announced last week that ABC and Harvard would sponsor a symposium (under auspices of ABC News and John F. Kennedy School of Government), entitled "Voting for Democracy," to be held in Washington at the Wilson Center of the Smithsonian Institution, Sept. 30-Oct. 2. Some 40 senior public officials, journalists and scholars will participate, sharing their views on eight major issues: section 315 of the Communications Act, televised debates, Sunday voting, voter registration, election night reporting, election information in the media, simultaneous poll closings and voter motivation. It's hoped that a consensus can be reached among participants on at least some of the issues. A report on the symposium's proceedings will be published.

As expressed by Goldenson in his December speech, it's hoped that the symposium, through the generation of various recommendations, will contribute to an increased participation in the political process. The U.S., he said at the time, has become a nation "rich in information, yet poor in political passion." Among participants in the symposium will be co-chairmen Goldenson and Derek Bok, president of Harvard University; former Presidents Gerald Ford and Jimmy Carter; Congressman Tim Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee; Senator Wendell Ford (D-Ky.); James David Barber, director for the Center of Telecommunications Policy at Duke University; *Washington Post* columnist David Broder; Robert Strauss, former chairman of the Democratic Party; Senator Charles McC. Mathias (R-Md.); pollsters Peter Hart and Robert Teeter; former FCC Chairman Charles Ferris, and ABC News and Sports President Roone Arledge.

judge's decision on her sex discrimination allegation, the essence of which is that women at KMBC-TV had to adhere to stricter appearance standards than the men. "I just want to be a journalist," she said. "I don't want to be told at a certain age because I have crow's feet or a bag under one eye that I have to stop being a journalist, even though I've covered rape, murder, mayhem to become better and better."

If some were drawing generalization about television news's overemphasis on appearances from the Craft case—the *New York Times* commented: "How insulting that television, which reports facts, still perpetuates an old fiction: that once a woman has lost her youth, she's lost everything"—it is perhaps traceable in part to testimony at the trial. At one point during the trial, R. Kent Replogle, vice president and general manager of KMBC-TV, said appearance was "at the top of the list" of qualifications he looked for in a news anchor. According to Egan, part of Metromedia's defense was based on the claim that the way it used consultants and audience research was common in the industry. But Egan said he wasn't putting the industry on trial. "I was trying what was wrong with respect to Christine Craft."

Frank Magid, one of the earliest and most successful news consultants, objected strongly to the suggestion that television news is only skin deep. "Broadcasters are very responsible people, who are not caught up in the cosmetics," he said. "The most important consideration has always been the ability to communicate, not the pretty face."

Even Craft was reluctant—at least for the time being—to call for reforms in the industry. "I certainly believe that employers have the right to hire and fire as they see fit as long as they don't violate federal law."

Broadcasters and consultants were almost unanimous in offering one bit of advice after the verdict: Be honest with employes from the day they are hired. "If you are hiring them for other than journalistic

skills, you should be very above-board about it," said Ernie Schultz, executive director of the Radio-Television News Directors Association, adding: "They should know it and you should know it and the basis upon which they are to be promoted and rewarded should be made clear."

"In other words," said Harvey Gersin, a news consultant with Reymer & Gersin, "spell it out, either in the contract or in a verbal agreement at the beginning that would say, 'These are the things we want you to do, but these are the rights we have to change your role.'"

Another news consultant, Al Primo, said the Craft case may be beneficial to the industry if it increases understanding between management and its employes. "Management always has the right to expect its employes to live up to certain standards, but how they communicate that information to them and deal with them has to be on a very professional level."

Dean Mell, news director at KHQ-AM-FM-TV Spokane, Wash., and president of the RTNDA, also saw a silver lining. At many stations, the hiring and management of anchors are handled by top station management with the help of consultants. One effect of the Craft decision, he said, may be to inhibit station managers and owners "from imposing their nonjournalistic standards of good looks" on news directors, in the hiring and firing of anchors.

Although a final judgment awaits the sex discrimination decision, the trial's publicity has done some consciousness-raising. "I think the whole trial, the charges, the testimony and what we know of the verdict," said Schultz, "is a clear message to the newsrooms that if you have been practicing discrimination, you better quit it."

The trial and the publicity surrounding it have brought into question the use of consultants by local stations to help boost the ratings of the news. Some consultants simply aren't qualified to conduct viewer research and make recommendations to station management, Craft said. "My dog, by dint of putting a little shingle on his dog-

house," she said, "could become a television news consultant."

Even if consultants can accurately gauge the attitudes of viewers and what they want to see, Craft said, it doesn't mean they should be listened to. "I still believe that if all the research in the world showed that the American people really didn't want to hear hard news... true journalists... cannot cater to that whim."

In her own case, she said, the consultants had no experience in journalism. They were solely concerned, she said, with creating "the illusion of credibility" for her by changing her appearance and delivery. She doesn't hide her antipathy toward such consultants: "All the illusion-of-credibility people are full of it."

Stations have become increasingly dependant on consultants and their research, and consultants don't see that changing in the wake of the Craft verdict. "Audience research and recommendations are still going to be needed, even more so as the competition increases," said Gersin. "You're

still going to need that edge."

Consultants were putting as much distance between themselves and Audience Research as they could last week. Jack Bowen of McHugh & Hoffman Inc. said stations are going to be careful to hire consulting firms that have the "proper expertise." "No research I have seen indicates that viewers discriminate in terms of age or sex," he said. The research, he said, shows that viewers put primary importance on "news knowledgability and authoritative-ness."

What's ahead for Christine Craft? A made-for-TV movie is in the works. If the movie was well done, she said, "it would be frosting on the cake." But her more immediate concerns are to begin writing her experiences and impressions—she claims writing is her "first love"—and to return to work. "I am tired of all the interviews. I am tired of all the television. I can't wait to get back to my job [at KEYT] and give my full attention to the viewers in the three counties we serve." □

## Jennings gets the nod from ABC

**Network's London correspondent will anchor 'World News Tonight'; newscast will originate from New York rather than Washington**

The announcement last week that Peter Jennings had been appointed sole anchor and senior editor of ABC's evening news program, *World News Tonight*, was not unexpected—it had been rumored for weeks. And while some speculated that his appointment signaled the start of a "new era" in network television journalism (all three networks now have named a sole anchor, and all will be based in New York), the sentiment among those in the industry was that speculation may be a bit premature. As NBC News President Reuven Frank put it, "That will be for the historians to ponder 20 years from now. It will depend on how long they each last."

Jennings's appointment came two weeks after the NBC News announcement that it would restructure its *NBC Nightly News* format beginning next month, with Tom Brokaw in the sole anchor seat, and with Roger Mudd being dropped as co-anchor in Washington.

Jennings has been filling in as Washington anchor since July 4, replacing David Brinkley as the substitute for Frank Reynolds, who died July 20. Reynolds's last broadcast was April 20 after an extended illness. Next month, Jennings, who has served as a correspondent and evening news anchor once before, will move to New York where *World News Tonight* will be based.

Most recently, Jennings has been ABC News's London-based anchor and chief foreign correspondent. And while he will be based in New York, Jennings told BROADCASTING that he will spend "a lot of time" in

Washington during the upcoming political year, and will also do more traveling after that than perhaps either of his counterparts at NBC and CBS. Being the traditional center of broadcasting, said Jennings, "it's very healthy to go to New York. But I also think it's imperative for me and others, as we go into this political year," to be in Washington as much as possible. "I have not been as close to some of the [political] players as I'd like to have been." As for traveling to the scene of stories after the presidential election, Jennings said, "it may be more difficult, but the network and I both agree that we should play to my strengths—and my strength to some extent is in the field." He added, however, that such traveling would be done on a "selective" basis. Nevertheless, the role of traveling anchor is one he enjoys immensely, having done it in London for the last five years. "I loved it," said Jennings. "It's the ideal job—the combination of active reporting and anchoring—and I'll fight tooth and nail to retain it."

As to the sole anchor format for which he has become the central component at *World News Tonight*, Jennings says it has "pluses and minuses." One distinct disadvantage is the lack of a foreign anchor, which he believes detracts from a news operation's ability to quickly pick up on developing trends and movements abroad. In ABC's case, he says, his fears are allayed somewhat by the fact that "we've left a terrific staff in place" in London.

As for his role as senior editor, Jennings suggests that while it does not give him the last word on all major decisions, he'll certainly have significant input on judgments concerning what stories go on the air and how they are presented. His title, he says, simply represents "a statement about collectivism" in newsmaking decisions. "No one person can stand at the door and say that this is or isn't getting by."

During the late Reynolds's absence from the *World News Tonight* anchor desk in Washington, the program slipped from second to third in the three-network race. However, during the first five weeks (July 4 to Aug. 5) that Jennings was substitute anchor, ABC bounced back to tie NBC with an 8.8/20. CBS retains a firm hold on first place with a 10.7/24.

Jennings began his broadcast journalism career in Canada at the age of 18 with CFJR(AM) Brockville, Ontario. In 1962 he joined the CTV Television Network, where he co-anchored that network's first national newscast. He joined ABC as a New York-based correspondent in 1964, and in February 1965, became anchor of ABC's evening newscast, a 15-minute program known as *Peter Jennings with the News*. In September 1967, ABC expanded its evening newscast to a half-hour and Jennings was the first to anchor the new format. But in December of that year, Jennings and the network mutually agreed that he should again go back into the field to report. After leaving the anchor desk, he was a national correspondent for two years and was then sent to Rome. In 1970 he moved to Beirut, Lebanon where he established what ABC says was the first American television news bureau in the



Arab world. In 1975, he returned to Washington to become anchor and correspondent for ABC's then-morning news program, *AM America*. A year later, he was assigned to London. In 1977 he was appointed chief foreign correspondent and a year later added the title of foreign desk anchor.

Jennings declines to say how much he will be paid in his new capacity, but it's been reported that in the early stages of his four-year contract he will earn somewhat under \$1 million and later on somewhat more than \$1 million. CBS's Dan Rather is said to earn close to \$2 million annually and NBC's Brokaw about \$1.5 million.

There is no word yet on Max Robinson's future role with the network. He has been ABC's Chicago-based anchor since 1978 when the three-anchor concept was first implemented and is currently renegotiating his contract with ABC. □

## 20th Century-Fox realizes prime time TV comeback

**Down to two series two years ago, Hollywood producer will have 10 hours of programing on networks this fall to lead all studios**

When the 1983-84 prime time network TV season begins this fall, 20th Century-Fox Television will be watching the ratings for more of its own series than any other Hollywood studio; twice as many, in fact, as most of the other 19 companies producing for prime time will have on the air. ABC-TV's recent order for two more series from 20th Century brought the company's total network commitment to 10 hours of prime time programing—three more than its closest competitor, Spelling-Goldberg Productions, is producing and more than three times the number of hours 20th Century itself had on the air only two seasons ago.

Harris Katleman, president of 20th Century-Fox Television and an executive said to have played a key role in the company's recent rise, attributes this season's success to changes set in motion two years ago when the company changed ownership.

The two new series ordered by ABC are *Masquerade* and *Automan*, both created by Glen Larson Productions and both ordered for possible airing in late November ("Closed Circuit," Aug. 8). *Masquerade*, which stars Rod Taylor, Greg Evigian and Kirstie Alley, is an hour-long adventure series about three top undercover agents who, when their cover is blown, must work through different amateurs to accomplish their mission. The show's format, like that of ABC's long-time hits, *Love Boat* and *Fantasy Island*, will allow a changing cast of guest stars, according to a 20th Century-Fox spokesman, as well as opportunities for filming overseas. Renee Valente is executive producer.

*Automan*, another hour-long adventure series, stars Desi Arnaz Jr. as a computer genius, working for the New York police

**Exit 'Monitor,' enter 'First Camera.'** A new name, a new look and some new features are being added to NBC News's weekly, prime time newsmagazine, now airing as *Monitor* from 10 to 11 p.m. Saturdays but moving in September to 7 p.m. Sundays, opposite CBS News's *60 Minutes*. According to Executive Producer Sy Pearlman, the new program, *First Camera*, will practice the same kind of journalism as presently seen on *Monitor*, but with a new investigative team and guest appearances by key NBC News correspondents, and will attempt to attract viewers disaffected by *60 Minutes*.

Lloyd Dobyns will continue to anchor *First Camera* when it moves to Sundays, and NBC correspondent Rebecca Sobel and Steve Delaney will continue as staff reporters. Joining them with reports will be correspondents Marvin Kalb, Jack Reynolds and Ken Bode. Chuck Collins and Mark Nykanen will head the program's new investigative team, which, according to Pearlman, will add to the investigative work already being done by the program's regular correspondents. Stories in the works include a report on the safety of travellers on U.S. roads and in hotels and motels in the U.S. and a report on Brazilian arms stockpiling, said to be the most massive in the world.

*First Camera* will target the same audience attracted by *60 Minutes*, said Pearlman, but it "expects to be considered more fair" than that show. "You will never see a reporter chase anybody down the street with a camera," he said. Stories will attempt to "strike a chord between subject and viewer," he said. "It is important the viewer have some empathy, but it does not necessarily have to be positive."

NBC anticipates *First Camera* will achieve higher ratings in its new time period than it did on Saturday nights, said Pearlman, because the demand for reality programing is much higher. Although many programing experts have called NBC's placement of the show opposite *60 Minutes* "a throwaway," Pearlman believes the show, with its revamped look, will provide an alternative to viewers who have grown tired of *60 Minutes*, now 15 years old, but are watching it because it is now the only news magazine on the air in its time period.

The program's new set, not yet constructed, will be "warm, personal and den-like," said NBC. There will be bookshelves, a rug and a large, old-fashioned desk, on which will sit a word processor.

Since it premiered in March, *Monitor* has averaged audience shares as low as 12 and as high as 18. It is currently the lowest rated program on TV, with an average 7.2 rating/14 share overall as of last week.

"What we have learned in the past season is that the content was more effective than the way we have been presenting it," said Pearlman. "So to save one we have changed the other."

department, who programs a superhuman crime-fighter that can appear as a holographic image and create, in holographic images, James Bond-like gadgets to aid its work.

In addition to those, 20th Century has four new hour-long series, and one new half-hour scheduled to premiere in September along with two hour-long series, *Fall Guy* (ABC) and *Trapper John M.D.* (CBS), and a half-hour series, *9 to 5* (ABC). *After M\*A\*S\*H* (CBS), *Emerald Point* (CBS), *MEDSTAR* (ABC) and *Manimal* (NBC) are its new hour-long entries and *It's Not Easy* (ABC), the new half-hour.

Outside its work for network prime time, the company is producing seven more episodes of *Paper Chase: the Second Year* for Showtime, and a four-hour special for Operation Prime Time, *Helen Keller, The Miracle Continues*. It is also producing and syndicating another season of *Dance Fever*, a weekly first-run entertainment program carried in 120 TV markets.

The turnaround at 20th Century-Fox, which three years ago was producing only *M\*A\*S\*H* and its spin-off, *Trapper John M.D.*, plus two short-lived entries, began, according to Katleman, when the company was acquired by Denver oil millionaire Marvin Davis. Katleman, who had his own production company developing shows for Columbia Pictures Television, was hired to run 20th Century's TV division and was given a mandate from Davis and his newly installed chairman of the board, Alan Hirschfield: to turn the TV division into a major producer of prime time series programing.

Although Katleman's ability as a salesman is said to have been key to the TV division's success this year, he puts the credit with the company's creative team, almost completely revamped in the last two years.

By promising producers and writers a bigger share of a program's profits once it becomes a hit, 20th Century attracted some of the best talent in Hollywood, said Katleman. The promise that such talent will deliver a series, he said, makes the series more attractive to the networks.

In addition, 20th Century tailors each proposal for a new series to a weak spot in one of the three networks' schedules, said Katleman. For example, *Emerald Point* (formerly titled *Navy*) was designed for 10 p.m. Mondays when a program traditionally has to have high appeal for women if it is to compete with ABC's *Monday Night Football*. *Masquerade* was developed for 10 p.m. Saturdays, where ABC has developed a niche for "escape" programing like *Fantasy Island*. *Automan* is to go in the 8 p.m. slot, when younger viewers tune in heavily.

Key creative people attracted to or kept within the 20th Century-Fox Television fold in the last two years include Larry Gelbart, creator of *M\*A\*S\*H* and its coming sequel, *After M\*A\*S\*H*; Sam Egan, writer/producer of NBC's long-running series, *Quincy*, who is now working on *Automan*; Gy Waldron, creator of CBS's hit series, *Dukes of Hazzard*, now developing new series ideas for 20th Century; comedy writer Susan Seeger, who left MTM to produce for 20th Century; Paul Monash, who helped create the long-run-

**Another option.** *Newsbank*, a weekly, soft-news service offering subscribers an hour of videotaped features, five-part series and specialized material, has been launched by Circle 7 Productions, the programming arm of ABC's owned-and-operated stations division. Currently, about 15 stations are subscribing to the service, launched about two months ago to capitalize on special features produced by each of ABC's five owned stations for their evening and late newscasts, prime access magazines and morning programs.

Features packaged for *Newsbank* are "evergreen" rather than breaking news and cover sports, health, diet, living, humor and celebrities, according to Dick Beesemyer, vice president, general manager at ABC's O&O division, who is in charge of marketing the new service. Fees for subscribing stations range from \$1,500 per week for stations in the top 20 markets to \$500 per week for those in markets below the top 100. Tapes are sent each Thursday by Express Mail, to arrive at stations in time for weekend newscasts. Circle 7 Productions, which formerly produced features for use only at the O&Os, is now solely devoted to packaging *Newsbank*, said Beesemyer, with ABC's owned stations taking care of all their in-house production locally.

Although initially likened to Group W's *Newsfeed* ("Closed Circuit," Aug. 8), *Newsbank*, a taped soft news service, differs radically from *Newsfeed* which provides twice-daily, live-by-satellite feeds mainly of breaking stories. Group W plans to expand *Newsfeed* from five days a week to seven in January.

ning series, *Peyton Place*, as well as the movies "Butch Cassidy and the Sundance Kid" and "The Exorcist," who helped develop *Masquerade*; former *M\*A\*S\*H* producer John Rappaport, now working on new developments; the team of Michael Berk, Douglas Schwartz and Paul Radin, who created the new NBC series, *Manimal*, and Esther and Richard Shapiro, who created the new series, *Emerald Point*.

To offer a creative team a percentage of a series' profits if it becomes a hit "was unheard of in the industry" when 20th Century started doing it about two years ago, said Katleman. The incentive it offered and the

company's tailoring of proposals to key time periods, however, appears to have worked. Twentieth Century made 11 pilots for the coming fall season, said Katleman, and sold eight.

The 10 hours of prime time programming 20th Century now has in production does not break a record for the number of hours from a single company for one season. In the early 1970's, Universal Studios had as many as 14 series on prime time network TV in one season.

Nonetheless, 20th Century's achievement is significant for 1983, when there are more producers competing for sales to the networks. □

## CTAM tackles cable's marketing problems

**Association's annual gathering attracts record numbers to find solutions to subscriber plateaus**

"Getting close to our customers will be our obsession," predicted incoming president Edward Bennett at the start of last week's Cable Television Administration and Marketing Society annual conference at San Diego's Town & Country hotel. Bennett, executive vice president of Viacom Communications, kicked off the gathering of more than 1,000 cable executives last Monday (Aug. 8) with the admonition that companies must pay more attention to the perceptions and needs of subscribers if they are to succeed in an increasingly competitive video marketplace.

Bennett's call to action dovetailed with the CTAM '83 theme—"In Search of Marketing Excellence"—and appeared to be well-received by most of the 1,170 registered participants. That number was the largest ever assembled by CTAM in its seven-year convention history, topping the record of 923 set last year in Chicago. (Next year's site has been narrowed to three choices: Philadelphia, New York or Washington.)

Arthur Dwyer, outgoing CTAM president and senior vice president of Cox Cable Communications, noted during a welcoming address that cable's growth in some respects "is like trying to blow up a leaky balloon." As

quickly as subscribers are added in newly constructed franchises, the company seems to disconnect or downgrade its cable service. The industry's apparent growth rate, he said, may be illusory, as "new builds" outpace disconnects during the shortrun.

Although cable subscriptions seem to be improved as a result of the recent economic recovery, Dwyer continued, better marketing is needed to compete against AT&T—"which already has a wire into every home"—and both traditional and innovative entertainment sources.

The meeting rooms and hallways echoed last week with a myriad of strategies for improving cable television's acceptance and satisfaction level among viewers. That theme was picked up Monday afternoon during a general session describing new ways of reaching "the untouchables," the core of nonsubscribers variously estimated as representing between 20% and 40% of consumers in a given franchise area. Presenters relied on April 1983 research conducted for the National Cable Television Association by the Opinion Research Corp., which divided the typical urban/suburban cable market into five distinct types of viewers. These ranged in interest level from the so-called "truck chasers," those eager to subscribe, to those who must be convinced that cable is worthwhile and those who are simply not involved with television much at all.

Panel moderator Charles Townsend, vice president of marketing and programming for Denver-based United Cable Television Corp., described a campaign about to be launched by his company directed at what he termed "the 11th commandment of nonsubscribers: Thou shalt not watch too much TV."

"These are people who believe the less TV you watch, the better off you are," Townsend explained. He cited in-house research indicating 48% of nonsubscribers are light TV viewers. A United survey also found 40% of nonsubscribers feel they don't watch enough television to make subscribing to cable worthwhile, while 25% of that group say they can't afford the service and 15% say they don't subscribe because they are confused about what cable offers. Included in the last group are a significant number of people who have misconceptions about the medium (i.e. that cable *only* offers R-rated programs or uncut movies).

United's campaign to reach the untouchables tackles the primary complaint head-on, using a theme song that declares: "The less you watch TV, the more you should join the United Cable family." The three goals of the campaign are demonstrating cable's benefits, highlighting basic program services and creating a favorable image. The effort relies on radio, television, print, direct mail, brochures and billboards. In test marketing at one United Cable system, the campaign is credited with raising basic penetration levels from 40% to 43% within a matter of weeks, equivalent to 18 months of effort using other types of strategies, according to Townsend.

"We have to do better," stated Jack Frazee, Centel Video Services group vice president, referring to widespread penetration figures of 50% to 55%. "It's a major problem. We've all become victims of a self-fulfilling prophecy."

The technique chosen—on an experimental basis—by Centel to reach the unconverted is a 60-day free trial, being launched this fall at the MSO's 4,400-home West Chicago franchise. Frazee said Centel "expects and needs" about 20% of homes passed to respond to the trial offer if it is to pay its way. (He estimated the firm is spending \$50-\$70 per subscriber to promote the campaign.)

"Misconceptions produce untouchables," Frazee contended. He argued that by allowing viewers to sample cable's benefits for two months, perceptions of the service would become more accurate and churn would be reduced. "Our product and prices are truly remarkable," Frazee maintained. "If we believe that, (50% penetration) is not enough."

A third approach was described by Thomas Schmitt, vice president of sales and marketing of Group W Cable, who labeled "direct sales" the "cornerstone" of the firm's marketing strategy. For that reason, said Schmitt, the MSO has increased its emphasis on recruitment of direct sales representatives, improved sales incentives and upgraded training and development of sales staffs. The goal is to send a sales rep to each franchise-area home at least once every



quarter. "If done right," he declared, "direct sales will work."

Schmitt cited Group W systems in St. Petersburg, Fla., and Great Falls, Mont., as examples. Trial campaigns increased penetration from 32% to 44.6% over an 18-month period in Florida and from 73% to 85% during the same period in the Montana franchise.

He said Group W is spending from \$18 to \$20 per subscriber for the direct sales step-up. Schmitt disclosed that Group W is also adding three retail stores in its Northwest region as a complement to direct sales.

A second general session on Monday afternoon asked the question: "Multipay, Can We Make it Work?" Moderator Stephen Ste. Marie, vice president of marketing for Viacom Communications, linked the issue to the high rate of disconnects and downgrades in the cable industry and gave five reasons most often given by unhappy pay subscribers: failure to meet expectations, perception of the service as a poor value, repetition of programming, perceived lack of variety and concern about R-rated programming.

Pay cable downgrades and disconnects "are costing us millions of dollars in lost revenue," Ste. Marie reminded his audience. "We all must share the blame." He speculated that solving the problem will require immediate and strategic action designed for long-term, not short-term, gains. About 46% of subscriber revenues in 1983 will accrue from pay services, he estimated.

Gary Bryson, vice president of marketing for American Television & Communications Corp., agreed with Ste. Marie's description of the perceived dissatisfaction with pay cable, adding that cost is also a factor during a bad economic period.

"It is much easier to keep a subscriber than to try and get a disconnected subscriber back," Bryson ventured. To solve the pay churn problem, he suggested increased emphasis on consumer interests and reinforcement of cable's value as an entertainment resource. Adjustments of prices and greater use of addressability for specialized interest groups might also be effective, he said. "Multipay *can* work with the customer guiding our actions," Bryson concluded.

The disconnect problem may not be as serious as it first appears, contended Ajit Dalvi, director of marketing for Cox Cable, who presented in-house studies estimating about half of disconnects are attributable to moving or nonpayment of bills. The remaining 50% are related to service economics or downgrades from multipay. Dalvi said that of the latter, downgrades from one or two pay subscriptions represent the most significant loss of revenue, since the system receives only incremental income for three-, four- or five-channel multipay subscriptions.

The strategy being used by Cox to deal with multipay disconnects is sale of specific programming packages for special interest groups. A typical system package includes a tier for movie buffs, a variety tier, a family tier and an adult tier. The configuration varies from one market to another, depending

**CTAM elections.** The following officers and directors were elected last week by the board of directors of the Cable Television Administration and Marketing Society, meeting at CTAM '83 in San Diego: president, Edward Bennett, executive vice president of Viacom Communications; vice president, Gary Weik, president of Harte-Hanks Cable; secretary, Gail Sermerheim, vice president and general manager, Southern region, Home Box Office (re-elected); and treasurer, Toni Augustine, president of Communications Trends Inc. (re-elected).

Directors elected to two-year terms were: Char Beales, vice president, media research and services, National Cable Television Association; Terry McGuirk, vice president for special projects, Turner Broadcasting System; Steve Ste. Marie, vice president for marketing, Viacom Communications; Jordan Rest, vice president for sales, Warner Amex Satellite Entertainment Co., and John Sie, senior vice president, sales and planning, Showtime Entertainment.

Completing two-year terms in 1984 are: Gary Bryson, vice president, marketing ATC Inc.; Burton Stanier, president, Group W Cable; Doug Wenger, director of marketing, Storer Communications; Charles Townsend, vice president, marketing and programming, United Cable Television Corp., and Larry Miles, senior vice president, marketing and programming, Times Mirror Cable Television. Robert Bedell, vice president of corporate development, Home Box Office, resigned from the board and was replaced by Jerry Maglio, executive vice president, marketing, Daniels & Associates.

A special seat was created as a liaison between CTAM and the Council for Cable Information, to be filled by Kathryn Creech, president of the council. The board also voted to expand the number of board seats from 11 to 14, subject to CTAM's membership ratification.

on local community characteristics.

"We need to educate and reinforce public perception of the value of our services," Dalvi said. "Those rejecting us tend to have less perceived value of the program services." He added that 45% of downgrades in one Cox study occurred more than a year after subscribers had signed up for the services. Simple bill inserts regarding services reduced churn 18% in one instance, according to Dalvi.

A third panelist, Jack T. Pottle, a partner in the Denver consulting firm, Browne, Bortz & Coddington, predicted that the ratio of pay-to-basic subscribers would remain fairly stable at one-in-three or one-in-four, although small increases are possible. "Increases will be difficult to achieve and modest in scope," he said, citing in-house research. Factors that will affect the trend include differentiation of product, improved marketing strategies and viewer time/money, according to Pottle.

A bigger source of potential profits for relatively incremental increases in expenses is "pay event" programming, Pottle believes. This includes, but is not limited to, pay-per-view programs. He envisions differentiated packages or series of events tailored to the needs of consumers with narrowly defined but intense interests.

"Event packages," said Pottle, might include the type of "season ticket" being currently offered by a handful of sports teams, continuing theater programs, film festivals or educational/motivational courses. A Humphrey Bogart fan, for example, might spend \$20 for a series of the actor's films shown in sequence on an addressable system.

The approach poses marketing and technical problems that need to be overcome, Pottle admitted, but might also generate high viewer interest and satisfaction levels, as well as substantial profit margins.

There were rays of optimism shining through the clouds at San Diego, however. During a session on advertising last Wednesday, Larry Cole, vice president of media services at Ogilvy & Mather in New York, cited data indicating network audience share has

dipped to 57% in homes subscribing to pay television. Turner Broadcasting's vice president of research, Robert Sieber, told the same panel audience that his office estimates network audience share will drop to 53% by the end of the decade. Robert Alter, president of the Cabletelevision Advertising Bureau, said second-quarter Nielsen reports showed basic cable with 18% and pay cable with 17% of viewers in homes subscribing to cable. He said that compares favorably with the audience share of individual broadcast networks.

### The problems and promises of PPV and addressability

The twin issues of addressability and pay per view were much on the minds of cable executives as hundreds turned out for several panel discussions on those subjects.

A post mortem on past pay-per-view events—primarily boxing matches—occupied a Tuesday morning session during which PPV promoters and system operators squared off on who should take the risk in such events. "We built an arena for these [promoters]," pointed out Ben Reichmuth, vice president of marketing for Gill Cable in San Jose, Calif. "We bring that to the table. I don't think they will ask for guarantees if we don't pay them."

Reichmuth said his company refuses to pay guarantees to promoters for PPV events, but that Gill will commit between 50 cents and \$1 for each addressable subscriber in promotion. "That's not unreasonable," he allowed.

A second system operator on the panel, Mark Savage, vice president of operations for United Cable's 110,000-subscriber Tulsa, Okla., franchise, said his company has paid PPV guarantees in the past, but noted it has lost money on two of the three events shown so far. Savage presented a detailed breakdown of expenses and income for carriage of last year's Cooney-Holmes fight, which netted a profit of \$32,000 for the system. He estimated another \$14,000 could have been realized if United had not run out

of the throw-away decoding devices used. Savage said that despite the effort going into such a promotion, he has found PPV events are good for morale, public relations and retaining subscribers.

Rick Kulis, president of Pay Per View Associates, said he advocates the use of guarantees because it makes it easier for the promoter to recoup his expenses and "those systems paying guarantees seem to work harder at promotion" than those that merely split PPV revenues. Consultant Kulis claimed the last three national pay-per-view events had lost money. He said that promoters had already moved away from a 60/40 revenue split favoring the promoter to a 50/50 split with the cable operator.

"The operator has to make money in order for pay-per-view to grow," conceded John Mohr, president of RSVP, which sponsored its first event last May. Because of the rapid growth of the addressable universe within cable, Mohr estimated the industry will reach a point in about one year where the promoter can make serious choices between offering events on an exclusive closed circuit or over cable PPV. In the meantime, he urged cable operators to share some of the risk associated with such events. "We're going to dictate what's right for us," Reichmuth responded. "We're not going to have the promoter dictate to us." He said Gill's investment in addressable boxes represented a capital expense of \$150 per subscriber.

Another panelist, Sid Amira, managing director of ATC's Event TeleVision, suggested boxes be asked to share some of the risk. "These fighters are asking for an astronomical amount of money," he observed.

During a concurrent panel—"Addressability: Boon or Boondoggle?"—Cox Cable's director of operations support, Vic Arrington, said an in-house study has found a "negative or marginal impact of addressability"

on its operations.

"Addressability is a very rigorous, unforfeiting process," he cautioned. "Don't go out and buy it with the idea that you will pay for it through [reduced] operating costs."

The benefits of an addressable system are subtle and not achieved automatically, Arrington advised. Savings garnered by reduced trips to subscriber homes are almost offset by costs associated with the more complex technology. For systems of more than 30,000 subscribers, he said, those complications may increase geometrically, and potential buyers may wish to defer a decision until costs decline and technical improvements are made. The Cox study also concluded that use of addressable boxes did not have a significant impact on many aspects of the signal theft problem.

Contrasting views were offered by Robert Prowda, marketing manager for CableSystems Pacific, serving 36,000 subscribers and 118,000 homes in Portland, Ore. "We have to segment the audience more than we are today," said Prowda. "If we don't, I don't think we'll meet our subscriber objectives." Prowda said addressability allows for many types of tiers and PPV options. His system averages \$1.20 per subscriber in PPV revenues per event, he said. CableSystems Pacific has offered 109 separate pay-per-view events during the past 18 months.

By offering such specialized packages as a "senior tier" for the hard-to-obtain older subscribers, Prowda believes, addressability pays its way. Viewers can choose from among six pay channels on the partially interactive system, which also is able to obtain some information for advertisers about viewer habits from its addressable decoders. The system is also contemplating offering a "flex tier," which would consist of a custom cable programming package put together by individual viewers. □

## Defining excellence in cable management styles

The cable industry's top companies share many—but not all—of the common characteristics of noncable firms rated "excellent" by researchers of McKinsey & Co., as detailed in a recent work by the consulting firm's investigators, entitled "In Search of Excellence." In making the comparison during CTAM's opening session, McKinsey & Co. principal Don Gogel gave a generally favorable assessment of cable management strategies based on eight videotaped interviews he recently conducted with eight chief executive officers.

Gogel told his audience last Monday that cable companies seem too often unable or unwilling to isolate goals for themselves or their employees, and that while they understand the value in decentralizing authority, more needs to be done to implement such an approach.

According to McKinsey & Co. research—based on an analysis of the management styles of 40 successful corporations—there are eight common characteristics of "excellence": a bias toward action, closeness to customers, belief in productivity through people, economy and entrepreneurship, a tendency to "stick to their knitting" (rather than over-diversification), simple and small staffing, a hands-on/value orientation and simultaneous "loose/tight" management properties.

Gogel told the group that cable companies seem to do some things well. He praised them for their "tradition of risk taking and experimentation" and noted many firms have lean staffs and simple structures that allow for quick decision-making. Gogel finds that cable companies compare favorably with successful corporations in other fields in the "loose/tight" structure, which encourages a relaxed, flexible atmosphere while at the same time focusing narrowly on common goals and customer needs.

One trouble spot Gogel found virtually all cable executives agreeing on is the need for greater responsiveness to subscribers. "Cable has very far to go" in this regard, he said, noting that the most successful firms tend to be those that emphasize service and pride themselves on quick response to consumer needs.

"You have a large opportunity to hear from your customers," Gogel reminded his listeners. He said there appears to be a rising consciousness of this need to improve cable's service image within the industry, demonstrated in greater marketing sophistication.

"I don't think that 'cable means service' in the public mind yet," Gogel continued. He said employee training and market research are beginning to get the attention in the industry that they deserve, however.

Among the major firms rated "excellent" in management by McKinsey & Co. were: 3M, Texas Instruments, IBM, Hewlett-Packard, Avon, Emerson Electric, Procter & Gamble, Johnson & Johnson, Wang, Hughes Aircraft, Raytheon and National Semiconductor. □

**Wirth's way.** Quantification of programming standards for radio and television will be the "centerpiece" of any broadcast deregulation legislation that emerges from the House Telecommunications Subcommittee, according to its chairman, Tim Wirth (D-Colo.). In an exchange of letters with Representative Tom Tauke (R-Iowa), Wirth last week made it clear that quantification is here to stay.

The chairman argued that "quantification of the public interest standard is a new approach to broadcast regulation reform and one that until very recently has received almost no congressional study. I believe it is fundamental that during our early examination of this approach, based on our understanding that it will be the centerpiece of the consensus legislation that emerges, that all parties refrain from staking out inflexible positions that could make achieving consensus more difficult," Wirth wrote.

Tauke's letter stated his position on broadcast deregulation. "First, I feel strongly that radio broadcasters should be deregulated without being forced by the federal government to broadcast specified amounts of 'public interest' programming. Second, while I see no need for the federal government to impose minimum 'public interest' programming requirements on television stations, I would reluctantly consider accepting such standards for television if (1) the programming categories are broadly drawn to minimize government intrusion into programming content and (2) if programming requirements are imposed on television stations only on a temporary basis. Third, the bill must be primarily deregulatory in nature. I cannot support any legislation that imposes substantial additional regulatory requirements on the broadcasting industry," Tauke wrote.

Wirth seemed irritated by his colleague's stand. "In addition, I must tell you frankly, that I do not believe that stating at this juncture that you will only 'consider' quantification as an approach, and that you would do so 'reluctantly,' when this entire process is premised on developing legislation with quantification as its centerpiece, evidences the constructive spirit necessary for this consensus process to move forward expeditiously. (Efforts aimed at getting additional co-sponsors for your broadcast deregulation bill, which has taken an approach which is in many respects inconsistent with quantification, also gives me pause)," Wirth said.

# A Salute to the First 50 Harris AM Stereo Stations

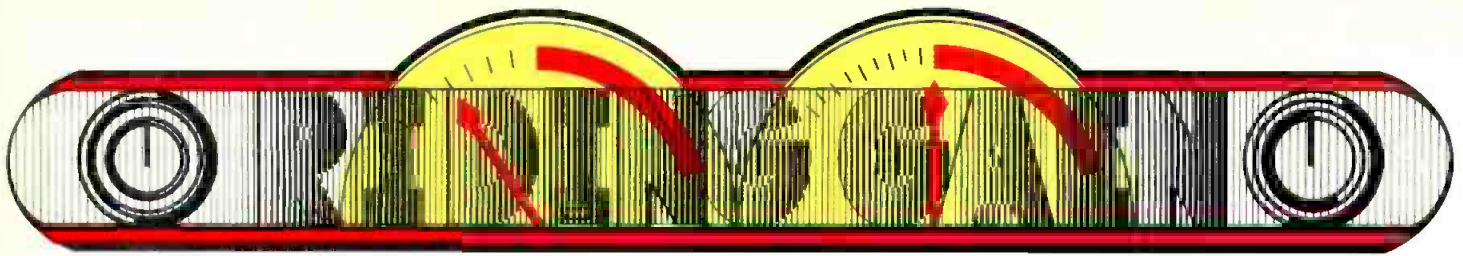
We at Harris are proud to salute the more than 80 quality conscious stations around the country and worldwide which have already received their Harris AM stereo transmission equipment. Quality AM stereo is an on-the-air reality today for broadcasters from coast to coast. With more

Harris AM stereo stations coming on the air every day, the linear system is quickly becoming the industry standard. Our hats are off to the first 82 and we welcome you to join this distinguished family of AM stereo broadcasters.

<b>WQXI</b>	Atlanta, Georgia	<b>KPRE</b>	Paris, Texas
<b>WESC</b>	Greenville, South Carolina	<b>WBRN</b>	Big Rapids, Michigan
<b>WNOE</b>	New Orleans, Louisiana	<b>WHAS</b>	Louisville, Kentucky
<b>KROW</b>	Reno, Nevada	<b>KJJR</b>	Whitefish, Montana
<b>CKLW</b>	Windsor, Ontario (Detroit)	<b>WPAD</b>	Paducah, Kentucky
<b>WGAR</b>	Cleveland, Ohio	<b>KRBC</b>	Abilene, Texas
<b>KFI</b>	Los Angeles, California	<b>KNOW</b>	Austin, Texas
<b>WGEM</b>	Quincy, Illinois	<b>6IX</b>	Australia
<b>WSM</b>	Nashville, Tennessee	<b>6PM</b>	Australia
<b>WSB</b>	Atlanta, Georgia	<b>WCKB</b>	Dunn, North Carolina
<b>WCOL</b>	Columbus, Ohio	<b>KLOU</b>	Lake Charles, Louisiana
<b>WLS</b>	Chicago, Illinois	<b>KAIR</b>	Tucson, Arizona
<b>WGN</b>	Chicago, Illinois	<b>KSO</b>	Des Moines, Iowa
<b>WSOC</b>	Charlotte, North Carolina	<b>KOGO</b>	San Diego, California
<b>WING</b>	Dayton, Ohio	<b>BCNZ</b>	New Zealand
<b>KFRE</b>	Fresno, California	<b>Radio New Zealand</b>	
<b>WBCO</b>	Bucyrus, Ohio	<b>Radio Mundo Brazil</b>	
<b>WOOF</b>	Dothan, Alabama	<b>4BK</b>	Australia
<b>KLRA</b>	Little Rock, Arkansas	<b>4BH</b>	Australia
<b>WHIZ</b>	Zanesville, Ohio	<b>4IO</b>	Australia
<b>KIML</b>	Gillette, Wyoming	<b>KGIL</b>	San Fernando (L.A.), California
<b>KOMO</b>	Seattle, Washington	<b>KAZA</b>	San Jose, California
<b>WGAY</b>	Washington, DC	<b>WSOK</b>	Savannah, Georgia
<b>WSIC</b>	Statesville, North Carolina	<b>KAGI</b>	Grants Pass, Oregon
<b>WGKA</b>	Atlanta, Georgia	<b>KAJO</b>	Grants Pass, Oregon
<b>WJMW</b>	Athens, Alabama	<b>WILI</b>	Willimantic, Connecticut
<b>KHOW</b>	Denver, Colorado	<b>WLAS</b>	Jacksonville, North Carolina
<b>WPLB</b>	Greenville, Michigan	<b>WQBS</b>	San Juan, Puerto Rico
<b>KYMN</b>	Northfield, Minnesota	<b>WORA</b>	Mayaguez, Puerto Rico
<b>KOCY</b>	Oklahoma City, Oklahoma	<b>WPRP</b>	Ponce, Puerto Rico
<b>KYST</b>	Houston, Texas	<b>WPTF</b>	Raleigh, North Carolina
<b>WRPQ</b>	Baraboo, Wisconsin	<b>WHWH</b>	Princeton, New Jersey
<b>KDAY</b>	Los Angeles, California	<b>WKIX</b>	Raleigh, North Carolina
<b>WCUZ</b>	Grand Rapids, Michigan	<b>WJBO</b>	Baton Rouge, Louisiana
<b>WISE</b>	Asheville, North Carolina	<b>WQHK</b>	Ft. Wayne, Indiana
<b>WXOR</b>	Florence, Alabama	<b>WGR</b>	Buffalo, New York
<b>KTAM</b>	Bryan, Texas	<b>KSUM</b>	Fairmont, Minnesota
<b>KJR</b>	Seattle, Washington	<b>CJMS</b>	Montreal, Canada
<b>WHIN</b>	Gallatin, Tennessee	<b>KIT</b>	Yakima, Washington
<b>KXLF</b>	Butte, Montana	<b>Hercules Broadcasting</b>	Ft. Myers, Florida
<b>KOGA</b>	Ogallala, Nebraska	<b>KEEN</b>	San Jose, California



# HARRIS



## Teen-age target

The 12-to-17-year-olds, who have been largely overlooked as a target audience by many advertisers, possess a potential \$43 billion in disposable income. So states a just-released CBS/FM National Sales presentation, "The Teens are Listening."

According to the presentation, total teenage spending over a five-year period, 1977-1982, has soared 53%. "And that figure doesn't include \$10 billion in savings they [teen-agers] put aside for high-ticket items such as cameras, cars and college," the study says. Other findings show that teen-agers buy 57 million movie tickets per month and over 42 million pairs of jeans each year. Additionally, 6.8 million teen-agers eat out 10 or more times a month. In terms of advertising effectiveness, 81% of teen-agers rated radio as the best medium for reaching them followed by magazines (44%) and television (31%).

## New casts

UPI Radio Network is adding a new set of hourly newscasts, a dozen a day, delivered on the half-hour, beginning Aug. 15. They will be two minutes in length but formatted so that stations have the option of cutting away after one minute, according to Gordon Rice, UPI vice president for broadcast services. They will move hourly from 7:30 a.m.

through 12:30 p.m. and from 5:30 p.m. through 10:30 p.m. NYT, five days a week.

Rice said the newscasts were being added in response to findings from a survey of UPI radio affiliates. "A large number reported they would use newscasts on the half-hour," he reported. Rice also noted that UPI has added two other program services, a daily personal finance feature and weekend movie reviews, and said features on topics including fitness, law, parenting and gardening would be added "in the next few weeks."

## In the mood

Mutual Broadcasting made its second venture into the big band field with the airing of *Glen Miller: The Man and His Music*, last weekend (Aug. 13-14) over a network of 425 stations via Westar IV. The three-hour musical profile which, according to Mutual, was expected to reach 85 of the top 100 markets, was produced by Metromedia's WNEW(AM) New York. Participating advertisers were: Kraft Miracle Whip; St. Joseph's Aspirin-Free Tablets; Chiquita bananas and G.D. Searle's Prompt laxative.

According to a network spokesman, Mutual is considering introducing a series of big band/nostalgia specials in 1984. Last year the network aired *Bassie, Herman and Fountain in Concert*.

## Helping hands

Even though two-thirds of National Public Radio's member stations (185 out of 284) did not participate in the network's national fund-raising campaign on Aug. 1-3, NPR officials tallied pledges from listeners of more than \$2.2 million. Drawing the largest individual amount was WBUR(FM) Boston, which raised approximately \$250,000.

The fund raiser was conducted within special editions of NPR's two news magazine programs, *Morning Edition* and *All Things Considered*, with break-aways for member stations to appeal to listeners ("Riding Gain," July 25). Money received by participating stations from the national drive would first go to cover their individual community service grants (CSG) from the Corporation for Public Broadcasting for fiscal 1984. (Stations have agreed to turn over to NPR their CSG grants to create a pool of \$1.65 million to help NPR retire its working capital deficit of \$9.1 million.)

The remaining money would then be divided equally between the participating station and the network. To date, National Public Radio stands to receive approximately \$800,000.

NPR also got some good news from the Charles Stewart Mott Foundation: \$40,000 grant to the NPR News and Information Fund. The money will support a series of environmental reports on the Great Lakes, to be presented on *All Things Considered* and *Morning Edition*. Work on the series will start this fall. The Mott Foundation, with more than \$450 million in assets, averages a grant a day, some 360 a year, to projects that foster community self-improvement through education, citizen involvement and community leadership and development.

## California cutback

California Governor George Deukmejian has silenced the San Francisco-based California Public Radio, a state-supported entity that had been providing daily informational programming to 29 public stations. The system was virtually shut down on July 22, two days after the governor signed California's new fiscal budget into law while simultaneously vetoing \$1.1 billion in approved expenditures. In the process, funding for the California Public Broadcasting Commission was virtually eliminated.

The commission, set up in the mid-1970's to foster and develop public radio and television in the state, had directed most of its budget to radio. Other funds supported informational programs on California's public television stations and research on public broadcasting.

Among the radio programs eliminated by the action was a daily 15-minute newscast and a weekly half-hour Spanish-language



**Just like old times.** WRC(AM) Washington celebrated its 60th anniversary on Aug. 1, with appearances during the day by former station personalities and recorded greetings from luminaries of the political and entertainment world. Among the old-timers who returned were Ed Walker (l) and Willard Scott (r), wrc's former "Joy Boys", who were interviewed by the station's morning personality, Mike Cuthbert (c). Scott, now the *Today* weathercaster, also did his weather spots for the NBC show from the wrc studio. Others on hand for the festivities were veteran wrc broadcasters Mac McGarry and Bryson Rash and Bob Fenton, the station's production engineer for 40 years.

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news program. Stations hardest hit were California's five minority-controlled public radio stations, which will lose \$16,500 each in direct annual aid, fellowship grants and training funds.

The state legislature had proposed that \$2.3 million be spent this year on public broadcasting. Deukmejian instead allocated \$217,000 to be used by the commission to close down or revamp its operations and said he believes it is more appropriate for the state's public broadcasters to seek and receive funding from private or foundation sources than from the state treasury. Jim Berland, general manager of KPFK(FM) Los Angeles and president of Californians for Public Broadcasting, an industry lobbying group, told BROADCASTING that it appears unlikely the state legislature will be able to override any of Deukmejian's budget vetoes and that stations will find it difficult to overcome the budget cuts because of uncertainties in the economy and the negative impact of National Public Radio's financial crisis.

### EOR emerges

Scottsdale, Ariz.-based programing consultant John Sebastian has signed WIZD(FM) Fort Pierce, Fla., as the first "official" Eclectic Oriented Rock (EOR) client station. The format, unveiled early last month, is derived from the music of several different formats including album rock, soft rock, top 40 and adult contemporary and is designed to appeal to a 25-49 demographic with a hard core audience of 25 to 40 ("Riding Gain," July 18). Sebastian told BROADCASTING that he has re-signed five AOR client stations

with the agreement that he will still consult their album rock formats but, after a short time, they will slowly make the transition to EOR. Included in the five are: KZOK(FM) Seattle, KRCK(FM) Portland, Ore., and KIDO(FM) Boise, Idaho. Sebastian added that there are at least eight other stations seriously considering a switch to the format.

### SCA study

The National Radio Broadcasters Association is conducting a survey of 4,875 commercial and noncommercial FM stations this month in an effort to gather data on present and future subcarrier plans. Questionnaires are being sent to both NRBA members and nonmember stations with results to be unveiled in NRBA's membership publications, *Monday Morning Memo* and its new *SCAction* newsletter, as well as during the association's upcoming annual radio convention at the New Orleans Hilton (Oct. 2-5).

### Labor Day lineup

Westwood One, Culver City, Calif.-based radio production and syndication company, reports over 300 stations have signed to carry the 12-hour *U.S. Festival Concert Special* over Labor Day weekend (Sept. 3-5). The program will feature live performances and interviews from more than 400 hours of material taped during the Memorial Day weekend rock concert near San Bernardino, Calif. Among the stations signed to carry the

### Diplomatic winners

*William J. Drummond and Deborah Amos of National Public Radio split \$1,000 as co-winners of the National Press Club's 1983 Edwin M. Hood Award for broadcast reporting on diplomatic affairs. Their reporting on Egypt in the aftermath of President Anwar Sadat's assassination won them the prize, presented at a luncheon in Washington.*

broadcast are: WNEW-FM New York; KMET(FM) Los Angeles; WCOZ(FM) Boston; KRQR(FM) San Francisco; KLOL(FM) Houston and KTXQ(FM) Dallas-Fort Worth. National sponsors include Coca-Cola, Warner-Lambert and the U.S. Army. Westwood One has exclusive radio broadcast rights to the event and plans to air the program again next spring.

### Alaskan action

The FCC has requested comments on a proposal to provide greater interference protection for Alaskan AM stations operating on Class I-A and I-B channels. According to the Alaska Broadcasters Association, increased skywave protection is needed to insure AM coverage there. It has asked the FCC to give Class I protection to 16 stations operating on Class I-A and I-B clear channels.

### Playback

Country performer Ricky Skaggs will host *Award Winners*, a three-hour radio special produced and distributed by The United Stations. The show, which is the third installment of the company's 1983 "Six Pack" of holiday specials ("Riding Gain," Jan. 17), will feature the music of Skaggs and Janie Fricke. To date, about 200 stations have cleared the broadcast.

□

NBC's Source Network will broadcast a concert by the British group, Culture Club, at 8:30 p.m. NYT on Aug. 31 live via satellite from the Tower Theater in Philadelphia. The event is being produced for NBC by Starfleet Blair. Meanwhile, The Source continues to line up stations to simulcast the new 90-minute *Friday Night Videos* program that concluded its third week on NBC-TV last Friday (Aug. 12). Stations committed to air the audio portion of the weekly program now stand at 28—up from 22 the first week. Among the stations simulcasting are WNEW-FM New York, WMMR(FM) Philadelphia, WLUP(FM) Chicago, and scheduled to begin last week, KIQQ(FM) Los Angeles.

### Affiliation

KWRM(AM) Corona, Calif., in suburban Los Angeles, has become the first outlet in southern California to affiliate with Satellite Music Network's *Starstation* adult contemporary format. According to program director, Pat Michaels, KWRM switched to the satellite-delivered service July 21, giving up an "in-house" adult contemporary format.

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Measurement Period	<b>Year-Round</b>	Apr. - June Sept. - Nov.
Number of Reports	<b>4 Quarterlies, Monthlies Avail.</b>	2 Semi-Annual Reports
Demographic Breaks	<b>42</b>	29
Dayparts	<b>44</b>	37
Annual Qualitative	<b>62</b>	0
Product Categories	<b>In Book</b>	Extra Cost
County by County	<b>In Book</b>	Extra Cost
Location of Listening	<b>In Book</b>	Extra Cost
Cume Duplication	<b>In Book</b>	Extra Cost
Audience Composition	<b>In Book</b>	Extra Cost
Tape Service Available	<b>Yes</b>	Yes
Data Base Access	<b>DataNow</b>	AID

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## The Fifth Estate is bullish on business news

---

Radio, television and cable have all divined a growing demand from viewers and listeners for more thorough coverage of financial stories and explanations of their effects

Business journalism and business programming have become businesses themselves, with more stations, more networks, and more cable channels betting that there is money to be made in reporting on money. The fortunes of business journalism and programming have improved, in fact, as the economy and business world slumped.

The three major broadcast networks' morning and evening newscasts, their producers say, are now reporting more business news—spurred, they add, by the public's increased sophistication and interest in the economy. Syndicators, quick to spot trends, are putting together and packaging personal finance and money management programs. Two business-oriented

programs have successfully run on noncommercial stations. And cable services including Ted Turner's Cable News Network, Westinghouse/ABC's Satellite News Channel and the Entertainment and Sports Programming Network increased their business coverage.

Those involved say the dips and twists the economy has taken in the past several years have forced news directors to hire more reporters to cover the subject. Some say the economics story is to this decade what the Vietnam war was to the 1960's and Watergate to the 1970's. Many also talk about declining hostility between the business community and the Fifth Estate, whose relationship traditionally has been strained. The condition in some quarters may even be approaching respect, some business journalists say.

While some business-oriented programs have been on the air for several years (most notably *Wall Street Week*, which is produced by the Maryland Center for Public Broadcasting and distributed by PBS), the genre has developed into a trend only recently. Independent Network News, a subsidiary of WPIX Inc., licensee of WPIX(TV) New York—and in turn owned by the Chicago-based privately held Tribune Co.—synd-

cates a weekly joint venture with the *Wall Street Journal* called *The Wall Street Journal Report*, which now airs on 94 TV stations. *The Nightly Business Report*, produced by noncommercial WPBT-TV Miami and distributed by the Interegional Program Service, now appears on 232 public TV stations. The U.S. Chamber of Commerce produces *Biznet News Today*, a daily one-hour business news and feature program that is fed via satellite three times daily to 450 cable systems and 14 commercial TV stations around the country. In addition, the chamber produces and distributes *It's Your Business*, a weekly 30-minute business discussion and analysis program. Paramount Pictures Corp., through its television arm, and in association with *Business Week* magazine and the latter's publisher, McGraw-Hill, is producing and syndicating *Taking Advantage*, a weekly half-hour "personal finance" program to debut in September on 141 stations. In an unusual move, Teleworks Communications Group will be adding 24 of the top 25 markets to its financial advice program, *Moneyworks*. The weekly half-hour program was originally produced for cable.

The three major networks have also beefed up their television and radio news departments with economic and business reporters. CBS now has three principal reporters covering business and economics, as does ABC while NBC—the first network to assign a full-time reporter to an economic beat in 1971—has two.

But it is in cable, to a large extent, that business news programming is coming into prominence. There is even the specialized Financial News Network, which programs 12 hours of business news daily (also offered to TV stations). ESPN has introduced *Business Times*, a two-hour, early-morning all-business news program. Within the larger general news services for cable, such as CNN and SNC, a greater emphasis is being put on reports on business and the economy.

Not much of this new business programming, however, is big business yet. Budgets are comparatively modest. For example, INN's weekly *The Wall Street Journal Report*, which in number of stations cleared is the most popular of INN's four syndicated news programs, has an annual budget that "approaches" \$2 million. WPBT-TV's *The Nightly Business Report*, produced daily, has an annual budget of under \$3 million, of which about one-third is funded by public TV stations and two-thirds by a grant from Digital Equipment Corp. The U.S. Chamber of Commerce's *BizNet News Today* is only part of the "several"-million-dollar Chamber electronic media operation out of Washington. *Wall Street Week*, with a staff of six—host Louis Rukeyser flies from New York to Owings Mill, Md., for each Friday's taping—is annually produced for under \$800,000. *Moneyworks*'s budget does not exceed \$500,000.

The syndicated business programming can be broadly divided into two types: programs that report business news and commentary, and shows that are designed to dispense personal financial advice, including tipping consumers on matters of financial interest. The former type would include *The Nightly*

*Business Report*, *The Wall Street Journal Report* and *BizNet News Today*, the latter *Wall Street Week*, *Taking Advantage*, *Moneyworks* and *It's Your Business*.

The managers and producers of syndicated programming differ as to how business news and information ought to be presented. But Mark Estrin, a former network news producer who is now executive producer of *The Nightly Business Report*, said what he is "trying to do with the program is to create a combination network-style newscast and a magazine program." With a staff of 30 in Miami, and drawing on bureaus in New York and Washington plus reporters at public broadcasting facilities in 11 major cities, Estrin gathers enough business stories to put out a 28-minute program daily—the only daily national broadcast of its kind.

Estrin also is a critic of business journalism on television, which he says, "suffers from lack of depth." He acknowledges that the commercial networks are bound by time constraints, but he thinks there is still vast room to improve the product. "Some things are more compressible than others," Estrin explained, "but when you compress certain things about business and the economy down below a certain point, you end up being inaccurate because you're not giving the whole picture." He calls the "classic example" of that the reporting by various broadcast organizations of the Dow Jones industrial average. It's "absolute nonsense," according to Estrin, to report those figures alone. He points out that the DJI measures the performance of 30 big New York Stock Exchange companies and "is heavily slanted toward the old smokestack industries." Such a sample is "totally out of keeping with the market as a whole."

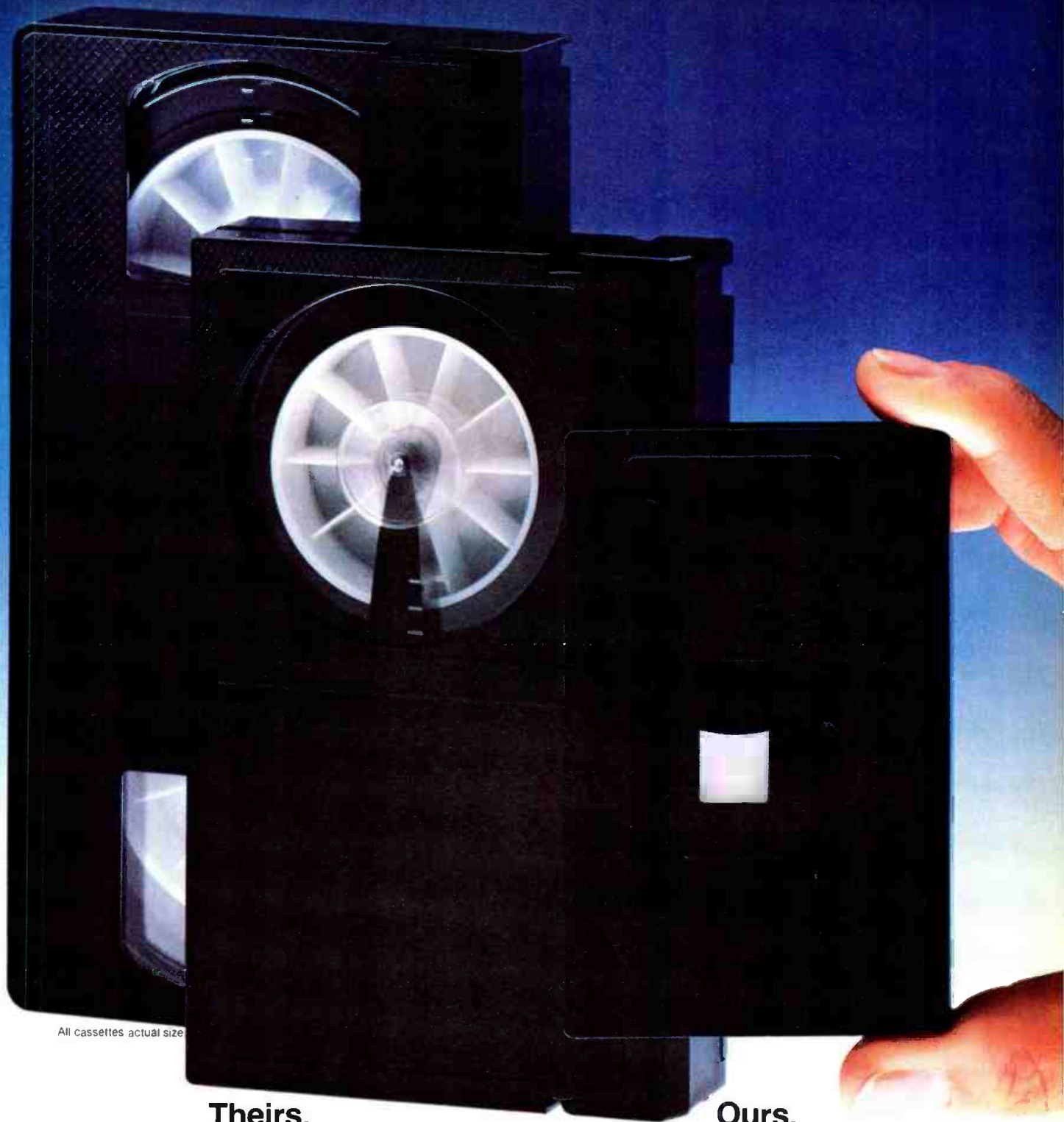
*The Nightly Business Report*'s solution, Estrin said, is to report the American Stock Exchange average, NYSE composite average and the NASDAQ average of over-the-counter stocks. *NBR* also reports, in various combinations, the performance of heavily



NBC's Levine (top) and Jensen



CBS's Quinn



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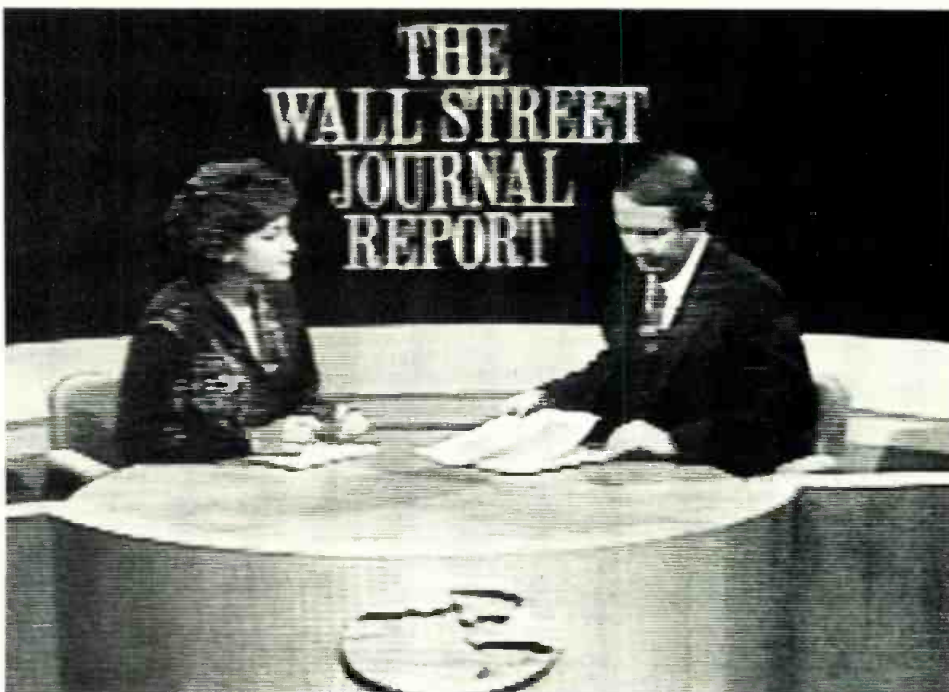
Estrin compared producing *NBR* to editing a daily newspaper, explaining that the program tries to incorporate many of the same ingredients—dispatches filed by its network of reporters, commentary by noted names in the business world and business and finance analysis.

In New York, producers of the weekly *Wall Street Journal Report* see things a little differently. They view their newscast as a weekly magazine with different feature departments, although the emphasis is still on hard business news rather than consumer reporting. Executive Producer Bill Littauer said the program begins with a cover story, a major piece covering a recent business trend, and then moves to profiling an individual, product or life style. Since it is produced in cooperation with the *Wall Street Journal*, it has that newspaper's considerable resources at its disposal—and there are those who say the program looks a lot like the newspaper.

But that is a characterization that Littauer would not mind. "We wanted to do business news that was of interest to businessmen and savvy people," he said. According to Independent Network News President John Corporan, the program was conceived when money market funds, IRA's and other financial vehicles came within reach of a greater number of people with the relaxation of banking rules a couple of years ago.

*WSJR* is the most popular of INN's four syndicated newscasts, which Littauer attributes to its "uniqueness... We have it on a lot of network affiliates because there's nothing else like it." Although Corporan describes the show's own financial condition as "uneven," (advertisers like Shearson/American Express, General Electric Credit Corp., Mercedes Benz and discount broker Charles Schwab pay \$10,000 for a 30-second spot), he added that it "wasn't designed to capture a 30 share." According to INN research based on a Nielsen Television Index special study last February, *WSJR* reached 5.3% (4.4 million) of all television households, and 5.7% of all households with income of \$30,000 or more.

During the same period, *The Nightly Business Report* said its weekly cumulative



WSJ's anchors Cindy Vandor and Richard Townley

rating was 6.6 for households earning \$30,000 or more a year, while *Wall Street Week's* was 4.3. And among professionals, owners, managers and farmers, *NBR* claimed a 6.8 compared to *WSW's* 2.7. However, where heads of households were 65 or older, *NBR* reported, *WSW* won flat out with a 12.5 to *NBR's* 6.3.

Neither Estrin nor Littauer targets his shows to upscale viewers only. Both maintain that the average viewer is smarter about money today, and more interested in it. Corporan realized this when his Kansas mother-in-law told him she was going to transfer a portion of her passbook savings account to a money market fund. It "set me thinking," Corporan said, that the public was rapidly growing more sophisticated about money and therefore required a richer diet of business news.

According to Rich Dubroff, the 27-year-old producer of *Wall Street Week*, that program's success is largely based on its host, Louis Rukeyser, "who knows the subject and knows how to write." Dubroff explains that

*WSW* is not really a news program—being taped once a week—but rather an investment talk show. "The viewer looks to us for different information," he said, and added that he picks topics and chooses guests based on "what I think people want to know about." For example, Dubroff cited, if the market "looks good, then I pick a bullish analyst," and vice versa. He'll also try to select guests with an eye to certain breaking stories, but with a six-to-eight-week lead time that's often difficult, he admitted.

Dubroff maintains, however, that *WSW's* real magic is Rukeyser, whom he believes viewers watch even if they know little or nothing about the subject being discussed. "Viewers just enjoy the show," even though they might not understand business.

Paramount is breaking ground with its first-run syndicated weekly *Taking Advantage*, according to Randy Reiss, president of Paramount Television Distribution. More than a "personal finance" program, the show will be fast-paced and entertaining and styled after Paramount's *Entertainment Tonight*. Reiss said the program is targeted to reach the increasing slice of upscale Americans. Reiss cited Commerce Department reports that show that from 1970 to 1981, the female labor force increased 48%, from 31.5 to 46.7 million; total U.S. disposable personal income increased 192%, from \$695 billion to over \$2 trillion; average per capita personal income rose 160% to \$8,827, and the median family income rose 127% to \$22,388.

For Reiss, this means that more people have more questions about the more money that passes through their hands. The problem with most "financial" shows, Reiss said—he admits to using the term broadly—is that they're "too narrow," and viewers "aren't watching because most shows are not entertaining."

Reiss said he expected to have the advertising sold out within two to three weeks,



BizNet's anchors Meryl Comer and Carl Grant

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and although he wouldn't disclose who bought the show, he indicated "Sears Roebuck type" financial services were included. The cost-per-thousand pricing, he said, is "in the range of" *Entertainment Tonight*.

The U.S. Chamber of Commerce's *BizNet News Today*, according to its creators, was produced for a different purpose. The Chamber has been active in promoting business both in Washington and through its publications. *Nation's Business* and *Washington Report*, plus radio broadcasts and spots. *BizNet News Today* is only one component in the Chamber's American Business Network, a business communications service providing everything from daily Chamber-produced newscasts to videoconferences and communication links among local U.S. chambers. Carl Grant, the Chamber's group vice president of communications, explained that "business has been getting short shrift in the media." *BizNet News Today* is an effort to correct that perceived imbalance.

Nonetheless, *BizNet News Today* is not all business news. General news reports are also included in the newscasts which originate from the Chamber's new studios at its Washington headquarters. "If you just talk about investing, you're going to narrow your audience considerably," Grant said. The Chamber, he noted, can call on its staff of 120 specialists to explain complex economic and government policies. *BizNet News Today*, launched last January, now has the ability to reach 21 million households. Grant maintained that the Chamber's newscasts are as balanced—even more so, he claimed—than what appears on the networks, broadcast or cable. "When the media cover business news they solicit opinions, but not business's," Grant explained. "We present both sides of the story... everybody, including business people, wants to know both sides."

Much of the commercial network news departments' rising interest in business news is reflected in their morning news programs—which have more time than is available in the 24 minutes of program content in the networks' 30-minute evening news.

Richard Kaplan, executive producer of



On the set of *Wall Street Week*

ABC's *World News This Morning* and *Good Morning America* news, said that in the past two months he has increased the average number of business and economic reports from four to six. "There is no more major story than economics right now—none," he said, and added, it is "the firewood for political campaigns."

Kaplan has two business and economic reporters principally assigned to morning newscasts: Stephen Aug and Sheilah Kast, both former print journalists. Aug, who spent 13 years as a business reporter for the now-defunct *Washington Star*, said that most of his stories have a "Washington cast," principally because of his background as a business reporter in the nation's capital. The businessman rushing out of the house in the morning is the kind of viewer he hopes to catch, Aug said, and stories are reported with that in mind. "I do stories on the Securities and Exchange Commission and I try to make it appeal to a general audience, but a lot of it won't. A lot of it only will appeal to a business audience."

But producer Kaplan stresses that business news is no longer just for businessmen. "It's for the housewife as well, because that

business news becomes food prices, producer prices, unemployment, cost of a car, cost of phone calls, cost of a railroad divestiture—all of those things affect a lot of people."

Aug thinks there's a sophisticated business news audience. "There are 30 million people who own stock, and earlier this year [the SEC] took some actions on stockholder rights. That's a specialized audience, a business audience, the kind of audience I would have loved to hit when I was at the *Star*. And now I'm able to do that here."

CBS also has three reporters covering business and economics: Ray Brady, Ken Pruett and Jane Bryant Quinn. Like ABC, CBS assigns one reporter (Brady) principally to the evening newscasts, while Pruett and Quinn share the morning newscasts.

According to Edward M. Joyce, executive vice president of CBS News, targeting the businessman or woman in the morning is "certainly one of the things we're trying to do." CBS aims for that by having Pruett cover the stock market and breaking business stories and Quinn cover business and economics on a more personal, consumer-oriented basis. Joyce says that CBS News has realized, within the past year, "that in no small part [this] is a country of business... We feel there's great interest in this kind of reporting on the part of that busy morning viewer who's running about the house trying to get ready and needs to be prepared to encounter the day ahead." Joyce added that the CBS morning newscasts are now seeking business executives to interview as part of their business reports.

The approach is slightly different on the *CBS Evening News with Dan Rather*. Joyce pointed out, where "emphasis has been to try and anticipate stories." Often, Joyce said, a business story gets double treatment: a hard news report followed by an analysis, as it did recently when July's employment figures were released by the Bureau of Labor Statistics.

Jane Bryant Quinn, CBS News special economics correspondent, agrees with Aug and other colleagues that part of her job is to explain economics and business, not just report them. Quinn also is a print journalist; she writes a column for *Newsweek* and syn-



NBR anchors Del Frank and Linda O'Bryon



Moneyworks host Don Olsen (l) with Senator Alfonse D'Amato

dicates another. Economics, she explained, "is a difficult subject; people are not familiar with the terms, except they read them all the time in the newspaper and want to understand what's going on." Quinn relishes her role as "somebody who can help people sort out what is happening. I spend just as much time trying to explain about the International Monetary Fund and what the federal deficit does. . . I see the job I'm trying to do as reporting the news but in an explanatory context."

Quinn's approach is similar to that of Robert Krulwich, a business and economics reporter for National Public Radio who has been on leave to ESPN's *Business Times*. Krulwich said that NPR decided early on that it wanted to "go friendly" in reporting the business news, and move away from a jumble of numbers and statistics. NPR's decision, Krulwich related, was based on the notion that traditional broadcasting of economic and business news "never gets down to the level that makes audiences feel comfortable." But Krulwich pointed out that the other side to that is "you don't want to be a school teacher or coyly condescending."

Krulwich's answer has been to inject humor ("because there's nothing condescending about humor") and analogy into his reports. Often, he will invent characters to act out a difficult economic point or idea. In a recent *Business Times* story on smokestack industries versus high-tech companies, Krulwich said, he used three smoking cigars imbedded in clay on his left and three pocket calculators on his right to illustrate the story. Audiences "pick up the analogy and go right with it," Krulwich said.

But Krulwich admitted: "There's a risk because you don't always know if you're credible." He thinks he's worked out the bugs over the years he has been doing this kind of reporting "so that it really does work; we can tell by the letters."

While other business and economic reporters may not go to Krulwich's length to explain their subject, a tutorial effort cast of mind is common among his contemporaries. Quinn believes the public is taking it upon itself to learn more about economics: "Voters are being called on to pull a lever to

decide if this politician or that one knows what should be done about taxes and deficits. This is unprecedented. . . They are studying it in school, they are turning to the newspapers, the magazines, the networks to try and understand. Truly a desire among people to understand what is happening [in business and economics] has been sweeping the country."

One reporter thinks he can pinpoint the exact date when business news and the economy became of sudden interest to the networks. Irving R. Levine, NBC's economic correspondent, cites exactly 12 years ago today, Aug. 15, 1971, when President Richard Nixon imposed wage and price controls. "Suddenly it became a very big story and has been ever since," Levine said.

But for Levine, it's not a new beat. He's been at it since January 1971, when NBC brought him back after more than 20 years as a foreign correspondent, he principally covering diplomacy and economic matters. In more than 13 years of covering the economy, Levine says, it has become "increasingly easier to get things on the air."

Like his colleagues, Levine believes "the American public has become economically educated because of some of the hard blows" it has received at the hands of the economy in recent years. Consequently, "the people who are producing and deciding what's on the news became more interested in economics." This, Levine adds, is a long way "from the early days, when economics was considered dull, considered figures, considered arrows, and the fire in a New Jersey warehouse was likely to push you off the air rather than what you considered a significant economic story."

Levine, who on the average produces two to three reports a week for the NBC *Nightly News*, says there is "a certain amount of validity" to the notion that television only reports bad business or economic events—as critics like the U.S. Chamber of Commerce's Grant charge. "I don't think the fault lies with those of us who are covering the story. We're as eager to report the good news as the bad. But the fact of the matter is, like everything else in journalism, we don't cover many landings but we do cover the crash-

es."

But Levine noted that he tries to keep his reports from focusing on the negative by fleshing out details. In reporting unemployment figures, for example—which he does each month with a live spot from the Labor Department—Levine said he pairs the figure for the month's unemployed with a corresponding figure for those still holding jobs. Nor does Levine agree that network reporting of the economy is dominated by an endless flow of figures streaming from various government agencies in Washington. "If you look at a month's log of the *Nightly News* shows, you'll find that economic stories are covered in a great variety of South Succotashes."

NBC's business correspondent, Mike Jensen, who joined the network after assignments as a financial editor with the *Boston Herald* and *New York Times*, compares today's public interest in business and the economy to yesterday's paucity of concern. "For a whole generation you had fixed rules," he explained. "Then all of that turned around once interest rates jumped." Despite the time limitations imposed on television reporters, Jensen suggested headway can be made by using a "proper example of a microcosm to make a macro point." It's the kind of journalistic technique, he observed, that is successfully employed by the *Wall Street Journal*.

In addition, *Barron's* editor, Alan Abelson, is now doing segments for NBC's new early morning newscast, *Sunrise*, as well as *Today*. Dennis Moore, a reporter from KTSPTV Minneapolis, will be joining the network in October as a West Coast-based business correspondent.

CBS's Joyce acknowledged that "we had, going back a couple of years, some reservations about the way we were doing it." In business news, he said, "we pushed ourselves daily to improve our coverage." Joyce says the subject is more than a passing fad. "The economy has become a major ongoing story in the same way that politics and foreign wars have. If you wanted to lump the top four major stories of the past few years, you would certainly say the war in Lebanon, the war in the Falkland Islands, politics and the economy."

Quinn views it in a broader sense: "It was really in the late 1970's when everything overtook us; [since then] there's been a strong desire to get more business and economics news on TV. It becomes a true political issue."

#### Expansion of business reporting on radio is aiding in the resurgence of that medium

There's no doubt among radio executives and news correspondents that the American listening public in 1983 wants to hear more business and financial news, especially about those events that will affect their life styles. There's a greater degree of sophistication on the part of the average person in the way he or she manages money, said ABC Radio business correspondent Gordon Williams, who files nine 90-second reports each

weekday to 260 stations over the ABC Information Network. Williams, who joined ABC two years ago after 20 years with *Business Week*, noted that the people today are "enormously involved in the economy."

In addition to Williams's program, ABC's Information Network offers *Down to Business*—a daily two-minute report anchored by correspondent Philip Creer. The program is currently fed to 175 stations weekdays at 5:35 p.m.

"Our reports combine economic, business and consumer news so we need to come up with a new way to describe them," said Robert Benson, vice president, ABC News and Sports Radio. Benson also sees radio as the best mass vehicle for delivering financial news because of its immediacy and simplicity.

On Jan. 3, 1983, the CBS Radio Network launched *Business Update*, a three-minute report focusing on "breaking" business and economic news stories anchored by CBS Radio reporter Frank Settiani. The program is aired five times each weekday. The increase in business reporting was essentially due to the affiliates' request for more economic news on the network, said Joseph Dembo, vice president, CBS News, Radio. The network also airs *Today in Business*, a four-minute business financial wrap-up anchored by correspondent Doug Poling, which is fed weekdays at 5:25 p.m. (NYT).

On the personal finance side, CBS Radio also offers *Your Dollars*, hosted by Marshall Loeb, managing editor of *Money Magazine*. The three-minute program airs weekdays at 7:25 p.m. (NYT). Also new to the network this year is *Your Money Minute*, hosted by Loeb. The reports are described as one-minute personal financial tips fed to stations five times per week.

Among the major advertisers for CBS Radio's business coverage are: E.F. Hutton and IBM (*Business Update*); Honeywell, Iowa Development Commissions and Allied Fibers and Plastics (*Today in Business*), and the U.S. Postal Service for Express Mail and Delco Electronics (*Your Dollars*). *Your Money Minute* is given to stations for local selling.

The CBS-AM Group syndicates *Report on Business* to stations nationwide. The program, which is anchored by William Ruker, managing editor of *Fortune* magazine, is fed to subscribing stations five times a week. *Report on Business* is one of 13 different features distributed to radio stations by the CBS-AM Group under the umbrella of *Byline Magazine*.

NBC Radio's Talknet service offers a daily



*Minding Your Business* are (l-r): Jim Cameron, Milton Stewart, Ted LeVan.

dose of personal financial advice with hosts Bruce Williams handling phone calls from listeners nationwide, weekdays, 8 to 11 p.m. (NYT), and Bernard Meltzer each Saturday and Sunday (8 p.m. to midnight, NYT). Kevin Cox, vice president of sales, NBC Radio Networks, reports several national sponsors for Williams's program, including Lexington Management, True Value Hardware stores, Champion mobile homes, Glenbrook Labs and Transamerica Corp. Among the major advertisers for Meltzer's broadcast are Maintenance King, Whitman's chocolates and Amtrak. Talknet currently has 138 affiliates.

The NBC Radio Network broadcasts *The Porter Exchange*, which is anchored by NBC News correspondent Steve Porter and fed to stations once each weekday at 3:35 p.m. (NYT). The one-minute program features the day's business and financial stories including reports on agri-business, according to a network spokesman. The network also feeds two other 60-second reports each weekday: *The Morning Business Report* at 5:20 a.m. and *The Afternoon Business Report* at 5:20 p.m.

Meanwhile, NBC's Source Network offers affiliates *The Money Memo*—three 60-second reports "addressing itself to daily economic developments." The programs, which are anchored by NBC Source correspondent Bob Madigan, are fed three times each weekday. Cox estimates that between 40% and 50% of the approximate 385 NBC Radio Network affiliates clear the business programming, while 25% to 30% of over 165 Source affiliates air *The Money Memo*. All four programs are given to stations for local sales, Cox said.

Mutual Broadcasting added a new 60-second financial feature to its weekday lineup last April, *USA Today: Money*. It is drawn from the money section of Gannett's national business newspaper. The program airs daily in morning drive time (Monday to Friday, 6-10 a.m.) on 185 affiliates. And for the past two years Mutual has been airing *The Forbes Magazine Report*—a four-and-a-half-minute program produced by Los Angeles-based Radio Works and currently airing on 192 stations.

Other Mutual weekday offerings include: *The Business Beat*, a four-and-a-half-minute program fed twice a day (12:35 p.m. and 4:35 p.m.), and four daily one-minute stock market reports. On Saturdays, Mutual offers *On the Homefront*—two three-minute programs produced in cooperation with the National Association of Realtors. The reports focus on home buying and financing as well as the costs of decorating or remodeling.

Major sponsors for Mutual's business programming include: Visa (*The Forbes Magazine Report*); Lincoln-Mercury, Campbell's V-8 juice, the Association of Independent Insurance Agents and American Express, (*USA Today: Money*), and the National Association of Realtors (*On the Homefront*).

Associated Press Radio transmits four 60-second business reports in morning drive (6:15 a.m. to 9:15 a.m.), seven 90-second reports throughout the day, and a three-and-a-half minute wrap-up at 5:15 p.m. The latter includes live reports from both the New York and American stock exchanges. All reports are known as AP's *Business Barometer*. AP Radio business editor is Alan Schaertel.

The network also offers its affiliates eight 13-minute farm business reports weekdays (five live and three refeeds) called *Agreports*. All reports are done by farm editor Joe Kafka. According to James Hood, deputy director of broadcast services for AP, the network plans to add a third editor to cover business and farm economics.

UPI Radio Network feeds seven 60-second reports at 45 minutes past the hour throughout the day, a three-minute business summary at 5:06 p.m. and two international business reports filed by London correspondent Roger Gittens. UPI's business editor is Paul Westpheling.

Other UPI Radio programs include a personal finance feature, *Your Money*, which debuted two months ago and a three-and-a-half minute weekend program, *Week On Wall Street*. Both AP and UPI are station supported networks.

*The Wall Street Journal Report*, an audio broadcast service of Dow Jones in service



ABC's Benson



CBS's Dembo



NBC's Meltzer and Williams



Dow's Rush

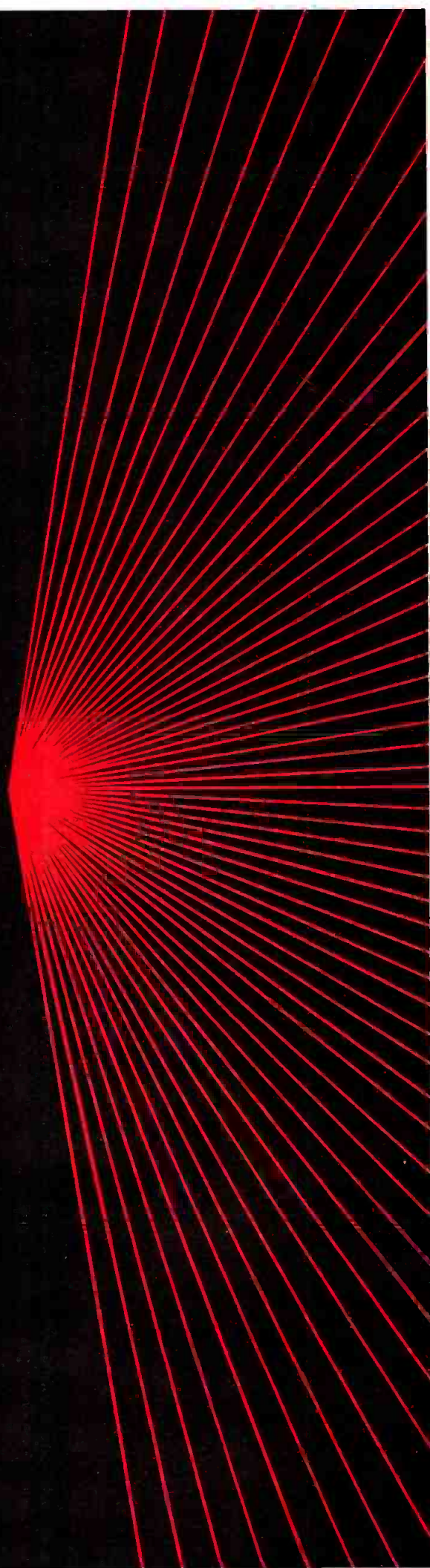


UPI's Schaertel



**ON OCTOBER 1, 1979,  
A NEW RADIO NETWORK COMPANY  
AND A NEW LIFESOUND BEGAN.**

**LESS THAN 4 YEARS LATER...**



**...RKO WOULD LIKE TO  
FOR HELPING US MAKE R**

# RKO ONE

**DOMINANT #1 IN RADAR AMONG YOUNG  
NETWORKS IN 200 DEMOGRAPHICS AND DAYPARTS<sup>†</sup>  
INCLUDING TEENS, ADULTS 18-34, ADULTS 25-34  
AND ADULTS 18-49.\***



\*SOURCE: Radar 27, Volume

**NOW ONE OUT OF EVERY TEN STATIONS NATIONWIDE IS MAKING**

**THANK ITS AFFILIATES  
RADIO NETWORK HISTORY.**

# RKO TWO

**DRAMATIC GROWTH IN RADAR AMONG  
ADULT NETWORKS WITH GAINS OF 36% ADULTS 18+,  
42% ADULTS 25-54 AND 33% ADULTS 25-49.  
ALL IN LESS THAN 2 YEARS!**

on.-Sun., 6AM—Midnight, AQH. Various demographic/daypart combinations.

**RADIO STATION HISTORY WITH RKO NETWORK PROGRAMMING.**

since late 1980, offers its 80 affiliates 18 two-minute business and financial news reports each weekday—six of which are nationally sponsored. Among the major advertisers for the program this year are: Shearson-Amex, American Express Corp. Card, Westin hotels, Hertz and Allied Van Lines.

"Most of our advertisers are nonradio accounts," said Robert Rush, director of broadcast services for Dow Jones. "We are in more direct competition with the business publications than with the traditional radio networks," Rush noted.

Rush pointed to results of a *Wall Street Journal Report*-commissioned telephone study conducted by Melville, N.Y.-based Globe Research among 1,000 *Wall Street Journal* subscribers in five test markets last August and October showing the impact of its business reporting. A total of 44% of the respondents use the *Wall Street Journal Report* as a source of business and financial news and 30% listen on a regular basis. Of all listeners, 51% are in top management with an household income averaging \$61,000.

The *Wall Street Journal Report* also broadcasts two five-minute programs on the weekend. But effective Sept. 10, that will change to six reports—three two-minute segments with commercials which must clear on Saturday morning and three one-minute segments which can air on the station any time during the weekend.

As an added attraction, *The Wall Street Journal Report* provides its affiliates with a series of either 10- or 20-part, one-minute specials on financial-related topics.

The RKO Radio Networks have two weekday features: *Money, Money, Money*, fed over RKO I once a day at 3:25 p.m. (NYT), and *Economics Update*, three two-minute reports aired over RKO II.

The Atlanta-based CNN Radio has taken an aggressive stance in developing its own business news reporting in recent weeks. In addition to feeding the audio portion of CNN Headline News to stations, the network now offers two weekday series which discuss business and finance: *Talkabout*, a series of 90-second features that cover money, the economy and small business, and *Business Briefing*, three seven-minute reports, fed each morning, that give the day's business/financial outlook including opening gold prices. *Talkabout* made its debut on May 16 while *Business Briefing* began airing June 6. CNN Radio now has more than 75 affiliates.

Westinghouse's six owned-and-operated AM stations have been airing four 90-second business reports each weekday by Rudy Ruderman, business editor for *Business Week*, since 1979, according to Warren Maurer, vice president/AM stations, Westinghouse Broadcasting and Cable. "The business of business reporting is of great interest to people and our AM stations put a lot of emphasis on it," Maurer said. The stations primarily program either all-news, talk or MOR.

National Public Radio also has its own business news reporting features. Its two news magazine programs, *Morning Edition*

and *All Things Considered*, feature three reports each week by NPR business and economics correspondent Robert Krulwich.

The following are a list of some syndicated business and financial reports available to stations:

Narwood Productions' *Minding Your Business*—twice daily (Monday through Friday) 90-second, drive-time features written by radio news consultant Jim Cameron and hosted by *Inc.* magazine editor Milton Stewart. The program, which is heard on approximately 135 stations, focuses on management, financing and marketing for the small businessman. Exclusive national advertiser for the first feature each day is Zenith Data Systems; the second is reserved for local sale. The company is based in New York.

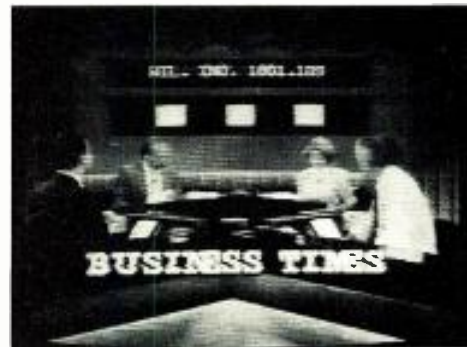
Richard Warner's *Moneyline*—10 60-second business and marketing features currently airing on the 106-station Georgia Radio News Service but now available for nationwide syndication through Meredith Radio Syndication, Atlanta. Features are available to stations on a market exclusive, cash basis.

*Perspective on the Economy*—a series of 60-second economic analyses of topical issues heard each weekday on about 200 stations. The show is free to stations on a market exclusive basis. It is an educational public service of the Manhattan Institute for Policy Research, a nonprofit tax-exempt public policy research foundation headquartered in New York. The features are produced and distributed every two weeks by an Oakland, Calif.-based company, The Syndicate.

Radio stations also have access to a weekly taped interview, 45 to 60 seconds in duration, with financial experts for a 50 cent toll call any time on Monday. The telephone number is 1-900-210-3030. The new service, *Money Sense*, is being sponsored by Merrill Lynch, Pierce, Fenner & Smith ("Riding Gain," June 27).

**Economic news featured on all-news cable channels and on FNN and 'Business Times' considered economically sound; business programming on cable said to fill void left by commercial TV; viewers are upwardly mobile**

The lesson that business news reporting can be a business itself has not been wasted on the specialized cable networks. Since its inception in June of 1980, CNN has had three regular programs on the air devoted to business journalism: the week-nightly, half-hour *Moneyline* and two weekly, half-hour programs, *Moneyweek* and *Inside Business*. In addition, the CNN business news staff, headed by Lou Dobbs, who is also executive producer and anchor for both *Moneyline* and *Moneyweek*, provides hourly updates on business and financial activity for both CNN and CNN Headline News. Satellite News Channels, in association with a *Business Week* reporting staff, also provides updates, on a twice-hourly basis, on business and financial activity.



And within the last two years, two specialty services have been launched that devote themselves exclusively to reporting activity within business, economic and financial circles—the Financial News Network and *Business Times*. Both of the services are advertiser supported, but neither is profitable at this point.

FNN was launched in November 1981 and in addition to the almost 10 million cable households the service reaches, it is also seen on UHF stations (primarily STV outlets) in 16 markets that cover more than 18 million households, according to FNN President Norman Potter. *Business Times* was launched in March of this year, and is seen exclusively on ESPN each weekday from 6 a.m. to 8 a.m.

As CNN's Dobbs sees it, *Moneyline* is a program designed to cover all of the economic news that "directly affects the viewers." He added that "we cover the economy from the standpoint that it's a damn important news story, not just as insiders chatting about the market." *Moneyweek* is a review of major economic developments that have occurred over a week and *Inside Business* is an interview program in which host Myron Kandel talks to corporate leaders about various business and economic issues.

There's no doubt in Dobbs's mind that business-news programs such as those seen on CNN and other cable networks have filled a void left by the three over-the-air networks. "They have always eschewed business reporting," contends Dobbs, "because they've felt that the subject matter was either too dull to retain viewers' attention or because they felt viewers could not handle [understand]" such reports. And he contends the three programs on CNN have "met with commercial success," both in terms of the advertising support they have drawn as well as viewer popularity. "I think we've shown that the viewing audience is far more sophisticated about such matters than the networks were willing to give them credit for," he said.

The three programs have been successful in attracting advertisers. *Inside Business* has been fully sponsored by Lanier, the office machine products company, since the program was on the network in June of 1980. *Moneyline* and *Moneyweek*, each of which contains six minutes of available commercial time, are sold out between 75% and 80% of the time. *Moneyline* spots are priced at close to \$2,200 per 30, which a CNN spokesman said breaks out to about \$9 cost-per-thousand. Spots on the weekend pro-

grams are priced a little higher—in part because the ratings are higher—at an average of about \$2,500 per 30. The spokesman could not say whether the three programs are considered profitable since production costs are not broken out, but she did suggest that the three programs were “pulling their own weight,” since CNN is presently breaking even. Major *Moneyline* and *Moneyweek* sponsors include AMC, Apple computers, American Express, Lanier, Wausau Insurance, Merrill Lynch, Basics Four Computers, W.R. Grace, Prudential/Bache, AT&T and the U.S. Postal Service.

CNN claims its business-news programs are among the most popular programs with viewers. According to Nielsen measurements, *Moneyweek*, on average for the first six months of this year, received a 1.7 rating, or about 328,000 viewers on any given Saturday or Sunday when the program is seen. During the same period, *Moneyline* has averaged a 1.2 rating, which means that about 221,000 viewers have been tuning in to that program on any given weeknight.

In July, FNN expanded its on-air schedule from seven hours to 12 hours daily, 10 hours of which are live. The expanded hours, said FNN's Potter, are geared more toward the news service's cable affiliates since most UHF stations taking the service are locked into the seven-hour FNN schedule due to their STV program commitments. And in any case, stated Potter, “we are decidedly going after the cable market” because of that market's subscriber growth.

FNN is a publicly traded company (NASDAQ) with shares selling, as of Aug. 9, at \$7.50. Eight million shares are outstanding. (The yearly low price-per-share to date is \$3 and the high is \$11.75.) Major stockholders include Merrill Lynch, Lazard Freres and Bio-Tech Capital, a venture capital company.

FNN programming may be a bit narrower in scope than the CNN programs or *Business Times*. The major focus is geared to the investor or potential investor at every level of sophistication. The program day begins with a 60-minute news program with reports on overseas exchanges and markets, and at 9 a.m. FNN follows the opening of the prime U.S. markets for a full hour. The bulk of the program day (10 a.m.-4 p.m.) is devoted to segments concerning various investment opportunities such as the bond market, over-the-counter stocks, commodities and real estate. A live call-in show airs every day at 4 p.m. featuring commentators who answer questions concerning personal investments. A daily news wrap-up hour follows at 5 p.m., which is then repeated at 6 p.m.

“A network like ours,” says Potter, “is actually engaged in slivercasting. But it's a very valid sliver. The audience is upscale and is generally looking to protect what they have and to try to make something more on top of it.” The programming challenge in Potter's view is to provide material “that doesn't turn off the sophisticated investor but at the same time encourages the housewife, or the retiree or the person with unusual working hours to tune in.”

At this point, FNN does not have ratings

data. “Nielsen and Arbitron say they can't measure the network as they do the other networks because it's a hybrid,” says Potter, referring to FNN's cable and broadcast affiliates. Although the measurement services have offered the option of a customized survey, Potter maintains the added cost is simply not worth it. “I won't fall into that trap,” he says. “And besides, I'm not having any trouble getting my rates,” or getting additional affiliates to sign up.

Among FNN's major sponsors are American Airlines (FNN is that company's first step into cable advertising), Sperry Rand, Sears Financial and Prudential/Bache. And just as the *Wall Street Journal* establishes advertising rates based on the number of its subscribers, Potter points to FNN's household universe when pitching clients and says, “Here is my circulation.” Basically, reasons Potter, the *Journal* and FNN are both financial reporting services. “And you can't have one set of rules for the one and then change them for the other.”

FNN is currently growing at a spectacular rate per month, says Potter, noting that last month the network was “the second fastest growing basic cable service,” next to MTV. In the five-month period from May to September, the service, which is provided to systems free of charge, expects to add some three million cable subscribers, an average of about 600,000 per month. “We are well on our way now,” he says. “Our biggest job now is to shout it out that we are for real.”

And Potter notes the company has a number of products under development, including a possible FNN radio service and a high-speed data service that would be transmitted via the vertical blanking interval. The company may also expand the reach of its existing service through the purchase of one or more TV stations for sale in major markets.

There are 14 minutes of advertising time per hour on FNN. UHF affiliates receive about five-and-a-half minutes to sell locally, while cable operators have been receiving two minutes per hour to sell locally, but that

allotment will soon be doubled.

Potter concedes FNN is not yet profitable but notes the company has had increased revenues for six consecutive quarters (\$4 million for its first fiscal year). For the third quarter ended May 31, it had a net loss of \$897,000, on revenue of \$1,103,000. That compares to a loss of \$1,200,000 on revenue of \$249,000 for the same period last year. Production costs per year are said to be under \$10 million. While rates are negotiable, on average, a 30-second spot is priced at about \$1,000. The service shares transponder 2 on Satcom IV with Bravo, the cultural cable service.

James C. (Denny) Crimmins, founder, president and editor-in-chief of *Business Times*, states succinctly the potential of his brainchild: “We have the chance here to become the electronic *Wall Street Journal*. We are sticking our necks out for quality.”

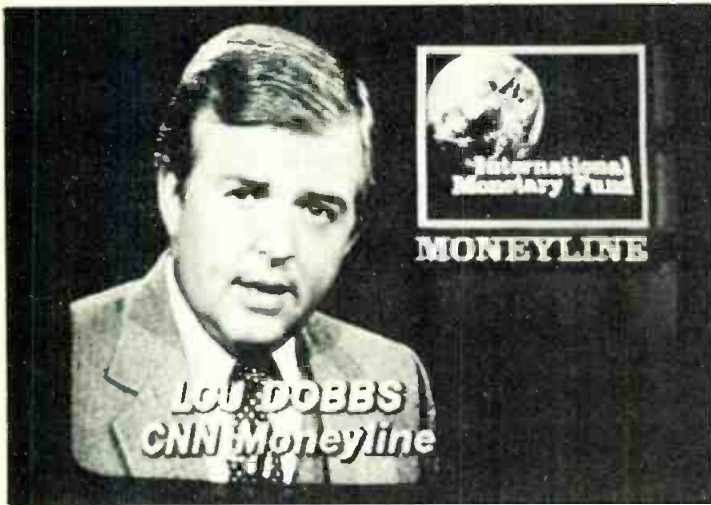
*Business Times* is a two-hour business-news program seen on ESPN each weekday from 6 a.m. to 8 a.m., although the second hour is a repeat of the first (the theory being that during the time period there are two separate and viable audiences for each hour).

*Business Times* has a 15-year agreement with ESPN to produce the business report, although the pact is renewable every three years. The deal was put together that way, said Crimmins, to insure “the meeting of minimum performances” on the part of both partners. *Business Times* is backed by a number of venture-capital investors, which Crimmins was reluctant to name, but which he described as “classic sources, blue chip venture capitalists.” Two of the investors are said to be Morgan Stanley & Co., and the Fidelity Group of Mutual Funds.

Crimmins said the *Business Times* concept evolved from the fact that morning television, which in his words “used to be the staple of the traveling executive,” is now devoted mainly to the reporting of soft news features. “Over the years, they've eased further and further away from the issues” that



FNN's Robert Metz interviews a guest



CNN's Lou Dobbs



SNC's Kathleen Campion

businessmen care about, he said. And as proof there is a sizable potential audience out there who would view a product such as *Business Times*, he cites the current circulation of the *Wall Street Journal*—about six million. “And the demand for business information has just exploded,” adds Crimmins, noting that the worldwide business and financial community is more interrelated than ever before. And that’s where electronic business journalism has an enormous potential. “It’s seen as a way to keep us up.”

And cable is perhaps the logical medium for in-depth business news reporting because it offers the ability to narrowcast “to the upscale households you want to reach. With broadcasting as the medium, you must look at gross ratings points.”

Twelve minutes of commercial time are available during each hour of the *Business Times* program. Two of those minutes are given to the ESPN affiliate to sell locally, one minute is sold by ESPN nationally and the remaining nine minutes are sold by *Business Times* nationally (although the company does pay a royalty on its ad sales to ESPN with a minimum guarantee). Currently, *Business Times* is selling about 50% of its avails, although Crimmins expects to be perhaps 85% loaded during the last four months of the year. Part of the problem right now, he says, is accommodating clients who demand adequate separation in the commercial rotation from other advertisers in the same category. How that problem shakes out remains to be seen.

The price for a 30-second spot ranges between \$1,400 and \$1,700 with discounts for volume buys, although Crimmins notes that in the first quarter next year, the 30-second rate will increase to \$2,000. Major sponsors include Paine Webber, Morgan Stanley, Fidelity, General Electric, Manufacturers Hanover Trust, United Technologies, Porsche/Audi, John Manville, W.R. Grace, Oldsmobile and Chevrolet.

The ratings for *Business Times* are not yet high enough to show up in the quarterly ratings reports assembled for ESPN by Nielsen. (A program must achieve a .5 rating to be broken out.) Dana Redman, head of research for ESPN, noted, however, that for the second quarter of this year, ESPN averaged a .3 rating for the three-hour time peri-

od between 6 a.m. and 9 a.m., which encompasses the two-hour *Business Times* segment, plus one hour usually programed with an edition of *Sports Center*. Redman believes that the *Sports Center* hour does not significantly affect the ratings for that three-hour period, so that the .3 is probably “pretty close” to what the business program is getting by itself. A .3 ratings amounts to about 75,000 homes per average minute.

An encouraging sign, revealed by Nielsen overnights for ESPN, is that the ratings do pop up, however inconsistently, above the .5 level. “A couple of days a week the program gets a .7 or a .8,” said Redman, noting that the show has gotten as high as a 1. “We were hoping it would do a little better,” he said, but expects the program’s ratings to grow as viewer awareness of the show increases.

*Business Times* is still losing money but Crimmins hopes the service will start to turn a profit in 1984. He won’t say how much has been spent to air the program, other than to say, “a good deal of money.” And the relatively short program format belies the work and obvious expense that go into the program. “We have an around-the-clock operation,” says Crimmins, with three shifts keeping tabs on events around the world, and a staff of 56. And many on that staff have impressive credentials, at least in print journalism, but a few with television experience as well. Editor Douglas Ramsay, for example, was former business editor at *Newsweek*, and with a fluent command of languages, including Japanese, once hosted a cable program in Japan on business affairs. Executive editor William Wolman is a former deputy editor of *Business Week* (and other *Business Times* editors are also former editors or correspondents with that magazine); managing editor Peter Martin was the U.S. economic editor at one time for *The Economist*, and also has an extensive background in British television.

As to what attracted them all, Crimmins says they were looking for the challenge of an exciting new project, and, more specifically, signed on to challenge the notion that “business journalism could not be done on television.”

Crimmins does not see his program as a competitor with FNN, an assessment with which FNN’s Potter agrees, despite the over-

lap of their pool of clients. “We have a different charter,” says Crimmins. “We want to serve those with more to think about than just their portfolios.” And while he agrees that FNN was launched primarily to serve the investor, Potter says it’s hard to compare a service that is providing one hour of live coverage each weekday to one that is providing 10 hours a day.

Crimmins points to two reasons for the choice of ESPN as an outlet for *Business Times*. First was that 6 a.m. to 8 a.m. on the sports network was “down time,” filled with repeats. “And their down time is our prime time,” he explains. Second, businessmen “tend to be interested in sports.”

As to the potential of his project, Crimmins describes it as “very sizable,” considering that the major print vehicles for business reporting, such as the *Wall Street Journal*, *Fortune*, *Forbes* and *Business Week*, generate perhaps \$1 billion or more in advertising revenue each year.

SNC has business and financial news updates twice each hour, which are one to two minutes in duration and which are produced by a staff of five *Business Week* editors (two correspondents and three off-camera staffers) that are based in Stamford, Conn., where SNC is headquartered. The updates are not sold as a package and therefore do not have any regular sponsors. When an important economic news story breaks, the *Business Week* team is often called upon to follow the story and produce reports for SNC’s regular news cycle.

Will there be a business journalism shake-out on cable? “It remains to be seen what the cost implications of these news services are,” said John Reidy, a communications analyst with Drexel Burnham Lambert, “and how the advertising market will accommodate those costs.” Citing the Cable Health Network and The Weather Channel (both of which have had difficulty making it on their own) as cases in point, he wonders aloud how much room there is in the cable market for such “highly specialized” services to carve a financially viable niche for themselves. And while he does note the “substantial funding” behind FNN, he believes that it will not before the end of 1984 at the earliest that FNN or *Business Times* begins to turn a profit. ■

## July goes to CBS

**It wins both Arbitron and Nielsen local rating sweeps; NBC is second**

Results of the July TV rating sweeps by A.C. Nielsen and the Arbitron Co., although not yet final, indicate that network television held its own against the trend toward declining audience shares in daytime and late night but lost ground in the evening news period. In markets where local overnight ratings provide a preview of final results, there were no major upsets.

CBS-TV, which captured a strong lead over second-ranked NBC-TV and ABC-TV in prime time during the sweeps ("In Brief," Aug. 8), squeaked past ABC-TV to average the highest overall ratings in daytime. (Rating averages outside prime time reflect Nielsen's National Television Index.) CBS averaged a 6.9 for weekdays between 10 a.m. and 4:30 p.m. during the four weeks of July, compared with a 6.7 for ABC and a 5.3 for NBC. The three networks combined averaged an 18.9, about on par with the 19 they averaged last year, although NBC is responsible for a larger share of this year's rating, while ABC is responsible for less. NBC's daytime rating is up more than a point from a 4.2 last year, while CBS's is also up, from a 6.6. ABC's is down from an 8.2.

In the increasingly competitive early morning news race, ABC's *Good Morning America* maintained its strong leadership, averaging a 4.3 rating over second-ranked *Today* (3.5) on NBC and the *CBS Morning News* (3.1). The three-network rating (10.9) is exactly the same as last July.

The *CBS Evening News* remains nearly two points ahead of the other two network programs, having averaged a 10.6 rating/24 share in July, compared with an 8.8/20 for *NBC Nightly News* and an 8.8/21 for ABC's *World News Tonight*. All three networks were down in news ratings from their performances last July, CBS from an 11.2/25, NBC from a 9.3/21 and ABC from a 9.5/21. Combined, their rating is down from a 30/67 to a 28.2/65.

David Poltrack, vice president for research at the CBS/Broadcast Group, said the slippage, at least for the *CBS Evening News*, does not appear to be part of a long-term trend, but is instead a function of the public's fluctuating interest in network news, which is often tied to national events. Since April, when the prime time season ended, *CBS Evening News* has averaged an 11.3 rating, down only slightly from the 11.4 it averaged for the same time period a year ago. NBC's *Nightly News*, however, is down from a 9.7 to a 9.3 and ABC's *World News Tonight* is down from a 10.3 to a 9. Calendar-year averages put CBS ahead of its performance in 1982, with a 13.2 average, up from a 12.8. NBC is down from an 11.4 to a 10.7 and

ABC is down from an 11.6 to a 10.7. Much of ABC's decline is attributed to loss of its anchor, Frank Reynolds, who died recently from viral hepatitis and bone cancer.

CBS's *Evening News* is now 23% ahead of the other two networks in calendar-year ratings. If that trend continues through the end of the year, according to Poltrack, CBS will have achieved its highest level over the other two networks.

In late-night ratings, where the three networks have been most vulnerable to inroads from cable, the combined three-network rating was 14.1 in July, up slightly from the 13 averaged last July. Here again, CBS was first, capturing a 5.8 rating, up from a 5.6 a year ago. NBC was second and also up from last year, from a 4.5 to a 4.9, while ABC was down slightly from a 3.9 to a 3.4.

In locally metered markets, ABC-owned stations maintained their leads in Los Angeles and Detroit, while CBS O&O's stayed out front in Chicago and San Francisco. The race is almost too close to call in New York. In Philadelphia, Capital Cities-owned WPVI-TV remains well in the lead. A closer look at those results follows.

### New York

In New York, the Niensens had the networks' O&O news race almost too close to call with certainty at both 6 and 11 p.m., with no more than half a rating point—less than the statistical margin for error—separating first and third in each hour. At 11 o'clock, WNBC-TV and WABC-TV, tied for first a year ago at 9/19, were tied for first again this year at 9.7/20 (in one calculation, WNBC-TV had 9.8/20, first by a tenth). WCBS-TV was third again by a hair, up from 8/17 to 9.2/19. At 6 o'clock there was a turnabout, with WNBC-TV going from third-place 6/15 to a marginally first-place 6.6/16, while WABC-TV and WCBS-TV, tied for first a year ago at 7/17, slipped to 6.5/16 and 6.3/16 respectively.

In the Arbitrons, WNBC-TV took over a clear lead at 11 p.m. and WABC-TV retained a clear lead at 6 p.m. At 11 o'clock, WNBC-TV climbed from a 9/20 a year ago to 9.9/21, while WABC-TV slipped from 9/21 to 8.4/17, a tenth of a point ahead of WCBS-TV, which climbed from a 7/16 to an 8.3/17. At 6 p.m. WABC-TV still came out ahead with 7.3/18 (down from 8/19 last year), with WCBS-TV second at 5.4/13 (down from 6/14) and WNBC-TV third at 5.1/13 (up from 5/12).

In the 7:30-8 p.m. access period, *Family Feud* on WNBC-TV continued to dominate in Nielsen but was pushed by *Entertainment Tonight* on WABC-TV, in the Arbitron numbers. Nielsen gave *Feud* a 10.2/23, virtually unchanged from a year ago, while Arbitron showed it with 7.1/16, also unchanged. *Entertainment Tonight*, replacing the checkerboard that occupied WABC-TV's access period a year ago, scored a 7.7/17 in Nielsen, up

from 5/12 for the checkerboard, and a 6.9/16 in Arbitron also up from 5/12. WCBS-TV's combination of four *Muppet Shows* and one *2 on the Town*, which is to be replaced by five nights of *2 on the Town* in the fall, came in with a 3.9/9 in Nielsen, down from 6/14 a year ago, and a 4.7/11 in Arbitron, down from 6/16.

In the 5 o'clock news race, WNBC-TV came out on top in Nielsen while WABC-TV placed first in Arbitron. Nielsen had WNBC-TV and WABC-TV sharing first place last year at 5/14; this year it made WNBC-TV the sole winner with 6.0/17, followed by WABC-TV at 4.8/13 and WCBS-TV at 4.5/13 (up from 4/13 last year). Arbitron showed WABC-TV going from a first-place 6/15 to a first-place 5.8/16, followed by WNBC-TV at 4.5/13 (versus 4/12 last year) and WCBS-TV at 4.4/12 (4/13 last year).

The only anchor changes between the two Julys were on WABC-TV: Ernie Anastos and Roseann Scamardella were replaced as the 11 o'clock anchors by Tom Snyder and Kaity Tong and as the 5 o'clock anchors by Anastos and Tong. For Snyder and Tong at 11, their first-place Nielsen tie with WNBC-TV's report, anchored by Chuck Scarborough and Sue Simmons, was a comeback from the May sweep, when they tumbled to third place from first, behind the WCBS-TV report, anchored by Rolland Smith and Michelle Marsh, as well as WNBC's Scarborough/Simmons combination. Unchanged from the July 1982 sweep, the anchors at 6 o'clock are Jim Jensen and Smith for WCBS-TV, John Hambrick and Scarborough for WNBC-TV and Roger Grimsby and Bill Beutel for WABC-TV, while for the 5 o'clock reports they are Jensen, Marsh and Carol Martin for WCBS-TV, Jack Cafferty and Simmons for WNBC-TV and Anastos and Tong for WABC-TV.

Independents meanwhile were making their own mark—in some cases bigger marks than the O&O's produced. At 6-7 p.m., for instance, WNEW-TV was the top station in the market in the Niensens, scoring a 6.9/17 (three-tenths of a rating point higher than the top O&O news) with *Three's Company* and *Man About the House*, while WOR-TV turned in a 4.8/12 with *S.W.A.T.*, and WPIX-TV a 4.7/12 with *Laverne and Shirley* and *Barney Miller*.

In access time, *All in the Family* on WNEW-TV was second in the market with an 8.2/19 (behind *Family Feud*'s 10.2/23); the second half of *Vegas* on WOR-TV was fourth with 5.2/12 (behind *Entertainment Tonight*'s 7.7/17), and WPIX-TV's local news was sixth with 3.5/8 (behind *Muppets*' 3.9/9). At 11-11:30, when O&O news took the first three places, *M\*A\*S\*H* on WNEW-TV was a point-and-a-half back at 8.2/17.

### Los Angeles

In the late news race in Los Angeles during the July sweeps, KABC-TV maintained its

## Ratings Roundup

Largely on the strength of its reruns, CBS-TV finished first in prime time ratings for the week ending Sunday, Aug. 7, a week characterized by lower-than-usual ratings for all three networks. According to A.C. Nielsen's National Television Index, CBS averaged a 12.4 rating/24.1 share for the week, more than a point ahead of NBC-TV, which captured an 11.3/22 and ABC-TV, which trailed with a 10.7/21.

For the week, the three networks combined averaged a 34.4/67.1, down from a 36.3/72 for the same week a year ago. CBS won that week also but with a higher rating (13.2/26), while ABC was a close second (12.7/25) and NBC a poor third (10.4/21).

CBS won Tuesday, Wednesday, Thursday and Sunday during the week ended Aug. 7, while NBC won Monday and Friday, and ABC, as it often has this summer, won only Saturday. CBS and NBC each had 11 of the top 30 programs, while ABC had eight.

First-run summer replacement series ranked for the most part below the top 35 programs, although a special premiere episode of ABC's *Reggie* sandwiched on Tuesday night between *Three's Company* and a *Barbara Walters Summer Special*, landed in the top 20 with a 13.7/23. In its regular time period on Thursday at 9 p.m., *Reggie* averaged a 10.7/20 against reruns of CBS's *Simon & Simon* (15/27) and NBC's *Gimme a Break* (11.8/22). The second episode of ABC's new prime time serial, *The Hamptons* (9.2/17), lost five rating points from its premiere the week before.

### The First 20

1. <i>60 Minutes</i>	CBS	17.8/40
2. <i>Jeffersons</i>	CBS	17.1/32
3. <i>Newhart</i>	CBS	16.9/31
4. <i>Trapper John, M.D.</i>	CBS	16.7/32
5. <i>20/20</i>	ABC	15.9/29
6. <i>CBS Tuesday Night Movies—The Promise</i>	CBS	15.8/27
7. <i>Hill Street Blues</i>	NBC	15.4/28
8. <i>Cagney &amp; Lacey</i>	CBS	15.3/28
9. <i>Magnum, P.I.</i>	CBS	15.0/31
10. <i>One Day At A Time</i>	CBS	15.0/30
11. <i>Simon &amp; Simon</i>	CBS	15.0/27
12. <i>NBC Monday Night Movie—Mirror, Mirror</i>	NBC	15.0/26
13. <i>A Team</i>	NBC	14.9/29
14. <i>Eisched</i>	NBC	14.8/32
15. <i>Knight Rider</i>	NBC	14.8/30
16. <i>Barbara Walters Special</i>	ABC	14.3/25
17. <i>Family Ties</i>	NBC	13.7/25
18. <i>Reggie</i>	ABC	13.7/23
19. <i>Alice</i>	CBS	13.5/29
20. <i>Three's Company</i>	ABC	13.5/24

### The Final Five

68. <i>Feel the Heat</i>	ABC	6.7/14
69. <i>Monitor</i>	NBC	6.6/14
70. <i>Dr. Seuss</i>	ABC	6.4/15
71. <i>Just a Little More Love</i>	NBC	5.6/13
72. <i>ABC News Closeup—Walter: A Clear and Present Danger</i>	ABC	5.1/11

dominance in both Nielsen and Arbitron ratings, although Arbitron showed KNBC-TV just behind the long-time leader at 11 p.m. Arbitron showed KABC-TV with a 7.6/21, compared with a 6.8/19 last year, and KNBC with 7.5/20, versus 6.4/18 in 1982. KNXT-TV trailed with 6.0/17, up from 5.3/15 last July in Arbitron, and was third in Nielsen also, with 7.0/18 this year and 7.1/18 a year ago. Nielsen ranked KABC-TV first with 8.2/20 in 1983 and 8.5/22 in 1982, while KNBC had 7.5/19 this year and 7.6/19 last year.

During the early evening local news competition, the results were also similar to last July, although KNBC showed strength against dominant KABC-TV in several time periods, while KNXT's fortunes were more mixed. During the 5-6 p.m. news block, Nielsen showed KABC-TV with 7.1/18 (down from 7.6/19 last year), KNXT with 5.8/15 (down from 6.0/14), and KNBC with 5.1/13 (down from 5.9/14). In Arbitron, KABC-TV led with 7.2/17 (versus 6.9/17 in 1982), KNBC was ranked second with 6.2/15 (up from 5.8/14), and KNXT trailed with 5.4/13 (down from 6.1/15). The strongest competition from independents came from *The Brady Bunch* on KCOP-TV, showing 5.2/13 in Nielsen and 5.9/14 in Arbitron.

During the 6-7 p.m. news block, the rankings were the same as last July also, with Arbitron showing KABC-TV remaining flat with 7.1/15 this year versus 7.0/15 in 1982, tying KNBC up to 7.1/15 this year compared to 6.8/15 last year. KNXT dropped from 5.6/12 to 4.8/10. Nielsen showed KABC-TV with a comfortable lead: 6.6/15 versus 7.8/17 last year. KNXT was flat with 6.2/14 versus 6.2/13 in 1982, and KNBC fell from 6.7/14 to 5.8/13. The greatest strength among indies belonged to KCOP, airing *Hawaii Five-O*, ranked 5.4/12 in Arbitron and 5.8/13 in Nielsen. Arbitron showed KTTV-TV doing well with *SWAT*, returning 5.5/12, while Nielsen ranked it 5.2/12.

The ratings race in access continued to remain tight, with Arbitron giving a narrow lead to KABC-TV's in-house strip, *Eye on L.A.* and Nielsen giving the nod to KTTV's *Police Woman* repeats, followed by KNXT's in-house magazine, *2 on the Town*. In Nielsen, *Police Woman* captured a 7.3/15, while *2 on the Town* showed a 6.7/14 (flat from 1982's 6.7/13), *Eye on L.A.* came in third with a 6.6/14 (down from a 6.8/14), followed by *Kung Fu* (5.6/11) on independent KTLA-TV and KNBC-TV's *Family Feud* (5.4/11), which slipped from a 6.1/13 in 1982. Arbitron showed *Eye on L.A.* barely leading with a 6.9/13 (versus a 6.7/13 last year), followed by *Feud*'s 6.8/13 (from 6.6/14), KTTV's *One Day at a Time* 6.3/12, KCOP-TV's *Tic Tac Dough* (5.9/11) and *2 on the Town*'s 5.5/10 (down from 6.2/12 last year).

During the independent news hour, 10-11 p.m., the rankings were the same as during the May sweeps, although Metromedia's KTTV showed some improvement in both Arbitron and Nielsen, KTLA led the pack in Arbitron with 6.0/12 (up from May's 5.2/10), followed by KTTV with 2.6/5 (up from May's 2.3/4). KCOP with 1.9/3 for its local half-hour and 1.1/2 for *Independent Network News* (versus 1.3/3 and 2.0/4.0 respec-

tively), and KHJ-TV showing 1.8/4 (up from 1.1/2 in May). Nielsen's report was similar: KTLA led with 5.6/11 (versus 5.7/10), then KTTV ranking 2.1/4 (compared with 1.9/3), KCOP with 1.7/3 and 1.2/2 (down from 2.2/4 and 1.5/3 last May), and KHJ with 1.5/3 (same as during May).

## Chicago

News leadership in the nation's third-largest market remains with CBS-owned-and-operated WBBM-TV, which maintained a substantial lead over its two competitors in the early afternoon and 10 p.m. news rates, and stayed out in front, despite increased competition, in the 6 p.m. news slot. Tribune Broadcasting Co.'s independent WGN-TV maintained its substantial lead over Metro-media-owned WFLD-TV in the 9 p.m. nightly news race and 5-7 p.m. early fringe block in both Nielsen and Arbitron, but held the lead in the 3-5 p.m. block only in Nielsen.

At 6 p.m., WBBM-TV averaged an 8.8 rating/19 share in Nielsen, up from an 8/18 captured July a year ago. In Arbitron, however, the station slipped from a 9/21 last year to an 8/18. Second-ranked NBC-owned WMAQ-TV averaged a 7.2/16 in Nielsen and a 6.1/14 in Arbitron, both about on par with last year's 7/16 and 6/15. ABC-owned WLS-TV went down in Nielsen, from a 6/13 to a 5.5/12, but up in Arbitron, from a 6/14 to a 6.8/15.

In the early morning news race, WBBM-TV averaged a 10.3/24, in Nielsen for its half-hour 5 p.m. newscast, up from a 9/23 a year ago. Arbitron, however, has the program declining from a 10/27 last year to an 8/20 this year. WMAQ-TV, which competes with WLS-TV with a 4:30-5:30 p.m. newscast, improved in both services, averaging a 7.3/18, up from a 7/17 in Nielsen and a 6.9/18, up from a 5/16 in Arbitron. WLS-TV slipped from a 7.17 to a 5.7/14 in Nielsen and from a 7.19 to a 6.5/17 in Arbitron.

At 10 p.m., Nielsen gave WBBM-TV a four-point lead over WMAQ-TV and a five point lead over WLS-TV, although Arbitron tracked a much closer race. WBBM-TV averaged a 16.8/27, up from a 16/28 a year ago in Nielsen, while WMAQ-TV averaged a 12.8/21, down from a 13/22 and WLS-TV averaged an 11.8/19, down from a 12/20. In Arbitron, WBBM-TV fell dramatically from a 16/29 a year ago to a 13.6/25, WMAQ-TV fell from a 13/24 to a 12.7/23 and WLS-TV fell from an 11/20 to a 10.8/20.

WGN-TV performed about the same as it did last July in the 9 p.m. news slot, averaging a 7.9/13 in Nielsen, down from an 8/13 and a 7.1/12 in Arbitron, up from a 7/13. WFLD-TV averaged a 3.8/6 in Nielsen with CNN Headline News, down from a 6/10 a year ago when it aired entertainment programming. In Arbitron, it averaged a 2.1/4, down from a 5/9.

In early fringe, WGN-TV averaged a 7/20 in Nielsen and a 5.3/16 in Arbitron, compared with a 5.3/15 and a 6.2/19 for WFLD-TV. From 5-7 p.m., WGN-TV averaged a 10.3/23 and an 8.8/20 to WFLD-TV's 7.2/16 and 6.7/16. □



## Philadelphia

ABC affiliate WPVI-TV continues to dominate the Philadelphia market, with CBS affiliate WCAU-TV placing a distant second in most key locally programed time periods.

According to Nielsen, WPVI-TV won the 5 p.m. to 6 p.m. block, during which each of the three affiliated stations does a full hour of news, with a 14.1/34 (14/35 a year ago). Second-place WCAU-TV scored a 7.6/19 during that hour (8/20 year ago), while NBC affiliate KYW-TV scored a 4.3/11 (4/10 year ago). Independent WTAF-TV had an average 4.2/10 (3.7/10 year ago) for the hour with cartoons and *Gilligan's Island*. Independent WPHL-TV reaped a 3.4/8 for *CHiPs* during that hour (2/5 year ago), while independent WKBS-TV scored an average 2.9/7 with cartoons and *Mork and Mindy* (5/13 year ago). The Arbitron metered survey for July (year ago not available for comparison) gave WPVI-TV a 14.5/36; WCAU-TV an 8.2/20; WTAF-TV a 4.6/11; KYW-TV a 3.3/8; WKBS-TV a 2.4/6, and WPHL-TV a 2.3/6.

The three affiliated stations also program news from 6 to 6:30 p.m. According to the Nielsen meter, WPVI-TV scored a 16.7/39 (18/40 year ago); WCAU-TV a 7.1/16 (8/18 a year ago); WTAF-TV a 5.1/12 with the first half-hour of *Buck Rogers* (6.2/14 a year ago); WPHL-TV a 4.9/11 with *Barney Miller* (3/7 year ago); KYW-TV a 3.5/8 (4/9 year ago), and WKBS-TV a 2.2/5 with the first half-hour of *Sheriff Lobo* (3.2/7 year ago). The corresponding figures from Arbitron were: WPVI-TV, 18.6/41; WCAU-TV, 7.5/17; WTAF-TV, 5.8/13; KYW-TV, 2.9/7; WPHL-TV 2.8/6, and WKBS, 1.9/4.

For the first half-hour of prime access (7 p.m. to 7:30 p.m.) WPVI-TV scored more than twice the rating of its nearest competitor with a 13.0/31 (14/34 year ago) for *Tic Tac Dough*. Independent WPHL-TV placed a second with a 6.3/15 for *Three's Company* (3.5/8 year ago with *Battlestar Galactica*); WCAU-TV scored a 5.7/14 with *Entertainment Tonight* (6/15 year ago); WTAF-TV a 5.3/13 with *M\*A\*S\*H* (7/18 year ago); KYW-TV a 3.7/9 for *Evening Magazine* and WKBS-TV a 1.9/4 for the first half-hour of *Wild Wild West*. The Arbitron numbers for the first half-hour of access were: WPVI-TV, 12.5/30; WCAU-TV, 6.7/13; WTAF-TV, 6.2/15; KYW-TV 4.2/10; WPHL-TV, 3.7/9, and WKBS, 1.7/4.

The race was a lot more competitive during the second half of the access period (7:30 p.m. to 8 p.m.) with WPVI-TV emerging at the top again with a Nielsen rating of 8.4/20 for *Joker's Wild* (7/18 year ago for *The New You Asked For It*). The other Nielsen numbers: WCAU-TV 7.8/19 for *Family Feud* (10/25 year ago); KYW-TV, 6.5/16 (9/21 year ago) for *People's Court*; WPHL-TV, 5/12 for *The Jeffersons* (4/10 year ago); WTAF-TV, 4.5/11 for *Carter Country* (4.5/12 year ago with *M\*A\*S\*H*), and WKBS, 2/5 for the second half of *Wild Wild West* (1.8/14 year ago with *Bob Newhart*). This year's Arbitron figures for 7:30-8 p.m.: WPVI-TV, 8.4/20; KYW-TV, 7.4/18; WCAU-TV, 7/17; WTAF-TV, 4.7/11; WPHL-TV, 3.9/9 and WKBS-TV, 2.5/6.

WPVI-TV was also way ahead during the 11 to 11:30 p.m. time period, with a 15.4/33 Nielsen rating (14/30 year ago). All the affiliates program news during that half-hour.

WCAU-TV was second with a 10.1/22 (10.1/21 year ago). The remaining Nielsen numbers: KYW-TV, 7.1/15 (8/17 year ago); WTAF-TV, 4.1/19 for *Benny Hill* (4/9 year ago), WPHL-TV, 3/16 for *Soap* (1/4 year ago), and WKBS-TV, 1.4/3 for *Night Gallery* (2.4/5 year ago). The Arbitron figures for the same period are as follows: WPVI-TV, 18.4/37; WCAU-TV, 9.7/19; KYW-TV, 8.2/16, and WPHL-TV, 1.5/3 (corresponding figures for WTAF-TV and WKBS-TV were unavailable).

## San Francisco

CBS affiliate KPIX-TV tops the 6-7 p.m. news period, according to Nielsen, with an average 11/23, but in Arbitron it is edged out

ever so slightly by ABC-owned KGO-TV which posted a 10.5/23 to KPIX-TV's 10/22. KGO-TV, however, dropped to third place in Nielsen (7/15) at 6 p.m. behind KTVU(TV)'s airing of *The Streets of San Francisco* which got a 7.5/16.

Finishing in the fifth spot in 6-7 in both rating services was NBC affiliate KRON-TV which registered a 4/10 Nielsen and 4/9 Arbitron. Fourth place went to KBHK-TV's showing of *Buck Rogers* with a 5/10 Nielsen (up from 3/7 last July when it was programing *Kung Fu*) and a 5/11 Arbitron.

For the 11-11:30 p.m. period, KPIX-TV's *Eyewitness Nightcast* reigns on top in the market with a 10.5/28 Nielsen and—up from 8/21 a year ago—and a 10/29 Arbitron—up from 7/22 last July. KGO-TV, which finished

# The Dalkon Shield

## Some Questions and Answers

Although it has been off the market for nearly 10 years, this intrauterine contraceptive device formerly sold by A. H. Robins Company remains the target of considerable litigation and, consequently, frequent coverage in the media.

Because you may be reporting on the Dalkon Shield, now or in the future, Robins would like you to have a booklet that presents answers to some questions frequently asked about the device. This material is intended to provide background information and, hopefully, correct some of the common misunderstandings concerning this product.

To obtain a copy, write Roscoe E. Puckett Jr., Manager of Public Information, A. H. Robins Company, P.O. Box 26609, Richmond, VA 23261-6609. Or telephone (804) 257-2115.

If you have other questions we shall, of course, do all we can to provide the answers.

## A-H-ROBINS

A. H. Robins Company, Richmond, Virginia

first in both services last summer, is now second with a 7/19 Nielsen and a 8/22 Arbitron. KRON-TV local news program followed with a 6/16 Nielsen and 5/13 Arbitron.

Continuing to show impressive ratings and shares for its 10 p.m. newscast is KTVU. The station captured an 8/15 Nielsen and a 6/13 Arbitron.

In prime time access—7:30-8—KPIX-TV's *Evening Magazine* remains the most watched programing, finishing with a 10.5/21 (Nielsen) and 11/23 (Arbitron). KTVU's *Odd Couple* and KRON-TV's airing of *Entertainment Tonight* are in a virtual tie for second place in Arbitron (7/15 and 7/14 respectively) while KTVU tied KGO-TV's *People's Court* for second in Arbitron, at 8/15—the latter program dropping significantly since last July's 12/28. *People's Court* also fell in Nielsen over the past year, from 10/20 to third place this summer with 6/13.

ABC-owned WXYZ-TV maintained its leadership position in the local news competition, garnering a 12/32 for its 5-6 p.m. program, a 12/29 for its 6-7 reports and a 14/29 for its 11 p.m. show.

(All ratings are based on Nielsen, the sole meter service in Detroit; comparisons cannot be made with the July 1982 sweeps, as the service only began last October.)

WDIV(TV), the NBC affiliate, and WJBK-TV, the CBS affiliate, schedule their early evening news against one another from 5:30-6:30 p.m. WDIV rolled up a 9/23 while WJBK-TV was third with a 4/9.

The independent station, WKBD-TV, relied on syndicated series in the early evening period, registering a 5/6 with *CHiPs* from 5-6

p.m.; a 6/15 for *Mork and Mindy* from 6-6:30 p.m. and 6/13 for *Bob Newhart* from 6:30-7 p.m.

In the late news period, WDIV trailed WXYZ-TV with a 12/24 and WJBK-TV was third with a 9/17. Independent WKBD-TV showed *Twilight Zone* from 11-11:30 p.m. and scored a 6/12. WKBD-TVairs *CNN Headline News* from 10 to 11 p.m. and averaged a 2.4/4.

In prime access, WDIV-TV was the winner with a 12/29 for *Tic Tac Dough*, followed by *People's Court* on WXYZ-TV with 10/25 and *Hogan's Heroes* on WXBD-TV with a 6/15. *PM Magazine* on WJBK-TV trailed the pack with a 4/10.

In the morning schedule, WXYZ-TV scored a 6/28 with a local talk show, *Kelly & Company*, from 9-10:30 a.m. WJBK-TV rated a 4/15 with *Donahue* from 10-11 p.m. and WDIV had a 2/11 with *Sonya*. □

## From AM to FM, top 40 is on a roll

The name has changed, it's now known as contemporary hit radio or CHR, but the idea is the same and a growing number of FM's are adopting the format

An increasing number of FM radio stations are switching from a variety of sounds to top 40—the format that dominated the AM airwaves for many years. The Radio Information Center of New York, which keeps a computerized format file of 8,100 stations, reports that 10% of them—mostly FM outlets—are currently programing top 40, or contemporary hit radio (CHR) as many executives prefer to call it. And it looks as if that figure will grow.

There is a resurgence in this format, said Doubleday Broadcasting President Gary Stevens, who has just changed the company's KPKE(FM) Denver from album rock to contemporary hit. No one was properly programing a CHR format in that market, he said. Stevens also acknowledged that Doubleday's album rocker, WAPP(FM) New York, has become "very contemporary hit oriented." Stevens noted, however, that there are



Stevens



Dorton

no plans to change the company's other five AOR outlets to top 40.

Doubleday is not the only large group operator to make a format switch to top 40. Gannett Radio has changed KSDO-FM San Diego from adult contemporary to top 40, but according to Joseph Dorton, president of the Gannett Radio Division, it's not a pure contemporary hit station like the company's KIIS(FM) Los Angeles which, he said, "reaches over 2 million people per week."

As for other Gannett-owned FM properties, Dorton said the company is "brighten-

ing" the sound on KSD-FM St. Louis, WIQI(FM) Tampa, Fla., and WCZY(FM) Detroit, all of which are programing adult contemporary formats. The current top 40 format has very "mass appeal," attracting the 12-49 demographic, Dorton said.

Cox Communications' WWSH(FM) Philadelphia has been in transition from a "soft" adult contemporary approach to what William Phippen, general manager, describes as an "adult sounding" CHR format. The station, which is shooting for the hard-core audience of 25-to-34-year-olds, will be "turning over" the top hits every three to three-and-a-half hours, Phippen said. Some of the artists listeners now heard on the station are: Duran Duran, The Kinks, Men At Work, Eurythmics, Champaign and Michael Jackson.

Making its debut on July 28 was another Mike Joseph's "Hot Hits" station—Abel Communications' WMAR-FM (formerly WRLX-FM) Baltimore. The station, which switched from Bonneville's beautiful music format, changed its call letters back to WMAR-FM from WRLX-FM. It had been



**Coast to coast.** The resurgence of top 40 radio is evident in Gannett's proclamation that over 2 million tune in to its KIIS(FM) Los Angeles weekly. (At left) KIIS on-air personalities Rick Dees, Liz Fulton and Charleye Wright. (At right) CBS-owned WCAU-FM Philadelphia seems to have found the right



formula with Hot Hits and accompanying promotion. Shown here with a cash contest winner, Rosemary Janusz, are station personnel (l-r) Terry Young, Billy Burke, Scott Walker (kneeling), Christy Springfield and Glenn Kalina.

WMAR-FM from 1967 to 1981.

One of the newest additions to the top 40 ranks is Plough Broadcasting's WQXM(FM) Clearwater-Tampa-St. Petersburg, Fla., which switched from album rock on Aug. 1 at 5 a.m. According to Gary Kines, vice president and general manager, a research study commissioned by the station and conducted by Ted Bolton Associates of Philadelphia, indicated that the market would not support two AOR stations—the other being WYNF(FM)—and that there was an "available" audience of 18-to-34-year-olds that could be better targeted with a contemporary hit format.

Kines hopes to soon have new call letters. It has applied to the FCC for WZNE and will call itself "Z98," said Kines.

However, the main focus of industry attention recently has been on the New York market and the launching of Malrite Communications' contemporary hit format Aug. 2 on its newly acquired WHTZ-FM Newark, N.J. (formerly WVNJ-FM). And station officials expect the station to have a more extensive coverage area since its signal is now transmitted from the Empire State Building.

Malrite has hired Gary Fisher, general sales manager at WABC(AM) New York, to serve in the same capacity for WHTZ and Scott Shannon, operations manager of WRBQ-AM-FM Tampa, Fla., as the station's program director. Dean Thacker, former station manager for Malrite's WMMS(FM) Cleveland, is WHTZ's general manager ("Riding Gain," June 27). Thacker told BROADCASTING that Malrite has hired the Della Femina, Travisano & Sherman advertising agency to develop a promotional campaign for this fall. The station's primary target is 16-to-24-year-olds, and total demographic target is 12 to 34.

Also causing a stir in some industry circles is ABC's WPLJ(FM) New York. A successful AOR station for several years, WPLJ began adding more top 40 artists to its playlist early in June. And, what came as a surprise to many radio executives, the program changes were done while WPLJ still dominated AOR in New York according to both the spring Arbitron report, where it pulled a 4.1 12-plus metro share, Monday to Sunday, 6

## Top 40 sensations



Michael Jackson's "Beat It"



Culture Club's "Do You Really Want to Hurt Me"



Eurythmics's "Sweet Dreams"



Eddy Grant's "Electric Avenue"

a.m. to midnight, and Birch Radio's second-quarter summary report for 1983, where WPLJ tied for second place with WOR(AM) at a 6.0 overall share. The focus of the station is on current music, "which is very exciting," said Larry Berger, program director for WPLJ, who did not want to label the station's new sound but admitted it's no longer a "hard rock" outlet. "We are preparing ourselves for the future," he said, denying that the move was in anticipation of WHTZ's arrival.

Top 40 radio has been spelling success for two major broadcast groups: CBS and Harte-Hanks.

Harte-Hanks Radio, which operates top 40 stations in four markets, now boasts that it has the highest 12-plus metro share rating of major market (top 20) contemporary hit radio stations. The company's WRBQ(FM) Tampa, Fla., posted a 12.7 overall share in the spring 1983 Arbitron report.

Four CBS-owned FM stations have been enjoying high ratings with top 40 over the past year. WCAU-FM Philadelphia, which installed Mike Joseph's then-new "Hot Hits" format in September 1981, went from a 3.4 overall 12-plus metro share with a disco format in the spring 1981 Arbitron report to 5.5 in the latest report; WBBM-FM Chicago,



The modern top 40 studio, with Tom Hamilton at KPKE(FM) Denver.



WRBQ(FM) Tampa's promotion balloon.

which installed the Joseph format in May 1982, climbed from 2.7 in the fall 1981 report with a soft rock format to 4.4 in the latest book; KHTR(FM) (formerly KMOX-FM) St. Louis, which began airing CBS's own Hitradio format in September 1982, soared from a 3.4 in the spring 1982 Arbitron ratings with a soft rock format to a 10.6 in the new report, and WHTT-FM (formerly WEEL-FM) Boston, which started programming Hitradio last October, jumped from 3.1 in spring 1982, also airing soft rock, to 6.9 this time around. CBS, however, is no longer associated with Joseph and has modified the formats of its Philadelphia and Chicago FM stations by adding more recurrent hits to the playlist rotation. The company also switched KNX-FM Los Angeles from a live soft rock format to top 40 in late June (BROADCASTING, July 4), and has applied to the FCC for new call letters, KKHR.

Not only are top 40 stations growing in major cities within the continental U.S. but as far away as Fairbanks, Alaska, as well. On July 22 at 1:02 p.m., KQRZ-FM signed on the air with a contemporary hit format. "Our station will provide more music per hour than any other radio station in Alaska," said the station president, Robert Bingham. "We will play 10 songs in a row each hour, without commercial interruption, 24 hours a day," he said. The station broadcasts with a 25 kw at 102.5 mhz.

RKO Radio Networks President Thomas Burchill points to this new listener interest in top 40 as part of the reason the RKO I network did so well in RADAR 27 spring report. RKO I finished first in its primary demographic target of 18-to-34-year-olds (average audience, 12-plus) with 916,000 listeners per commercial (BROADCASTING, July 25).

Putting stock in top 40's new popularity is the Dallas-based Satellite Music Network which plans to launch a full-service contemporary hit format this fall. To date, about 20 stations have signed to air it, according to Linda Snow, director of marketing for SMN.

Why is top 40 radio enjoying this new breath of life? There has always been a need for people to keep hearing the hits, says Gary Edens, president and chief operating officer, Harte-Hanks Radio. Edens points to the historical precedents of the *Your Hit Parade* radio program of the 1930's and 40's and the creation of high energy rock 'n' roll stations in the mid-1950's by Todd Storz and Gordon McLendon. And most teen-agers growing up today never heard top 40 radio, adds Robert Hyland, vice president, CBS-Owned FM Stations.

The audience attracted by these stations appears to be made up, in part, of listeners of traditional AOR stations. These stations had been "playing it safe" in their selection of music and artists, said Frank Cody, director of program administration, for NBC Radio's young adult network, The Source, with 30% of its total affiliates listed as CHR stations.

Most executives note that 1983 top 40 radio is not a throwback to the screaming DJ's of the past. It is now full-service, personality-oriented programming. And Stevens and Edens agree that the station that programs CHR first in its market will build a sizable audience. □

## USIA solicits material to present U.S. to world

**Agency sends mailing to news directors for news and feature segments; films and TV shows also sought by U.S. officials**

U.S. television stations are being asked to help tell America's story to other nations around the world.

According to Al Snyder, director of the U.S. Information Agency's television and film service, the request for that cooperation will be spelled out in a letter this week to news executives at local stations.

It basically will solicit TV materials, ideas and information that can be incorporated as segments of the agency's *TV Satellite File*, what began June 2 as an unedited weekly half-hour news feed to TV services in other countries. Material generally deals with medical, technical and other scientific events in this country as well as news and features that mirror life and the times in America.

Snyder said that a "fair payment" for material used is negotiated and that, when developments warrant, the government agency arranges with individual U.S. stations to handle "stringer" assignments. One example, he cites, was a report last week on drought conditions in the Midwest that was provided by an Iowa station.

Other past segments have included current event stories involving President Reagan and other top U.S. officials along with topical stories: credit card fraud, U.S. Customs efforts to prevent smuggling of stolen artifacts, organ transplant techniques, America's black mayors, solar energy and profiles of Americans in all fields.

Snyder noted that *TV Satellite File*, the "brainchild" of USIA Director Charles Z. Wick, provides an excellent opportunity for local talent and material to achieve far broader distribution.

Clients abroad for *TV Satellite File* include Austria's ORF; Canada's CBC and CTV; France's TF-1 and Antenne 2; Italy's RAI-1; Norway's NRK; Swiss TV; ARD and ZDF in Germany; BBC and ITN in England; Venezuela's Venevision; Japan's NHK, Fuji, Nippon, Asahi and TBS; Israel's IBC; TV Belgrade, Yugoslavia, Televisa in Mexico, and Brazil's Globo and Manchete.

In another development at the USIA it was announced that Leo Jaffe, chairman emeritus of Columbia Pictures, had agreed to serve as chairman of a volunteer group of prominent filmmakers and businessmen who have offered their help in making available to U.S. embassies abroad the best American films and television.

The group, working with USIA's Snyder, will assist in the acquisition of films and videotapes, from all segments of industry, which will be provided to U.S. embassies for showing to foreign audiences in an at-

tempt to provide a more complete picture of American society.

The new program will work, Wick said, "only with the cooperation of private American film and TV program owners, producers and distributors. . . Now, more than ever, it is essential that foreign audiences understand us, and one of the most effective ways of reaching these audiences is through the visual media. Even in remote villages in Africa, Asia and Latin America, TV is becoming increasingly available."

Films and videotapes in the program will not be used for commercial sale or rental.

In addition to Jaffe, other volunteers in the initiative are J. William Hayes, chairman and chief executive officer of Executive Business Management Inc.; John H. Mitchell, president of the Academy of Television Arts and Sciences, former president of Columbia Pictures Television and currently a TV consultant to major corporations; Bernard Myerson, president of Loew's Theaters; Milton Rackmil, former president of Universal and Decca Records; Michael Frankovich, former head of world productions at Columbia Pictures and now an independent producer; Leon Gruenberg, former chairman of the board, Filmways Inc., precursor of Orion Pictures Corp.; Irving Mitchell Felt, chairman emeritus, Madison Square Garden Inc. and chairman of Republic Corp.; Elton Rule, former vice chairman of the board ABC Inc.; Herbert Schlosser, executive vice president, RCA; Willie Mays, member of Baseball's Hall of Fame; Mo Rothman, former vice president for worldwide sales, Columbia Pictures; Saul Jeffee, chairman and president, Movielab; Steven Stamus, vice president for public affairs, Exxon Corp., and Jay Iselin, president WNET(TV) New York. □

## NFCB bestows radio awards

The National Federation of Community Broadcasters has given out its 1983 community radio program awards. The winners were chosen from over 100 program entries. A special award was presented to Elsa Knight Thompson for her contributions to the Pacifica Foundation.

The list of winners follow:

### Golden Reel Awards

John H. Rieger, Berkeley, Calif. □ *The Bill of Rights Radio Education Project*

WORT(FM) Madison, Wis., (Don Alan, executive producer, and Michaela Majoun, producer-host) □ *The Breakfast Special*

KUSP(FM) Santa Cruz, Calif. (Johnny Simmons and Eddie Nelson, producers) □ *Octo-Rapp in Dub*

Youth News, Oakland, Calif. □ *Youth on the Air*

Laury Roberts, KTOO(FM) Juneau, Alaska (correspondent for the Alaska Public Radio Network) □ *The Pelican Strike*

Magdalena Hernandez Beltran, KUBO(FM) Salinas, Calif. □ *No Time For Silence*

### Honorable mentions

Terry Fitzpatrick and Martin Espada, WORT(FM) Madison, Wis. □ *Nicaragua, Three Years After Somoza*

Elisabeth Perez Luna, Philadelphia □ *Latino Voices*

American Audio Prose Library of KOPN(FM) Columbia, Mo. □ *Toni Cade Bambara*

Tom Lopez, of ZBS Foundation, Fort Edward, N.Y. □ *Ruby, The Adventures of a Galactic Gumshoe*

## Financial story sends Metromedia stock into spin

**'Barron's' article, questioning company's accounting practices, causes 21% drop in stock price**

The stock of Metromedia Inc., which had risen from 200 a year ago to 500 on Aug. 5, declined 110 points in the next two trading days as a result of a commentary in *Barron's* on the company's accounting practices. The author of the technical article, Abraham J. Briloff, a professor of accountancy at the City University of New York, said "questionable practices" of Metromedia include the categorizing of the company's Outdoor Advertising division as a discontinued operation.

Metromedia sold the division in November 1982 but continues to manage it and has the right to repurchase it, a right Briloff said he believes the company will exercise. The article stated that the sale was actually a "financing operation" to borrow money and cited several other accounting practices that boosted per-share earnings for the first six months of this year 29% over the first half of last year: the 40-year amortization of over half a billion dollars of intangible or "good-will" assets accumulated within the past 15 months, the company's "share-acquisition proclivities" and the inclusion of the sale of broadcasting properties in continuing operations. Briloff said a different reading of the figures could produce a 31% decline in per-share earnings from continuing operations for the six-month period.

Metromedia officials were not commenting, but Susan Watson, broadcasting analyst for E.F. Hutton, said she did not see the Outdoor Advertising division sale the same way. "They wanted to realize the appreciated

value of the [Outdoor Advertising] assets, putting the money to use in other high-growth business, notably telecommunications," Watson said. "Paging companies are growing a lot faster than the billboard business."

Watson is recommending her customers accumulate Metromedia stock. Watson noted that the 21% price decline, while large, could also be explained in part by the generally weak market—Standard & Poor's 400 was off 1%. Noting that few (9,500) Metromedia shares were traded during the two-day decline, she said the limited distribution of the company's stock—2.8 million shares outstanding, 25% of which are owned by Metromedia and 60% by institutions—lent to the stock's volatile movement.

Briloff wrote an article last November criticizing the sale of the Outdoor Advertising division, sending the stock from 230 to 190. He said he was confused by the strong market reaction to his latest observations, noting that the information "... was all in the public domain." □

## Dow Jones explains poor response tripped DowAlert

**Marketing problems cited in cutback of business news service offered via FM service on FM subcarrier channel; however, DowAlert stays in New York and company has ideas for DowPhone**

The announced curtailment of DowAlert ("In Brief," July 18)—Dow Jones and Co.'s business radio news service transmitted over FM subcarrier channels—was principally due to marketing problems, according to a

senior DowAlert official. Dow Jones & Co. said that DowAlert "is being curtailed" because of "disappointing" results from market tests in New York, Chicago, Philadelphia and Boston.

At a time when business news appears to be booming, the DowAlert story sticks out as an anomaly. In the statement announcing the curtailment, Dow Jones said, "We have concluded we cannot sell and retain the required number of subscribers to make the service self supporting." Dow Jones said it plans to make the service available over telephone lines by September and rename it DowPhone.

According to the DowAlert official, the service "had been a difficult concept to present" in newspaper advertising and direct mail. Introduced during the recession 15 months ago, DowAlert later raised the monthly subscriber fee from \$50 to \$75. The service had difficulty "flushing out" the right market, the official said.

When Dow Jones test launched the service in May 1982, it purchased 5,000 special subcarrier receivers to lease to subscribers. The receivers could be programed to pick up only those business reports—ranging from a particular company's stock quotation to general industry bulletins—in which subscribers were interested.

According to a Dow Jones spokesman, only about one-fifth of the 5,000 receivers were ever leased, but a DowAlert official termed that figure "not accurate." Initially, Dow Jones had an agreement to buy 10,000 receivers from Johnson Electronics Inc., Casselberry, Fla., for \$3.4 million. The order was later cut in half. At the time, DowAlert officials said Dow Jones's investment in the venture was "several millions" above the purchase price of the receivers.

Both Dow Jones and DowAlert stressed that the service has not died; it will be offered in another form, perhaps one easier to market. In New York, for example, DowAlert will still be available over the FM subcarrier channel as well as telephone lines. DowAlert was able to transmit over the subcarrier channels in New York, Chicago, Philadelphia and Boston by leasing the bands from the CBS owned-and-operated stations. Those leases would be renegotiated, DowAlert indicated.

When DowPhone is test launched, a subscriber will be able to reach the business news he is interested in by dialing into a DowPhone computer for a report. The basic difference between the old and new service is that a subscriber must now call DowPhone to receive the news. With DowAlert, a box flashed a red light when there was news.

Editorial, technical and sales staff will be reduced along with "eliminating some non-financial coverage," Dow Jones said. About half of the staff at its Princeton, N.J., headquarters will be eliminated.

DowAlert is operated by Dow Radio 2, which is 90% owned by Dow Jones & Co.

**Taking stock.** Among the 53 stockholders who made more than \$100 million in paper profits in the current bull market that began last August, according to the Aug. 8 issue of *Fortune* magazine, were nine with interests in the Fifth Estate. *Fortune* reported that *Jane B. Cook*, a 23.9% owner of Dow Jones & Co. and granddaughter of early investor, increased the value of her stock 175% since August 1982, to \$809 million. She ranked fourth among the 53. Fifth-ranked *Kirk Kerkorian*, who owns 54.1% of MGM/UA Entertainment and 48.5% of MGM Grand Hotels, in the same period saw his stock rise in value 213% to \$651 million, a \$443 million gain. *James L. Knight*, co-founder of Miami-based Knight-Ridder Newspapers, gained 106% to \$563 million. Metromedia's *John W. Kluge*, who owns 23.9% of the stock, rode a 176% increase to \$362 million. Motorola CEO *Robert W. Galvin*, with a 6.6% interest, saw the value of his stock rise 125% to \$346 million. *Ted Turner's* 86.1% interest in the company that bears his name increased in value 87% to \$391 million. *Howard Vollum*, founder and chairman of Tektronix, gained 119% on his 18.4% interest to reach \$278 million. *Anne Cox Chambers* and *Barbara C. Anthony*, daughters of the founder of Cox Communications, each gained 86%, with the value of their interests placed at \$266 million and \$263 million, respectively. None of them came close, however, to the bull market's big winner: *David Packard*, co-founder and chairman of Hewlett-Packard. The value of his 18.5% interest increased 134% placing his stock at \$2.115 billion, or \$1.2 billion more than it was worth a year ago. There was one loser among the winners: *Steven J. Ross*, chairman of Warner Communications Inc., lost over \$4 million, largely due to the problems of WCI's Atari subsidiary.



and 10% owned by a closely held group of investors headed by Herb Hobler, chairman. John Prestbo will continue as editorial director.

Hobler, who also is owner of Nassau Broadcasting Co., Princeton, N.J., indicated that although sales of the units were low, satisfaction with the service among subscribers was high. In the beginning, he said, the newsroom was producing 250 stories daily; now it turns out between 500 to 600. Subscribers of DowPhone, Hobler said, would probably be charged on a minute-by-minute basis. □

## General Optronics previews laser video

**Transmission of voice, data and video via lasers will be used by J.C. Penney in New York**

For those seeking an alternative to the heavily congested point-to-point microwave frequencies authorized by the FCC, General Optronics, based in Edison, N.J., has come up with an alternative—line-of-sight laser transmission of video, audio and data channels. A press conference was held in New York to demonstrate the laser transmission system—designed for J.C. Penney Co.—that is used to conduct videoconferences between two of the retailer's offices a quarter-mile apart in midtown Manhattan.

A J.C. Penney spokesman said the system is being used "mainly as a learning tool" for company executives who will be attending routinely scheduled videoconferences once the company gets the necessary equipment in place around the country.

The video, voice or data signals are multiplexed and fed into a semiconductor laser, which converts the signal from electrical impulses into optical impulses. Those impulses are then fed through fiber optic cable to a transmitter, which acts as a sophisticated telescope. The transmitter beams the optical impulses in the direction of the receiver, which must be within line of sight of the transmitter. (The range of the system is about 12 kilometers.) The receiver recaptures the light impulses which are fed through a "photo collector" which converts the signals back to electrical energy.

Joseph Svacek, manager, electro-optical department, General Optronics, said the advantages of the system over more conventional technologies are that no FCC license is required, installation is quick and the equipment portable, the transmission is secure, the capacity is broadband (up to 450 mhz), and it's cost effective (about the same as a conventional microwave system). And as long as some of the signal gets through to the transmitter, it is practically interference proof, noted Irving Kahn, chairman of General Optronics. He noted, however, that an extremely dense fog or smog would interfere with the signal, because the light impulses would be diffused too widely to be picked up by the receiver.

The Penney spokesman noted that lead time and installation costs were two of the primary reasons the company elected to go

with the laser transmission system. The spokesman said that New York Bell wanted \$138,000 to install a private videoconferencing system in addition to a \$2,400-per-month lease fee. General Optronics, it was said, installed the system at the one-time cost of "under \$100,000." J.C. Penney, which is installing videoconferencing centers in about six locations around the country, expects to save about \$2 million per year using the laser transmission system.

Kahn would not say how much it cost to develop the system other than to note it was in the millions. General Optronics is selling the system to those customers wishing to take advantage of it. Kahn said the company has lined up other sales, but would not name the customers. He did say, however, that he was engaged in negotiations with the three broadcast networks and that each of the three will probably be testing the system "within the next couple of months." □

## Bottom Line

**Foot's bill.** Foote, Cone & Belding Communications, Chicago, reported higher earnings on record revenues for both second quarter and first half of 1983. For quarter ended June 30, net income was put at \$4,386,000, or \$1.48 per share, 27.2% increase over 1982 quarter, while revenues reached \$53,876,000, up 13.1%. For first half, net income was \$4,989,000, 3.1% increase, on revenues totaling \$95,116,000, 6.8% increase. Decline in per-share earnings from \$1.72 to \$1.71 in first half was attributed to larger number of shares outstanding this year. FCB said that in second quarter its U.S. volume increased about 23% while its non-U.S. revenues declined 10% due to weakness of foreign currencies against U.S. dollar. For half, U.S. revenues increased 16% and non-U.S. revenues declined 15%. On comparable exchange rate basis, FCB said, its non-U.S. revenues for half would have been down 1% and its total revenues up 11%. □

**Comsat sells.** Communications Satellite Corp., Washington, has sold its entire holding of 500,000 common shares of Ungermann-Bass Inc. Ungermann-Bass, which makes and markets electronic equipment, had offered 2.7 million shares, of which 1.7 million were newly issued by company and rest was sold by shareholders. Comsat, which invested in company in November 1980, said, as result of sale, it will report additional after-tax income of about \$4.8 million for second quarter of 1983. □

**DEM buy.** In filing at FCC, National Digital Telecom Inc. said it had signed option agreement giving Merrill Lynch & Co. right to buy controlling interest. National, joint venture between Charles E. Fraser Group, Hilton Head Island, S.C., and American TransCommunications Inc., Greenwich, Conn., has received authorization to provide digital electronic message services. National, based in Atlanta, plans to launch DEMS service in metropolitan New York late this year. □

**Knight-Ridder buy.** Knight-Ridder Newspapers Inc., newspaper publisher and station group owner, said its wholly-owned subsidiary, Commodity News Services Inc., acquired 100% of Unicom News, London-based commodity and economic information service. CNS already owned 50% of Unicom and bought balance from United Press International. Price was not disclosed. Unicom provides commodity and financial news and real-time market quotes to traders, exchanges, brokerage houses, banks and foreign news agencies and businesses in 27 countries outside U.S. KRN also declared dividend of 28 cents per share on its common stock, payable July 14 to shareholders of record July 5. □

**Rogers rate exchange.** Rogers Cablesystems Inc., Toronto-based MSO, said it completed \$48 million interest rate exchange agreement with unidentified U.S. company. Under agreement, Rogers swapped fixed rate payment for floating rate payment on \$48 million worth of debt. Rogers has entered close to \$100 million worth of interest exchange agreements in past month and now has fixed about 75% of its total consolidated debt, company said. □

**Guest purchase.** LIN Broadcasting, New York-based station group owner, radio common carrier and specialty publisher, has acquired assets of Leisureguides Inc. for \$3 million. Leisureguides publishes hardcover magazines placed in hotels in 13 major markets and is similar to GuestInformat—specialty publisher LIN bought in October 1981. LIN said that acquisition "at its current level of profitability" will not have "material effect" on consolidated earnings after consideration of interest and amortization of intangibles. LIN said Leisureguides is developing similar advertiser-supported magazines for distribution in seven large European countries. □

**Stanfill's return.** Dennis C. Stanfill, former chairman of 20th Century-Fox Film Corp., has announced formation of Clarendon Capital Corp., \$25-million investment fund capitalized through private stock sales, as long-term investment vehicle for "public and private companies in the entertainment, communications and leisure industries." Clarendon, backed by institutional investors St. Paul Cos., Sears pension plan and Cleveland-Cliffs Iron Co. pension fund, will be managed by private investment firm jointly owned and managed by Stanfill and Raymond A. Doig, former vice president of development for 20th Century-Fox and president of studio's international theaters division.

## Stations seem to be cooperating in Wirth survey

Radio and TV broadcasters, for the most part, are filling out programing questionnaires

The House Telecommunications Subcommittee's survey on programing sent to all commercial TV stations, about 940, and 1,200 radio stations appears to have received a warmer reception from the industry than originally anticipated (BROADCASTING July 25, Aug. 1). The subcommittee sent out the survey to obtain data on present programing practices in an effort to create a "quantification" standard in broadcast deregulation legislation. Critics of the survey (primarily the National Association of Broadcasters and the National Radio Broadcasters Association) have expressed serious doubts about whether broadcasters would cooperate. However, the deadline for the television portion of the survey is this week (Aug. 15), and the industry on a whole is cooperating.

An informal survey conducted by BROADCASTING showed that more radio and television recipients are filling out the questionnaires than are not. (In the end, however, television stations are likely to return more questionnaires than radio.) It also appears that submissions may be incomplete. Many of the broadcasters interviewed said they were cooperating with the subcommittee but

were unable to answer all the questions on the survey.

Some broadcasters said they found it difficult to supply the information on some of the survey's requests that included information on programing designed to address the needs and interests of minority groups during a composite week of days randomly selected from 1982 and 1983. The survey also requested information on the minutes devoted to news, public affairs, public service announcements and all other nonentertainment during various time periods. It also asked broadcasters to list all children's programing.

Some broadcasters were still undecided about cooperation. CBS was still debating whether its owned and operated stations will supply the information. Metromedia also had not reached a decision. CBS supplied the programing information on minority and elderly programing to its affiliates, explained a CBS spokesman. But it has some philosophical problems with the concept of quantification (a position the network has stated all along) and it may decide that it would be inappropriate for its O&O's to respond, the spokesman said. Both ABC and NBC also mailed the same type of programing information to their affiliates, but both said their owned-and-operated stations were completing the questionnaires.

Many small-market operators are expected to refrain from responding to the subcommittee's survey. Ken Gerdes, general manager of WGXA(TV) Macon, Ga., did not respond. "The NAB thought it was in our best interest not to fill it out," he explained.

Gerdes also felt that since he had already supplied the FCC with similar information there was no need to repeat the process. "I follow all the FCC's rules and regulations and I sent out reports to the commission. I just did not think I needed more people meddling in my business," he said.

No matter how much information is actually supplied on the questionnaires the industry's views will be expressed in the numerous cover letters attached to the completed surveys. Those letters reportedly will reveal their thoughts on deregulation, quantification of a public interest standard and even further explanation on programing information.

The data is being processed by the subcommittee staff but the Congressional Research Service will handle the analysis of the material. Once the data is compiled the information may be used to devise quantified performance standards. Only 40 television surveys had been received by the subcommittee as of Aug. 11, indicating that many who intended to respond will miss today's television deadline. The radio survey is due Aug. 22. Replies totaled 50 as of Aug. 11. The subcommittee feels the final tally will be higher than initially predicted by the survey's critics.

A subcommittee spokesman said that some of the questionnaires are not completed but claimed that any information will be of value. "Congress should have the facts," the spokesman said. Before the surveys went out there was considerable controversy over the issue. The NAB and NRBA were at odds with Tim Wirth (D-Colo.), the subcommittee's chairman, and stated strong reservations about the undertaking. The NAB opposed the data collection and when the subcommittee sent the TV questionnaire, the NAB sent off Mailgrams to alert its members that participation in the survey was strictly voluntary (BROADCASTING, July 18). The association's Mailgram irritated even the NAB's closest congressional allies—Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.). They sent a letter to broadcasters urging them to complete the survey (BROADCASTING, July 25).

The NAB and NRBA recommended that the subcommittee use existing data already available at the FCC. They also objected to the requests for data on narrow programing categories (minority and elderly programing) that has not been required in the past by the FCC. In the case of radio, the associations felt the surveys would prove burdensome because stations have not been required to keep that programing information since radio was deregulated by the FCC. The associations have stood opposed to any attempts to reimpose program standards on radio.

But the predicted resistance to the subcommittee survey seems not to have materialized. Neither the NAB nor NRBA reported unusual discussion among members. Wash-

**Who calls shots can count.** The composition of the FCC can make a big difference, as W100 Inc., licensee of W100(AM) Carlisle, Pa., can attest. While a former commission voted to give W100's facilities to another applicant, the current FCC has permitted it to stay put.

Late last year, the commission, operating under a different makeup, had instructed the staff to draft a decision denying renewal to W100 and granting the competing application of Carlisle Broadcasting Associates for a new station on those facilities (BROADCASTING, July 26, 1982). That vote broke 4-2, with former Commissioners Abbott Washburn and Anne Jones plus present Commissioner Henry Rivera in favor of the staff direction, and Mimi Dawson concurring. Chairman Mark Fowler and Commissioner James Quello were opposed, and former Commissioner Joseph Fogarty didn't participate. When the topic came up again—after Washburn had departed—Fowler, Quello and Dawson voted to instruct the staff to find W100 basically qualified to be a licensee (BROADCASTING, Nov. 1, 1982). That time around, Jones and Rivera dissented, and former Commissioners Stephen Sharp and Fogarty didn't participate. Now the commission has voted 3-1 (Fowler, Quello and Dawson versus Rivera) to grant W100's renewal after all.

In a decision released last week, the majority, noting that its decision had affirmed a 1979 initial decision by Administrative Law Judge Lenore Ehrig, said it had concluded that W100 had a slight advantage under the "best practicable service to the public" standard since its "moderate" integration advantage was sufficient to offset Carlisle Broadcasting's "slight" preference for character. The commission also said that W100 deserved a "substantial" preference under the FCC's diversification criteria, since its principals had no other media interests, while principals of Carlisle Broadcasting did.

In her 1979 decision, Ehrig had found that W100 had submitted false information and used impermissible "investigatory" techniques in an attempt to discourage a competitor for the same new FM station W100 had applied for in Carlisle. (In 1975, the FCC had disqualified W100 Inc. from becoming permittee of the new FM, finding that W100 had knowingly violated the FCC's notarization requirements and gone too far in attempting to discourage competition for the FM.) For those infractions, Ehrig had given W100 a comparative demerit in the comparative proceeding for its AM, but still found it to be the applicant of first choice.



ington communications attorneys received few inquiries from clients about the questionnaires. There seemed to be some confusion on whether the survey was voluntary or mandatory, said one attorney. And some broadcasters were concerned about the ramifications of noncompliance. Bill Perry of Dow, Lohnes & Alberston said he received no specific questions about the survey itself. He noted that the firm made it clear "we weren't advising people what to do."

Arthur Goodkind of Koteen & Naftalin, predicted that a fair number of stations will fill out the surveys. He noted that there was some concern over how much information should be supplied. Goodkind told clients to provide general descriptions.

Another attorney, Ed Hummers of Fletcher, Heald & Hildreth, said there didn't seem to be any uproar over the survey. "Should we answer it or not," was the chief concern, he said. "I told them it was up to them—there was no obligation."

Major station group owners like Storer and Corinthian Broadcasting reportedly will complete the questionnaires. Corinthian's James King said stations are unfamiliar with the elderly programing category but they will do their best to supply the information. King said the project was certainly not a "30-minute task."

Few queries were also made at the FCC, although the survey instructed broadcasters to take their questions to the commission. Despite the talk of general compliance, resentment and irritation with the survey were expressed. Dwayne Bonds, program director for WOMP(AM) Bellaire, Ohio, spent about six hours completing the questionnaire. The process, he said, "I kind of resented," but he didn't want to put the station on the spot. "I felt it was best to cooperate. It is hard to fight Uncle Sam," Bonds said. Bonds went through the old logs to find the data. Radio stations have not been required to keep programing logs since 1981, but he said, his station has been keeping records for its own use. It was difficult, however, to give exact minute figures for programing, he said.

Mel Murray, president and general manager of WFOB-AM-FM Fostoria, Ohio, also completed the questionnaire. Murray didn't fill it out as precisely as he might have for the FCC. Murray said he felt it was important to "accommodate the subcommittee."

Radio reported difficulties with questions on the survey because of the variety of programing formats. At KNST(AM) Tucson, Ariz., a news-talk station, it was difficult to provide specific answers on programing for the elderly and minorities. Bob Lee, the station's program director, explained that the station's programing covers a gamut of issues of general appeal.

At WABI-TV Bangor, Me., George Gonyar, vice president and general manager, said he finished the questionnaire in a couple of hours and found no specific problems with it. Gonyar, however, questions what Congress will do with the data. "What worries me is whether or not Congress can evaluate the information in a proper manner," he said.

"I don't know if I would describe my attitude as confused or bemused," said WESH-TV Daytona Beach, Fla.'s John Evans. The station, he said, supplied the basic information,

and wrote the subcommittee as well. "We sent a letter to the subcommittee and told them we do not keep records on minority and elderly programing but pointed out that there

are elements of our news and public affairs programing that fall into those areas. It would have been a major job to break it down," Evans said. □

## Wary attitude toward technical deregulation

**In comments on FCC plan to review need for its technical rules, industry urges commission not to be too hasty**

The FCC's combined notice of proposed rulemaking and notice of inquiry aimed at reviewing the need for many of its technical regulations (BROADCASTING, Feb. 21) has drawn an ambivalent response from media interests in comments at the FCC.

Most commenters said they thought deregulation was fine as a generality. But they weren't enthusiastic about eliminating technical rules, and urged the commission to proceed only with caution.

In its notice of proposed rulemaking, the commission proposed to eliminate rules governing transmission system requirements for AM, FM and TV transmitters on the theory that competition among broadcasters was probably sufficient to control picture and sound quality. Its notice of inquiry asked whether technical regulations that are no longer necessary or are overly burdensome could be eliminated or modified.

In its comments, the National Association of Broadcasters recommended that the commission establish a joint government-industry advisory group "to conduct an exacting review of the technical regulations and of the possible effect of deletion of any rules on the provision of broadcaster services to the public."

The Association of Maximum Service Telecasters said the notice of inquiry, in categorizing technical standards according to quality control, interoperability, interference control and spectrum use efficiency standards, might "oversimplify" analysis of technical rules, since it "erroneously" suggests that each of these regulatory purposes is served by its own separate set of standards.

"The commission should recognize that a technical rule often serves more than one of the regulatory goals of quality control, interoperability, interference control and spectrum use efficiency," AMST said. "Moreover, as technologies and industries evolve, the purposes served by a particular standard may change. Before concluding that a spe-



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cific television broadcasting technical rule should be modified or rescinded, the commission needs to give careful attention to the policies and purposes the rule actually serves and how modifying or deleting it would change the television broadcasting system."

The National Radio Broadcasters Association said it generally supported the commission's concept, but urged that "some" design standards be retained for transmission equipment," the NRBA said. "If the commission fails to maintain these design requirements, it would deprive broadcasters of the only feasible means for determining whether equipment is of broadcast quality and would leave broadcasters without any effective recourse against manufacturers who market inferior equipment." "Not only would broadcasters be adversely affected by the elimination of design requirements, but the public would be adversely affected as well since any deterioration in the quality of equipment marketed for broadcasters would obviously result in a degradation of the quality of service to the radio listeners."

ABC asked the commission to split its notice of inquiry into separate proceedings for broadcast and nonbroadcast technical regulations, and to appoint an ad hoc committee of broadcast engineering experts to conduct a comprehensive study of the entire scheme of technical broadcast regulations.

CBS said it supported the commission's proposal to delete transmission systems requirements [subparagraphs (a) and (b) of Section 73.687] since the minimum quality specifications are either too loose to be of any real significance or too well established to be needed any longer. CBS, however, said the proposal to delete Section 73.687 (a)(3), which deals with the attenuation of the upper and lower sidebands, needed further study.

CBS added that standards set forth in subsections 73.40 (a)(1) through (a)(6) and 73.317 (a)(1) through (a)(5) are generally surpassed by present day transmission equipment and probably could be deleted without "deleterious effect."

Nonetheless, CBS suggested that an advisory committee be established to give the FCC's technical regulations careful scrutiny. "In some instances," said CBS, "elimination of a rule can be accomplished without impact or service use, in others the impact may not become clear immediately, and, finally, in some, the resultant removal ultimately could have a deleterious effect on use of a service. Inasmuch as over 300 sections—often containing multiple subsections—must be reviewed, the assistance of an advisory committee would provide much valued assistance to the commission's already overburdened staff."

Cox Communications Inc. said the FCC should take care to examine the full gamut of operator and broadcast situations for which its technical standards are intended. "Sections 73.40, 73.317 and 73.687 [technical transmission standards] should be retained as essential to insuring that transmission systems are designed, manufactured, installed and adjusted to meet described standards. Without such objective restrictions, the quality of signal transmission and reception could not be readily maintained nor could the nation's telecommunications services

function efficiently."

The Consumer Electronics Group of the Electronic Industries Association said it hoped the FCC would retain section 73.687 (a) (3), (4) and (5), together with those portions of 73.317 (a) (2) and 73.687 (b) (2) that define pre-emphasis. "In the same vein, transmission standards for broadcast services should be retained. The experimental license and alternative transmission systems such as direct broadcast service provide a viable way of evaluating new broadcast technologies without destroying the value of the public's investment in existing receivers," EIA said.

"As the commission has suggested, pure quality and performance standards should be ended or eased. Examples of such standards are cable television technical standards and similar standards governing television receiver performance."

Multimedia Inc. said technical standards have provided guidelines for efficient marketplace competition with recognized benefits to the public. "In particular, the transmission standards . . . are necessary not only so that signal quality can be more readily maintained, but also to assure that the broadcast system functions as intended," said Multimedia. "The FCC must recognize that its long-standing concerns for spectrum efficiency, interference, interoperability and performance (quality) are interrelated and, hence, form the basis for objective guidelines that foster a universally available broadcast system."

Metromedia Inc. said the public interest would be "grossly disserved" by any "wholesale emasculation" of the commission's technical standards. "The commission's technical regulations must be considered an exception from the generally desirable deregulatory trend. The commission must maintain its regulations regarding technical quality, interoperability and interference control," it said. "If the commission remains concerned about possible technologically inhibiting effects of its technical regulations, it should pursue some streamlining of its experimental and developmental licensing policies. Such a course would

**Brenner's world.** As the market distinctions between broadcasting and cable and between satellite distribution and theatrical exhibition begin to break down, it makes little sense to maintain artificial regulatory differences among them. That was the word from Daniel Brenner, legal assistant to FCC Chairman Mark Fowler, in a speech at the North Texas State University's 37th annual Film and Video Association conference last week. "To the extent that the marketplace does not meet all public interest concerns in broadcasting," said Brenner. "I personally feel the shortfall can best be satisfied through a strong public radio and television system. In this way, the subsidy for 'quality' programming is direct and unambiguous. We don't try to sneak it in through public interest obligations on certain distribution outlets such as advertiser-supported radio and television stations."

serve the public interest far better than any retreat from continued effective technical regulation."

Viacom International Inc. said the proposal to eliminate broadcast transmission system requirements "could result in severe deterioration of quality of the broadcast service, destructive interference between stations and a lack of nationwide compatibility of consumer equipment.

"Viacom believes that further study must be taken to insure that deregulation does not result in technical chaos in the broadcast spectrum."

The National Cable Television Association said it was concerned about the possible wholesale deletion of technical standards. "Many industries' products, services and practices have emerged in reliance upon them. Alteration or elimination of commission standards could, therefore, have such a disruptive effect in an industry as to impede its ability to serve the public. This is especially the case if adequate consideration is not given to the way in which particular rules interface."

NCTA said it was "especially" concerned that any FCC action not be frustrated by others. "NCTA urges the commission to therefore accompany any deregulatory measures with unmistakable directions to state and local governments to forbear from regulatory actions concerning technical standards."

The National Association of Business and Educational Radio said more technical regulation is required in the private land mobile radio services than in broadcast or common carrier services to achieve even a moderate level of service quality. "What in some services may appear to be 'burdensome' regulations are in the private services necessary technical requirements to which neither manufacturers, users nor vendors of private land mobile equipment object to, but in fact, rely upon," NABER said.

NABER took issue with that part of the notice suggesting that removal of certain technical regulations could pave the way for land-mobile services to use more efficient technologies. "Again, the commission fails to realize the actual availability of some of the technologies proposed," NABER said. "To experiment with regulatory change in order to increase flexibility in system design, when many of the proposed designs are not presently feasible could interfere with existing operations. As private land mobile has proven, new technologies will be deployed as soon as it is feasible to do so," it asserted.

NABER also made another pitch for UHF spectrum. "The commission's proposals with respect to the elimination of certain broadcast regulations is a recognition that the existing UHF television taboos are overly restrictive and that there is available spectrum allocated to UHF TV for sharing. NABER would urge that in relaxing such restrictions, the commission allow further sharing of the UHF TV spectrum, including its shared use by land mobile users, so long as no interference is caused with the signal contours of the broadcast station."

The Department of Defense, meanwhile, said the commission's talk of eliminating in-

teroperability standards had aroused its concern. "The interoperability and interconnectivity of telecommunications systems are a valuable national resource. They help to insure the pervasive coverage and rapid reconstitution of telecommunications which are so important to the national security and emergency preparedness interests of the nation. □

## Rivera issues TV dereg views

**In statement on rulemaking, commissioner says some regulations may be burdensome, but he takes exception to view that a panoply of video outlets exists in country**

The FCC's notice of proposed rulemaking to deregulate television (BROADCASTING, July 4) was adopted unanimously, but that doesn't mean unanimous agreement when it comes to a final vote. In a concurring statement just released, Commissioner Henry Rivera has let it be known that he is far from sold. In fact, he said he had concurred only "because the options outlined specifically include proposals that would improve, rather than eliminate, the existing regulatory structure."

In his statement, moreover, Rivera blasted the notice's proposal to drop all content regulations except those expressly required by the Communications Act, a notion Commissioner Mimi Dawson has championed (BROADCASTING, Aug 8). "In my judgment, pursuing that course before recently planted seeds of new competition fully mature, even if it could be legally justified, would work a profound disservice on the television viewers of this country, and could only be perceived as reflecting gross indifference to our mandate to regulate 'for the benefit of the public, not for incumbent broadcasters,'" Rivera said. "Common sense and experience confirm that the two sets of interests are *not* always synonymous, and that the broader public interest will not be fully satisfied in the existing television marketplace absent continued selective regulatory involvement," he said.

According to Rivera, most of the rationales the notice offers for deregulation aren't worth much. The notice's contention that growing competition in the TV marketplace may offer an effective substitute for regulation is "wholly unpersuasive," he said. TV is a competitive business, but consumers aren't being offered many more local video alternatives than they were 20 years ago, he contended, with conventional TV still the dominant video medium for most people. "In view of the significant differences between television and radio, any attempt to pattern 'television deregulation' after our radio deregulation order could be achieved after only the most searching analysis," he said.

Also, according to Rivera, the commission's contention—that programing and commercial processing guidelines, ascertainment and program logging requirements are ripe for review because they make it harder for licensees to compete with less regulated media—is little more than a paper tiger. "As the notice concedes, neither direct



**Debriefing.** The National Association of Broadcasters brought members of the broadcasting community before staffs of the House Energy and Commerce Committee and Telecommunications Subcommittee last week so they could hear first hand the industry's concerns. The briefing also gave the NAB an opportunity to state its case for regulatory relief. Participating in the briefing (l-r) were Arch Harrison Jr., president and general manager of WJAM-AM-FM Orange, Va.; Joel Chaseman, president of Post-Newsweek Stations, Washington; Ernest Fears, vice president and general manager, WROX-FM Washington; Andrew Ockershausen, executive director of WMAL(AM) Washington; Ed Ryan, community services director, WDVM-TV Washington, and Virginia Pate Wetter, president of WASA(AM)-WHOG-FM Havre de Grace, Md. The broadcasters presented an overview of their business and how it operates in small and large markets and touched upon a number of regulatory issues, including the comparative renewal process, ascertainment and broadcasters responsibility to the public.

broadcast satellites nor low-power television is now a reality, nor is there any prospect for their becoming widely available in the immediate future," he said. "Cable television, the only service that has made competitive inroads into the broadcast television market, is not subject to the identical panoply of rules applicable to broadcasters, but it is often more extensively regulated by local franchise authorities," he said.

"The final argument for revisiting these rules—the growing federal policy against overregulation—is the only persuasive basis supplied for going forward," he said. "Over

time, our administrative intervention into broadcasters' daily activities may have become more intrusive than reasonably necessary to protect the public interest. With the advantage of hindsight, it appears that the cost of complying with certain requirements—the ascertainment primers, for example—may indeed outweigh their public interest benefits, and that our programing guidelines, *as now structured*, may not optimally serve the public interest. Therefore, while I do not propose at this time to abandon ascertainment, nonentertainment programing, commercialization and logging re-



**With thanks.** Representative Billy Tauzin (D-La.), right, was recognized by Louisiana broadcasters for his "leadership, devotion and interest in broadcasting," and for his co-sponsorship of the broadcast deregulation bill, H.R. 2382. LAB President Art Suberbielle presented Tauzin with a resolution praising the legislator who has played a key role in broadcasters' drive to achieve regulatory relief in the House of Representatives.

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quirements altogether, I am receptive to schemes that would permit television licenses to meet their public interest requirements in a less burdensome manner. In other words, my initial view is that it may be possible to achieve the public interest objectives at the heart of these procedures through more finely tuned administrative tools. All constructive ideas along these lines will receive my most careful attention." □

## Washington Watch

**Concentration attack.** National Association of Broadcasters asked FCC to launch rulemaking to eliminate regional-concentration-of-control rule that prohibits ownership of three broadcast stations where any two are within 100 miles of third ("Closed Circuit," July 25). NAB said rule is incompatible with FCC's marketplace philosophy, "an anachronism of overregulation in an era of deregulation." Although rule provides administrative certainty, it arbitrarily prohibits station acquisitions and improvements that would serve public interest, NAB said. □

**Fighting back.** Warner Bros. Inc. announced it will file countersuit against Directors Guild of America, which sued studio July 25, charging in class-action complaint that Warner Brothers has engaged in illegal and discriminatory hiring practices against women and minorities. In statement, studio denied accusations and said it "will countersue the DGA for restricting the employment opportunities for women and minorities in the industry." Chairman Robert A. Daly claimed directors' union is itself "part of the problem" and contended parts of studio's contract with DGA "may interfere with the studio's flexibility to hire women and minorities." DGA suit alleged Warner Brothers' hiring practices are designed and implemented to "intentionally" exclude women and minorities from equal access to jobs. Key decisionmakers at studios, DGA said, are "virtually all white and all male" at studios. □

**Paper cutting.** Law firm of Fletcher, Heald & Hildreth has petitioned FCC to launch rulemaking to reduce to seven years time licensee must retain most material in public inspection files. According to petition, in wake of adoption of longer license terms for broadcasters, licensees inadvertently could be required to retain those records longer than they had to with shorter terms. Problem, according to petition, is that FCC rules require retention of those records for seven years or until final action is taken on two license renewal periods, whichever is longer. When license terms were three years for both radio and TV licensees, two terms were only six years long. Now that license terms are five years for TV, and seven years for radio, however, two terms for TV licensee are 10 years, and radio licensee, 14 years. □

**No operator.** AT&T has filed tariff at FCC for new offering, Audiographics Teleconference Service, that would enable customers to establish and control teleconference calls for up to 59 locations without operator assistance. Under service, customers would establish teleconference by dialing special sequence of numbers. Customer could add locations by dialing those numbers. In addition to voice communications, new service could transmit data or graphics at 4.8 kilobits per second to several points at same time, AT&T said. □

**Texan tiff.** Alleging inadequate equal employment opportunity efforts, National Black Media Coalition has petitioned FCC to deny renewal of 24 Texas stations, including noncommercial KLRU-TV Austin, KTWS-TV Dallas, KMD-TV Midland and KFDX-TV Wichita Falls. □

**Southern exposure.** At request of RKO General Inc., FCC has extended comments deadline on petition by Representative Matthew Rinaldo (R-N.J.) seeking to require broadcaster to provide TV translator service to expand service area of WOR-TV Secaucus, N.J., to cover southern part of state. RKO said more time would be needed to study technical questions proposal raises. Comments are now due Aug. 31; reply comments are due Sept. 15. □

**More red tape cutting.** FCC has eliminated requirement that AM, FM and TV broadcast stations use type-approved aural modulation monitors. FCC has also deleted requirement that transmitter operators monitor modulation levels continuously. FCC stressed, however, that it will continue to hold licensees "strictly accountable" for their broadcast operations. □

**Frequency fight.** National Association of Broadcasters has opposed request by U.S. Coast Guard to use 161.7 and 161.75 mhz—frequencies now used for remote pickups in emergency broadcast service—to communicate with vessels at sea and along inland waterways. In filing with FCC, NAB said proposal to share frequencies with broadcast stations "creates serious incompatibility problems." □

**Postponed.** FCC has pushed back deadline for comments on its proposal to repeal its personal attack and political editorializing rules from Aug. 22 until Sept. 5; reply comments are now due Sept. 30.

## LPTV roulette

On Sept. 29 at 9:30 a.m. NYT, an FCC official will pull a number from a drum borrowed from the selective service and thus tentatively grant permits for around 20 low-power television stations. It will be the first use of a lottery to determine which of two or more competing applicants should be awarded a broadcast station.

Although the FCC authorized the LPTV service more than a year ago, few stations have been granted. Even before adoption of the final rules, thousands of applications for the mini-television facilities began pouring into the FCC, creating a logjam that quickly brought processing of the applications to a halt. Most of the applications were up against competing applications or, in the jargon of the FCC, were mutually exclusive.

With a special appropriation, the FCC set up a computer that can sort through the applications and determine which applications are mutually exclusive with which other applications. Over the next several weeks, the FCC will release computer-generated lists of mutually exclusive applications for about 20 stations. Each will contain between two and six applications. Using the lottery, the FCC will decide which of the applications should be granted the facility.

Reflecting current FCC policy, the lottery will be rigged to give applications that promote minority ownership and diversity a better chance of winning. The odds will be published with the lists. The way the lottery is set up will allow the FCC to draw just one number to award all the stations. "It's like a roulette wheel," said Barbara Kreisman of the FCC's LPTV branch. "Some applicants will have more numbers on the wheel than others."

The applications of the lottery winners will be put on public notice for 15 days. If no petitions to deny are received during the period, the applications will be officially granted. The FCC hopes to hold lotteries once a month for the next six or seven months and more frequently after that.

## Rushing to judgment

An industry committee of the Electronic Industries Association is attempting to complete standards for multichannel (stereo) television sound and a complementary noise-reduction system. In initiating a multichannel sound proceeding last month, the FCC indicated it would not set standards for the service, but would adopt the same "marketplace" approach it did for AM stereo. According to Tom Keller, vice president, science and technology, National Association of Broadcasters, and chairman of the committee, the committee must reach a consensus on standards before the FCC makes its marketplace decision or risk antitrust problems.

The committee will attempt to select one of three systems as the multichannel sound

standard and one of four systems as the noise-reduction or companding standard. The multichannel sound systems have been proposed by Telesonics, Zenith and ELA's counterpart in Japan; the companding systems, by CBS, dbx, Dolby and Straightwire Audio. Tests on the multichannel sound systems, being conducted at the Matsushita Laboratories in Franklin Park, Ill., and on the companding systems, being conducted at CBS Technology Center in Stamford, Conn., are just about completed, said Keller. (A group working under the aegis of the National Cable Television Association, he noted, is now in Franklin Park trying to determine the effects of multichannel transmission on cable scrambling systems and converters/descramblers.)

Comments on the FCC's multichannel sound proceeding are due Nov. 15 and reply comments are due Dec. 15. It's the hope of the committee to submit the results of its tests and evaluation with the comments and its standards recommendations with the reply comments, Keller said. If the committee meets the deadlines, he said, the FCC might be persuaded to reconsider its marketplace thinking and adopt the committee recommendations as the national standards.

## New owners

Celwave Technologies Inc. has consummated its \$45-million purchase of Phelps Dodge Communications Co., a division of the manufacturing subsidiary of Phelps Dodge Corp. Celwave, formed to buy plants in four states and Denmark, is owned by John S. Gailey, John Peterson, Frank M. Drendel and the investment firm of E.F. Hutton. Gailey and Peterson are principals of Chester Cablewave Systems Corp., Chester, N.Y. Drendel is vice chairman of M/A-COM Inc.

Phelps Dodge Communications, which reported sales of \$75 million last year, manufactures wire and cable for the telephone industry as well as antennas and related products for land mobile radio and broadcasting. It plans to produce fiber optic cable. Celwave, which announced last April a tentative agreement to buy the division, plans to move its headquarters to Claremont, N.C. at the end of year.

## Happy trails

Meteor burst communications is a peculiar means of data communications that could affect television broadcasters and their viewers. In meteor burst communications, radio waves are bounced off meteor trails in the earth's atmosphere for pickup by receivers hundreds of miles away. Because the meteor trails last only a fraction of a second, the high-speed data transmissions are intermittent and also last only a fraction of a second.

The FCC has allocated four frequencies for the medium: 44.20 mhz and 45.90 mhz for private radio stations and 42.40 mhz and 44.10 mhz for common carrier stations.

Those frequencies are just below channel 2 (54 mhz-60 mhz) on the television dial and, according to the FCC, the possibility of meteor burst communications stations interfering with television receivers exists. As a result, it said, the stations will operate "under a developmental grant policy to insure that the expanded use of this new technology does not cause harmful interference."

## Moving on up

The Videotext Industry Association, which says it is "devoted to the promotion and development of videotext and teletext in the United States," has relocated to the Washington suburb of Rosslyn, Va. The new address: 1901 North Fort Myer Drive, Suite 200, Rosslyn, Va., 22209. The new phone number: (703) 522-0883.

## New on the block

KDVR-TV Denver, which made its debut last Wednesday morning, should deliver a picture good enough to challenge the city's four other commercial stations for viewers and advertising dollars. Its five-million-watt signal (generated by a Townsend Associates transmitter) is beamed from a 375-foot tower (supplied by Stainless Inc.) atop Lookout mountain, west and some 2,000 feet above the city. According to Larry Ries, the Centennial Broadcasting Corp., the independent station's owner, has pumped nearly \$7 million into the new facility. The studio is built around Hitachi one-inch videotape recorders and cameras, he said. In addition, he said, the station is outfitted with RCA film chains, Grass Valley switchers, an Ampex ADO special effects generator and Datatron editing gear.

Centennial is owned by Business Men's Assurance of America, Kansas City, Mo.; Jack F. Matranga, and La Unidad Broadcasters, a group of Denver investors. BMA and Matranga also own KTXL(TV) Sacramento, Calif., and are principals in another station that will go on the air later this year in Portland, Ore.

## Help with MDS

A subsidiary of Contemporary Communications Corp., New Rochelle, N.Y., the nation's second largest MDS carrier (behind Microband), is offering to prepare multichannel MDS applications for all persons or groups interested in the new medium. According to a CCC press release, Empire Communications Consultants Inc. will prepare "complete applications" for the two four-channel facilities in any of the top 100 markets. The FCC created the new service by reallocating eight channels from the Instructional Television Fixed Service to MDS in each market. Deadline for filing the applications is Sept. 9.

# MMTC to make Washington debut

**Organization will hold its first board meeting this week, to form bylaws, create a new structure**

The broadcast industry's newest trade association, the Major Market Television Caucus, makes its debut this week (Aug. 18) in Washington when its board holds its first official meeting. Board members are expected to fashion the association's structure and establish its goals.

The association grew out of a caucus of 42 major station groups (BROADCASTING, June 13, July 11). MMTC was created to give group owners a distinct Washington presence before Congress and at the FCC. Leading members of the original caucus are responsible for MMTC's formation and now make up most of the board. They are: William Baker, president of Group W's TV group; Terry Lee, president and chief operating officer, Storer Communications; Joe Dougherty, president, broadcasting division, Capital Cities Communications; William Schwartz, president and chief operating officer, Cox Communications; Dudley Taft, president, Taft Broadcasting; Joel Chese-man, president, Post-Newsweek Stations; Bob Bennett, president, Metromedia Television, and David Henderson, president, Outlet Co.'s broadcasting division.

Henderson, a chief organizer of MMTC, said the caucus will be presented with pro-

posed bylaws. A dues structure now is being drafted by Washington attorney John Lane of Wilkes, Artis, Hedrick & Lane. (Lane is also on retainer by Westinghouse Broadcasting.) The board, however, has not selected a Washington law firm to represent the caucus. That decision is likely to come during the meeting. Many of Washington communications firms are reportedly competing to represent the caucus.

According to Henderson, the MMTC structure will remain modest. Caucus members intend to conduct their own lobbying rather than hire a paid lobbyist. A part-time administrator may be hired to handle office duties. The board is also expected to discuss the association's structure and budget. The location for MMTC's Washington office will also be decided. MMTC, he said, is considering the possibility of sharing space with a Washington-based caucus member.

The group will recruit new members, and the majority of companies that participated in the formation of the initial caucus are expected to stay. Included among that group

are Belo Broadcasting, Evening News Association, Media General, Multimedia Broadcasting, Allbritton Communications, Gaylord Broadcasting, Fisher Broadcasting, King Broadcasting, Hearst Broadcasting and Hubbard Broadcasting.

The caucus was formed originally as a voice for station group operators. Later MMTC decided to accept any nonnetwork O&O television operator in the top 50 markets. However, several group operators (for example Nationwide) not included in the top 50 markets want to join. The board will be asked to modify its membership requirements to include all group operators.

Board members will also accord priorities to key legislative and regulatory issues. Members were asked last month to draw up position papers on those issues. Henderson noted that the group will focus on deregulation legislation now being drafted in the House and the FCC's multiple ownership and must-carry rules, but he did not indicate what position the group will take on those issues. □

## Changing Hands

PROPOSED

**WBBB(AM)-WPCM(FM) Burlington, N.C.** □ Sold by Rau Radio Stations Inc. to Maycourt Co. for \$2,625,000. Seller is principally owned by estate of Henry Rau. Robin Henry, Rau's daughter, is president. It also owns WATO(AM)-WETQ(FM) Oak Ridge, Tenn., and

WPDX-AM-FM Clarksburg, W. Va. It has sold, subject to FCC approval, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, July 4), and WDOV(AM)-WDSI(FM) Dover, Del. (BROADCASTING, July 4). Buyer is subsidiary of Audubon Broadcasting Co., headed by Pegram Harrison, president. It also owns WNOK-AM-FM Columbus, S.C. WBBB is daytimer on 920 khz with 5 kw. WPCM is on 101.1 mhz with 10 kw and antenna 910 feet above average terrain. Broker: Blackburn & Co.

**WAIM(AM)-WCKN-FM Anderson, S.C.** □ Sold by The One Corp. to Carolina Broadcasting Inc. of South Carolina for \$2.4 million, including \$520,000 noncompete agreement. Seller is owned by Frank L. Outlaw II (75%) and Robert B. Nations, president (25%). Buyer is group of about 20 investors, including Nations, who will retain 22% interest and remain as general manager of station. WAIM is daytimer on 1230 khz with 1 kw. WCKN-FM is on 101.1 mhz with 100 kw and antenna 473 feet above average terrain.

**WJBL-FM Holland, Mich.** □ Sold by Ottawa Broadcasting Corp. to Bloomington Broadcasting Corp. for \$1.5 million, including noncompete agreement. Seller is owned by Peter J. VandenBosch, president. It has sold, subject to FCC approval, WWJQ(AM) Zeeland, Mich. (BROADCASTING, Aug. 8). Buyer is headed by Timothy R. Ives, president. It also owns WJBC(AM)-WBNQ(FM) Bloomington, Ill.; WGOW(AM)-WKSZ(FM) Chattanooga, and WJCW(AM)-WQUT(FM) Johnson City, Tenn. WJBL-FM is on 94.5 mhz with 20 kw and antenna 500 feet above average terrain. Broker: Cecil L. Richards Inc.

**WYRE(AM)-WBVEY(FM) Annapolis, Md.** □ Sold by Atlantic Broadcasting Corp. and Bay Broadcasting Corp. respectively, to Annapolis Broadcasting Co. Inc. for \$1.3 million. Sellers are owned by Sydney Abel, presi-

### Early Summer Sales\*

KRAB-FM	Seattle, Washington	\$4,000,000
KFJZ-AM	Fort Worth, Texas	\$2,000,000
WNAV/WLOM	Annapolis, Maryland	\$2,800,000
WKZE AM/FM	Orleans, Massachusetts	\$2,400,000
KGO-FM	San Francisco, California	\$5,500,000
KESQ TV: KEYC TV	Palm Springs & El Centro, California	\$4,500,000
KFXD AM/FM	Nampa, Idaho	\$1,100,000
WKEI/WJRE	Kewanee, Illinois	\$ 575,000

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dent, who has no other broadcast interests. **Buyer** is owned by 20 Washington-area investors, headed by Thomas W. Wilson Sr., president, who retired several years ago as a senior partner of the Washington communications law firm of Dow, Lohnes & Albertson, and Neal Heaton, general manager. None have other broadcast interests. WYRE is daytimer on 810 khz with 250 w. WBEY is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Cecil L. Richards Inc.*

**WIPS(AM)-WXTY(FM) Ticonderoga, N.Y.** □ Sold by Cawley Broadcasting Co. to Limestone Communications Inc. for \$650,000. **Seller** is owned by Augustine M. Cawley. He also has interest in permittee for new FM at Hudson Falls, N.Y. **Buyer** is owned by Anthony Prisdorf, president, who is reporter at WNEW-TV New York. It has no other broadcast interests. WIPS is daytimer on 1250 khz with 1 kw. WXTY is on 103.9 mhz with 1.54 kw and antenna 383 feet above average terrain. *Broker: Bob Kimel's New England Media Inc.*

**WVPO-AM-FM Stroudsburg, Pa.** □ Sold by Pocomo Mountain Broadcasting Inc. to Commonwealth Broadcasting Co. for \$580,000. **Seller** is headed by Gary Drescher, president. It also owns WOCB-AM-FM West Yarmouth, Mass., and WDOS(AM)-WSRK(FM) Oneonta, N.Y. **Buyer** is owned by William S. Cerny, president (50%), George Chopivsky Jr. (40%) and Bernard G. Barczak (10%). It also owns WLBK(AM)-WDEK(FM) DeKalb, Ill. WVPO is on 840 khz with 250 w day. WVPO-FM is on 93.5 mhz with 330 w vertical, 330 w horizontal and antenna 780 feet above average terrain. *Broker: The Holt Corp.*

**WGLI(AM) Babylon, N.Y.** □ Sold by Robert Price to Babylon Communications Inc. for \$400,000. **Seller** is court-appointed receiver of property of Greater Long Island Communications Inc. **Buyer** is owned by Andrew Pettit, president, and John H. Foster. It also has interest in WTPA-FM Harrisburg, Pa.; KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M.; WRIV(AM) Riverhead, N.Y., and WEZG(AM)-WSCY-FM North Syracuse, N.Y. WGLI is on 1290 khz with 5 kw day and 1 kw night.

**KWWW(AM) Wenatchee, Wash.** □ Ninety percent sold by SANS Inc. to James W. Corcoran for \$351,000. **Seller** is owned by Carl S. Tyler and wife, Ilene M., and John A. Lienkaemper and wife, Norma. It has no other broadcast interests. **Buyer** owns other 10%. He is general manager of KWWW, owner of Wenatchee audio production company and applicant for LPTV at Wenatchee. Kwww is on 1340 khz with 1 kw day and 250 w night.

**WFSH(AM) Valparaiso-Niceville, Fla.** □ Sold by WMS Corp. of Valparaiso-Niceville to Bayou Communications Inc. for \$349,800. **Seller** is headed by Samuel Williams, president. It has no other broadcast interests. **Buyer** is principally owned by Norton (Red) Gilson, president, and wife, Barbara Ann. Norton Gilson is general manager and Barbara Ann Gilson office manager of WFSH which is on 1340 khz with 1 kw day and 250 w night.

**KURA(AM) and CP for new FM at Moab, Utah**

□ Sold by Long Lines Broadcasting Inc. to Robert C. Blase for \$335,000. **Seller** is owned by Bruce R. Long and wife, Karen K. It also sold, subject to FCC approval, KTHE(AM) and CP for new FM at Thermopolis, Wyo. (BROADCASTING, June 27). **Buyer** is former marketing executive and general manager for Coca-Cola in Latin America. KURA is on 1450 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

**WBDY-AM-FM Bluefield, Va.** □ Fifty percent sold by Bluefield Broadcasting Co. Inc. to George F. Barnes Jr. and Jeffrey J. Brown for \$310,000. **Seller** is owned by George Hagy and Alvis Hunt, who will retain 50% ownership. They have no other broadcast interests. **Buyers** are Bluefield, Va.-based businessmen with no other broadcast interests. WBDY is daytimer on 1190 khz with 10 kw. WBDY-FM is on 106.3 mhz with 3 kw and antenna 156 feet above average terrain.

**KSTR(AM) Grand Junction, Colo.** □ Sold by Media Financial Corp. to KSTR Broadcasting Inc. for \$275,000. **Seller** is headed by Richard H. Ostberg, president. It also has interest in KOOO(AM)-KESY-FM Omaha. **Buyer** is owned by Thomas J. Wiens, president, who also owns KWDE(FM) Montrose, Colo., and KATI(AM)-KAWY(FM) Casper, Wyo. KSTR is daytimer on 620 khz with 5 kw.

**WWFL(AM) Clermont, Fla.** □ Sold by H. James Sharp, Donald J. Chionchio and John E. Colesar to Kenneth R. Peach and others for \$238,000. **Sellers** have no other broadcast interests. **Buyers** also include Kenneth

Peach's wife, Ann G., and his parents, Granville F. and Jean Peach. Kenneth Peach is sales manager at WJDM(AM) Elizabeth, N.J. Others have no other broadcast interests. WWFL is on 1340 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

**KICA-FM Clovis, N.M.** □ Sold by KICA Inc. to Triton Broadcasting Inc. for \$220,000. **Seller** is owned by John B. Mahaffey and his wife, Fredna. It also owns KGRT-AM-FM Las Cruces, N.M.; KDSX(AM)-KDSQ(FM) Denison-Sherman, Tex., and KICJ(AM) Shreveport, La. **Seller** is equally owned by J.E. Stuckey and W.R. Wiggins Jr., who are Fayetteville, Ark., investors, with no other broadcast interests. KICA is on 107.5 mhz with 10 kw and antenna 540 feet above average terrain. *Broker: Dan Hayslett & Associates Inc.*

**WBJA(AM) Guayama, P.R.** □ Sold by Radio Musical Inc. to Caribe Broadcasting Associates for \$215,000. **Seller** is headed by George M. Arroyo, president. It also has interest in WIBS(FM) St. Thomas, Virgin Islands. **Buyer** is equally owned by Wigberto Baez and Richard Ortiz. Baez is radio producer at WVOZ(AM) San Juan and Ortiz is announcer-operator at WXRF(AM) Guayama, both Puerto Rico. WBJA is daytimer on 1540 khz with 250 w.

**KCLT(AM) Lockhart, Tex.** □ Sold by Triple R Broadcasting Inc. to Central Texas Wireless Co. for \$200,000. **Seller** is owned by Ralph Copeland, his sister, Gayle, and their brother, Richard. It also owns KIKZ(AM) Seminole, Tex., and is permittee of new FM

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there. Buyer is owned by Peggie McClish-Werlinger (32%); her husband, Don Werlinger (33%); his brother, Joe Werlinger (10%), and Michael Venditti (25%). It has also sold, subject to FCC approval, KKNX(AM) Huntsville, Tex., and Venditti is applicant for new AM's at Colorado City and Wellington, both Colorado. KCLT is daytimer on 1060 khz with 250 w. Broker: Norman Fischer & Co.

□ Other proposed station sales include: KCGS(AM) Marshall, Ark.; WKDC(AM) Elmhurst, Ill.; WNOW(AM)-WQXA(FM) York, Pa. (BROADCASTING, July 18); WRIB(AM) Providence, R.I.; WFAX(AM) Falls Church, Va., and KNCW(AM) Grand Coulee, Wash.

APPROVED

WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz., and WDAM-TV Laurel-Hattiesburg, Miss. □ Sold by Service Broadcasters Inc. to Beam Communications Corp. for \$25 million. Seller, based in Hattiesburg, Miss., is headed by Sy A. Rosenbaum. It has no other broadcast interests. Buyer, based in Chicago, is owned by Frank L. Beam, former owner of Chicago-based advertising agency, Frank L. Beam Co. He has no other broadcast interests. WCFT-TV is CBS affiliate on channel 33 with 1,120 kw visual, 203 kw aural and antenna 540 feet above average terrain. KYEL-TV is CBS affiliate on channel 13 with 316 kw visual, 31.6 kw aural and antenna 1,700 feet above average terrain. WDAM-TV is NBC affiliate on channel 7 with 316 kw visual, 47 kw aural and antenna 510 feet above average terrain.

KOA(AM)-KOAQ(FM) Denver □ Sold by General Electric Broadcasting Co. to A.H. Belo Corp. for \$22 million ("In Brief," April 11). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. GE has put all eight radio stations and two of its TV's up for sale (BROADCASTING, Nov. 22, 1982). It recently sold WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2). Buyer, publicly traded and based in Dallas, owns one AM, one FM and three TV's. It recently bought, subject to FCC approval, six TV's of Dun & Bradstreet's Corinthian Broadcasting Group. (BROADCASTING, June 27). It will spin off three TV's to comply with FCC rules. It also owns cable system in Clarksville, Tenn., and is publisher of *The Dallas*

**Geller backing.** Henry Geller, the former head of the National Telecommunications and Information Administration, has given his support to the "thrust" of the FCC's proposal to re-examine the application of the fairness doctrine and equal time rules to cable. But in comments at the FCC last week, Geller suggested, as he has in the past, that the FCC consider a different approach: "Namely, that cable may not control the content of individual programs or text on its channels, with the exception of the relatively few on which it engages in cablecasting origination (e.g., six channels), and that Section 315 is applicable solely to the latter channels and then only if there is not effective public access."

*Morning News.* KOA is on 850 khz with 50 kw full time. KOAQ is on 103.5 mhz with 100 kw and antenna 1,045 feet above average terrain.

KEZO(FM) Omaha □ Sold by Meredith Corp. to Albimar Omaha Ltd. for \$2.95 million, plus \$450,000 noncompete agreement. Seller, based in Des Moines, Iowa, is publicly traded publisher and station group owner. James Conley is president of broadcast group. It owns three AM's, three FM's and five TV's. It has also sold WOW(AM) Omaha (see below). Buyer, based in Boston, is principally owned by Bertram M. Lee and E.W. (Skip) Finley Jr., president. Lee has interest in WNEV-TV Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. KEZO is on 92.3 mhz with 100 kw and antenna 1,210 feet above average terrain.

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.; KEZK(FM) St. Louis and WTWN(AM)-WLAV-FM Grand Rapids, WILX-TV Lansing, WGTU(TV) Traverse City and its satellite, WGRQ(TV) Sault Ste. Marie, all Michigan. 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.

KXLS(FM) Alva (Enid), Okla. □ Sold by Zuma Broadcasting Co. to Larry E. Smalley for \$2.1 million. Seller is owned by Bill Lacy who also owns KZBS(FM) Oklahoma City. Buyer is jet pilot, who has no other broadcast interests. KXLS is on 99.7 mhz with 100 kw and antenna 835 feet above average terrain.

WOW(AM) Omaha □ Sold by Meredith Corp. to Omaha Great Empire Broadcasting Inc. for \$1.9 million. Seller has also sold KEZO(FM) (see above). Buyer is headed by F. Mike Lynch, president. It also owns KYNN-AM-FM Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see below). It also owns KFDI-AM-FM Wichita, Kan.; KWKH(AM)-KROK(FM) Shreveport, La.; KTTS-AM-FM Springfield, Mo., and KBRQ-AM-FM Denver. It is also applicant for new AM at Council Bluffs, Iowa. WOW is on 590 khz with 5 kw full time.

WPLP(AM) Pinellas Park, Fla. □ Sold by David Gorman, trustee, to Dan Johnson Corp. for over \$1 million. Seller is court-appointed trustee. Buyer, based in Pinellas Park, is equally owned by Dan L. Johnson, president, and his father, Elwyn. It is reacquiring station after International Broadcasters Inc., to which it sold station, went bankrupt. Dan Johnson is 25% owner of WPCR(FM) Safety Harbor, Fla., and has interest in CP for TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. WPLP is on 570 khz with 1 kw full time.

WAMV(AM)-WCNV(FM) Amherst, Va. □ Sold by Central Virginia Media Inc. to Winfas Inc. for \$825,000, including \$180,000 non-compete agreement. Seller is owned by S. Vance Wilkins Jr., who has no other broadcast interests. Buyer is principally owned by Larry W. Nichols and W.S. Foster Jr. It also owns WJNC(AM)-WRCM(FM) Jacksonville, N.C. WAMV is daytimer on 1420 khz with 1 kw. WCNV is on 107.9 mhz with 4.1 kw and antenna 1,920 feet above average terrain.

WRHY(FM) Starview (York), Pa. □ Sold by Harrea Broadcasters Inc. to Starview Media Inc. for \$525,000. Seller is headed by Albert Dame, president. Harrea also owns WKBO(AM) Harrisburg, Pa. Buyer is headed by Douglas W. George, president. He also has interest in WQBQ(AM) Selinsgrove, Pa. WRHY is on 92.7 mhz with 3 kw and antenna 700 feet above average terrain.

KYNN(AM) Omaha □ Sold by Omaha Great Empire Broadcasting Inc. to Albimar Omaha Ltd. for \$500,000. Seller also bought, subject to FCC approval, WOW(AM) Omaha (see above). Buyer also bought, KEZO(FM) Omaha (see above). KYNN is on 1490 khz with 1 kw day and 250 w night.

□ Other approved station sales include: WLVA(AM) Luverne, Ala.; KRZV(AM) Springerville, Ariz.; KKDI-AM-FM Sheridan, Ark.; KXO-AM-FM El Centro, Calif.; WPCO(AM) Mount Vernon, Ind.; WAXI(FM) Rockville, Ind.; KAGY(AM) Port Sulphur (Pineville), La.; WYFC(AM) Ypsilanti, Mich.; KTWB(FM) Las Vegas; WRNB(AM) New Bern, N.C.; KHME(FM) Comanche, Okla.; WCPH-AM-FM Etowah, Tenn.; KHBR-FM Hillsboro, Tex., and KMIO-AM-FM Merkel, Tex.

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# TELECASTINGS

## Picked up

Golden West Television's *Being With John F. Kennedy*, a two-hour special produced by former network news correspondent Nancy Dickerson and filmmaker Robert Drew, has cleared all top-10 television markets, according to Golden West's syndication division. Among stations buying the special are WABC-TV New York, KTLA(TV) Los Angeles, WFLD-TV Chicago, WCVB-TV Boston, KTVU(TV) San Francisco and WTAJ-TV Philadelphia.

Black Entertainment Television, the Washington-based cable television program service, has ordered a second season of *Nipsey Russell's Juvenile Jury* game shows from Barry & Enright Productions. Production of the new episodes begins Sept. 6 in Los Angeles.

*Ebony/Jet Celebrity Showcase*, a weekly syndicated half-hour interview series produced and hosted by Tom Joyner for Johnson Publishing, has been renewed for the fall season by three stations in the top 10 markets: WNEV-TV Boston, WJBK-TV Detroit, and WDM-TV Washington. The series, distributed by Syndicast Services, currently airs in over 70 markets.

## Page recall

There are more than 8,000 of them, and NBC wants to bring them home. In preparation for its Guest Relations Golden Anniversary Celebration, NBC is launching a nationwide search for the men and women who served as pages and tour guides since NBC moved to its 30 Rockefeller Plaza headquarters in 1933. NBC will buy advertisements in the consumer and trade press as well as get the word out through promotional spots on its TV and radio networks and O & O stations in the drive to get "GR" alumni to New York for salutation in November. Among those who once guided visitors around NBC studios and ran network errands: Ray Timothy, NBC group executive vice president; David Hartman, ABC's *Good Morning America* host; ABC newsman Ted Koppel; Bob Keeshan (Captain Kangaroo); actress Kate Jackson, and actor Efram Zimbalist Jr.

## Kid stuff

NBC-TV has revised its Saturday morning children's programming lineup, canceling two series, adding two new programs and returning five shows. The new schedule, to premiere Sept. 17, is as follows: *The Flintstones* (8-8:30 a.m.), *The Shirt Tales* (8:30-9 a.m.), *Smurfs* (9-10:30 a.m.), *Alvin and the Chipmunks* (10:30-11 a.m.), *Mr. T* (11-11:30 a.m.), *The Amazing Spiderman and the Incredible Hulk* (11:30-12:30 p.m.), *Thundarr the Barbarian* (12:30-1 p.m.), *Alvin and the*

*Chipmunks* and *Mr. T* are joining the schedule, while *The Gary Coleman Show* and *Flash Gordon* are departing. All times listed are NYT.

## Alabama action

The FCC Mass Media Bureau has designated for hearing the renewal application of Central Alabama Broadcasters Inc. for WSLA(TV) Selma, Ala. (ch. 8), and the mutually exclusive application for a channel 8 facility of James L. Oyster.

At the same time, the bureau denied petitions to deny against both applicants by WCOV Inc., licensee of WCOV-TV Montgomery, Ala. (ch. 20), which has alleged that those applicants' proposals would do it economic harm.

The case arose initially when WSLA, a CBS affiliate, proposed to move its transmitter closer to Montgomery, a move that would permit it completely to overlap the coverage area of WCOV-TV, which is also a CBS affiliate. The commission rejected WCOV-TV's objections to that proposed move in a separate

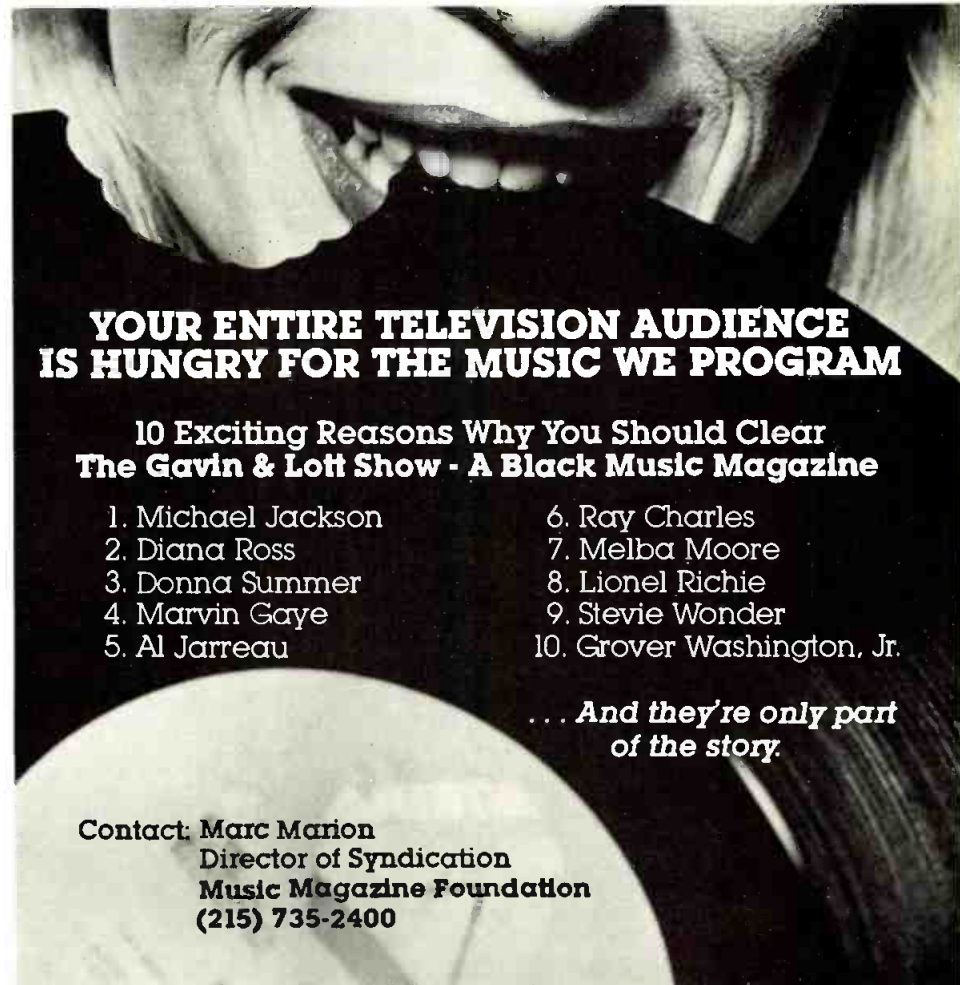
proceeding.

Oyster, a Washington communications attorney, is contending that proposed facilities would provide service to more people and wouldn't overlap with WCOV-TV's coverage as much as WSLA's proposal will. Oyster is sole stockholder in James L. Oyster Inc., a general partner in SWH Associates and Hazelton TV Associates. SWH is the permittee of WSWB(TV) Scranton, Pa.; Hazelton is the permittee of WERE-TV Hazelton, Pa. Oyster also has filed an application for interim operation on channel 30 in San Bernardino.

## SynSat update

SynSat, a Los Angeles-based satellite delivery service for television program distributors, can now reach a potential 468 TV stations via Westar V, according to SynSat general manager Irving Ross. He noted that 33 of the top 100 Arbitron ADI markets have TVRO (television earth station receive only) facilities at all stations.

SynSat, which was created jointly by Group W's TVSC (Television Syndication Center) and Novo Communications' Bonded



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**Contact: Marc Marion  
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Services last September, has also begun providing audio program delivery to radio stations via satellite. The company currently distributes the video for the syndicated *Rock 'n' Roll Tonight* show as well as the stereo audio to FM stations that simulcast the program.

## No to Yes

The FCC Mass Media Bureau has dismissed a 1982 fairness doctrine complaint by the Yes Committee against KTVI(TV) St. Louis. In its complaint, the committee alleged that KTVI aired a number of utility-sponsored issue advertisements addressing only one side of the question of the need and desirability of nuclear plant. The bureau said the licensee had not been unreasonable in determining that the issue of need already had been decided by the regulatory process at the time of the broadcasts, since all legal appeals regarding the plant's authorization already had been resolved, and the plant itself was substantially complete at the time the first series of spots were aired.

## Do-Mi-Re-election

For the third year public television's WETA-TV Washington and WNET(TV) New York, will co-produce the series *In Performance at the White House*. It appears, however, that only half of the usual four-show series, featuring world-renowned performing artists and younger performers in concert, will be aired from the White House. The problem is not one of funding from underwriters—JC Pen-

ney Co. Inc. and GTE Corp.,—but rather of running afoul of the equal time provision of the Communications Act should President Ronald Reagan decide to run for a second term. According to Mary Aladj, WETA-TV senior publicist, that rule doesn't take effect until the next calendar year, allowing both a Sept. 21 salute to the Metropolitan Opera's 100th anniversary, featuring this year's series' hostess, soprano Leontyne Price, with members of the opera's apprentice program, and a December special of gospel and spiritual music. David Horn, associate producer for the series says that planning is going ahead for the third and fourth shows but that their location has yet to be decided.

## Father of our country

CBS-TV has signed actor Barry Bostwick to star in its previously announced eight-hour mini-series, *George Washington*, which begins production next month for broadcast during the 1983-84 prime time season. The network disclosed that General Motors, represented by N W Ayer, will be full sponsor of the program, which will depict the nation's first President from ages 11 to 50. *George Washington* will be produced at historical sites in Pennsylvania and Virginia by MGM and David Gerber Co., and will be written and produced by Richard Fielder.

## Unplugged again

Flamboyant television preacher Gene Scott, who lost his primary broadcasting vehicle last May when the FCC shut down his

church's Los Angeles-area UHF station, has ended a short-lived tenure on KHJ-TV Los Angeles, telling reporters the station edited material out of his broadcasts and threatened to remove from such programs any references to the FCC. Scott also complained to the *Los Angeles Times* in an interview that a station executive had allegedly referred to the Faith Center church pastor's followers as "sickies."

Scott had expanded his use of purchased broadcast time on the VHF outlet to seven hours a week after the FCC ordered KHOF-TV San Bernardino, owned by Faith Center, to cease broadcasting following a long-running legal battle involving Scott's on-air fundraising activities. In the meantime, however, Scott has purchased air time on KDOC-TV Anaheim, Calif., and the National Christian Network, a cable service based in Florida.

KHJ-TV is itself involved in an FCC license renewal proceeding, following the FCC's decision in 1980 that RKO General's parent company was unfit to hold its Boston TV license due to a lack of candor in a comparative renewal proceeding. KHJ-TV is owned by RKO.

## Branching out

The Los Angeles office of the Benton & Bowles advertising agency has formed an entertainment division to be headed by John Carter, senior vice president and executive creative director of the firm. Max Goldberg, president of Max Goldberg Associates, has been retained as full-time director of entertainment marketing for the new unit. Benton & Bowles Entertainment Group will be active in network television time buying, planning, tracking and other services, according to Carter. Current clients of the agency include General Foods and Richardson Vicks.

## Sports for pay

Oak Media Corp. has introduced a new sports magazine called *ON Sportsweek* to be broadcast via satellite on all of Oak's ON TV clients as well as its STV stations. Oak has an initial agreement with ProServ Television, Dallas, to produce 13 half-hour programs, with each new episode to be introduced monthly. The program is to be hosted by veteran sports commentator Eddie Doucette.

## Deal making

Charles Floyd Johnson, former producer of *Magnum P.I.* and the *Simon & Simon* pilot, has been signed by Universal Television to an exclusive agreement to develop and produce series, motion pictures for television and specials for the studio. Previous credits include *The Rockford Files* and *Bret Maverick*.


## German news


Westdeutscher Rundfunk (WDR) of Cologne, Germany, has begun a weekly half-hour program consisting of segments of various CBS News series. It is said to be the first regular showing of U.S. network programming on WDR in English. The programs include *60 Minutes*, *CBS Reports*, *Universe* and *CBS News Specials*. The segments are being carried with German subtitles.

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As compiled by BROADCASTING, Aug. 1 through Aug. 5, 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

- Orland, Calif.—Robert R. Bignami seeks 1,210 khz. 25 kw-D, 5 kw-N. Address: Route 3, Box 3910, Orland 95963. Principal has no other broadcast interests. Filed May 2.
- Helotes, Tex.—Paloma Blanca Broadcasting Corp. seeks 1440 khz. .5 kw-D. Address: 218 Carle, San Antonio, Tex. 78204. Principal is owned by John A. Pedraza, president, his wife, Bernice; his son, Donald D. Graham, and Donald Graham's wife Pamela. It has no other broadcast interests. Filed Aug. 1.

### FM applications

- Alma, Ga.—Graham Broadcasting Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 312 North Church Street, Alma 31510. Principal is owned by John W. Graham, president, his wife, Bernice; his son, Donald D. Graham, and Donald Graham's wife Pamela. It has no other broadcast interests. Filed July 14.
- Port Huron, Mich.—M&C Broadcasting seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: 2799 Wadhams Road, Port Huron 48060. Principal is owned by Charles Lawrence and brother, Craig. It has no other broadcast interests. Filed July 19.

### TV applications

- Mobile, Ala.—Way of the Cross of Mobile seeks ch. 21; ERP: 4,900 kw vis., 490 kw aur., HAAT: 344.63 ft.; ant. height above ground: 279.4 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal: Nonprofit corporation headed by Edward C. Bowlds, president. It also has interest in new TV at Selma, Ala. (see below). Filed Aug. 1.
- Selma, Ala.—Way of the Cross of Selma seeks ch. 29; ERP: 5,000 kw vis., 500 kw aur., HAAT: 317 ft.; ant. height above ground: 277.35 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal is also applicant for new TV at Mobile, Ala. (see above). Filed Aug. 1.
- Augusta, Ga.—Augusta 54 Broadcasting Co. seeks ch. 54; ERP: 4,517 kw vis., 451.7 kw aur., HAAT: 1,121 ft.; ant. height above ground: 1,000 ft. Address: 240 Chestnut Street, S.W. Atlanta 30314. Principal is owned by Felker W. Ward (90%) and Howard Myrick (10%). Myrick is manager of noncommercial WCLK(FM) Atlanta. Ward has interest in cable TV system at Atlanta, which he will divest himself of upon approval of this application. Filed July 5.
- Augusta, Ga.—Prime Time Television Inc. seeks ch. 54; ERP: 4,982 kw vis., 498 kw aur., HAAT: 1,584 ft.; ant. height above ground: 1,473 ft. Address: 2401 East Main Street, Chattanooga, Tenn. 37408. Principal is owned by Roy L. Hess, president (50%), David D. Smith (25%), Richard E. Fiore Sr. (20%) and his son, Richard E. Fiore Jr. (5%).

Hess has interest in WPMI(TV) Mobile, Ala., applicant for new TV at Charleston, W.Va., is permittee for new TV at Portland, Me., and has bought, subject to FCC approval, new CP for WMJA(TV) Panama City, Fla. Smith has interest in WPTT-TV Pittsburgh, permittee of WTTE(TV) Columbus, Ohio and WBFF(TV) Baltimore. Filed July 5.

- Augusta, Ga.—Ro-Mar Communications Inc. seeks ch. 54; ERP: 1,703 kw vis., 170 kw aur., HAAT: 920 ft.; ant. height above ground: 720 ft. Address: 766 Deltona Boulevard, Ste. B, Deltona, Fla. 32725. Principal is owned by Robert K. Coyne, president and Rosemarie M. Coyne (50% each). It also has interest in new TV at High Springs, Fla., and seven LPTV's in Florida and Texas. Filed July 5.
- Augusta, Ga.—Southern Media Systems Inc. seeks ch. 54; ERP: 5,000 kw vis., 500 kw aur., HAAT: 1,321 ft.; ant. height above ground: 1,200 ft. Address: 1537 Flagler Road, Augusta 30909. Principal is headed by Lee A. Beard, president. It has no other broadcast interests. Filed July 5.
- Augusta, Ga.—Carolina Christian Broadcasting Inc. seeks ch. 54; ERP: 267 kw vis., 26.7 kw aur., HAAT: 765 ft.; ant. height above average ground: 565 ft. Address: P.O. Box 1616, Greenville, S.C. 29602. Principal is owned by James H. Thompson, president (98.6%) and Fred E. Crain (1.4%). It owns WGGG-TV Greenville and WCCT-TV Columbia, both South Carolina, and is permittee of KMCT(TV) West Monroe, La., and WGSE(TV) Myrtle Beach, S.C. Filed July 5.
- Kailua-Kona, Hawaii—Manulele Broadcasting Inc. seeks ch. 6; ERP: 45.1 kw vis., 4.51 kw aur., HAAT: 3,182 ft.; ant. height above ground: 63 ft. Address: 205 Merchant #8, Honolulu, Hawaii 96813. Principals: Francis Tsuzuki, president (51%) and Jeffrey Nightbyrd (49%). Filed Aug. 1.
- Hutchinson, Kan.—Way of the Cross of Hutchinson seeks ch. 36; ERP: 4,950 kw vis., 495 kw aur., HAAT: 303.13 ft.; ant. height above ground: 281.35 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal is also applicant for new TV at Mobile, Ala., (see above). Filed Aug. 1.
- Salina, Kan.—Salina Television Inc. seeks ch. 18; ERP: 1,352 kw vis., 135 kw aur., HAAT: 592 ft.; ant. height above ground: 532 ft. Address: 1456 Briarwood, McPherson, Kan. 67460. Principal is owned by Jill Bremyer, president, who has no other broadcast interests. Filed Aug. 1.
- New Iberia, La.—Blue Rose Television Ltd. seeks ch. 36; ERP: 2,685 kw vis., 268.5 kw aur., HAAT: 775 ft.; ant. height above ground: 777 ft. Address: 219 Main, Minden, La. 71055. Principal is owned by Steven Don Burkhalter, president, who has no other broadcast interests. Filed Aug. 1.
- New Iberia, La.—Channel 36 Broadcasting seeks ch. 36; ERP: 1,390 kw vis., 139 kw aur., HAAT: 471 ft.; ant. height above ground: 469 ft. Address: 2509 West Congress Street, Lafayette, La. 70505. Principal is owned by Rosemary Azar, who has no other broadcast interests. Filed Aug. 1.
- New Iberia, La.—Guadalupe Enterprises Inc. seeks ch. 36; ERP: 5,000 kw vis., 500 kw aur., HAAT: 697 ft.; ant. height above ground: 700 ft. Address: 2515 McAllister, San Francisco 94118. Principal: Nonprofit corporation, headed by Carolyn R. Lemon, president. It also has interest in KBSA-TV Ontario, Calif. Filed Aug. 1.
- New Iberia, La.—Tres Video Inc. seeks ch. 36; ERP: 2,692 kw vis., 269 kw aur., HAAT: 900 ft.; ant. height above ground: 900 ft. Address: 1126 Coolidge Street, Lafayette, La. 70505. Principal is owned by Gene McDaniel (Buddy King), president, Russell J. Chaisson and Bobbie J. Pierce (one-third each). It has no other broadcast interests. Filed Aug. 1.
- Port Huron, Mich.—Haney Communications seeks ch. 46; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,151 ft.; ant. height above ground: 1,179 ft. Address: 2405 West McNichols, Detroit 48221. Principal is owned by Donald L. Haney and wife, Shirley M. (50% each). Donald Haney has minor interest in applicant for Detroit cable franchise. Filed Aug. 1.
- Vicksburg, Miss.—Action Communications Ltd. seeks ch. 35; ERP: 1,499.7 kw vis., 149.97 kw aur., HAAT: 239.25 ft.; ant. height above ground: 179.3 ft. Address: 819 Main Street, Greenville, Miss. 38701. Principal is chiefly

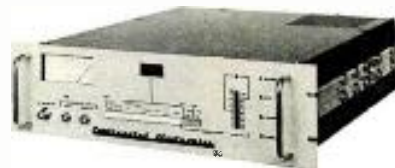
owned by Willie Goliday. It also has interest in WESY(AM) Leland, Miss. Filed April 27.

- \*Philadelphia—Independence Public Media of Philadelphia Inc. seeks ch. 35; ERP: 1,122 kw vis., 112 kw aur., HAAT: 1,098 ft.; ant. height above ground: 1,073 ft. Address: 216 N. Edgemont Street, Media, Pa. 19063. Principal: Nonprofit educational corporation, headed by Frank A. Martin, president. It has no other broadcast interests. Filed Aug. 1.
- Rapid City, S.D.—Midcontinent Broadcasting Co. seeks ch. 15; ERP: 690 kw vis., 69 kw aur., HAAT: 520 ft.; ant. height above ground: 392 ft. Address: 501 S. Phillips Avenue, Sioux Falls, S.D. 57102. Principal is owned by E.R. Ruben, chairman, his son-in-law, N.L. Bentson, Joseph L. Floyd and his son, Joseph H. It also owns KELO-AM-FM-TV Sioux Falls; KDLO-FM Watertown and satellite TV's KDLO-TV Florence and KPLO-TV Reliance, all South Dakota. Filed Aug. 1.
- Galveston, Tex.—Ark Communications Corp. seeks ch. 48; ERP: 3,000 kw vis., 300 kw aur., HAAT: 288.63 ft.; ant. height above ground: 283 ft. Address: 1004 Crystal Court, Lexington, Ky. 40555. Principal is owned by W. Fred Conway Sr., chairman (10%) and eight others. It is also applicant for new TV at New Iberia, La., (see above). Filed July 14.

### AM actions

- Simi Valley, Calif.—Manuel A. Cabranes granted application for 670 khz, 1 kw-U, DA-1. (BP-801231AB). Action July 5.
- Gray, Ky.—Powell Minerals Corp. application returned for 1040 khz, 10 kw-D, 2.5 ch.-N. Address: P.O. Box 311

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Gray 40734. (BP-830118AA). Action July 29.

- North Huntingdon, Pa.—Michael L. Horvath application returned for 1590 khz, .5 kw-D. Address: 120 Ward Drive, North Huntingdon 15642. (BP-830330AA). Action July 29, 1983.
- Oil City, Pa.—Stephen M. Olszowka granted 1120 khz, 250 w-D. Address: 32 Silver Hill, Natick, Mass. 01760. Principal has no other broadcast interests. (BP-821130AR). Action July 27.
- Gatlinburg, Tenn.—Gatlinburg Broadcast Communications Inc. granted 1230 khz, .25 kw-N, 1 kw-D. Address: 531 Gay Street, Suite 700, Knoxville, Tenn. 37902. Principal is owned by Anthony G. Kimbrough, vice president (60%), and J.D. Wallace, president (40%). Wallace is executive at United American Bank in Knoxville and former commissioner of Tennessee Dept. of Employment Security. He is 25% owner of new AM applicant in LaFollette, Tenn. Kimbrough is executive at a Knoxville-based restaurant chain. He has no other broadcast interests. (BP-810108AE). Action May 13.

### FM actions

- Bentonville, Ark.—Rocky Haven Investments Inc. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 114 N.W. Second Street, Bentonville. Principal is owned by John Hutchinson: his son, Asa, daughter-in-law Donna, and Dale Mortenson. John Hutchinson is retired U.S.D.A. inspector; Asa Hutchinson is Bentonville, attorney, Donna Hutchinson is homemaker and Dale Mortenson is local businessman. They have no other broadcast interests. (BPH-801215AA). Granted July 13.
- Bentonville, Ark.—Elvis E. Moody application dismissed for 98.3 mhz, 3 kw; HAAT: 216 ft. Address: 216 N. Main, Bentonville 72712. (BPH-800807AG). Action July 13.
- Ely, Nev.—Eastern Nevada Broadcasting Inc. granted 92.7 mhz, 3 kw; HAAT: 169 ft. Address: 484 Aultman Street, Ely 89301. Principal is owned by Charles D. Sindelar, Donald E. Kancillia and William A. Tesmer. Sindelar is teacher, Kancillia owns casino and Tesmer is advertising consultant. None has other broadcast interests. (BPH-810925AP). Action Sept. 25.
- Ely, Nev.—Hansen Corp. application dismissed for 92.7 mhz, .25 kw; HAAT: 840 ft. Address: Box 600, Ely 89301. (BPH-810515AC). Action June 27.
- Rio Rancho, N.M.—John Deme granted 101.7 mhz, 3 kw; HAAT: 697 ft. Address: 10211 Jenavo Street, S.W., Albuquerque, N.M. 87105. Principal is president and general manager of KZIA(AM) Albuquerque. (BPH-810730AE). Action July 5.

### TV actions

- High Springs, Fla.—William F. Parrish application dismissed for ch. 53; ERP: 87.1 kw vis., 14.12 kw aur., HAAT: 340.97 ft., ant. height above ground: 364.67 ft. Address: P.O. Box 777, Leesburg, Fla. 32748. (BPCT-830705KK). Action July 28.
- \*Wichita, Kan.—Kansas Public Telecommunications Service Inc. granted ch. 15; ERP: 191.4 kw vis., 19.14 kw aur., HAAT: 697 ft. Address: 320 West 21st Street, Wichita 67203. Principal: Noncommercial corporation, headed by Zoel Parenteay, president. It also owns KPTS(TV) Hutchinson, Kan. (BPET-820507KG). Action July 26.
- \*Cadillac, Mich.—Central Michigan University granted ch. 27; ERP: 274.2 kw vis., 27.42 kw aur., HAAT: 587.2 ft.; ant. height above ground: 303 ft. Address: Anspach Hall, Mount Pleasant, Mich. 48859. Principal: Noncommercial educational institution whose board of trustees are headed by Margaret Ann Riecker. It also owns noncommercial WCML-FM-TV Alpena, Mich. and WMHW-FM and WCMU-FM, both Mount Pleasant, Mich. (BPET-830228KG). Action July 25.
- Manistee, Mich.—Central Michigan University granted ch. 21; ERP: 224.4 kw vis., 22.44 kw aur., HAAT: 339.8 ft.; ant. height above ground: 296 ft. Address: Anspach Hall, Mount Pleasant, Mich. 48859. Principal: Noncommercial institution whose board of trustees is headed by Margaret Ann Riecker (see above). (BPET-830228KH). Action July 25.
- Bemidji, Minn.—Action ch. 26; ERP: 1,091 kw vis., 109.1 kw aur.; HAAT: 1,115 ft. (BPCT-830314KE). Action July 25.
- St. Joseph, Mo.—Haynes Communication Co. application dismissed for ch. 22; ERP: 750 kw vis., 75 kw aur., HAAT: 555.7 ft.; ant. height above ground: 530 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. (BPCT-830509KK). Action July 22.
- St. Joseph, Mo.—St. Joseph Family TV Ltd. granted ch. 16; ERP: 1,334 kw vis., 133.41 kw aur., HAAT: 610 ft.; ant.

height above ground: 464 ft. Address: 2935 Forest Highlands, Marietta, Ga. 30062. Principal is owned by Robert Tracy Cheatham III (95%) and Cornelius Henderson (5%). Cheatham is applicant for new TV's in Rome, Ga.; Pueblo, Colo.; Scranton-Wilkes-Barre, Pa., and Wichita Falls, Tex. (BPCT-830310KF). Action July 25.

- Winnemucca, Nev.—Matlock Communications Inc. granted ch. 7; ERP: 100 kw vis., 10 kw aur., HAAT: 1,813.2 ft.; ant. height above ground: 119.3 ft. Address: 1041 Steepleview Drive, Eagle, Idaho 83616. Principal is owned by Stephan J. Matlock, who is applicant for six low-power TV's. (BPCT-830405KF). Action July 26.
- Carlsbad, N.M.—Citizens Rights Telecommunications Co. granted ch. 25; ERP: 1,399.6 kw vis., 139.96 kw aur., HAAT: 184.25 ft.; ant. height above ground: 278.9 ft. Address: Route 10, Sparta, Tenn. 38583. Principal is owned by David Eugene Goff, who is also applicant for five new TV's including Walla Walla, Wash., (see below). (BPCT-830405KH). Action July 22.
- Silver City, N.M.—Sara Diaz Warren granted ch. 6; ERP: 100 kw vis., 10 kw aur., HAAT: 2,000 ft.; ant. height above ground: 65 ft. Address: 6200 Valeria, El Paso 79912. Principal is also applicant for new TV at Secaucus, N.J., and one low-power TV. (BPCT-830608KF). Action July 13.
- Jamestown, N.D.—Jamestown College dismissed application for ch. 7; ERP: 300 kw vis., 30 kw aur.; HAAT: 701 ft. (BPCT-830125KG). Action July 29.
- Walla Walla, Wash.—Brotherhood Broadcasting granted ch. 14; ERP: 1,000 kw vis., 100 kw aur., HAAT: 1,046 ft.; ant. height above ground: 152.6 ft. Address: Route 10, Sparta, Tenn. 38583. Principal is owned by David Eugene Goff, who is also applicant for five new TV's. (BPCT-830405KG). Action July 22.

## Ownership changes

### Applications

- KSTR(AM) Grand Junction, Colo. (620 khz, 5 kw-D)—Seeks assignment of license from Media Financial Corp. to KSTR Broadcasting Inc. for \$275,000. Seller is headed by Richard H. Ostberg, president. It also has interest in KOOO(AM)-KESY-FM Omaha. Buyer is owned by Thomas J. Wiens, president, who also owns KWDE(FM) Montrose, Colo., and KATI(AM)-KAWY(FM) Casper, Wyo. Filed July 29.
- WFSH(AM) Valparaiso-Niceville, Fla. (1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WMS

Corp. of Valparaiso-Niceville to Bayou Communications Inc. for \$349,800. Seller is headed by Samuel Williams, president. It has no other broadcast interests. Buyer is principally owned by Norton (Red) Gilson, president, and wife, Barbara Ann. Norton Gilson is general manager and Barbara Ann Gilson, office manager at WFSH. Filed Aug. 1.

- WKDC(AM) Elmhurst, Ill. (1530 khz, 250 w-D, DA)—Seeks assignment of license from William A. Lester, trustee to Phoenix Broadcasting Inc. for \$162,000. Seller is trustee for Snyder Broadcasting Co., which has filed for bankruptcy. It has no other broadcast interests. Buyer is owned by sister of seller, Lillian M. Snyder, president. It has no other broadcast interests. Filed July 29.
- WYRE(AM)-WBVEY(FM) Annapolis (810 khz, 250 w-D; FM: 103.1 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Atlantic Broadcasting Corp. and Bay Broadcasting Corp. to Anna-Del Broadcasting Co. Inc. for \$1.3 million. Sellers are owned by Sydney Abel, president, who has no other broadcast interests. Buyer is owned by 20 Washington-area investors, headed by Thomas W. Wilson Sr., president, who retired several years ago as senior partner of Washington Communications law firm of Dow, Lohnes & Albertson, and Neal Heaton, general manager. None has other broadcast interests.
- WJBL-FM Holland, Mich. (94.5 mhz, 20 kw, HAAT: 500 ft.)—Seeks assignment of license from Ottawa Broadcasting Corp. to Bloomington Broadcasting Corp. for \$1.1 million, including noncompete agreement. Seller is owned by Peter J. VandenBosch, president. It has sold, subject to FCC approval, WWJQ(AM) Zeeland, Mich. (BROADCASTING, Aug. 8). Buyer is headed by Timothy R. Ives, president. It also owns WJBC(AM)-WBNO(FM) Bloomington, Ill.; WGOW(AM)-WKSZ(FM) Chattanooga, and WJCW(AM)-WQUT(FM) Johnson City, Tenn. Filed Aug. 1.

WRJW(AM)-WJOJ(FM) Picayune, Miss. (1320 khz, 5 kw-D; FM: 106.3 mhz, 3 kw, HAAT: 175 ft.)—Seeks assignment of license from Tung Broadcasting Co. to Howes Broadcasting Corp. for \$450,000. Seller is headed by James O. Jones II, president. It has no other broadcast interests. Buyer is owned by Randolph R. Howes, president, who has no other broadcast interests. Filed July 29.

KICA-FM Clovis, N.M. (107.5 mhz, 10 kw, HAAT: 540 ft.)—Seeks assignment of license from KICA Inc. to Triton Broadcasting Inc. for \$220,000. Seller is owned by John B. Mahaffey and his wife, Fredna. It also owns KGRT-AM-FM Las Cruces, N.M.; KDSX(AM)-KDSQ(FM) Denison-Sherman, Tex., and KIC(AM) Shreveport, La. Seller is equally owned by J.E. Stuckey and W.R. Wiggins Jr., who are Fayetteville, Ark., investors with no other broadcast interests.

WGLI(AM) Babylon, N.Y. (1290 khz, 5 kw-D, 1 kw-N, DA-2)—Seeks assignment of license from Robert Price to Babylon Communications Inc. for \$400,000. Seller is court-appointed receiver of property of Greater Long Island Communications Inc. Buyer is owned by Andrew Pettit, president, and John H. Foster. It also has interest in WTPA-FM Harrisburg, Pa.; KSKY(AM) Dallas; KBCC(AM) Roswell, N.M.; WRIV(AM) Riverhead, N.Y., and WEZG(AM)-WSCY-FM North Syracuse, N.Y. Filed July 27.

WIPSO(AM)-WXTY(FM) Ticonderoga, N.Y. (1250 khz, 1 kw-D, DA-D; FM: 103.9 mhz, 1.54 kw, HAAT: 383 ft.)—Seeks assignment of license from Cawley Broadcasting Co. Inc. to Limestone Communications Inc. for \$650,000. Seller is owned by Augustine M. Cawley. He also has interest in permittee for new FM at Hudson Falls, N.Y. Buyer is owned by Anthony Prisenendorf, president, who is reporter at WNEW-TV New York. It has no other broadcast interests. Filed Aug. 1.

WVPO-AM-FM Stroudsburg, Pa. (840 khz, 250 w-D; FM: 93.5 mhz, 330 w vert., 330 w horiz., HAAT: 780 ft.)—Seeks assignment of license from Pocono Mountain Broadcasting Inc. to Commonwealth Broadcasting Co. for \$580,000. Seller is headed by Gary Drescher, president. It also owns WOCB-AM-FM West Yarmouth, Mass., and WDOS(AM)-WSRK(FM) Onconta, N.Y. Buyer is owned by William S. Cerny, president (50%), George Chipovsky Jr. (40%) and Bernard G. Barczak (10%). It also owns WLBC(AM)-WDEK(FM) DeKalb, Ill. Filed July 29.

WNOW(AM)-WQXA(FM) York, Pa. (1250 khz, 1 kw-D; FM: 105.7 mhz, 46 kw, HAAT: 520 ft.)—Seeks assignment of license from Rust Communications Inc. to Penn Central Broadcasting Inc. for \$4 million (BROADCASTING, July 18). Seller is owned by William F. Rust Jr. and family. It also owns WHAM(AM)-WHFM(FM) Rochester, N.Y., and WSOM(AM)-WQXK(FM) Salem, Ohio. It recently sold, subject to FCC approval, WPTR(AM) Albany and WFLY(FM) Troy, both New York (BROADCASTING, July 4). Buyer is owned by Harold G. Fulmer III. It also owns WLKK(AM)-WLWU(FM) Erie, Pa., and WSAN(AM) Allentown, Pa. Filed Aug. 1.

WBJA(AM) Guayama, P.R. (1540 khz, 250 w-D)—

## Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

\* Includes off-air licenses.

Seeks assignment of license from Radio Musical Inc. to Caribe Broadcasting Associates for \$215,000. Seller is headed by George M. Arroyo, president. It also has interest in WIBS(FM) St. Thomas, Virgin Islands. Buyer is equally owned by Wigberto Baez and Richard Ortiz. Baez is radio producer at WVOZ(AM) San Juan and Ortiz is announcer-operator at WXR(FM) Guayama, both Puerto Rico. Filed Aug. 1.

■ WRIB(AM) Providence, R.I. (1220 khz., 1 kw-D)—Seeks transfer of control of WRIB Inc. from United Bank of Arizona (50% before; none after) to Myrna Wendlinger (none before; 50% after). Principals: Seller represents estate of Gerson Askinas. It has no other broadcast interests. Buyer is owned by Arthur Tacher and Myrna Wendlinger, who is acquiring 50% from her father's estate. It has no other broadcast interests. Filed July 29.

■ WAIM(AM)-WCKN-FM Anderson, S.C. (1230 khz., 1 kw-D, 101.1 mhz., 100 kw, HAAT: 473 ft.)—Seeks assignment of license from The One Corp. to Carolina Broadcasting Inc. of South Carolina for \$2.4 million, including \$520,000 noncompete agreement. Seller is owned by Frank L. Outlaw II (75%) and Robert B. Nations, president (25%). Buyer is group of about 20 investors, including Nations, who will retain 22% interest and remain as general manager of station. Filed Aug. 1.

■ KWWW(AM) Wenatchee, Wash. (1340 khz., 1 kw-D, 250 w-N)—Seeks transfer of control of SANS Inc. from Carl S. Tyler and others (90% before; none after) to James W. Corcoran (10% before; 100% after). Consideration: \$351,000. Principals: Seller is owned by Carl S. Tyler and wife, Ilene M., and John A. Lienkaemper and wife, Norma. It has no other broadcast interests. Buyer owns other 10%. He is general manager of KWWW, owner of Wenatchee audio production company and is applicant for LPTV at Wenatchee. Filed July 25.

■ WBDY-AM-FM Bluefield, Va. (1190 khz., 10 kw-D, DA; FM: 106.3 mhz., 3 kw; HAAT: 156 ft.)—Seeks transfer of control of Bluefield Broadcasting Co. Inc. from George Hagy and Alvis Hunt (100% before; 50% after) to George F. Barnes Jr. and Jeffrey J. Brown (none before; 50% after). Consideration: \$310,000. Principals: Seller is owned by George Hagy and Alvis Hunt, who will retain 50% ownership. They have no other broadcast interests. Buyers are Bluefield, Va.-based businessmen with no other broadcast interests. Filed July 28.

■ WFAX(AM) Falls Church, Va. (1220 khz., 5 kw-D)—Seeks transfer of control of Newcomb Broadcasting Corp. from Lamar A. Newcomb (51.22% before; none after) to Doris N. Newcomb (35.37% before; 86.59% after). Principals: Seller is president, who is giving his shares to his daughter, Doris Newcomb. His wife, Genevieve M. Newcomb owns 13.41%. None has other broadcast interests. Filed Aug. 1.

■ KNCW(AM) Grand Coulee, Wash. (1490 khz., 1 kw-D, 250 w-N)—Seeks transfer of control of North Central Washington Broadcasters Inc. from George C. Good (100% before; none after) to RHW Broadcasting Group Inc. (none before; 100% after). Consideration: \$35,000, plus other considerations. Principals: Seller has no other broadcast interests. Buyer is owned by John Rook, president, John R. Hebner and Luke Williams (one-third each). It also bought, subject to FCC approval, KIOB(FM) Coeur d'Alene, Idaho. Rook owns permittee of KEYF(FM) Grand Coulee, Washington (BROADCASTING, June 6), and new FM at Casper, Wyo. and is applicant for new FM at Helena, Mont. Rest have no other broadcast interests. Filed Aug. 1.

## Actions

■ WLVN(AM) Luverne, Ala. (1080 khz., 500 kw-D)—Granted 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. (BAL-830610FG). Action July 28.

■ KRZV(AM) Springerville, Ariz. (1400 khz., 1 kw-D, 250 kw-N)—Granted assignment of license from Round Valley Broadcast Associates Inc. to KRZV Inc. for \$160,000, including \$20,000 noncompete agreement. Seller is headed by Marjorie M. Zellmer, president. It is also applicant for two new FM's and owns KRZD(AM) Hayden, Colo. Buyer is principally owned by Joseph E. Jindra and wife, Susan K. (20% jointly), who own 20% of KKOZ(AM) Ava, Mo., and have bought, subject to FCC approval, KQNK(AM) Norton, Kan. (BAL-830620EB). Action July 15.

■ KKDI-AM-FM Sheridan, Ark. (1540 khz., 250 kw-D; FM: 102.3 mhz., 3 kw; HAAT: 306 ft.)—Granted assignment of license from Cliff Packer Enterprises Inc. to Golden Eagle Communications for \$300,000. Seller is owned by Cliff Packer and wife, Elva. They have no other broadcast interests. Buyer is owned by Cecil J. Koonce, his brother-in-law, Phillip S. Moore (45% each), and Phillip T. Zeni (10%). It also owns KSRZ(AM) Pampa, Tex. (BAL-830607EM). Action July 28.

■ KXO-AM-FM El Centro, Calif. (1230 khz., 1 kw-D, 250 w-N; FM: 107.5 mhz., 50 kw, HAAT: 75 ft.)—Granted transfer of control of KXO Inc. from Gordon J. Belson (51.8% before; none after) to Edward H. Muzylowski and others (48.2% before; 100% after). Consideration: \$89,554 plus \$25,000 noncompete agreement. Seller has no other broadcast interests. Buyer is owned by Edward H. Muzylowski, president (56%), Gene P. Brister (29%) and J. Carroll Buckley (15%), who currently own 48.2% of station and have no other broadcast interests. (BTC,H-830518EA,B). Action July 6.

■ KOA(AM)-KOAQ(FM) Denver (850 khz., 50 kw-U; FM: 103.5 mhz., 100 kw; HAAT: 1,045 ft.)—Granted assignment of license from General Electric Broadcasting Co. to A.H. Belo Corp. for \$22 million. Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and owner of 13 cable systems. GE has put all eight radio stations and two of its TV's up for sale (BROADCASTING, Nov. 22, 1982). It recently sold WRGB(TV) Schenectady, N.Y., for \$35 million (BROADCASTING, May 2). Buyer, publicly traded and based in Dallas, owns one AM, one FM and three TV's. It recently bought, subject to FCC approval, six TV's of Dun & Bradstreet's Corinthian Broadcasting Group (BROADCASTING, June 27). It will spin off three TV's to comply with FCC rules. It also owns cable system in Clarksville, Tenn., and is publisher of *The Dallas Morning News*.

■ WPLP(AM) Pinellas Park, Fla. (570 khz., 1 kw-U, DA-2)—Granted assignment of license from David Gorman, trustee, to Dan Johnson Corp. for over \$1 million. Seller is court-appointed trustee. Buyer, based in Pinellas Park, is equally owned by Dan L. Johnson, president, and his father, Elwyn. It is reacquiring station after International Broadcasters Inc., to which it sold station, went bankrupt. Dan Johnson is 25% owner of WXCR(FM) Safety Harbor, Fla., and has interest in CP for TV at Lakeland, Fla. Elwyn Johnson has no other broadcast interests. (BAL-830525EZ). Action July 29.

■ WPCO(AM) Mount Vernon, Ind. (1590 khz., 500 w-D)—Granted assignment of license from Mount Vernon Broadcasting Co. Inc. to Posey County Broadcasting Corp. for \$185,000. Seller is principally owned by Kenneth E. Johnson, president and his wife, Barbara. They have no other broadcast interests. Buyer is owned by Ann M. Nussel (51%) and husband, Billy (48%), who is president. They have no other broadcast interests. (BAL-830519EC). Action July 6.

■ WAXI(FM) Rockville, Ind. (104.9 mhz., 1.2 kw, HAAT: 440 ft.)—Granted assignment of license from Parke-Vermillion Broadcasting to Covered Bridge Broadcasting Ltd. for \$350,000. Seller is owned by R. Keith Spencer, who has no other broadcast interests. Buyer is owned by G. Robert Rouse (80%) and Donald Jones (20%). Rouse is general manager and has minority interest in WVTM(FM) Terre Haute, Ind., which he will divest himself. Jones is in Terre Haute-based oil and drilling business. (BALH-830614GL). Action June 27.

■ WAKE(AM)-WLJE(FM) Valparaiso, Ind. (1500 khz., 1 kw-D, DA-D; FM: 105.5 mhz.; 1.6 kw; HAAT: 400 ft.)—Dismissed application for assignment of license from Leigh N. Ellis and others to Porter County Radio Associates for \$1,310,000. Seller is owned by Leonard and Bernice Ellis, who are majority stockholders, and their children, Leigh, Neenah and Marissa. None have other broadcast interests. Buyer is owned by Kenneth W. Gneuh, who has interests in WAIK(AM)-WGBQ(FM) Galesburg, Ill., and WFTM(AM) Fort Pierce, Fla. (BAL, PLH-830309GN.O). Action July 29.

■ KAGY(AM) Port Sulphur (Pineville), La. (1510 khz., 1 kw)—Granted transfer of control of River Bend Broadcasting Co. Inc. from River Bend Broadcasting Co. Inc. (100% before; none after) to Miracle Assembly of God (none before; 100% after). Consideration: Donation of stock. Principals: Seller is owned by Lucille P. Riley, Linda P. Grimes and Chalin O. Perez Jr. (one-third each). They have no other broadcast interests. Buyer is nonprofit, nonstock corporation, headed by Rev. Anthony K. Marquize, pastor and president. It has no other broadcast interests. (BTC-830607EL). Action July 28.

■ WYFC(AM) Ypsilanti, Mich. (1520 khz., 250 kw-D)—Granted transfer of control of Word Broadcasting Inc. from Henry G. Velker and Walter Dean Ward (90% before; none after) to Louis H. Velker and Duane G. Cuthbertson (10% before; 100% after). Consideration: \$167,400. Sellers have no other broadcast interests. Henry Velker is father of Louis H. Velker. Buyers are Louis Velker and Cuthbertson (who already owns 10%). They will own 50% each. They have no other broadcast interests. (BTC-830516FM). Action July 6.

■ KEZO(FM) Omaha (92.3 mhz., 100 kw, HAAT: 1,210 ft.)—Granted assignment of license from Meredith Corp. to Albimar Omaha Ltd. for \$2.95 million, plus \$450,000 non-

compete agreement. Seller, based in Des Moines, Iowa, is publicly traded publisher and station group owner. James Conley is president of broadcast group. It owns three AM's, three FM's and five TV's. It has also sold, subject to FCC approval, WOW(AM) Omaha (see below). Buyer, based in Boston, is principally owned by Betram M. Lee and E.W. (Skip) Finley Jr., president. Lee has interest in WNEV-TV Boston. Finley, former president of Sheridan Broadcasting Network, has interest in WOL(AM) Washington. (BALH-830523EW). Action July 25.

■ KYNN(AM) Omaha (1490 khz., 1 kw-D, 250 w-N)—Granted assignment of license from Omaha Great Empire Broadcasting Inc. to Albimar Omaha Ltd. for \$500,000. Seller also bought, subject to FCC approval, WOW(AM) Omaha (see below). (BAL-830523ET). Action July 25.

■ WOW(AM) Omaha (590 khz., 5 kw-U)—Granted assignment of license from Meredith Corp. to Omaha Great Empire Broadcasting Inc. for \$1.9 million. Seller has also sold, subject to FCC approval, KEZO(FM) (see above). Buyer is headed by F. Mike Lynch, president. It owns KYNN-AM-FM Omaha, but will spin off KYNN(AM) to Albimar Omaha Ltd. (see above). It also owns KFDI-AM-FM Wichita, Kan., KWKH(AM)-KROK(FM) Shreveport, La.; KTTM-AM-FM Springfield, Mo., and KBRQ-AM-FM Denver. It is also applicant for new AM at Council Bluffs, Iowa. (BAL-830523ET). Action July 25.

■ KTWB(FM) Las Vegas (96.3 mhz., 100 kw; HAAT: 1,131 ft.)—Granted transfer of control of Donald S. Gilday and others (75% before; none after) to Cole Industries Inc. (none before; 75% after). Consideration: \$100,000. Principals: Sellers are Donald S. Gilday (36%), Philip Engel (25%), M.V. Stober (10%) and Thomas J. Graves (4%). Louis G. Hess 25% owner, will retain his interest. Buyer is owned by Donald F. Cole, president (100%), who also owns KRAM(AM) Las Vegas. (BTCH-830422HX). Action July 22.

■ KIVA-TV Farmington, N.M. (ch. 12, 158 kw vis., 15.8 kw aur., HAAT: 410 ft.)—Granted 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., KEZK(FM) St. Louis and WTWN(AM)-WLAV-FM Grand Rapids, Mich., and WGTU(TV) Traverse City, and its satellite, WGRQ(TV) Sault Ste. Marie, all Michigan. Buyer is

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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). (BALCT-830615KE). Action July 27.

■ WRNB(AM) New Bern, N.C. (1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WRNB Inc. to We Care Ministries Inc. for \$250,000. Seller is subsidiary of Interstate Communications Corp., principally owned by Brent Hill, president (80%). It also owns WAZZ(FM) New Bern, N.C. Buyer is nonprofit organization comprising members of New Bern Assembly of God church, headed by Burl C. Wright, president. It has no other broadcast interests. (BAL-830519EN). Action July 28.

■ KXLS(FM) Alva (Enid) Okla. (99.7 mhz, 100 kw; HAAT: 835 ft.)—Granted 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. (BALH-830610GJ). Action July 27.

■ KHME(FM) Comanche, Okla. (96.7 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Stephens County Broadcasting Co. to #52 Broadcasting Co. Inc. for \$155,000. Seller is owned by Freddy Sue Ellis, president (27%), her husband, Harry L. (25%), their son, Larry D. (24%), and Joel C. Humke (24%). It has no other broadcast interests. Buyer is owned by John C. Schmitt and Stanley H. Sussman (50% each), who have no other broadcast interests. (BAPH-830602HP). Action July 20.

■ WRHY(FM) Starview, Pa. (92.7 mhz, 3 kw, HAAT: 700 ft.)—Granted assignment of license from Harrea Broadcasters Inc. to Starview Media Inc. for \$525,000. Seller is headed by J. Albert Dame, president. It also owns WKBO(AM)

Harrisburg, Pa. Buyer is owned by Douglas George, president (90%) and Joseph Montione (10%). George has major interest in WQBQ(AM) Selinsgrove, Pa. (BALH-830603HT). Action July 27.

■ WCPH-AM-FM Etowah, Tenn. (1220 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, HAAT: 14 ft.)—Granted assignment of license from Ketron Broadcasting to BVACK Broadcasting Co. Inc. for \$259,000. Seller is owned by Charles R. Ketron, president, who has no other broadcast interests. Buyer is owned by Kathryn White and her husband, Robert (45% each). Robert is affiliated with The Church of God, Cleveland, Tenn. (BAL.H-830613EY.Z). Action July 28.

■ KHBR-FM Hillsboro, Tex. (102.5 mhz, 3.2 kw, HAAT: 155 ft.)—Granted assignment of license from KHBR Radio Inc. to KCLE Inc. for \$300,000. Seller is headed by Nelson Galle, president, who also owns KHBR(AM) Hillsboro. Buyer is owned by Earl Fletcher, chairman (89.96%) and his son, John Fletcher, president (10.04%). It also owns KCLE(AM) Cleburne, Tex., and KOPY(AM)-KSDI(FM) Alice, Tex. (BAPLH-830610GH). Action July 27.

■ KMIO-AM-FM Merkel, Tex. (1500 khz, 250 w-D)—Granted assignment of license from Big Country Broadcasting Co. to B&D Broadcasting Inc. for \$295,000. Seller is equally owned by Ted C. Connell and Gaylon W. Christie. They also own KOOV(FM) Copperas Cove, Tex. Buyer is owned by Raymond E. Ditmore, president (51%), and Bill J. Starks (49%). Ditmore is station manager of KMIO-AM-FM and Starks is program director. (BAL.PH-830523EX.Y). Action July 25.

■ WAMV(AM)-WCVN(FM) Amherst, Va. (1420 khz, 1 kw-D; FM: 107.9 mhz, 4.1 kw, HAAT: 1,920 ft.)—Granted assignment of license from Central Virginia Media Inc. to Winfas of Virginia Inc. for \$825,000, including \$180,000 noncompete agreement. Seller is owned by S. Vance Wilkins Jr., who has no other broadcast interests. Buyer is principally

owned by Larry W. Nichols and W.S. Foster Jr. It also owns WJNC(AM)-WRCM(FM) Jacksonville, N.C. (BALH-830603EE). Action July 29.

## Facilities changes

### AM applications

*Tendered*

■ WIQR (1410 khz) Prattville, Ala.—Seeks CP to change TL. Major environmental action under section 1.1305. Ann. Aug. 1.

■ WCEA (1470 khz) Newburyport, Mass.—Seeks CP to change frequency to 1450 khz; change hours of operation to unlimited by adding night service with 250 w, and increase day power to 1 kw. Ann. Aug. 1.

■ WWKC (1300 khz) West Hazleton, Pa.—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; install DA-2, and make changes in antenna system. Ann. Aug. 1.

### FM applications

*Tendered*

■ WKSJ-FM Mobile, Ala.—Seeks CP to change TL; change HAAT to 1,600 ft., and make changes in ant. sys. Ann. Aug. 5.

■ KNNB (88.1 mhz) Whiteriver, Ariz.—Seeks CP to change TL and make changes in ant. sys. Action Aug. 1.

■ WLYQ (95.9 mhz) Norwalk, Conn.—Seeks CP to change HAAT to 300 ft. Major environmental action under section 1.1305. Ann. Aug. 5.

■ WLXC (102.3 mhz) Waukegan, Ill.—Seeks CP to make changes TL; increase ERP to 3 kw; increase HAAT to 320 ft., and change auxiliary facilities. Ann. Aug. 5.

■ WKDO-FM (105.5 mhz) Liberty, Ky.—Seeks CP to make changes in antenna system; change TL; change ERP to 3 kw; change HAAT to 238 ft., and change coordinates. Ann. Aug. 5.

■ WAIL (105.3 mhz) Slidell, La.—Seeks CP to change TL; change HAAT to 937 ft., and make changes in ant. sys. Ann. Aug. 5.

■ WQLZ (105.1 mhz) Cheboygan, Mich.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 605 ft., and make changes in ant. sys. Major environmental action under section 1.1305.

■ WQXX (92.1 mhz) Morganton, N.C.—Seeks CP to change HAAT to 300 ft. Major environmental action under section 1.1305. Ann. Aug. 5.

■ WCPE (89.7 mhz) Raleigh, N.C.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 745 ft., and make changes in ant. sys. Major environmental action under section 1.1305. Ann. Aug. 1.

■ WOKQ (97.5 mhz) Dover, N.H.—Seeks CP to make changes in antenna system and change TL. Ann. Aug. 5.

■ KTJA (103.3 mhz) Beaverton, Ore.—Seeks modification of CP (BPH-9634, as mod.) to change TL; decrease ERP to 81 kw; increase HAAT to 1,654 ft., and change coordinates. Ann. Aug. 5.

■ WQPO (100.7 mhz) Harrisonburg, Va.—Seeks CP to change ERP to 50 kw (H), 44 kw (V) and change HAAT to 500 ft. Ann. Aug. 3.

*Accepted*

■ KADO-FM (107.1 mhz) Texarkana, Ark.—Seeks modification of CP (BPH-820401AD, as mod.) to make changes in antenna system; increase ERP to .977 kw; increase HAAT to 485 ft., and change coordinates. Ann. Aug. 5.

■ KVRS (105.5 mhz) Sterling, Colo.—Seeks modification of CP (BPH-790612AF, as mod.) to make changes in antenna system; change TL; decrease HAAT to 41 ft., and change coordinates. Ann. Aug. 5.

■ WXXQ (98.5 mhz) Freeport, Ill.—Seeks CP to make changes in antenna system and change ERP to 25 kw. Ann. Aug. 5.

■ WENS (97.1 mhz) Shelbyville, Ind.—Seeks CP to change TL; increase ERP to 20 kw; increase HAAT to 774 ft., and change coordinates. Ann. Aug. 1.

■ KHAA (106.7 mhz) Port Sulphur, La.—Seeks modification of CP (BPH-79113AC, as mod.) to make changes in antenna system and change TL. Ann. Aug. 5.

■ WKSQ (94.3 mhz) Ellsworth, Me.—Seeks CP to make

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(704) 289-1301

changes in antenna system; change TL; decrease HAAT to 429 ft., and change frequency to 94.5 mhz. Ann. Aug. 5.

■ WLNH-FM (97.7 mhz) Laconia, N.H.—Seeks CP to make changes in antenna system; change ERP to 2.1 kw, and increase HAAT to 400 ft. Ann. Aug. 2.

■ WFGB (89.7 mhz) Kingston, N.Y.—Seeks modification of CP (BPH-781016AM, as mod.) to make changes in antenna system; change transmitter location, change HAAT, ERP, TPO and directional antenna pattern. Ann. Aug. 3.

■ WJAI (92.9 mhz) Eaton, Ohio—Seeks CP to make changes in antenna system and increase HAAT to 410 ft. Ann. Aug. 5.

■ WBHA (90.9 mhz) Hemingway, S.C.—Seeks modification of CP (BPEB-820311AH, as mod.) to make changes in antenna system; request modification of CP to construct tower at new location; change HAAT to 522 ft., and change coordinates. Ann. Aug. 3.

■ KRLY (93.5 mhz) Houston—Seeks CP to make changes in antenna system; increase HAAT to 1,779 ft., and change coordinates. Ann. Aug. 5.

## TV applications

### Tendered

■ KTVN (ch. 2) Reno—Seeks CP to change ERP to 42.7 kw vis., 4.3 kw aural, and change TL; change HAAT to 2,900 ft. Request waiver of section 73.610 of rules. Ann. Aug. 2.

### Accepted

■ WNDS (ch. 50) Derry, N.H.—Seeks MP (BPCT-810121KF, as mod.) to change ERP to 5,000 kw vis., 500 kw aural, change HAAT to 702 ft., and change TL. Major environmental action. Ann. 5.

■ WLIG (ch. 55) Riverhead, N.Y.—Seeks MP (BPCT-790813KG, as mod.) to relocate main studio outside city of license and request waiver of section 73.1125(A) of rules. Ann. Aug. 2.

■ KLTV (ch. 7) Tyler, Tex.—Seeks CP to change TL and change HAAT to 1,030 ft. Ann. Aug. 2.

■ WDSI-TV (ch. 61) Chattanooga—Seeks CP to change ERP to 4,613 kw vis., 461 kw aural, and make changes in ant. sys. Ann. Aug. 1.

## AM actions

■ KRIM (95.1 mhz) Winslow, Ariz.—Granted modification of CP (BPH-790810AD, as mod.) to change TL; increase ERP to 100 kw; increase HAAT to 721 ft., and change TPO. Major environmental action under section 1.1305 of rules. Action July 27.

■ KXAZ (93.5 mhz) Page, Ariz.—Granted CP to change ERP to 1.15 kw; change HAAT to 477 ft., and change TL. Action July 27.

■ KGNR (1320 khz) Sacramento, Calif.—Granted CP to make changes in antenna system and increase height of tower. Action July 26.

■ KBQN (580 khz) Columbus, Ga.—Granted modification of CP (800825AF) to change TL. Action July 28.

■ KUAI (720 khz) Eleele, Hawaii—Granted CP to make changes in antenna system, remove power input restriction, and permit full use of antenna system. Action July 28.

■ KSTT (1170 khz) Davenport, Iowa—Dismissed application to make changes in antenna system; change type trans.; change type antenna; increase ERP to 4.5 kw; increase HAAT to 1,534 ft., and change TPO. Action July 26.

■ WKLB (1290 khz) Manchester, Ky.—Granted CP to increase power to 5 kw. Action July 22.

■ KQXL-FM (106.3 mhz) New Roads, La.—Granted CP to change TL and make changes in ant. sys. Major environmental action under section 1.1305. Action July 27.

■ KJJR (880 khz) Whitefish, Mont.—Returned applications for modification of CP (BP-810526AB) to increase night power to 1 kw; install DA-N and make changes in antenna system. Major environmental action under section 1.1305. Action July 27.

■ WPLW (1590 khz) Carnegie, Pa.—Returned application to change frequency to 660 khz; change power to 250 w, and change to non-DA. Action April 8.

## FM actions

■ KGGI (99.1 mhz) Riverside, Calif.—Dismissed application to make changes in antenna system; change type trans.; change type antenna; increase ERP to 4.5 kw; increase HAAT to 1,534 ft., and change TPO. Action July 26.

■ WBTR-FM (92.1 mhz) Carrollton, Ga.—Granted modification of license to change SL and request waiver of section 73.1125(B)(2) of rules. Action July 22.

■ WDOK (102.1 mhz) Cleveland—Granted CP to make changes in antenna system; change type trans.; change type antenna; change TL; reduce ERP to 6.92 kw, and increase HAAT to 1,104.6 ft. Action July 22.

■ WASL (100.1 mhz) Dyersburg, Tenn.—Granted CP to make changes in antenna system and increase ERP to 3 kw. Action July 26.

■ KBUY-FM (94.1 mhz) Amarillo, Tex.—Granted CP to make changes in antenna system and increase ERP to 100 kw. Action July 26.

## TV actions

■ WMKT (ch. 54) Muskegon, Mich.—Dismissed MP (BPCT-810918KM) to change ERP to 3,744 kw, 374 kw aural, and change TL. Major environmental action. Action July 28.

■ KWBA (ch. 12) Pembina, N.D.—Satellite Television Service Inc. granted MP (BPCT-791129KG as mod.) to change HAAT to 1,397 ft. and change TL. Minor change applications. Action July 25.

■ WBGU-TV (ch. 57) Wichita, Kan.—Granted CP to change frequency to channel 27; change ERP to 1,574.8 kw vis., 157.58 kw aural, and HAAT 1,051 ft. Action July 26.

■ WLCN (ch. 19) Madisonville, Ky.—Granted CP to install auxiliary trans., and antenna. Action July 28.

■ WQTV (ch. 68) Boston—Granted CP to change ERP to 1,337 kw visual, 200 kw aural and change HAAT to 773 ft. Action July 27.

■ KMLT-TV (ch. 35) Marshall, Tex.—Granted MP (BPCT-810708KG, as mod.) to change SL. Action July 29.

■ WNRN (94.9 mhz) Virginia Beach, Va.—Granted modification of CP (BPH-6754, as mod.) to change TL; change SL; decrease ERP to 38 kw, and increase HAAT to 500 ft. Major environmental action under section 1.1305 of rules. Action July 28.

## In contest

## FCC actions

■ FCC has eliminated ten policies which directly affect broadcast program content. Policies abolished include: Sections 73.4015 alcoholic beverage advertising; 73.4030 broadcasts of astrology material; 73.4105 foreign language programs; 73.4120 harassing and threatening phone calls resulting from station broadcasts; 73.4145 music format service companies agreements with broadcasters; 73.4150 musical recordings and repetitious broadcasts; 73.4175 off-network programs and feature films, presentaion resitricitons; 73.4200 polls and call-in on radio and TV stations; 73.4205 private interest broadcasts by licensees to annoy and harass others, and 73.4204 sirens and like emergency sound effects in announcements. Ann. Aug. 5.

■ ALJ Walter C. Miller granted application of North Star Communications Ltd. for new UHF station on ch. 43 in Clovis, Calif., denying competing application of San Joaquin Television Improvement Corp. Ann. June 29.

■ ALJ Byron E. Harrison granted application of Ogden Broadcasting Service Inc. for new FM on 103.0 mhz at Ogden, Kan. Kaldor Communications Inc.'s competing application was denied. Ann. June 29.

■ FCC has released appendix listing 172 competing applicants for RKO General Inc.'s 13 stations and made them parties to proceeding concerning RKO's qualifications to remain licensee of KHJ-TV Los Angeles. Stations involved are WHBQ-AM-TV Memphis; WOR(AM) and WRKS-FM New York; WRKO(AM) and WROR(FM) Boston; KHJ(AM) and KRTH(FM) Los Angeles; WGMS(AM) Bethesda, Md.; WGMS-FM Washington; KFRC(AM) San Francisco; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago. Ann. July 22.

■ ALJ Joseph Stirmer granted Rio Grande Broadcasting Co. CP for new FM at 92.7 mhz at Alpine, Tex., denying competing application of Big Bend Broadcasters, who already own full-time standard station, KVLFF(AM) Alpine. Ann. July 7.

■ FCC has affirmed ALJ Edward J. Kuhlmann's order to dismiss renewal application of Faith Center Inc. for KVOF-TV San Francisco. Three competing applicants were West Coast United Broadcasting Co., Together Media Ministries and LDA Communications Inc. It was dismissed on grounds

that Faith Center failed to answer Together Media's interrogatories, failed to produce documents as ordered and failed to comply with order to answer interrogatories. Ann. July 7.

■ FCC has proposed to make marine VHF ch. 88 available for public correspondence use in Puget Sound and waters within 75 miles of U.S./Canadian border. It also prohibits commercial intership use of channel in Puget Sound area. Ann. July 1.

## Call letters

## Applications

Call	Sought by
	<b>New AM</b>
WMMI	G.R.G. Associates Inc., Marshall, Mich.
	<b>New FM's</b>
*WLPJ	Showern Inc., New Port Richey, Fla.
KRGQ-FM	Margarette Kathelene Wamsley, Roy, Utah
WRJQ	R.J.P. Broadcasters, Tomahawk, Wis.
	<b>New TV</b>
KOOG-TV	Ogden Television Inc., Ogden, Utah
	<b>Existing AM's</b>
WDBM	WAGF Dothan, Ala.
WCKZ	WACX Austell, Ga.
WGCI	WVON Chicago
KMRY	KCBC Des Moines, Iowa
WKXC	WNAU New Albany, Miss.
WWGN	WEEW Washington, N.C.
WQTI	WBBR Travelers Rest, S.C.
KTRM	KALO Beaumont, Tex.
	<b>Existing FM's</b>
WGIG-FM	WSBI-FM Brunswick, Ga.
WOCK	WFEX Clinton, La.
KVKI	KEPT Shreveport, La.
KIRK	KJEL-FM Lebanon, Mo.
WKYE	WJAC-FM Johnstown, Pa.
WIST	WPCT Lobelville, Tenn.

## Grants

Call	Assigned to
	<b>New FM's</b>
*KMPO	Radio Bilingue Inc., Modesto, Calif.
*WMEW	University of Maine, Waterville, Me.
KRYK	Rick David Davies, Chinook, Mont.
KRLQ	Trail of Tears Communications Inc., Muskogee, Okla.
KWDQ	C&P Broadcasting, Woodward, Okla.
	<b>New TV's</b>
WSQY-TV	Forest City Television Inc., Forest City, N.C.
*WUJA	Community Television of Caguas, Caguas, P.R.
WCNT	Cidra Broadcasters, Cidra, P.R.
	<b>Existing AM's</b>
KBOX	KXLR North Little Rock, Ark.
KOTE	KKZZ Lancaster, Calif.
WSDT	WEDG Soddy-Daisy, Tenn.
KEAS	KERC Eastland, Tex.
	<b>Existing FM's</b>
KSMK-FM	KCRJ-FM Cottonwood, Ariz.
KGLI	KBCM Sioux City, Iowa
KEZU	KULL Scott City, Kan.
WFYZ	WHFU Pinconning, Mich.
KKIB	KKWB Breckenridge, Minn.
*WRHU	WVHC Hempstead, N.Y.
KLBC	KSEO-FM Durant, Okla.
KPUP	KEJC Redmond, Ore.
WGLL	WRCV Mercersburg, Pa.
WALV	WQNE Cleveland, Tenn.
*KFLB	KQIV Corpus Christi, Tex.
	<b>Existing TV</b>
KNDX	KDIX-TV Dickinson, N.D.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Strong selling manager** for established FM in unusually attractive, growing medium market. Write Box A-109.

**Southern Illinois** - 100 miles from St. Louis. Small market specialist. Full time AM with excellent modern country/news/sports profile. Must be strong on local sales. Experienced motivator. Honesty, sobriety, stability essential. Top references required. Salary, incentives and auto. Charlie Powers, Box 68, Moraga, CA 94556. EOE/MF. 415—376-2828.

**Station manager.** Bachelor's degree and experience in radio station management required. Management of a university public radio station preferred. Must have expertise in fund raising and fiscal management, recruitment and supervision of staff, programming for public radio and knowledge of FCC rules and regulations. Substantial benefits package. Application deadline: September 1, 1983. Send application/resume to: Dr. Edd Miller, Chairman, Communications Department, Northern Kentucky University, Highland Heights, KY 41076. An affirmative action/equal opportunity employer.

**Sales manager** with management potential wanted for AM-FM station in Southwest. Must have at least three years' experience in sales management. Send salary requirements and resume to Box A-110.

**Sales-oriented general manager** needed for 3,000W medium market FM station. Number one in its market area. Located in north Florida. Candidates must have strong sales experience, leadership and motivational abilities, organizational and administrative skills. Send resume and salary history to Box A-114.

**GM needed** for small NE AM-FM combo. New absentee owner offers liberal salary, comm., bonus. Equity position opportunity. Reply: Radio, PO Box 266, Mill River, MA 01244

**Manager,** college public radio station. Qualifications: Bachelors degree in broadcasting or related area preferred. Experience in either public or private radio or TV preferred. Duties include management of public radio station and all the various duties associated with the total operation of the station. Will function as chief administrator of the radio station in cooperation with other public agencies. Works cooperatively with the staff of Craven Community College and reports directly to the president of the college. Salary: according to the college salary plan. Deadline for applications: August 19, 1983; Date of employment: September 15, 1983, or as soon thereafter as possible. Send application and three (3) letters of reference to: Dixie Lee Jarman, Director of Personnel, Craven Community College, PO Box 885, New Bern, NC 28560. An equal opportunity/affirmative action institution.

**JKS Communications.** We have two stations in Wisconsin and are growing. Therefore, need applications from selling management people. Sales managers & salesmen wishing to get into management should apply. Station managers with one or two years experience are also encouraged to apply. Our company will also work with hard working entry level individuals looking to break into management area. Send resume and pertinent information to Jeff Smith, JKS Communications, 543 South Tomahawk Avenue, Tomahawk, WI 54487. EOE.

**Small but progressive** group is looking for general manager for a strong facility in a medium and growing market in the lower Midwest. The successful candidate will have a good track record. EOE. Write Box A-103.

**General manager** for medium market Indiana full time AM/FM station. Candidate must have strong local sales experience, leadership and motivational abilities, organizational and administrative skills, and a documented track record. \$30,000 plus incentives and car. Opportunity to advance within growing chain. Send resume and salary history to Box A-21.

**Sales-oriented general manager** needed for top 100 market—AM/FM combo. Group-owned station. Present manager leaving to purchase own property. Send resume and application to: Bob Fromme, P.O. Box 1969, Kansas City, MO 64141.

**Florida Coastal FM** needs sales manager who can sell, lead, and promote in a beautiful market of over 60,000. Replies confidential to Box A-51. EOE.

**Outstanding opportunity** for dynamic self starter—group owner has openings for a manager and sales manager in small Midwest markets. Management must have strong sales credentials, be a leader, and be able to develop people to their maximum potential. Equal opportunity employer. Call Todd J. Garamella, 612—352-6594, or write 508 South Main, Sauk Centre, MN 56378.

**Sales-oriented general manager** for AM/FM combination in medium size Rocky Mountain market. Send resume to Box A-69.

**General Manager.** Helping friend get new 100,000 watt Midwest FM on air. Targeted for January. Must be key sales performer, can lead to equity. Call, write me: Herb Hobler, Chairman, Nassau Broadcasting, Box 1350, Princeton, NJ 08540. 609—921-3800.

**Young, aggressive Sunbelt** communications group seeking take-charge, selling, do-it-all general manager for under-developed property. Newest equipment, best conditions. You can be a hero! Send resume, letter and your qualifications to Box A-85. EOE.

### HELP WANTED SALES

**WCIT Radio,** Lima, Ohio, has opening for experienced account executive to take over list. Salary plus commission. Call Robert F. Rice, 419—228—9248. EOE.

**Butt-busters only!!** The sky's the limit with the most dynamic organization on the border. It won't be easy, but if money motivates you, then move up to KRRG, the spirit of Laredo. Be ready to work work—hard. But be ready to make more money than you ever did. You must be the best. Call 512—724-9800, Mr. Gerstein.

**Sales manager** for Hispanic combination AM-FM. Salt Lake outlet. Draw and generous commission for right party. Send resume: Richard Schwartz, KBBX, Box 388, Salt Lake City, UT 84110.

**Ground floor opportunity** in sales management. You should be experienced in hiring and motivating a high quality, stable, sales staff. You should know how to use the latest sales tools and technologies. You need expertise as a sales person, teacher, coach, and team player. Major Southwest market. Send resume with references to Sales Manager, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

**Sales Manager.** WMJY, Long Branch NJ - approaching #1 in sales in its market of over 500,000 - seeks experienced radio sales leader (3-5 years on the street, 1-2 years management) with proven organizational ability and communication skills for immediate opening. Resume to: Jon Hoffman, 156 Broadway, Long Branch NJ 07740

**If you have an extraordinary knowledge** of radio sales, isn't it time you were earning an extraordinary income? Travel is required within your state. Call Bob Manley, 806—372-2329, for details.

**Progressive California** medium market AM/FM looking for persons with proven sales ability with further potential. Will provide training by top national sales pro. Management spots available in future acquisitions. Call KUBA, 916—673-1600. EOE.

**Sales.** Group has several account executive openings due to expansion. Will lead to management for the right persons. Withers Broadcasting, PO Box 1238, Mt. Vernon, IL 62864.

**Florida.** AM/FM needs 2 professional radio salespeople, each with at least 3 yrs.' fulltime radio street sales experience. Begin at income you're now making. Metro market of 250,000. Let's talk! Resume to PO Box 216, Ft. Myers, FL 33902. EOE.

**General sales manager**—radio station KDKO, Denver. Urban contemporary. Good track record mandatory. Must have broad range of research skills, ability to motivate, communicate and continue the development of an already productive staff of six A.E.'s. Salary and override negotiable, women encouraged to apply. References will be thoroughly checked. KDKO is an EOE. Write, do not call Rodney V. Loudon, 7880 E. Berry Place, Englewood, CO 80111.

**Radio sales manager.** Michigan AM/FM. Administrative background preferred, will consider extensive sales experience with strong management potential. Negotiable. Special situation. Dynamic market. EOE. Write Box A-88.

### HELP WANTED ANNOUNCERS

**TT/talk/news**—Tribune Broadcasting's WGN of California, Inc. is seeking major market caliber talk show host for mid-morning slot. Must be experienced, mature, erudite, energetic, creative, and aware. Send T&R to: 2225 19th Street, Sacramento, CA 95818. Attn: Personnel.

**Dynamic and dominant AOR** in south Texas coastal market is seeking two multi-talented individuals to join its programming department. Experience plus a thorough working knowledge of production and promotions is essential. Send tape and resume along with salary requirements to: Operations Manager, C-101, PO Box 9781, Corpus Christi, TX 78469. No calls, please. EEO.

**New adult contemporary** in major Southwest market now accepting tapes and resumes for all on-air positions. State-of-the-art facility, great climate, excellent salaries and benefits. Send tapes and resumes with references to: Sunshine, PO Box 27701—386, Houston, TX 77227. EOE-M/F.

**Mature, bright-sounding** morning drive personality. Must have positive, community-minded attitude. '40's-'60's MOR format. Send tape and resume to Operations Manager, WMLX, Box 1232, Cincinnati, OH 45201.

**Warm, witty, bright morning** personality wanted, who can be entertaining within the confines of a tight, mellow AC format. Middle Atlantic FM making its move. Ready to pay well and promote heavily. EOE. Send only resume to Box A-100.

**West coast contemporary** Christian station shopping for talent. Tape and resume to Dave Durnett, KORE, 2080 Laura St., Springfield, OR 97477.

**WRRR-FM, St. Marys, WV,** class A FM, on air Sept.-Oct. Seeks announcers for news, sports, production. Resume and references to Box 338, Newport, OH 45768. Replies confidential.

**Ohio FM-AM** has need for versatile announcer. Stations are community involved and this can be your opportunity to grow with a group owner. Contact Mike Edwards, WOFR-WCHO FM, Washington Court House, OH 43160. 614—335-0941. EOE.

**Immediate opening** for experienced morning man for adult AM station. No beginners, please. Great voice and production. Tapes and resumes to Paul James, PO Box 1230, Temple TX 76503.

**Mature, professional, announcer** with good voice for adult AM/FM in thriving small market. Send tape, resume and salary requirements to WXVA, Box 700, Charles Town, WV 25414. EOE.

### HELP WANTED TECHNICAL

**Chief engineer** for Oregon coastal AM/FM. Possibility of future advancement to director of engineering for chain. Resume to KSHR, Box 250, Coquille, OR 97423.

**Class C FM** in major Southwest market needs competitive, quality-oriented chief engineer. Successful applicant will be experienced in construction, installation, and maintenance of state-of-the-art studio and transmitting equipment. Send resume with references to Engineering, PO Box 27701-386, Houston, TX 77227. EOE-M/F.

## HELP WANTED TECHNICAL CONTINUED

**Good Texas station** with fine equipment needs a full-time chief engineer for maintenance. Fulltime AM and fulltime FM. We're looking for a stable person who takes pride in a good operation and who will be dependable and professional in his/her work. Write Box A-115.

**Chief engineer** - 2500 watt FM radio station: television production facility; expected growth areas include satellite downlink and microwave. \$18,000 - \$25,000. Send resume to Mass Communications Department, Clark College, 240 Chestnut Street, Atlanta, GA 30314.

**Immediate opening** for a chief engineer at a state of the art FM facility in central Midwest. Job description: maintenance of all studio, automation, transmitter and STL equipment. All equipment new, as station is less than one year old. Ability to double in the production department as another voice is necessary. No airshift required. Great pay and benefits package. Send tape and resume to: Mike Connors, 3280 Woodridge Blvd., Grand Island, NE 68801. EOE, M/F.

**Engineer, fulltime.** First class, experienced, for AM directional. Some board work required. Good pay and benefits. Send resume to PO Box 2179, Lynchburg, VA 24501.

## HELP WANTED NEWS

**News director** for east Texas AM/FM combo. Must have experience, good delivery, and writing skills. Sports PBP helpful, but not necessary. Tape, resume, salary requirement to R.W. Hill, P.O. Box 1111, Nacogdoches, TX 75963. EOE.

**Lots of news happens** in Laredo. Show us you can cover it in a remarkable way with fresh, new ideas and you've got a secure future. The pay is excellent, the staff superb, and the winters a lot milder than where you are. Experienced news people only (College isn't all that's required). Send tape and resume to Bob Clark, KRRG, Box 6117, Laredo, TX 78042-6117.

**News director.** Supervisory experience preferred. Others considered with sufficient reporting background, authoritative delivery, take charge personality. Innovative AM/FM, Great Lakes medium market. EOE. Resume only to Box A-89.

**News director.** Pottstown, Pennsylvania. Opportunity to grow in one station town-group owner. Must have at least two years experience. Phone Mr. Scott, 215-326-4000.

**Fort Myers, Florida**—news director/morning anchor. Authoritative but friendly, team leader with hustle. Phone General Manager, 813-334-2391.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Production/operations manager** for non-commercial KTEP-FM, an NPR affiliate serving the El Paso area with 100,000 watts. Responsibilities include supervision of all studio and remote production and operations including scheduling of facilities, training of personnel and oversight of off-net taping. Bachelor's degree required, as well as three years' experience in audio production and NPR operations. Bilingual (English/Spanish) capability preferred. Apply to: David Wilson, KTEP-FM, University of Texas at El Paso, TX 79968. Closing date: September 5, 1983.

**Program director** needed for WQUA-AM, Moline, Illinois (Davenport, Iowa metro.) Must be an experienced AM radio specialist with proven track record and solid references. Owned by Mid America Media, a premiere people-oriented, stable, strong group owner of nine radio stations. Immediate opening. John Haggard, Vice President & General Manager, 1801 6th Avenue, Moline, IL 61265. 309-764-6727. EOE/MF.

**Wanted immediately.** Talented announcers, production and news people, growing Rocky Mountain group. Send tape and resume: Mr. Ty Benham, 654 Terrace Drive, Grand Junction, CO 81503. 303-241-4447.

## SITUATIONS WANTED MANAGEMENT

**Top street fighter** ripe for big move. Top biller. Management experience. All winning situations; no losers. All challenges welcome. Top 75 market ideal. Excellent references. I'm a long term investment. Write Box A-121.

**Attention station owners!!** Former sales manager-announcer-first phone. 20 years experience in radio: retail, direct, sales, which makes me a sales oriented general manager. You hire me, with option to purchase. I'll turn it around, plus keep costs down and make you money! Mature, sober, older adult with no fancy resumes or credentials, just street wise. Write Box A-92.

**Selling GM** with hands-on experience in all phases of radio available due to sale of station. Community-oriented broadcaster relates well to people, has strong organizational skills and bottom-line success stories. Seeking long term small-medium market position. Prefer South, but will consider all. \$30's. Write Box A-96.

**Attention Southwest small/medium markets** (Arizona preferred): Sales lagging? I'm a pepper! 417-934-2788, evenings/weekends.

**Exceptional GM.** My proven successful management, sales and programming abilities will produce greater profits. My goal is to be a solid, contributing citizen with the most successful stations in the best town in America. And I will deliver. Now employed. Please write in confidence. Thanks. Box A-98.

**Mature family man** seeks challenge in programming, production and people development. Ten years thru the ranks to management. Positive attitude. Write Box A-104.

**New opportunity sought.** Programmer/GM in top 15 market seeks major market operations or other management opportunity. Prefer AM/FM combo. 19 years' experience AM and FM, includes programming in No. 1 market. Write Box Z-139.

**Results-oriented general manager.** Aggressive, ambitious, greedy. Highly organized and disciplined to achieve profits. 19 years in management, all markets, AM/FM. Effective management skills and creative strategies for developing maximum sales. If you are a progressive owner looking for quality and a consistent winner, write Box A-26.

**Creativity!**—sparks creativity! Catalytic management brings forth the best from a talented team! In a business where creativity means the difference between yesterday's standards and tomorrow's horizons, leadership is the key to maximum profit. Are you getting the largest profit possible from your station? Is it time to take a bigger share of the market? Dynamic, successful general manager now open for new challenge in N.Y., L.A., or S.F. Substantial experience includes all three nets and aggressive independents. Multi-faceted background. 34 years old. Highly educated. Great with people. Strong, creative, and results oriented! Write to Box A-44.

**Dedicated professional** with exceptional performance record. Major and medium markets, various formats. Substantial re-building experience, excellent administrator, strong sales management. A "total" manager with finest credentials carefully seeking long term association with quality organization. Write Box A-46.

**Group management.** Resourceful, imaginative and practical developer of people and properties. 16 years of very successful station and group management encompasses all market sizes, most formats, AM & FM, total rebuilding, major improvements, acquisitions & sales. Finest references will prove my worth to your organization. Write Box A-47.

**General manager**—sales manager. Former station owner. 15 years' experience. First phone.. Aggressive, with strong sales background. Small/medium market. Prefer San Francisco area. Available immediately. Write Box A-48.

**General manager**—successful, experienced motivated. Managing top rated, highly profitable, medium market sales leaders. Seeks relocation to Southwest, West, Northwest. Write Box A-53.

## SITUATIONS WANTED ANNOUNCERS

**Female announcer** looking for position in Indiana. Training from Columbia School of Broadcasting. Call Ruth Bull. 317-643-7956.

**Versatile announcer/manager/newsperson.** Network professional, 10 years with NBC San Francisco—seeking position with West, Northwest or Southwest station. Tape & resume: write or call Jim Titus, 415-586-2854. 244 Frankfort St., Daly City, CA 94014.

**Reliable announcer,** 5 years' experience, good board, good production, rendered expendable by format change. Excellent recommendation by present employer. Ken Baker, 919-843-5946.

**Great pipes for jock, news, and commercials.** B.A. in communications and broadcast training. Prefer Midwest. Michael Kielbon, before 4pm, 312-485-5394.

**Female announcer** seeks day or evening slot at East Coast Christian station. Presently doing nights at MM Christian station. Degreed. 4 yrs. experience. Write Box A-97.

**A/T working Pittsburgh.** Seeking new opportunity. Open to variety of situations. Write Box A-101.

**You can win too!** Recent winner NYSBA Outstanding Sportscast Award looking for position with PBP. Have news experience. Will travel. Call Scott before 2PM, 914-583-4351.

**Creative personality.** Broadcasting school trained. Hard working jock/communicator. Great commercial production. Interested? Don, 312-787-1880.

## SITUATIONS WANTED NEWS

**Sportscaster/director** looking for a position in a medium market. Three years' experience. Basketball and baseball PBP are my forte. Will double as DJ. Willing to relocate. Tapes and resume available. Kevin Murphy, 14 Cheryl Ct., Kenton, OH 43326. 419-674-4615.

**Sports director** looking for good opportunity. PBP experience: will consider news combo. 201-763-5587 after 4 (EDT).

**Newscaster with experience,** drive, and initiative ready to join your team. Small markets. Larry, 313-732-1262.

**Recent college graduate sportscaster/play-by-play/** phone-in host seeking position at strong sports station. Mark Dittler, 312-693-2815.

**Proven award winning** journalist wants to relocate in Ohio, Kentucky or Indiana as your news director. Programming and sports experience. Write Box A-93.

**I love news.** I'm looking for any news position. I'm experienced in gathering, writing, and reporting. Will relocate anywhere. Any size market. Call Rob, 817-322-2168.

**10 year sports enthusiast.** Football, baseball, basketball PBP. Superb sports reporter. Ready to hustle for your station. Call Mark now: 414-744-1428.

**Winner of nearly every** major national award in radio news journalism seeking new challenges. Write Box A-39.

**Experienced newscaster.** Reporter, anchor, editor, writer, producer, director, programmer. Dedicated, flexible, organizer. Call Steve, 904-769-5350.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Classical MD seeks move.** 5 years' experience major market. Reply if you have top position, salary to offer. Box A-95.

**Programmer who will deliver ratings and bucks.** 10 year veteran interested in Ohio, Indiana and Kentucky markets. Write Box A-64.

## TELEVISION

### HELP WANTED MANAGEMENT

**TV manager,** KAID-PTV, Boise State University, Boise, Idaho. Responsible for daily station operations, supervising personnel, providing support to state network, university and local groups. Minimum: BA, 3 years public TV with one year of management responsibility. Salary: \$25,000 to \$28,500, DOE. Letter of application, resume and 3 professional references must be submitted by Sept. 5 to General Manager, Idaho Educational Public Broadcasting System, 1910 University Drive, Boise, ID 83725.208-385-3727. EOE.

**Station manager** with proven sales and administrative ability for VHF in growing Texas market. EOE. Box A-113.

**V.P. broadcasting operations** for Denver-based, publicly held TV broadcasting firm with multiple stations. You must have had experience at the general manager level at a minimum of two television stations, preferably independents. Salary plus incentive stock options. Reply to Box A-90 in confidence.

## HELP WANTED MANAGEMENT CONTINUED

**California's #1 independent** television station has an opening for a career-minded person as traffic manager. Must be able to accept challenges and manage a 5-person dept. 3 years traffic experience required with knowledge of avails, media, log format and one year of management exposure. Knowledge of IBM System 34 helpful. Send resume to: Nancy Cason, KMPH-TV, P.O. Box 7726, Fresno, CA 93747. An EOE/M-F.

**Executive director/general manager** - for channel 34, WNIT-TV public television. Qualified candidate will have a working knowledge in the technical and personnel aspects of running a television station. Responsible for personnel, programming, fund raising and the day to day operation of station. Undergraduate degree mandatory. Equal opportunity employer. Submit resume to Joe Sharp, P.O. Box 4157, South Bend, IN 46634.

**Assistant controller.** Position available with large communications firm based in the heart of the beautiful Finger Lakes region of upstate New York. Company owns and operates television, radio and newspaper operations in 18 states. If you are ambitious, have a four year accounting degree, a proven track record, good communications and management skills, and want to be a member of a management team, then this could be the career opportunity you have been waiting for. Candidate should have a minimum of five years accounting experience, preferably on the corporate accounting staff of a multiple-establishment company. Experience in the broadcasting/newspaper industry a plus. Send resume, complete with salary history, in confidence, to V.P. - Controller, Park Broadcasting, Inc., P.O. Box 550, Ithaca, NY 14851

**General manager**—public company with 3 construction permits for full power independent television stations (Charleston/Savannah, Georgia, Asheville/Greenville/Spartanburg, Ogdens/Salt Lake City, Utah) needs group manager to head broadcast division. Must have independent television station experience with group owner. Send resume to P.O. Box 1513, Gainesville, FL 32602. All inquiries confidential.

**New TV start-up.** Hiring entire staff. WBSP-TV, Ocala, Florida, is accepting applications for personnel in sales, promotion, engineering, programming and business. If interested in joining an aggressive broadcast team in beautiful north central Florida, for an air-date of Fall '83, please send resume and salary requirements, indicating specific position for which you are applying, to: WBSP-TV, P.O. Box 3985, Ocala, FL 32678.

**General or station manager** sought by new UHF in Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194.

## HELP WANTED SALES

**General sales manager.** New independent in 61st market. Florida Gulf Coast. Solid local and indy experience preferred. Replies confidential. EOE. Resume: General Manager, WPAN-TV 53, 14 Elgin Parkway SW, Fort Walton Beach, FL 32548.

**Major NE three-station** public operation is looking for an underwriting sales person. Must be well-spoken, able to write and present proposals to top corporate officers. Sales or similar background experience required. Salary commensurate with experience and results. Excellent benefits. Send resume and track record to Director of Development, Office B, WNED, Box 1263, Buffalo, NY 14240. An equal opportunity employer.

**KDKI-TV, Tulsa 23**—Oklahoma's leading independent is looking for a strong, aggressive local sales manager. Please do not make inquiry if you do not have extensive television local sales experience, leadership ability and strong affinity for target account solicitation. We are a very salable, upward-trending station with excellent internal support. This is a real growth opportunity. No collect telephone calls, please. We are an equal opportunity employer. Resume to Box A-102.

**General sales manager.** Independent TV station in beautiful north central Florida seeks enthusiastic sales manager with ability to train and motivate local sales staff. Independent sales experience a must, preferably as local sales manager, with national sales experience with a TV station or rep. Contact General Manager, indicating professional background and salary requirements, at 904-237-1034.

**Account executive**- KERO-TV, the McGraw-Hill NBC affiliate in Bakersfield, California, is seeking a team oriented, seasoned professional to take over a strong list in the twelfth-fastest growing city in the country. Apply in writing to: Ralph Bartel, KERO-TV23, P.O. Box 2367, Bakersfield, CA 93309. EOE.

## HELP WANTED TECHNICAL

**Chief engineer** for small-medium market group owned VHF station. If you have a sound maintenance background, including transmitter and studio equipment, and are ready to become an engineering manager, this can be your opportunity. Send complete resume to Box A-116. An equal opportunity employer.

**Maintenance engineer** for Christian UHF station. Requires 2-3 years' experience in component level repair of studio equipment. Transmitter experience a plus, not required. Send resume/salary requirements to Chief Engineer, WCFC TV, 20 North Wacker Drive, Chicago, IL 60606. EOE.

**Chief engineer** with sound technical qualifications for Texas VHF. Must be good administrator with proven standards of excellence in production and engineering quality control. EOE. Box A-120.

**Television broadcast technicians.** Washington DC, federal agency is accepting applications from qualified personnel having a minimum of six (6) years' operations & maintenance experience in video, audio, camera, lighting, Quad one-inch-3/4-inch videotape recording & computer assisted videotape editing for positions in color television studio & minicam production facilities. Salary: \$29,374. Hours: 8:45 a.m. to 5:30 p.m., with periodic overtime. Moving expenses to Washington, DC, must be provided by selected applicant. Interested applicants are requested to send a standard federal application form (SF-171), obtainable at most federal offices, to USIA, Office of Personnel, Room 518, 400 C St., SW, Washington, DC 20547. Please indicate announcement number PDP-293-83. USIA is an equal opportunity employer.

**Position available as maintenance engineer.** Familiar with maintenance of TV broadcast equipment such as Quad VTRs, Sony 1" VTRs, Sony BVU 200s & 800s, time base correctors, digital effects, character generators, computers, studio & field cameras, film chains, switchers & microwave equipment. Resume: PO Box 300, Grand Central Station, NYC 10163, attention: personnel department. An EOE.

**TV master control operator and technician.** Must be graduate of television technical school, FCC 1st class license, at least 18 months' experience in on-air operation. Should be familiar and have experience with two-inch, one-inch and three-quarter inch equipment, RCA film and Eastman projectors. Send resume to: Dale Kelly, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. An EOE/M-F.

**Maintenance engineer:** KBSC-TV (52), Glendale, CA. Immediate opening. FCC license and 4 years' minimum experience in broadcast maintenance, with emphasis on digital and solid state electronics required. Send resume or call, stating specific equipment experience and salary requirements, to Employee Relations, 1139 Grand Central Avenue, Glendale, CA 91201. 213-507-6760. Union shop. EEO.

**Maintenance engineer** needed for post production facility. Must have two years' experience in repair of 3/4", 1", and Quad VTRs. Knowledge of GV switchers, CEI cameras, and Vidifont desirable. Send resume to Jim Miller, Spectrum Video Post Productions, 688-B Alpha Dr., Cleveland, OH 44143.

**Television maintenance engineer.** For the experienced-qualified maintenance engineer that would prefer a sunny Virginia Beach location, we would like to talk to you about excellent employee benefits. The third fastest growing area in the USA is rich in cultural and recreational opportunities. Send resume to Personnel Department, WHRO-TV, 5200 Hampton Blvd., Norfolk, VA 23508. Call Jack Beck or Keith Massie for details, if interested, at 804-489-9476.

**Maintenance technician** for public television station with expanding signal coverage throughout southern California. Must have the general FCC license plus two years' full-time broadcast maintenance experience. Salary \$15.3K to \$18.5K, plus excellent family benefits. Send letter and resume postmarked by 8/26/83 to Winston Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE

**Studio maintenance engineer** for Sunbelt NBC affiliate. Requires 2-3 years' experience in repair of modern studio equipment at the component level. UHF transmitter experience a plus. Super working conditions with a very competitive salary. Send resume stating specific equipment experience and salary history to Chief Engineer, WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898.

**Maintenance engineer**—experienced. FCC general class license and a minimum of two years broadcast maintenance required. Knowledge of RCA Quad 1" TCR. Switching equipment, camera set up, and repair required. UHF transmitter experience is a plus. Position is available immediately. Send resume to: Chief Engineer, WOFL-TV, P.O. Box 5729, Orlando, FL 32855. An equal opportunity employer.

**Chief engineer** sought by new UHF in Boston market. Reply: MFP, 161 Highland Ave., Needham, MA 02194

**Television documentarian.** Salary: \$16,908-\$24,180. Pacific Northwest public TV station seeks professional to create color motion picture film and EFP documentaries for local and national television. Minimum qualifications: a college degree or technical school training in cinematography or related area. Three years in broadcast television as cinematographer/editor. Strong background in assignment shooting and editing of television documentaries. Additional experience in news magazine photography editing. National documentary film credits as cinematographer/editor. Closing date: August 26, 1983. Send resume to: Ken Terao, Re: 83-TS-10E, KCTS/9, B60 Administration, University of Washington, (AC-25), Seattle, WA 98195. Equal opportunity/affirmative action employer.

## HELP WANTED NEWS

**News director.** We're a successful, strong news station doing news 4 times a day. We're looking for news judgement, administrative ability, creative mind and good with people. Do you have assignment editor or asst. news director experience? Ready to move up? Send resume to Jack Gilbert, Sr. VP, KCAU-TV, 7th & Douglas, Sioux City, IA 51101, in confidence. EOE.

**News anchor/producer**—highly qualified, experienced television professional for top 25 market in high growth West Coast area. A tremendous opportunity for bright, energetic, people-oriented person. Able to motivate, develop, and deliver new half-hour two-person news program. Skills in writing, typing, video tape editing, editorial judgement essential. Send resume only and brief description of news philosophy to Box A-112. Equal opportunity employer, M/F.

**News director.** Attractive SE resort area market needs experienced news director to lead our young staff. VHF network affiliate. Send resume and salary requirements only to Box A-118.

**News director:** Pacific Northwest CBS affiliate seeks candidate who can provide leadership and motivation to #1 news staff. Five years' experience in television news a must. A King Broadcasting Company station. Submit resumes to General Manager, KREM-TV, P.O. Box 8037, Spokane, WA 99203. EOE.

**TV meteorologist** sought by strong #1 news station in 100+ market. Experience necessary. Send resume only to Box A-119.

**Chief photographer**—good technical background along with strong creative abilities. Supervise 14-person union photo staff. Administer budgets, oversee equipment maintenance. Send resumes and tapes to Linda Wilkinson, WTNH-TV, P.O. Box 1859, New Haven CT 06508. Include return postage for tapes. No phone calls. Equal opportunity employer.

**Executive producer**—public affairs programming. Award-winning public affairs staff at active PTV station seeks leader to challenge their ability. Must have seven or more years of professional broadcast experience, journalism management skills, and experience at national production level. Letter and resume to: Personnel Department, WTVS, 7441 Second Blvd., Detroit, MI 48202.

**TV news director.** KAMU-TV. Produce and anchor nightly newscast. Supervise fulltime and student staff, maintain budget, and teach journalism time in dept. of communications. Masters in journalism and 2 years' experience required. Send resume to Personnel Department, Texas A&M Univ., College Station, TX 77843. EOE/AA employer.

## HELP WANTED NEWS CONTINUED

**Executive producer**—someone with top-notch management, production, journalistic skills to become number two person in very successful news department. Send tape and resume to Jim Holtzman, KFMB-TV, PO Box 80888, San Diego, CA 92138. EOE.

**Sports reporter/weekend anchor**—effective communicator with lots of creativity. Production and editing skills required. Send resumes and tapes to Linda Wilkinson, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. Include return postage for tapes. No phone calls. Equal opportunity employer.

**News reporter/producer**: experience in investigative reporting. Good writing skills and television news experience required. Send tape and resume to News Director, P.O. Box 1488, Lake Charles, LA 70602.

**General assignment reporter** needed to join aggressive Illinois medium market station. Must have live reporting experience, degree. Send tape and resume to Tom Saizan, WRAU-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

**Weekend anchor/reporter**. Want someone with strong on-air presence, at least one year of anchor experience and good reporting skills. No beginners. Tape and resume to News Director, WSAV-TV, Box 2429, Savannah, GA 31402. EOE.

**Reporters**. Top 60 Market newsroom with a top 10 news product is looking to strengthen its staff with solid, experienced beat reporters. If digging up stories and beating the competition is what you like to do, drop us a resume only to Box A-65. Equal opportunity employer.

**Producers**. If you enjoy producing solid, state-of-the-art newscasts where you're firmly in command, you might be interested in joining our team. Top 50's market with an excellent product is looking for top-notch, up and coming newscasters. Please send resume only to Box A-66. Equal opportunity employer.

**Anchor**. Dynamic anchors being sought for several possible openings. Strong writing and producing background a must. Reporting experience also helpful. Top 50's midwestern market. Please send resume only to Box A-67. Equal opportunity employer.

**Washington, D.C.** non-profit group seeks media relations person with experience in broadcast journalism. Respond only if you like a challenge. Our aim is to get story ideas on fascinating but controversial issues into the network and major market news shows. All applications treated confidentially. Send resume and salary requirements only to Box A-128.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Art director**. Prior TV experience required. Must have proven abilities in print, layout, illustration, news graphics, set design and experience working with electronic graphics artist palette (Vidifont V). Position will work with production, promotion, news and sales. Must be able to handle deadlines. Send resume, samples of work and tape, along with salary requirements, to WTOL-TV, Production Manager, P.O. Box 715, Toledo, OH 43695. EOE, M/F.

**Promotion director**—Northeast medium-sized affiliate seeking experienced individual capable of planning and executing strong campaigns. Must be high energy, take-charge, creative, self-starter with ability to write, produce and oversee multi-faceted campaigns. Rush resume only to Box A-122. EOE/M-F.

**Cameraperson**: number 1 station in 30th market seeks creative services cameraperson for promotion and commercial work. Must be well-organized, people-person, self-starter. News background a plus. Send tape plus resume to: Creative Services Director, WSMV-TV, P.O. Box 4, Nashville, TN 37202.

**TV prod. dept.** has an opening for a highly motivated and experienced videographer. College degree preferred, with minimum 2 years' experience in ¾" commercial, programming, promotion shooting and editing. Some 35mm slide photography required. Resume only to Box A-91. EOE.

**Promotion manager**. Must create, produce & implement all aspects of on-air, radio & print campaigns. Must have strong organizational & creative skills. Resume only to Box A-94. An EOE, M/F.

**Creative services director**—top independent in Oklahoma City needs experienced indie promotion director or promotable assistant to conceptualize, plan and execute station program and sales promotion efforts. Copy writing skills a must. Send resume to Mel House, VP/Station Manager, KOKH-TV, P.O. Box 14925, Oklahoma City, OK 73113.

**Hey editors!** Tired of the cold or the big city rat race? Well, this ad is for you! The fastest growing production company in the Southwest is seeking an accomplished CMX editor. Three years' major market experience a must. Send resumes and tapes to Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007. No calls, please.

**Associate producer**/television host for public television station with expanding signal coverage throughout southern California. Must have two years' full-time production experience with some hosting experience. Salary \$14.6K to \$17.7K, plus excellent family benefits. No tapes, please. Send letter and resume postmarked by 8/26/83 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. AA/EOE.

**Talent/producer** Major market. Seeking only highly experienced person for new magazine show. Must write and produce own segments dealing with news, public affairs and entertainment subjects. Resume/tape/salary history to: WSB-TV, PO Box 4146, Atlanta GA 30302. EOE/MF.

**Program manager** for Alaskan public television station. Seeking experienced, innovative, adventuresome leader to manage programming and production. Send letter of application, resume and job related references to: Kathryn Jensen, General Manager, KUAC, University of Alaska, Fairbanks, AK 99701. Applications will be accepted through August 31, 1983, or until position is filled. Your application for employment with the University of Alaska may be subject to public disclosure. The University of Alaska is an AA/EEO employer and educational institution.

**Assistant promotion manager** for news. Prestigious station in one of nation's most desirable markets (top 15) seeks aggressive marketing professional who can act as liaison between promotion and news, conceptualizing and producing on-air spots. Creativity, high-energy and scripting skills essential. Must be able to work in a newsroom atmosphere while retaining marketing perspective and be able to exploit success stories with fast turn around. No beginners. Excellent salary. Resume only to Box A-68.

**Need immediately**: extremely experienced editor for new 1" post-production facility in Dallas communications complex. CMX, Grass Valley 300-3B switcher, and ADO experience a must. Top salary/benefits. Call or send resume and tape to: Nick Riccelli Dallas Post-Production Center, Four Dallas Communications Complex, Suite 118, Irving, TX 75039. 214—556-1043.

**PM Magazine co-host** to join current male co-host. Looking for great on-air personality. Producing/writing skills extremely useful. Send resume and tape to: Producer, PM Magazine, 4 Broadcast Plaza, Albuquerque, NM 87103. EOE.

## SITUATIONS WANTED MANAGEMENT

**Controller/business manager**, aggressive CPA with four years public accounting and four years broadcast management experience in accounting, traffic & operations. Systems man, computer-oriented, team worker. Please call 208—322-1900.

**Controller** currently employed in Northeast market. Seeking relocation in NYC-CT area. Over 8 years' experience in accounting and computers. Proven track record. TV or radio. Write Box A-117.

## SITUATIONS WANTED NEWS

**TV sports**—currently weekend sports anchor/weekday reporter in 135th market. Pre and post production skills excellent, PBP experience. Rob, 607—723-1732.

**Reporter/anchor/producer**: I've worn them all in both television and radio. Looking to return to TV. Recent University of Michigan grad. Top 60 TV, top 50 radio. Call 313—761-3439, or write Amy Gajda, 17955 Hannan, New Boston, MI 48164.

**News director**. Investigative journalist, 25 yrs. experience. News, sports anchor, weatherman, talk show host. 904—673-5215.

**Future award-winning TV producer** now available for entry level position. Professional experience. Will relocate. Recent university graduate. Write Box A-29.

**Award winning #1 anchor/producer** in the military now out and looking to get back into commercial broadcasting. '66 Syracuse degree. Can shoot and edit. Creative, enthusiastic and I know the technology. I'm experienced and proven. Call Joe. 813—525-1075.

**Anchor/producer/reporter**. Credibility, experience, looks, voice, savvy. Expert in financial or scientific news. 815—455-5797

**Meteorologist**: personable, professional. Top 30's experience. AMS, NWA seals. Seeks commitment to weather. John, 216—235-8330

**Position sought as TV sports/news reporter**. Law degree, radio & PBP experience. Bob. 703—943-5939

**Top 15 market male Anchor** seeks major M-F anchor challenge with special assignment reporting. Impeccable credentials with number one ratings — a communicator. Write Box A-50.

**Top rated**, Top 50 market anchor/reporter. More than 4 years' experience. 609—561-0619.

**Sportscaster with 9 years' experience** seeks major market challenge. Knowledgeable, informative and entertaining. Proven track record. 512—428-8494, mornings.

## SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Director/videographer** looking for Betacam M & documentary assignments that demand quality, exceptional camera-work & a creative use of music. John Skinner, Box 617, Plattsburgh, NY 12901. 518—563-9777

**Five years' experience** NYC/Phila. as videotape editor, cameraman, master control, more. Additional background in sales, promotion, marketing, and radio. FCC first class and college too. Barry, 212—636-5240

**Award-winning director** seeks new opportunity in Northeast. 10 years major market/network producing and directing experience. Specialize in performance/entertainment programs. Write Box A-106.

**Wildlife producer** seeks television program, documentary unit, or cable. Write: Box #11, 926 North Quincy, Arlington, VA 22203.

**Star potential** — talented, versatile, dynamic actor for TV series. Professionally mature and successful in previous pursuits. Charismatic: very communicative 6'11", trim, expressive. Range: 25-35. Projects mental sharpness, youthful zest, sophisticated charm, warmth and empathy. Has romantic savvy. Great for adventure/comedy-drama, or issue-oriented drama. Proven appeal with women 18-49. Formerly network news anchor and talk show host. If you seek exceptional ability, charm, and intellect, you won't be disappointed. Write Box A-43.

**Military broadcaster**. Five years' hands-on experience in all phases radio and television programming and production available December. Call Butch, 809—865-2000, ext. 4330

**Experienced producer/director** seeks new challenge. Twenty years major market production experience. Creative-efficient-professional. Expertise live-tape, entertainment, talk, news, sports, commercials. PO Box 1562, San Francisco, CA 94560.

**Ambitious female**, recent college graduate, seeks entry level position, preferably in production. Will relocate anywhere. Please call JoAnn, 716—731-4033.

## CABLE

### HELP WANTED SALES

**Opportunity in local cable sales**. Growing market. Commission only. Reply P.O. Box 849, Vero Beach FL 32961.

**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Director, University media services.** California State University, Sacramento, is seeking qualified candidates for the position of director, University media services. Minimum requirements: a graduate degree in instructional development, educational (instructional) technology or a related discipline; three years administrative experience in a large media program including both managerial and technical experience in facilities planning and media program development; some college or university level teaching experience. Starting date: January 2, 1984. Salary range: \$27,576 - 42,120, based on qualifications. Closing date: 5:00 p.m., Friday, September 30, 1983. Apply to: Office of Faculty Personnel Services, California State University, Sacramento, Administration Building 169, 6000 J Street, Sacramento, CA 95819. California State University, Sacramento, is an equal opportunity/affirmative action employer. Ethnic minorities, women, handicapped, older persons and Vietnam era veterans are also encouraged to apply.

**Would \$100,000 a year income be worth an interview to you?** If you have a minimum of 10 years in broadcasting, responsible for general management and/or sales management and would like to achieve financial independence, send resume in strict confidence to: Box A-52. An EOE.

### WANTED TO BUY EQUIPMENT

**ITC cart machines.** Will pay top dollar. We must see it first. Call for details: Walt Lowery, David Green Broadcast Consultants, 703-777-8660 or 6500.

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Good useable broadcast equipment needed:** all types for AM-FM-TV. Cash available! Call Ray LaRue, Custom Electronics Co., 813-685-2938.

**Instant cash—highest prices.** We desperately need UHF transmitters, transmission lines, studio equipment. Call Bill Kitchen, Quality Media, 404-324-1271.

### FOR SALE EQUIPMENT

**IGM automation system.** Five carousels. 1970 model. Complete and in use. \$50,000 replacement cost. Perfect for AM desiring to record music. 919-946-4313. Gene Hodges, 122 Riverside Drive, Washington, NC 27889.

**1979 Chevy step van.** \$18,250. 18' mobile production unit. Two-ton, 350 V-8, autotrans, air, PS, PB, 8100 miles. Equipment: 6.5 KW Onan generator, separate tech power, separate engineering and production areas, 2 ea. 16,000 BTU A/C-HTR, 2 ea. Hitachi CVM-182 color monitors, 6-8" B&W WV-5300 Panasonic monitors, 2 ea. EV III Series audio monitors, Crown D60 audio amp. Cable accommodations for 5 cameras and 4 VTR's, audio/video side panels. Many extras. Excellent condition. Contact Jeff Van Pelt, 512-473-2020.

**AM Transmitters.** 5-50 KW's, 9-5 KW's, 7-1 KW's, 4-10 KW's. Continental, RCA, Harris, CCA, Collins, & GE. All powers, all prices, all good units, all our inventory. Crystals on your frequency supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**FM Transmitters.** 3-25 KW's, 4-20 KW's, 5-10 KW's, 4-5 KW's, 3-3 KW's, 3-1 KW's. Collins, RCA, CCA, McMartin. All powers, all prices, all working, all our inventory. Crystals on your freq. supplied. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**Andrew emergency cable** and connectors in stock for immediate shipment, LDF-450 and 550, HJ7-50, 850. 24-hour, 7-day a week response. David Green Broadcast Consultants Corporation, 703-777-6500. Box 590, Leesburg, VA 22075.

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**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.

**Copper wire, strap,** expanded ground screen, fly screen. 317-962-8596. Ask for copper sales.

**FM transmitters:** CSI T-20-F, 20 KW (1978)-Collins 830F, 10KW (1969)-Gates FM 1C, 1KW (1965)-M. Cooper. 215-379-6585.

**AM transmitters:** Collins 21E, 5KW (1962)-RCA BTA-5H, 5 KW (1959)-Gates BC5P2, 5KW (1963)-CSI T2.5-A, 2.5KW (1980)-Gates BC-1G, 1KW (1965)-Bauer 707, 1KW (1971) Gates 250GY and 250T-M. Cooper. 215-379-6585.

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**Inventions, ideas, new products wanted!** Industry presentation/national exposition. Call free, 800-528-6050. Arizona, 800-352-0458, X831.

**New jingles:** trade or cash. Free demos. Century 21 Programming, 214-934-2121 or 800-527-5959.

### RADIO PROGRAMING

**Super Bowl XVIII!** Long established audio production company available for assignments during Super Bowl Week in Tampa, Florida. Contact MediAide, Inc., 813-251-1212.

## RADIO

### Help Wanted Announcers

#### WE'VE GOT THE STRAIGHT MAN, NOW ...

We need a crazy person for our morning team. After 5 years, KJQ is looking for a new morning funny man/woman/clone. \$16,000/yr. to start. Creative production and natural delivery a must. Leading adult CHR station in market of 1/4 million. Tapes and resumes accepted from all formats. Tom Greenleigh, KJQ, 1506 Gibson Ave., Ogden, UT 84404. EOE, AA, MF.

## Help Wanted Management

### WE'RE ON TOP...

... and we want to stay there! #1 adult contemporary/talk AM and #1 contemporary FM seeks station manager to build on established success. Solid background and knowledge in programming and promotion to lead a top-notch professional staff backed by excellent facilities in medium-size, Midwestern market. This is an outstanding opportunity with an established broadcasting firm. Must have integrity and administrative ability. Please send resume and references in confidence to Box A-60. An equal opportunity employer, M/F.

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Four AM/FM pairs in attractive Northeast/Midwest markets need sales-oriented, financially sophisticated chief operating officer to run and build this 27-year-old group. Proven track record of individual and multiple station management a necessity. Your success will determine the speed of addition of new acquisitions. Compensation package geared to generous performance incentives with base commensurate with your experience. Reply with resume and cover letter stating your short and long term goals. All replies confidential. EOE. Write Box A-111.

### GENERAL MANAGER

for group-owned, super facility in lower Midwest. If you are good in sales training, can work with people and achieve goals, you will be rewarded. Write Box A-108. EOE.

### BUSINESS MANAGER

Major market group radio station. Minimum 2 years' experience as business manager or assistant business manager; excellent benefit package. Send resume and salary requirements to Box A-123. An equal opportunity employer.

## Help Wanted News

### NEWS ANCHOR

Major market morning team needs solid news anchor with intelligent "talk ability." Writing and field reporting involved. No beginners. Resume and tape to: News Director, WERE Radio, 1500 Chester Ave., Cleveland, OH 44114. EOE.

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If you have hands-on experience at the station level and are interested in your future and making MONEY, SMN would like to talk to you about becoming a regional affiliates manager. We pay a good draw against excellent commissions and give you an opportunity to be a part of the future of broadcasting by calling on America's top station owners and managers. We require a strong background in sales, a knowledge of management and the willingness to travel. Territories are open in both the East and the West. Interested?? Call Toll free: 800-527-4892, for details and an appointment.

**Help Wanted Sales  
Continued**

**General Sales  
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Tulsa**

Tulsa's stereo country seeks an accomplished sales executive ready to develop and carry out sales policies and motivate our dynamic sales team.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, write: Bob Backman, Vice President, General Manager, K95FM, Tulsa, OK 74119. Katz Broadcasting is an Equal Opportunity Employer.

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Experienced, hard hitting salesperson with specific proven co-op direct sales record who wishes to move into management. Atlanta market, newest AM/FM combination. Attractive incentives over and above commission. Call Ms. Everitt, 212-658-1100.

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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 Technical**

**RADIO SYSTEMS  
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We are seeking an experienced Radio Systems Engineer to coordinate, analyze and evaluate radio and microwave communications systems.

This key position will encompass direction for new communication system design as well as modification of existing technologies.

Your experience must include a minimum of six years of experience in the planning and design of electronic communications systems. Certification as a registered professional electric or electronic engineer with the State of California or a degree with a major in electric, electronic, or communications engineering may be substituted for up to two years of the required experience. Possession of a valid First Class Radiotelephone Operator's License or General Class Radiotelephone Operator's License issued by the FCC.

We offer a fine salary with regular reviews and an exceptional fringe benefits package. For additional information, call: (213) 742-7761.

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**Situations Wanted Management**

**OPERATIONS MANAGER**

Eight years of experience at all levels of radio broadcasting have given me an understanding of how a station must be run to work smoothly, effectively, and profitably. I'd like to make this happen for your station. Major markets only. Box A-59.

**BLACK RADIO SPECIALIST**

Billing up 40%. ARB rated No. 1. Current turnaround achieved in less than 1 1/2 years. If you have the market potential and facility, I have the knowledge and background to formulate a winner. GM, GSM or consultant. Write in confidence to Box A-99.

**MANAGEMENT/SALES LEADER**

Now VP/GM of major West Coast network/syndicator. I have 15-year success record as powerhouse GM in NE. Prime marketing connections and expertise. I've decided to return home to Northeast. Interesting? Find out more in strict confidence. Don't pass up on this one. Write Box A-107.

**Situations Wanted News**

**EXPERIENCE**

28-year-old stable family man with 11 years' experience in radio news available now for assignment. Background includes wire service awards, ownership, news directorships, and 5 years in a top 10 market. If you need it written, produced, edited, directed, or administered, I've done it. I'm a pro, and available to major markets and nets. Contact Box A-79, or call 214-233-4771 9-5 CDT.

**Situations Wanted Technical**

**DIRECTOR OF ENGINEERING**

Aggressive, business oriented engineer wants to join major broadcast group as corporate director of engineering. Experienced in all phases of engineering management, with the best references, and a superb track record. Box A-58.

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**Help Wanted News**

**EXECUTIVE  
NEWS PRODUCER**

WBAL-TV Baltimore, Maryland, is looking for an executive news producer. Applicant should be creative and have demonstrated abilities as a show producer. Management capability for supervision of a large staff is also required. The executive producer must work with producers and writers on newscast format, production, and writing. Send resumes only (tapes requested later). Director, Human Resources, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211.

**PRODUCER/WRITER**

Top-rated station, Buffalo, NY, looking for someone to produce fast-paced newscast for number-one operation. Good desk and writing skills also important. Send resume to John Howell, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. EOE.

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*If you are the right person, you are an experienced producer of hard news or investigative reporting with established credentials and a successful track record of national or major market distinction. You understand journalistic integrity and possess on-camera presence and narration skills.*

*If you are all of this and can prove it, we want you to be our Producer/Narrator.*

*Why are we being so particular? Because we're a consortium seeking a new approach to program development for television syndication. Some of our members are listed in the roster below. If you're the right person, you'll understand why we're looking for someone special.*

*Send complete resumé to  
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480 Morris Ave.  
Summit, New Jersey 07901*

*Capital Cities Communications  
King World Productions Inc.  
New England Television Corporation  
Post Newsweek Video  
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EOE

## Help Wanted Programing, Production, Others

### **PRODUCTION MANAGER**

#### **(SEARCH REOPENED)**

One of the country's leading PBS production centers is looking for the right person to guide its production effort. Requirements: minimum five years' production/directing experience; understanding of PTV programming; experience with all sophisticated production and post production techniques; and ability to deliver under pressure. Please send resume and salary requirements in confidence to WQED, Personnel Office, 4802 Fifth Avenue, Pittsburgh, PA 15213. An equal opportunity employer.

### **PRODUCER BRAUN & COMPANY**

This longstanding regional network, award-winning talk-variety program, requires an experienced, motivated line producer. Excellent opportunity for creative individual. Send resume to: Multimedia Entertainment, 140 West 9th St., Cincinnati, OH 45202, Attn: Personnel. Equal opportunity employer, M/F

### **TELEMEDIA PRODUCTION/CABLE OPERATIONS COORDINATOR**

Leading community college in So. Calif. coastal area seeks aggressive professional to coordinate video production & cable origination center operations. Responsible for all aspects of production, programming, studio operation & supervision, as well as adherence to copyright laws & FCC rules. Request appl. from Coast Community Colleges, 1370 Adams Ave., Costa Mesa, CA 92626, 714-556-5947, & submit by 4:30 p.m. 8/31. EOE. M/F/H.

### **EXPERIENCED PROMOTION DIRECTOR**

For No. 1 station in 45th market. Must be creative writer/producer for on-air; knowledgeable in other media and budgeting. Send resume, tape and salary history in confidence to Linda Rios Brook, General Manager, P.O. Box TV5, San Antonio, TX 78299. No beginners, please. A Harte-Hanks station.

## Help Wanted Sales

# **GENERAL SALES MANAGER**

Network affiliated VHF TV station located in Texas is seeking an experienced general sales manager. We are a progressive communications company that owns several established, growing stations. We are seeking an aggressive, highly motivated individual to work with us in meeting the challenges that exist in the communications industry. Individual must have 2-5 years of TV sales & sales management experience.

This position offers tremendous resources, responsibility & opportunities for advancement. The salary is attractive & we offer an excellent benefits package. Please send resume & salary requirements to:

## **BOX A-127.**

An equal opportunity employer, M/F

## Situations Wanted News

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Business, financial and economic expertise. Knowledgeable, humorous style. Effective delivery, excellent writer and interviewer. Presently New York-based. 212-557-0211.

### **MAJOR MARKET SPORTS DIRECTOR**

Wants to move. Young veteran ready for bigger things. Bringing authority & that touch of class. Write Box A-124.

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**CABLE**  
Help Wanted Programing,  
Production, Others

## Production Manager

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NEWS CHANNEL**

Group W Satellite Communications, a division of Westinghouse Broadcasting and Cable, has an immediate opportunity for an experienced production manager to join its exciting and demanding, 24-hour, all news cable service.

Successful candidate will be responsible for the supervision of SNC's directors, associate directors, videotape editors and unit coordinators with respect to scheduling work shifts and vacations, equipment operation and service agreements. Additionally, a vital aspect of this position is the technical/production planning of special events.

A minimum of 2 years' experience in broadcast production, and a minimum of 1 year supervisory background is required. Experience with technical facilities management, labor relations and production cost control are prerequisites.

This is an outstanding opportunity for an experienced production manager to join the thriving world of SNC. In addition to a salary in the mid \$30K range, we offer an attractive benefits package, which includes relocation assistance. For immediate consideration, please forward resume with salary history to:

**Human Resources  
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Box 10210  
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**GROUP W** Satellite  
Communications

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**For Sale Equipment**

### USED VIDEO EQUIPMENT

Panasonic NV-9240 & 9600 with NV-A960 editor. 3M switcher, character generator, film chain—16mm Beaulieu camera with anaglyph lens and editing equipment. Assorted studio equipment. Nagra-Sony-Panasonic/all in very good condition. Will sell as package or in part. For more information, contact: C.W. Craig, Media Services, 813-334-5175, Fort Myers, Florida 33902.

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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. 212-661-2820.

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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%
CO	FM	\$30,000	downpayment
SD	AM	\$20,000	downpayment
MT	AM/FM	\$350,000	30%
ND	AM	\$175,000	15%
FL	AM	\$650,000	20%
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M.Attn.	Metro	Fulltime	\$1,150K	\$450K	Bill Chapman (404) 458-9226
MW	Medium	CLIV	\$1,000K	Terms	Ernie Pearce (615) 373-8315
MW	Small	FT/CLC	\$998K	Cash	Peter Stromquist (312) 580-5778
R.Mt.	Small	CLIV/FM	\$950K	\$200K	Greg Merrill (801) 753-8090
FL	Metro	FM	\$850K	\$200K	Bill Cate (904) 893-6471
MW	Major	Fulltime	\$800K	\$300K	Jim Mackin (207) 623-1874
MW	Small	AM/FM(CP)	\$395K	\$75K	Bill Whitley (214) 680-2807
SE	Small	AM	\$300K	\$100K	Paul Crowder (615) 298-4986
MW	Small	CLIV/FM	\$275K	\$125K	Jfm Coursolle (414) 233-6222

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**Payable in advance.** Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy— 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.)

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ber), c/o BROADCASTING, 1735 DeSales St., NW, Washington, DC 20036.

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**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

**Reid Chapman**, one-time NAB television board member, past president of Broadcast Pioneers and former VP, general manager of WANE-TV Fort Wayne, Ind., until his retirement in 1980, is returning to top spot at WANE-TV, succeeding general manager **Ted Kohl**, who joins WBAY-TV Green Bay, Wis., as general manager.



Chapman



Lobo

**Richard Lobo**, station manager, WNBC-TV New York, joins NBC-owned WKYC-TV Cleveland as VP and general manager.

**Archie L. Goodbee Jr.**, general sales manager, WTEN-TV Albany, N.Y., joins Seaway Communications Inc. as president of broadcast division, responsible for WAEO-TV Rhineland, Wis., and WVII-TV Bangor, Me.

**Tom Barsanti**, VP, operations, WTIC-AM-FM Hartford, Conn., named senior VP, station operations and programing for licensee, Ten Eighty Corp. there.

**Bernie Kvale**, general manager, WLW(AM) Cincinnati, joins WFYR(FM) Chicago as VP and general manager.

**Jim Principi**, VP, assistant general manager, WINE(AM)-WRKI(FM) Brookfield, Conn., named VP and general manager, WINE. **John Fullam**, VP, station manager, WRKI, named VP, general manager.

**Michael McVay**, VP, operations manager, WBBG(AM)-WJJI(FM) Cleveland, named VP and station manager.

**Diana Clarno**, from Mid-America Enterprises, Marion, Ill., joins WTAO(FM) Murphysboro, Ill., as station manager.

**Kingsley Smith**, from WIF(FM) Philadelphia, joins noncommercial WHYI-FM there as operations manager.

**Lee Conner**, public service director and staff announcer, WSTV(AM)-WRKY(FM) Steubenville, Ohio, named operations manager.

**Joan Wechsler**, administrative assistant to Frederick S. Pierce, president, ABC, New York, named to newly created position of executive assistant.

**William Gerski**, director of sales, American Cable Television, Phoenix, joins Communicom, Los Angeles area cable television franchisee, as VP, sales.

**Alfred Ritter**, VP, finance, Landmark Com-

munications, Norfolk, Va., named chief financial officer of Landmark's cable television company, TeleCable. **Edward Oldfield**, VP, corporate development, TeleCable, assumes additional duties as assistant to Landmark and TeleCable chairman, Frank Batten.

**Gilbert Mattner**, computer operations manager, Knudsen Creamery, Los Angeles, joins NBC there as manager, computer operations and control, management and information systems.

**Janet Bailey**, consultant-manager, McKinsey & Co., management consultant, New York, joins Times Mirror Cable Television, Irvine, Calif., as assistant VP, customer operations.

**Ronald Bornstein**, acting chief operating officer, National Public Radio, Washington, named acting president. **Steven Symonds**, director of policy and administration, Corporation for Public Broadcasting, named acting executive VP, NPR.

**Victor Lai**, VP, controller, Westinghouse Television Group, New York, joins WNEV-TV Boston as VP, finance and administration.

**Penny Friedman**, VP, property development, attractions group, Taft Broadcasting, Cincinnati, named VP, property development, corporate, for Taft.

**Al Boettner**, assistant to president, Katz Broadcasting Co., Bridgeport, Conn., named director of corporate research and development.

**Michael Sutton**, business manager, Taft Broadcasting's WKRC-AM-TV and WKRQ(FM), all Cincinnati, named business manager of Taft's WCIX-TV Miami.

**Sherry Sweckard**, from M Group Industries, Springfield, Mo., joins KOLR-TV there as business manager.

## Marketing



Honig

**Marvin Honig**, executive VP and creative director of Doyle Dane Bernbach, New York, named vice chairman and creative director and will share creative responsibilities for agency with Roy Grace, chairman and executive creative director.

**Venetia Hands**, VP, associate research director, Ogilvy & Mather, New York, joins D'Arcy-MacManus & Masius there as senior VP, director of research. **David Henke**, creative director, Quinlan Keene, Peck & McShay Advertising, Indianapolis, joins DM&M, St. Louis, as copywriter.

**Arthur Bijur** and **Sherry Nemmers**, copywriters, and **Robert Adams**, art director,

Dancer Fitzgerald Sample, New York, named VP's.

**Gerald Scorse**, creative supervisor, N W Ayer, New York, elected VP.

**Richard Morse**, VP, Creamer Inc., New York, named senior VP.

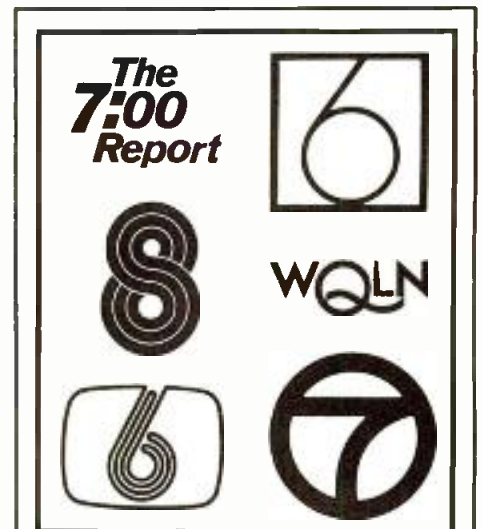
**Mary Murphy**, director of regional broadcast operations, Bozell & Jacobs, Minneapolis, named VP, regional broadcast operations.

**Marc McKinney**, sales manager, Blair Television, Los Angeles, named VP.

**Alfred Norcott**, VP, corporate secretary; **Clifford Hook**, VP, corporate controller, and **Edward McGoldrick**, VP, budget director, Kenyon & Eckhardt, New York, elected senior VP's.

**Glenn Campbell**, from Kenyon & Eckhardt, Detroit, joins BBDO there as VP and director of public relations. Named creative supervisors, BBDO, New York: **Tony LaMonte** and **Dann Soldan**, art directors; **Michael Shevack**, copywriter, and **Bob Smith**, writer.

**Vicki Thomas**, account executive, network sales, ABC-TV, Chicago, named manager, sales development, New York.



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**Paul Levett**, group creative director, Marsteller Inc., New York, named VP.

**Michael Hugger**, VP, regional offices, Katz American Television, New York, named VP, general sales manager. **Tim Crumley**, from WLOS-TV Asheville, N.C., joins Katz American Television, Memphis, as account executive.

**Ira Ruderman**, media planner, Young & Rubicam, New York, joins N W Ayer there in same capacity.

**Hilary Cochran**, associate media director and director of planning, Venet Advertising/LSF Media Services, New York, joins W.B. Doner, Houston, as media director.

**Chari Manship Novak**, account executive and project coordinator, Alphabet Group, Atlanta, joins Ogilvy & Mather there as assistant production manager.

**Milton Lowe**, freelance writer, joins N W Ayer, New York, as copy supervisor.

**Bill McCuddy**, copywriter, VanSant Dugdale, Baltimore, joins W.B. Doner there in same capacity.

**Robert Dunn**, VP, sales, WTIC-AM-FM Hartford, Conn., named senior VP, sales and marketing for licensee, Ten Eighty Corp.

**Anthony Fiore**, from Katz Communications, New York, joins Seltel there as account executive, rebels sales team.

**Pat Mitchell**, account executive, G.M. Feldman, Chicago advertising agency, joins Cabellero Spanish Media as head of Chicago office.

**Debbie Buehler**, from William R. Biggs/Gilmore Associates, Kalamazoo, Mich., joins Jaqua Co., Grand Rapids, Mich., as media and research director. **Robert Munson**, VP, director of media, J.T. Scott Co., Grand Rapids, Mich., joins Jacqua there, as account supervisor.

**Francine Link**, manager, independent sales team, Seltel, San Francisco, joins Blair Television there as account executive.

**Carol Pilotte**, from Avery-Knodel, New York, named account executive, Chicago office.

**Frank Stoltmann**, from Blair Television, Chicago, joins Seltel there as account executive.

**Karen D'Arcy**, from Slater, Hanft, Martis, New York, joins Needham, Harper & Steers there as account executive.

**Mary Eileen McDonough**, from Adcom Inc., Chicago, joins Katz TV Continental there as account executive, silver sales team.

**Lathan Sturdivant Jr.**, general manager, KJAC-TV Port Arthur, Tex., joins KSPR(TV) Springfield, Mo., as general sales manager.

**Jackie Comeau**, director of research and sales, WBZ-TV Boston, joins WNEV-TV there as director of research.

**Vern Batterson**, local sales manager, KVOY(AM)-KJOK(FM) Yuma, Ariz., named sales manager.

**Jerry Grant**, account executive, KJYY(FM) Des Moines, Iowa, named sales manager.

**Don Fjerstad**, account executive, KWAT(AM)-KIXX(FM) Watertown, S.D., named sales manager.

**Doug Tangeman**, account executive, KABC(AM) Los Angeles, joins co-owned WABC(AM) New York as sales manager. **Marilyn Klionsky**, from WNEW-FM New York, joins WABC as account executive.

**Christopher Johnson**, Southeastern sales manager, Storer Television, Atlanta, joins Storer's KCST-TV San Diego as national sales manager.

**Dennis Logsdon**, from WIOT(FM) Toledo, Ohio, joins WRQN-FM there as sales manager. **Ashley Dressel**, from WIOT(FM), joins WRQN-FM as national sales manager.

**John Kirkpatrick**, regional sales director, WCIX-TV Miami, named local sales manager. **Robert Furlong**, from Katz Television, New York, joins WCIX-TV as national sales manager.

**Rick Merrick**, account executive, KMGG(FM) Los Angeles, joins KABC(AM) there as direct response marketing consultant.

**Malcolm Hukriede**, market specialist, KSPR(TV) Springfield, Mo., named local sales manager.

**Peter Mutino**, account executive, WYRS(FM) Stamford, Conn., named local-regional sales manager, WSTC(AM)-WYRS Stamford.

**Jack Paris**, sales manager, WIS-TV Columbia, S.C., joins WAVY-TV Portsmouth, Va., as local sales manager.

**David Crouse**, account executive and promotion director, WVOY(AM)-WKHQ(FM) Charlevoix, Mich., joins WZGC(FM) Atlanta as account executive.

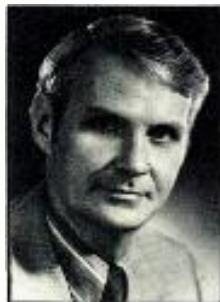
**Lisa Capece**, from SelecTV, Philadelphia, joins KYW(AM) there as account executive.

**Maria Gaminde**, from Renaissance Agency, Tucson, Ariz., and **Jim Eichorst**, from KCEE(AM) Tucson, join KGUN-TV there as account executives.

**Thomas Price**, from WPIT-AM-FM Pittsburgh, joins WPNT(FM) there as account executive.

## Programing

**Robert Buchanan**, director of national sales, West, 20th Century-Fox Television, Los Angeles, named to newly created position of VP, national sales and administration.



Buchanan



Wishard

**Jack Wishard**, division manager, general advertising, Procter & Gamble, Cincinnati, named to newly created position of VP, Procter & Gamble Productions, Hollywood, when new headquarters opens there Sept. 1.

**Peter Holmes a Court**, head of Business Telecommunications Services, Sydney, Australia, joins Associated Communications Corp.,

New York, as executive director and chief executive officer of Associated's ITC Entertainment.

Appointments, business affairs, NBC, Los Angeles: **Lawrence Jones**, director of program and talent acquisitions, business affairs, CBS Entertainment, to VP, program and talent negotiations; **Victor A. Paddock**, VP, business affairs, West Coast, assumes additional responsibilities over New York business affairs department, and **Joseph Bures**, director, program and talent negotiations, to VP, program acquisitions.

**Juanin Reid**, VP, advertising director, SIN Television Network and its GalaVision pay television service, named VP, director of programing and marketing for GalaVision. **Marion Singer**, advertising and sales promotion manager, Seguros Bancomer, Mexico City insurance company, joins Galavision, New York, as marketing coordinator.

**Angela Gerkin**, assistant to video group VP, Gerald Levin, and deputy group VP, Jim Heyworth, Time Inc., New York, named assistant controller, programing. Time's Home Box Office. **Rick Kendall**, director, cable television services, Peter Merrill Associates, Boston, joins HBO, New York, as director, market planning.

**Richard Abrams**, director of marketing and sales, WGBH-TV Boston, joins TPC Productions, Sewickley, Pa., as VP, sales. **Robin Ross**, from Adrian Riso Associates, New York, joins TPC Productions as executive producer.

**Tom Mazza**, research manager-analyst, Katz American Television, New York joins Paramount Pictures, Los Angeles, as manager of research.

**Brad Johnson**, director of program development, Showtime, Los Angeles, named VP, current programing. **Elizabeth Owens**, district sales manager, Northeast district, Showtime, New York, named director of sales strategy and planning.

**Lionel Mathieu**, from NBS Video, Los Angeles, joins The Pleasure Channel there as executive VP, sales, for satellite-delivered adult programing service.

**Maura Schwartz**, director, administration and sales, Trans World International, Los Angeles, joins Enter-Tel, television production and distribution firm there, as VP, West Coast operations.

**Sy Shapiro**, executive VP and general manager, Dan Curtis Distribution Corp., Los Angeles, resigns to head new television company, Jarco Distribution Services, Encino, Calif.

**David Friedman**, VP, feature marketing, Columbia Pictures, New York, joins Lexington Broadcast Services there as VP, station sales.

**Louis (Deke) Heyward**, creative consultant, Barry & Enright Productions, Los Angeles, named VP, development.

**Terry Nicotra**, assistant controller, Coca-Cola, Los Angeles, joins Samuel Goldwyn Co. there as corporate controller.

**Joe Restifo**, national operations manager, Al Ham Productions, Dallas, named VP, operations, of Ham's syndicated radio format, "Music of Your Life."

## News and Public Affairs



Feldman

**Jay Feldman**, VP and general manager, WCAU-TV Philadelphia, joins NewsScope, Telepictures, Los Angeles, as executive producer. Feldman will also serve as VP of Telepictures' news/information division, which currently syndicates N.I.W.S., television news service.

**J. Alan Gross**, account executive, Central Advertising, Lansing, Mich., joins Michigan News Network there as manager, marketing and sales.

**Stan Hopkins**, assistant news director, WBZ-TV Boston, named news director.

**Richard Atkins**, director of foreign communications, Associated Press, New York, named director of both foreign and domestic communications departments. **James Williams III**, broadcast executive, southern California and Nevada, Associated Press, named general broadcast executive, Eastern states, based in Washington.

Appointments, Docuvid, electronic news service, Washington: **Regina Anderson**, producer; Independent Network News, Washington, to assignment editor; **John Henrehan**, anchor, Mutual Radio, Washington, to reporter; **Judy Leon**, anchor-reporter, KBAK-TV Bakersfield, Calif., to reporter; **Jerry Cardwell**, chief camera operator, New York, to Washington as head of newly created Washington production division, and **Kim Foulkes**, freelance camera operator, to same capacity, New York.

**Jim Topping**, from McHugh-Hoffman, Washington consulting firm, joins KTRK-TV Houston as news director.

**Phil Alvidrez**, chief producer, news, KTSP-TV Phoenix, named assistant news director.

**John Q. Lawrence**, news director, Alta Broadcasting Co.'s KEZR(FM) San Jose, Calif., joins Alta's KBZT(FM) San Diego in same capacity.

**Gary Stewart**, managing editor, KOMO(AM) Seattle, named news director. **Stan Orchard**, weekend anchor-reporter, KOMO, named head of new early-morning news program. *First Edition*.

**Bruce Halford**, independent film and television producer, Dallas, joins KNXT(TV) Los Angeles as senior producer. *2 on the Town*.

**Michael Sechrist**, from KFSN-TV Fresno, Calif., joins WTNH-TV New Haven, Conn., as news director and manager of news department.

**Cathy Cruse-Dougherty**, from WHB(AM) Kansas City, Mo., joins WHYI(FM) Fort Lauderdale, Fla., as news director and anchor.

**Steve Johnson**, executive producer, WCCO-TV Minneapolis-St. Paul, joins WRC-TV Washington as assistant news director.

**John Palmer**, correspondent, NBC News, New York, named anchor, NBC Radio Network there.

**Maureen Green**, reporter, WIXT(TV) Syracuse,

N.Y., joins WTVH(TV) there as reporter and noon co-anchor.

**William D. Rice II**, chief photographer, WXEX-TV Richmond, Va., named assistant news director.

**Joe Connolly**, anchor, WASH(FM) Washington, joins WTOP(AM) there as assistant news director.

**Steve Beverly**, assistant news director, WSPA-TV Spartanburg, S.C., joins WSAV-TV Savannah, Ga., as news director.

**Melissa Leeb**, from WXVT(TV) Greenville, Miss., joins WEEK-TV Peoria, Ill., as news producer. **Phil Supple**, from WJBC(AM)-WBNQ(FM) Bloomington, Ill., joins WEEK-TV as reporter.

Appointments, KOMO-TV Seattle: **R. Bruce Williams**, assignment editor and reporter, KOB(TV) Medford, Ore., to weekend assignment editor; **Lisa Cohen**, weeknight assignment editor, to weekend producer, and **Sharon Bennett**, from KPIX(TV) San Francisco, succeeds Cohen.

Appointments, WATE-TV Knoxville, Tenn.: **Bruce Whiteaker**, weekend anchor-reporter, to executive producer and producer of 6 p.m. news; **Suzan Akyol**, from KOMU-TV Columbia, Mo., succeeds Whiteaker, and **Bob Tucker**, from KOMU-TV, to reporter.

**Larry Perret**, executive producer, 11 p.m. news, WNEV-TV Boston, joins WLS-TV Chicago as executive producer, 4:30 p.m. news.

**Don Heider**, executive news producer, KYCU-TV Cheyenne, Wyo., joins WTV(TV) Chattanooga as news producer.

**Paul Hanson**, political reporter, KATU(TV) Portland, Ore., joins KGW-TV there as head of new News 8 I-team. **Walden Kirsch**, from KELO-TV Sioux Falls, S.D., joins KGW-TV as reporter.

**Maureen Shaughnessy**, from engineering department, WANE-TV Fort Wayne, Ind., named community affairs director.

**Yolanda Perez**, administrative assistant, news department, KNTV(TV) San Jose, Calif., named public service director.

**Vicki Bass**, public affairs assistant, KPLR-TV St. Louis, named public affairs coordinator.

**John Holt**, reporter and weekend anchor, WIBW-TV Topeka, Kan., named 10 p.m. anchor.

**Linda Mour**, reporter, WJBK-TV Detroit, named noon co-anchor.

**Jay Chrepta**, from WTRX(AM) Flint, Mich., joins WBKB-TV Alpena, Mich., as anchor.

**Steven Schorr**, from KLAS-TV Las Vegas, joins WTVR-TV Richmond, Va., as anchor.

**Glenn Lambert**, editor-producer, KOMO(AM) Seattle, joins KING(AM) there as anchor-reporter.

**Lynn Sprangers**, from WISC-TV Madison, Wis., joins WTMJ-TV Milwaukee as reporter.

**Carol Scherf**, from WSPA-TV Spartanburg, S.C., joins WOI-TV Ames, Iowa, as reporter.

**Phil Frederickson**, from KRDO-TV Colorado Springs, joins KKT(TV) there as news photographer.

**Tim Chuey**, meteorologist, WTVW(TV) Evans-

**Jimmy Fink**, air personality, ABC-owned WPLJ(FM) New York, named producer, *Rolling Stone's Continuous History of Rock and Roll*, over ABC Rock Radio Network, New York.

**Farrell Meisel**, program manager, WDCATV Washington, joins WCIX-TV Miami in same capacity. **Carmen Etienne**, from American Embassy, Nicaragua, joins WCIX-TV as program coordinator-secretary.

**Dale Machado**, production director, KSSK(AM) Honolulu, named program director.

**Jan Meyers**, operations manager, WCTC(AM) New Brunswick, N.J., joins WFIL(AM) Philadelphia as program director.

**Vicky Gregorian**, program director, WGR-TV Buffalo, N.Y., joins WLVI-TV Boston as program manager.

**Mark Pashman**, special projects director, WRIF(FM) Detroit, named program director.

**Marianne Mazer**, program coordinator, WJBK-TV Detroit, named program director.

**Howard Stevens**, from WLVI-TV Boston, joins KPLR-TV St. Louis as director of programming.

**Larry Rickel**, from ABC-owned KGO-TV San Francisco, joins WABC-TV New York as executive producer.

Appointments, KGW-TV Portland, Ore.: **Brenda Burratti**, field producer, *PM Magazine*, to program producer; **Scott Lynn**, sports anchor-reporter, to sports director and weekday sports anchor, and **David Sullivan**, sports director, KIMA-TV Yakima, Wash., succeeds Lynn.

**Ricki Green**, producer, noncommercial WETA-TV Washington, named executive producer.

**Tim White**, host and producer, *Evening Magazine*, WJZ-TV Baltimore, joins WCVB-TV Boston as co-host, *Good Day! Live*.

**Robert Healey**, sports director, KHQA-TV Quincy, Ill., joins WOI-TV Ames, Iowa, as sports reporter-photographer.

**Andrew Berger**, executive producer, national and local concert broadcasts, noncommercial WNYC-FM New York, named music director.

**Andy Thomas**, from WARM(AM) Scranton, Pa., joins WEBR(AM) Buffalo, N.Y., as executive producer, *WEBR Weekend*.

**Jim Nikodemski**, promotion producer, WJXT(TV) Jacksonville, Fla., joins WFSB(TV) Hartford, Conn., as producer-director and writer.

**John Rosenberg**, news editor, Mutual Broadcasting, Washington, named sports producer.

**Andrew Friedman**, executive producer, WOWK-TV Huntington, W.Va., joins KING-TV Seattle, as producer, *Northwest Today*.

**Tim Brando**, sports director, WGSQ(AM) New Orleans, joins WAFB-TV Baton Rouge as sports anchor.

**Neil McIntyre**, independent consultant, joins WKTU(FM) New York, as assistant program director. **Frankie Blue**, assistant to music director, WKTU, named music research director.

**Ric Sarro**, from KSPO(AM) Spokane, Wash., joins KING(AM) Seattle as sports reporter.

**Robert Fiscella**, from KPRC(AM) Houston, joins KRBE(FM) there as sports reporter.

ville, Ind., joins WSPA-TV Spartanburg, S.C., in same capacity.

## Technology

**Altus Wilder III**, president and chief operating officer, Republic Bancorporation, Tulsa, Okla., holding company, joins Satellite Syndicated Systems there as executive VP and chief operating officer.

**Vernon Cain**, VP, sales and planning, Keycom Electronic Publishing, Schaumburg, Ill., videotext company, named to new position of VP, operations. **Robert Taller**, from own Los Angeles sales and marketing firm, joins Keycom as VP, sales.

**Juergen Ladendorf**, senior VP and chief planning officer, Norton Simon Inc., New York, joins Satellite Business Systems, McLean, Va., as senior VP, finance, planning and staff operations.

**Robert Anderson**, editor, Louisville, Ky., *Courier-Journal's* and *Louisville Times's* electronic publishing activities, named to newly created position of director of electronic publishing services.

**Steve Sarafian**, field engineer, Eastern region, Sony Broadcast Products, named product manager, one-inch videotape recorder products, based in Paramus, N.J. **Andrew Kryworuchenko**, sales engineer, Southwest region, Sony Broadcast, named Midwest regional sales manager, based in Itasca, Ill.

**Jean Weller**, account specialist, customer service, Magnavox CATV Systems, Manlius, N.J., named senior account specialist.

**H. Kenneth Regnier**, from Ampex Corp., Redwood City, Calif., joins Harris Corp., Sunnyvale, Calif., as VP, video systems operation.

**Sandra Sharpe-Thomas**, from musical instruments division, CBS Inc., Deerfield, Ill., joins Vestron Video, Stamford, Conn., as supervisor of sales and customer service.

**Lance Kyed**, senior videotape editor, Telemation Productions, Salt Lake City video production facility, named operations manager.

**Ira Goldstone**, head of corporate engineering, Standard Communications, Salt Lake City, joins Golden West Television, Los Angeles, as director of engineering.

**Joseph Azznara**, director of engineering, Cablevision of Connecticut, joins Cablevision Systems, Long Island, N.Y., as director of engineering.

**Robert Gurney**, assistant director of engineering and studio supervisor, noncommercial WSBE-TV Providence, R.I., named director of engineering.

**Brad Huston**, engineer, WWAY(TV) Wilmington, N.C., joins WAPT(TV) Jackson, Miss., as chief engineer.

**Ernie Dachel**, independent broadcast engineering consultant, New York, joins noncommercial WNYC-FM there as manager of radio operations and engineering.

**John Pennington**, videographer and ENG supervisor, WSBT-TV South Bend, Ind., joins Satellite News Channel staff of WHAS-TV Louisville, Ky., as technical director-produce-

tion coordinator.

**Christine Lalonde**, cable specialist, Reeves Teletape, New York, named VP, sales.

**Doug Domergue**, area manager, broadcast division, Data Communications Corp., New York, named regional sales manager, broadcast division. **Greg Calhoun**, assistant sales manager, broadcast division, named regional sales manager.

**Howard Frost**, chief engineer, KYTV(TV) Springfield, Mo., joins KOLR-TV there in same capacity.

## Promotion and PR

**Caspar Weinberger Jr.**, from United States Information Agency, Washington, joins Gray & Co. there as senior consultant.

**Mike Casey**, director of publicity, Warner Brothers Television, Los Angeles, joins NBC Productions there as publicity consultant, television programing.

**Bill Smith**, senior VP, client service director, Leo Burnett U.S.A., Chicago, elected executive VP, client service.

**Marilyn Sollar**, account executive, D. Baker Jacobs, New York, joins Showtime there as publicist, business and trade public relations.

**Dave Course**, from KARK-TV Little Rock, Ark., joins WBKB-TV Alpena, Mich., as promotion director.

**Heather Balliett**, public affairs coordinator, KPLR-TV St. Louis, named publicist.

**Walter Smith**, creative services director, WJKS-TV Jacksonville, Fla., joins WCIX-TV Miami as promotion-marketing director.

**Louis Willie**, promotion director, WVTM-TV Birmingham, Ala., joins WCPX-TV Orlando, Fla., as advertising-promotion manager.

**Kevan Cramer**, associate producer of cultural programing, noncommercial WPBT(TV) Miami, named promotion producer.

**Sally Kettle**, from 3M, Minneapolis, joins WTCN-TV Minneapolis-St. Paul as community relations director.

**Donna Weston**, on-air promotion supervisor, WJAR-TV Providence, R.I., joins WNE-TV Hartford, Vt., as promotion manager.

**Sherry Krockey**, promotion assistant, KTSP-TV Phoenix, named press information coordinator.

## Allied Fields



Shapiro

**Marvin Shapiro**, senior VP and director of Westinghouse Broadcasting and Cable, New York, takes early retirement to form Foxwood Communications, New York broadcast and cable investment and consulting firm.

**Richard Brandt**, chairman and chief executive officer, Trans-Lux Corp., elected chair-

man of board of trustees of American Film Institute, Washington.

**Brad Burkhardt**, Southeast promotion director, Word Records, Atlanta, joins Burkhardt/Abrams/Michaels/Douglas there as head of Christian radio programming division.

**Clark Holt**, assistant to president, Association of National Advertisers, New York, named VP, association affairs.

**William Silva**, assistant chief, hearing division, FCC Washington, joins law firm of Bilger & Blair there.

**Jack Brickhouse**, air personality and former commentator, WGN(AM) Chicago, awarded National Baseball Hall of Fame's Ford C. Frick award for excellence in broadcasting.

**Greg Hankins**, independent consultant, joins Butterfield Communications Group, Cambridge, Mass.-based broadcast and cable consultant, as communications market analyst.

**Peter Cross**, member of staff, Nielsen Station Index, Menlo Park, Calif., named account executive.

## Deaths

**William Balderston**, 86, former president and chairman of Philco Corp., who was credited with leadership role in that company's development of car radios, died July 25 at Abington (Pa.) Memorial hospital. He is survived by two sons and two daughters.

**Joseph W. Goodfellow**, 73, retired VP, general manager, WRC-TV Washington, died Aug. 5 of kidney disease at his home in Sarasota, Fla. He is survived by his son, Robin Goodfellow, chief copywriter, Tucker-Wayne, Atlanta.

**Harry Peck**, 88, former chairman, Peck Advertising Agency, New York, died at his home in Palm Beach, Fla., he is survived by his wife, Florence, and two daughters.

**Burton B. LaDow**, 72, retired general manager, KTVK(TV) Phoenix, died of cancer Aug. 4 at St. Joseph's hospital, Phoenix. He is survived by his wife, Dixie Lee, son and daughter.

**William A. Mapes**, 53, director of information, University of North Alabama, and former reporter, sales manager and general manager, Alabama radio and television stations including WOWL-TV Florence, WAAY-TV Huntsville and WVNA-FM Tuscumbia, died of cancer July 26 at Eliza Coffee Memorial hospital, Florence, Ala. He is survived by his wife, Carolyn, and two sons.

**Fahey Flynn**, 67, news anchor for Chicago stations including WBBM-AM-FM-TV and WLS-TV, died of complications following internal bleeding Aug. 8 at Northwestern Memorial hospital, Chicago. He is survived by his wife, Mary, son and daughter.

**Charles Glance**, 64, news director, public affairs director and public service director, KTVK(TV) Phoenix, from 1969 to 1980, died of heart attack Aug. 7 at St. Joseph's hospital, Phoenix.

**Joe Harper**, 61, former anchor, WPIX(TV) New York, died Aug. 5 of complications following blood clot, at Cabrini Medical Center, New York. He is survived by his wife, Renee.

## NBC-TV's Mapes: broadcaster and team player since age 14

Pier Mapes, president of the NBC Television Network, has had a passion for the "exciting, fun, high-energy-level business," of broadcasting since his childhood. In a sense, he could hardly help it—his father was vice president and general manager of Hutchins Advertising, the in-house agency for Philco, a sponsor of many radio and early television programs. He fondly remembers being taken to the Philco Radio Hall of Fame in the 1940's to see stars like Perry Como, Frank Sinatra and the Mills Brothers.

It could be said that Mapes's career at NBC began in 1952 when, at the age of 14, he received a bit part in a *Philco Television Playhouse* presentation entitled, "The Rescue." The episode was based on the true story of Floyd Collins, who in 1925 was trapped and died in a sand cave in Kentucky—but not before his plight captured national attention and a days-long effort to bring him out alive. "I played the teen-ager who found Floyd Collins," remembers Mapes. "I got the job through nepotism," he is candid enough to volunteer. "They needed a teen-ager, and not necessarily an actor, because the lines were very short. My first line was, 'Floyd?' My second line was, 'Floyd?' The third line was, 'Floyd Collins,' and the fourth line was, 'Is that you, Floyd?'" The appearance paid \$161 with which the young Mapes bought a bicycle.

Mapes's career was then put on hold for a number of years so that he could attend to such mundane duties as acquiring an education. In 1959 he graduated from a private military college with a regular Army commission and spent the next four years in the service, becoming a captain in the Signal Corps. His last post was as commander of a psychological warfare battalion, which operated a transportable 5 kw radio station. The battalion's mission, recalls Mapes, was to "disseminate the good news about America."

In September 1963, Mapes joined NBC's sales services division, where, after five years, he had held "all the jobs there." He was then appointed director of affiliate relations for the Southeast section of the country.

After five years in affiliate relations, Mapes left the network to join Blair Television, where he served over seven years as, successively, an account executive, sales manager and vice president.

Mapes has devoted most of his career to sales-oriented activities, be it "on-line" sales activity, as with Blair, where he was selling time directly, or in affiliate relations where, as Mapes describes it, he was "selling program concepts to stations."



Pierson Godwin Mapes—president, NBC Television Network, New York; b. Sept. 29, 1937, New York; BS, business administration, Norwich University, Northfield, Vt., 1959; U.S. Army, 1959-63; various positions, sales services department, NBC-TV, 1963-68; station relations regional manager, NBC-TV, 1968-72; account executive, sales manager and vice president, Blair Television, 1972-78; vice president, network planning, NBC-TV, 1978; vice president, affiliate relations, NBC-TV, 1979; current position since November, 1982. m. Patricia Carlson, Sept. 28, 1968.

He acquired much of his hands-on sales expertise at Blair, but, he credits two executives at NBC with instilling in him a knowledge of "the basics of networking." Those executives were Steve Flynn and Don Mercer, vice presidents of sales services and affiliate relations, respectively, before Mapes left for Blair. "They were the two I learned under," says Mapes.

Although he was away from NBC for the better part of the 1970's, Mapes said, "I always had it in mind that I'd like to come back to the network. You get NBC in your blood and I've had it in mine since my teens." His return to NBC in 1978, however, was not the culmination of some master plan concocted between him and the network before he left, but was rather, he says, a matter of timing and opportunity.

In the late 1970's, explains Mapes, NBC was "struggling" with its affiliate relations strategy. The other two networks, "particularly ABC," were on the prowl to improve affiliations.

Ray Timothy, current group executive vice president at NBC, was then executive vice president of affiliate relations. "Ray asked me if I'd come back and help him convince [the NBC affiliates] that the long-term future was bright for NBC. I agreed that it was and saw an opportunity to help him, so I came back." As to why Timothy

selected him for the position, Mapes speculates that "it was time to gear the network to the sales needs of the affiliates. And because I was a vice president at a major rep firm with a lot of network experience behind me, I guess I was the logical choice to put those two pieces together."

Since returning to the network five years ago as vice president, network planning, Mapes has followed closely in Timothy's footsteps—first as head of affiliate relations and then as president of the network, a post he assumed last November. In that role, Mapes devotes most of his time and attention to network sales and affiliate relations.

One of Mapes's toughest challenges has been to persuade affiliates to improve program clearances, the lack of which tends to be very costly in terms of rating points and advertising dollars. He notes improvement in that area, however, since the last affiliates meeting in May, when he and a number of other network executives strongly encouraged stations to "be there" a bit more often when it came to clearing network programs. Daytime clearances are "over 90% now," he claims, up from about 89% in May, while prime time clearances are "probably better now," as well, he says.

When in New York, Mapes puts in an 11-hour day or longer. "But I travel a lot," he explains, forcing him to "play a lot of catch-up" when he arrives back at the office. Not that he minds the travel. "I love it," he says, explaining that it enables him to acquire a better feel for what television operators around the country want from the network. And that insight is also beneficial to his colleagues at the programing end who often seek "will-it-play-in-Peoria" advice.

When not at the office or traveling, Mapes can usually be found at his home on Cranberry Lake in the Ramapo mountains, about 30 miles northwest of New York. To Mapes, the retreat represents a "quick escape from the city," and one which he compares to "the north woods of Maine." Tennis, sailing, swimming and daily jogging are Mapes's pastimes.

Despite his success at NBC, Mapes has no intention of devoting the rest of his life to the business. He plans to retire at 55, a scant nine years away, so that he can "stop and enjoy some of the places I've seen and some of the great friends I've made."

And while early retirement from NBC may be in store for Mapes, presuming he doesn't have a change of heart nine years from now, he may stay in the business entirely. He thinks about buying a television station—an NBC affiliate of course. "It would be fun to be a partner along with the network," he says. "And let the record show that I'd be a loyal affiliate. I'd clear 100%."

**Department of Justice** last Friday (Aug. 12) **announced it would not challenge third proposal by Viacom**, owner of Showtime, and **Warner Communications and American Express**, co-owners of Movie Channel, **to merge two pay services**. Proposal that met approval would involve only one movie company, Warner Brothers. Justice rejected previous two plans, which called for merger of two services, with three movie companies—Warner Brothers, Universal and Paramount—as well as Viacom and American Express. Department said its major objections to two earlier proposals was that those would have involved three major motion picture studios. It said it was concerned that merger under those conditions would increase incentives and abilities of motion picture distributors to increase prices at which they licensed their pictures to pay television. That same problem isn't raised under current proposal since only one motion picture distributor is involved in ownership and management of these pay television programming services, department said. ABC Video Enterprises, which had been talking with Viacom last fall about possibly acquiring piece of Showtime, confirms those talks have not resumed.

**National Association of Broadcasters** was granted **permission** last week by Justice Department **to publish television station revenue and expense figures for each market**. Data is same as information published by FCC until 1981 when commission discontinued program. NAB sought Justice's permission after concerns were raised that association's publication of material might violate anti-trust laws. NAB data collection is separate from attempts by Broadcast Industry Revenue Reporting Committee, which has been working to gather revenue figures from TV and radio stations. NAB plans to publish TV data when it gets complete market reports. No individual station figures will be released and no information will be collected on stations current or past prices for advertising.

**Metromedia stock**, which had fallen 110 points on Monday and Tuesday of last week, made up half distance on remaining three days to **close at 445**. Cause of decline was article critical of company's accounting policies (see story, page 61). Trading in Metromedia, which splits 10-for-one on Monday, was light throughout week.

Connecticut Department of Public Utility Control approved **sale of Southern Connecticut Cablevision to Cablevision Systems of Southern Connecticut for \$47 million**. System serves 48,000 basic subscribers in Bridgeport, Stratford, Milford, Orange, Fairfield and Woodbridge, all Connecticut, and passes 95,000 homes with 900 miles of plant. Seller is partnership headed by managing partner, Victor Oristano. **Buyer is equally owned partnership of Scripps-Howard Cable Co.**, subsidiary of Scripps-Howard Broadcasting Co., and **Charles F. Dolan**, who are also general partners in cable system under construction in southern Fairfield county, adjacent to Bridgeport system (BROADCASTING, March 21). Two systems will be managed by Dolan's Cablevision Systems Corp. and, combined, are expected to serve 250,000 subscribers, Cablevision said.

**Chrysler Corp. plans to spend close to \$200 million advertising** its car and truck lines in **upcoming model year**, officials said last week. That's about what Chrysler spent last year. Officials gave no media breakdown but it was clear from campaign plans that bulk of total—some authorities estimated 75%-80%—would go to television, with around 75% of TV budget going into network and 25% into spot, apart from local and regional advertising by dealer groups. Lee Iacocca, Chrysler chairman and star of its corporate commercials, **will be back about mid-September for three weeks of pre-introductory messages leading into kickoff of new-model campaigns**. Kenyon & Eckhardt handles Chrysler, Plymouth and corporate advertising; BBDO, Dodge cars and trucks.

**Leadership in daytime ratings race went back to CBS-TV for week ending Friday, Aug. 5**, as network averaged 6.9 rating/24 share against ABC-TV's 6.8/23 and NBC-TV's 5.3/19. It was CBS's fourth win in last six weeks and for NBC, sixth time in last 10 weeks network has had share of 18 or better. During same week

last year, ABC was first (8 1/29) followed by CBS (6.8/26) and NBC (4.4/16). In early morning news race during same week, ABC *Good Morning America* remained in first place but averaged lowest rating and share (4.1/24) since September 1980. *CBS Morning News* was second (3.4/20) and NBC's *Today* (3.1/18) third. I same week year ago, averages were: *GMA* (5.1/30), *Today* (3.5/ and *CBS Morning News* (2.8/16). In very early morning news race (6-7 a.m.), CBS also came out on top for week with 1.3/21 (high share program has logged since March 15 debut), while ABC had 1.1/13 and NBC, 1/13. That week was Connie Chung's first anchor for NBC's *News at Sunrise* (formerly *Early Today*).

**Bernard Chevry, organizer of MIP-TV**, major international TV program marketplace, **expects to decide by end of this month whether to move next year's exhibition from Cannes, France**, where it has been held for last 19 years, **to another city**. Previously announced dates for 1984 MIP-TV (April 27-May 3) have been all but nullified by recently announced decision by city of Cannes to reschedule much larger International Film Festival for two-week period overlapping MIP dates. Harvey Seslowsky, president, National Video Clearinghouse, and U.S. representative for Chevry's MIDEM organization, said Chevry has threatened legal action against city of Cannes, which also hosts two other international marketplaces organized annually by Chevry: VIDCOM, for videocassette software, video games and home computers, and MIDEM, for music publishers. In event no agreement can be reached, however, show is likely to be moved. Among those that have volunteered, according to Seslowsky, are Nice, also on French Riviera, Lucerne and Geneva, both Switzerland, and Venice, Italy.



Chevry



Baker

**Satellite News Channel** (joint venture of ABC and Group W) **may be providing service to Canadian cable TV viewers** soon, according to Group W Satellite Communications' Chairman William F. Baker who announced last Monday (Aug. 8) that Group W has been discussing cooperative arrangement with Canada's Baton Broadcasting, which filed application with Canadian Radio and Television Commission last Monday for permission to offer 24-hour-a-day cable news and informational channel. In keynote speech annual Banff Television Festival, Baker said if agreement reached with Baton, new service would be "an effort in which journalists of both countries will make significant contributions—not one in which Canada is sold a U.S. news package into which we would condescend to squeeze one-minute Canadian inserts."

**FBI and Internal Revenue Service** agents last week **raided Memphis headquarters of William B. Tanner Co.**, seizing records in **search of evidence of income tax violations and mail fraud**. Official for Memphis U.S. Attorney's office, which is handling case, said 11 charges have been filed and declined to comment further. Elm vom Eigen, vice president, media administration for company said Tanner had denied all allegations. Vom Eigen said raid had been result of allegations by "disgruntled" former employe. (U.S. Attorney official said it had been based on allegations by three separate sources.) "It was not significant," vom Eigen said. "We're still very much in business."

**Sex discrimination complaint filed by former Fresno, Calif., anchor was settled out of court** after station agreed to pay unrevealed for



gure cash award, according to story attributed to *Fresno Bee* by P on Friday. Denise Boucher filed complaint in November 1981 against KJEO(TV) Fresno, Calif., charging she was "picked apart about my appearance but not my performance." Station also agreed to rid her personnel file of negative comments and establish policy against sexual harassment and discrimination. Officials at KJEO said agreement was not admission of violations.

□

**Tribune Co.** has reached agreement in principle to sell its cable system outside New Orleans to **Wometco Cable TV**, subsidiary of Miami-based Wometco Enterprises. Price was undisclosed, but source put it at **about \$7 million**. Tribune Co. has been under FCC mandate to sell its 7,000-basic-subscriber system serving Slidell and Mandeville and other parts of St. Tammany parish, La., since it received FCC approval to buy WGNO-TV New Orleans for \$21 million (BROADCASTING, Aug. 8).

□

**Tribune Co.**, Chicago, reported **second-quarter earnings of \$21,634,000** on record revenue of \$407,519,000, turnaround from second quarter of 1982 when diversified communications company had net loss of \$29,707,000 on revenue of \$370,016,000. Loss stemmed from unusual charge in that period of \$75 million pretax to restructure operations of *New York Daily News*. In first six months of 1983, Tribune Co. had net income of \$22,690,000 on record revenue of \$758,028,000, as compared to last year's loss of \$29,239,000 on revenues of \$703,421,000. Stanton R. Cook, president and chief executive officer, in citing areas responsible for this year's upturn, noted 47% improvement in operating profits of company's TV and radio stations.

□

**ABC-TV** has purchased rights to broadcast **The Skins Game**, new golf tournament that will feature some of that sport's greatest pros competing for \$360,000 in prize money distributed on hole-by-hole basis. Ohlmeyer Communications Co. and Trans World International created new event, to be televised Dec. 10-11 from Desert Highlands course in Scottsdale, Ariz., and featuring Arnold Palmer, Jack Nicklaus, Gary Player, Lee Trevino and Isao Aoki as its top competitors. In match, first six holes will be worth \$10,000 each; second six, \$20,000, and final six, \$30,000.

□

After 18 months on block, **RCA** announced it has **ceased efforts to sell Hertz Corp.**, automobile leasing subsidiary. RCA said "decision was based on Hertz's promising prospects in an improving economy." RCA stated it could not get satisfactory offer because the price was "adversely affected by the depressed state of the travel and rental car industries coupled with a weak economy and high interest rates in 1982."

□

**CI Communications Corp., Metromedia Inc., Communications Industries Inc. and American Express Co.** have formed partnership and applied for FCC permission to establish **nationwide paging network** serving 60 major metropolitan areas. Partnership is going by name of National Message Network.

**Ownership angle.** Although Denver oil millionaire Marvin Davis has widely been considered the sole owner of 20th Century-Fox Film Corp. (see page 21) since he acquired it in June 1981, news of a second part-owner surfaced last week. Marc Rich & Co. AG, a major commodities trading firm and owner of 50% of 20th Century-Fox Film Corp.'s nonvoting class B stock, is trying to sell its interest in the company. A primary reason cited for the attempted sale is the desire of Marc Rich & Co., currently in a dispute with the Justice Department over alleged income tax evasion, to disassociate itself with the highly publicized film industry. Davis is said to be interested in acquiring Marc Rich's share in the company, but the two parties have yet to agree on terms. In the recently finished third quarter, 20th Century-Fox Film Corp. reported losses of approximately \$16.8 million.



**Going up.** Blair Broadcasting of California's KSBW-TV Salinas, Calif., has begun construction of a new \$4-million studio, office and production facility. The building will cover 34,000 square feet and will be built in two phases. The first, consisting of studios, technical facilities and a newsroom, is scheduled for completion in December 1983, with business offices scheduled to be finished by the summer of 1984. Shown at the ground-breaking ceremonies are (l-r): John F. Ryan, VP, and manager, Blair Television, San Francisco; John Fiedler, co-star, NBC-TV's Buffalo Bill; Barbara Shipnuck, Monterey county supervisor; Keith H. Moon, president, Blair Broadcasting of California and general manager, KSBW-TV; Salinas Mayor James E. Barnes, and John Thackaberry, VP and manager/NBC, Blair Television, Los Angeles.

**Dennis R. Patrick**, associate director of White House's presidential personnel office, who is expected to be named successor to resigned FCC Commissioner Anne Jones next month ("Closed Circuit," Aug. 8), graduated from University of California, Los Angeles, law school in 1976. He was clerk to former California Supreme Court Judge Bill Clark, who is now assistant to President for national security affairs, in 1975. He is currently on leave from Los Angeles law firm of Adams, Duque & Hazeltine. Richard M. Nixon was of counsel to firm in early 1960's.

□

**Representative John Dingell** (D-Mich.), chairman of House Energy and Commerce Committee, **underwent surgery** last week for removal of benign tumor on salivary gland. Surgery was performed at Georgetown University hospital, Washington, and Dingell was listed in good condition.

□

**California Public Utilities Commission** last week asked **Court of Appeals** in Washington to **reconsider reorganization of AT&T**, charging that divestiture of local phone companies will violate antitrust laws and lead to increase in local rates.

□

**FCC** last Friday (Aug. 12) released **"tentative decision"** in proceeding on **network syndication and financial interest** rules (BROADCASTING, Aug. 8). Text, on first reading, contained no surprises. Comments are due Sept. 20.

□

**Satellite News Channel** was first to run with interview with **Libyan leader Muammar Qaddafi** last Friday afternoon, according to SNC spokesman. Qaddafi sat for interviews Friday in Tripoli with three broadcast networks and Cable News Network. SNC picked up clips of ABC, which was first in line, for brief report at around 2:30 p.m. NYT. SNC is joint venture of ABC and Group W.

# Editorials

## The real stuff

FCC Commissioner Mimi Weyforth Dawson has issued an invitation that broadcasters shouldn't resist. As reported here a week ago, Dawson wants suggestions on how the FCC can rid its books of rules that go beyond the provisions of the Communications Act. She wants regulation restored to its statutory origins.

The invitation was contained in a statement Dawson issued a month after voting with her colleagues to initiate a rulemaking to accord television about the same kind of "deregulation" that a previous FCC accorded radio in 1981. In her statement, Dawson expressed the hope that this time the FCC would take more meaningful aim at excessive regulation. "I see no reason," she said, "why the commission may not view the radio deregulation as a point of departure rather than as an absolute limit."

Indeed, she said "deregulation" is not the word to describe what the FCC did for radio. The 1981 action, she said, was really "re-regulation since its primary effect seems to have been the reformation of commission-imposed standards rather than the elimination of such standards."

That discovery has already been made by the nation's broadcasters. As is reported in the lead article of this issue, it is generally perceived that the new radio rules have done nothing to liberate broadcasters from the license challenges that were possible under the old ones. Accordingly, the prevailing practice is to go on operating as though the old rules, except for some intricacies of the former ascertainment charade, were still the ones to live by. Not quite the uninhibited marketplace that the heralders of "deregulation" promised.

"In essence," said Dawson, the commission's notice of proposed rulemaking to deregulate television "asks whether the time may have come for a return to the regulatory basics of the act and for the repudiation of the regulatory baggage that the commission—not the Communications Act—has imposed on television broadcasters." In another passage, she referred to the "remarkable history of regulatory accretion," a felicitous phrase indeed.

Here is an opportunity for the better legal minds that serve television to take a telling crack at that accretion. The comments submitted in response to the commission's notice and Mimi Dawson's added remarks ought to talk of emancipation, not the mere obfuscation of pointless rules, and provide a scholarly argument supporting the FCC's authority to undo its own doings under previous administrations when form triumphed over substance almost every time.

## Best face forward

The Christine Craft case has been oversimplified in its interpretation, and probably overplayed. TV journalism's competitors, meaning the print media, tend to see it as proof that television news departments rank appearance ahead of everything else, most particularly ahead of journalistic know-how. Some television managers see the case's outcome, \$500,000 damages to an anchorwoman for being fired, as raising legal barriers to traditional—and, they maintain, perfectly lawful—hiring and firing procedures.

What is missing from these interpretations is a sufficient sense of reality. Everybody who knows anything about television knows that the appearance and demeanor of a news anchor are important: not more important than solid journalistic credentials, but important. Roone Arledge knows it; otherwise why did he

choose Peter Jennings as *World News Tonight's* new anchor, rather than someone with a less favored face (Howard Cosell, for instance, who has been volunteering for the job for years)? The way an anchor comes across to viewers is in fact not only important; it is critical. If people tune out, the best journalists in the world will be left talking to themselves, their families and unwavering friends. Print media "stars" don't have to worry about appearance. If they did, you can bet they would—and so would their bosses.

There is no excuse for judging female anchors—or female reporters or female anything else—by standards unlike those applied to their male counterparts. What it comes down to, for both, is performance. And performance in any news medium, print or broadcast, is in the end judged by the consumers—readers, listeners, viewers. Circulation figures tell newspapers and magazines how well or badly they are doing. In broadcast, like it or not, ratings tell broadcasters the same thing.

To be sure, there are also broadcast news consultants. One figured in the Christine Craft case, not always to the greater glory of the news business, if the accounts we saw are accurate.

Stations are divided over the use of consultants, but there is no division on the importance of ratings. Christine Craft must have known that. People at KMBC-TV must have been convinced that her continued presence was a threat to the station's news ratings.

Station managers and news directors must forever be on guard against lowering journalistic standards for the sake of ratings, but if within that paramount constraint they hire people to stand or fall on the basis of performance, without any intervening fold-over, nobody should squawk at the outcome, including the courts.

**Fair warning.** *The mail last week brought an answer to a question that nobody around here had asked for, oh, about 10 years: Whatever happened to Nick Johnson? Well, sir, the flower child of the FCC back in the Haight-Ashbury days is about to become a network television personality, and in prime time. He'll be host of a new half-hour program produced at noncommercial WHA-TV Madison, Wis., to debut on PBS Oct. 13 at 9:30 p.m. It's called The New Tech Times, a "consumer's guide to new communications and home electronics." Run for cover, Comsat, IBM, Apple, Atari...*



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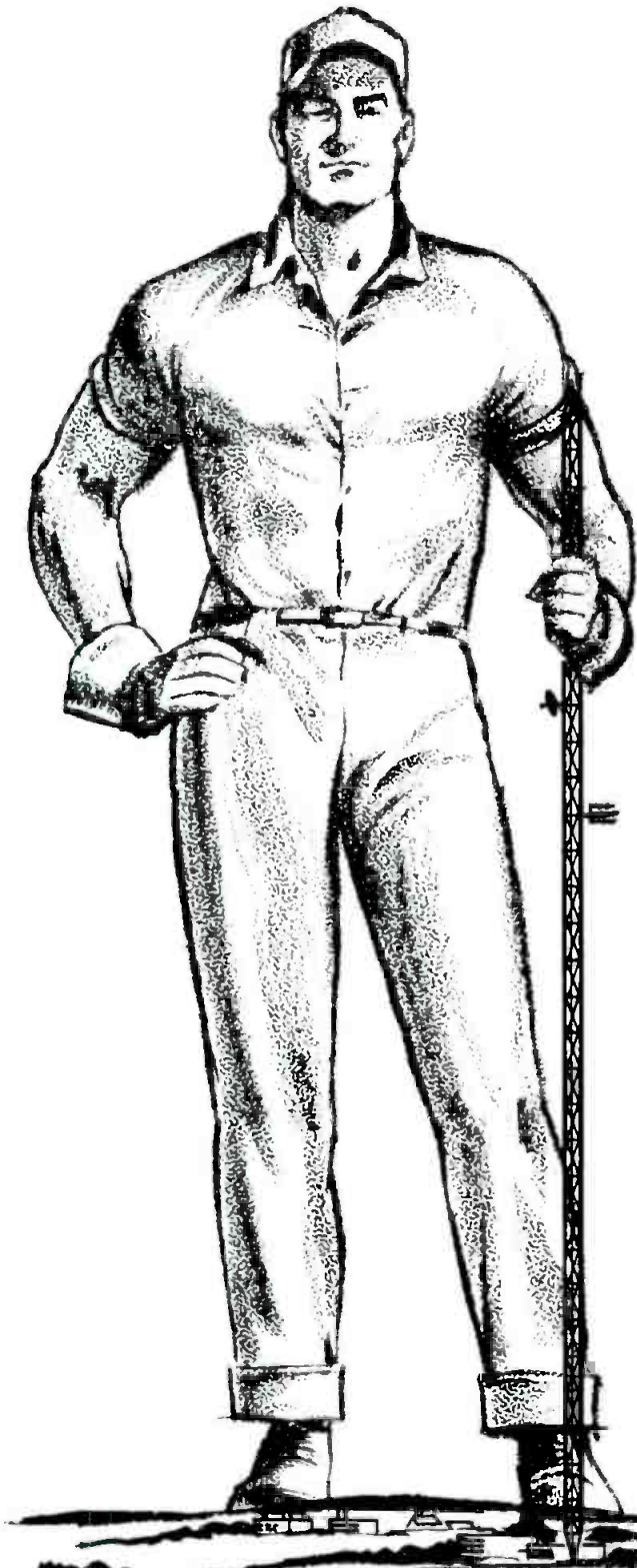
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